

# Content Use, AI Restrictions & Intellectual Property Rights

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All content available on this website and through Vela Noir Kandle Co. platforms is protected intellectual property. Access to this website, or any website, platform, or digital channel featuring Vela Noir Kandle Co. intellectual property, does not grant permission to use, reproduce, adapt, or exploit any content for any purpose without prior written authorization.

## 1. Ownership of Intellectual Property

Unless otherwise stated, all content on this website is the exclusive property of Vela Noir Kandle Co., including but not limited to:

- Product images and photography
- AI-generated images created by Vela Noir Kandle Co.
- Videos created from AI images, including sequencing, overlays, and edits
- Styled images, compositions, and visual arrangements
- Logos, marks, seals, icons, and brand identifiers
- Product names, collection names, and line names
- Taglines, branded phrases, and marketing language
- Product descriptions, scent descriptions, and copy
- Website layout, design, and visual presentation
- Packaging designs and product configurations
- Any original text, graphics, or creative expressions

All such content is protected by U.S. and international copyright, trademark, and unfair competition laws.

No license—express or implied—is granted by the display of content on this website.

## 2. Trademarks & Brand Identifiers

All brand identifiers, including logos, seals, wordmarks, and distinctive design elements, are protected trademarks or trademarked trade dress of Vela Noir Kandle Co., including but not limited to:

- VNK™ seal, including the NK ligature and flame design
- NoirHaus Kollektive™ logo
- VR over VNK RESERVE™ mark

You may not use, reproduce, display, modify, or reference any trademarked material in a manner that:

- Suggests affiliation, sponsorship, or endorsement
- Creates consumer confusion
- Appears in marketing, advertising, or promotional materials
- Is incorporated into AI-generated content or derivative works

Unauthorized use constitutes trademark infringement.

### **3. Prohibited Uses**

Without prior express written consent, you may not:

- Copy, download, reproduce, or distribute any content from this website
- Use any content for commercial purposes, including marketing or advertising
- Scrape, harvest, crawl, or collect content by automated or manual means
- Use content in presentations, mockups, pitch decks, or demonstrations
- Create derivative works based on website content
- Reuse product images, packaging visuals, branded elements, or AI-generated videos

### **4. Artificial Intelligence & Machine Learning Prohibition**

Vela Noir Kandle Co. expressly prohibits the use of any website content for artificial intelligence or machine learning purposes, including but not limited to:

- Training, fine-tuning, or developing AI or ML models
- Generating AI-derived images, videos, advertisements, or marketing assets
- Using content as prompts, reference material, or datasets
- Demonstrating AI capabilities using brand assets
- Creating simulated or synthetic representations of products

This prohibition applies to commercial and non-commercial AI systems.

### **5. Advertising & Promotional Use**

No content from this website may be used in:

- Advertisements
- Promotional materials
- Sales outreach or solicitations
- AI-generated ads or marketing demonstrations

Use of Vela Noir Kandle Co. content in advertising without permission is strictly prohibited and may constitute infringement and false endorsement.

## **6. No Implied Consent**

The public availability of content on this website does not constitute consent for reuse.

Visibility ≠ permission

Access ≠ license

Hosting ≠ authorization

Any unauthorized use is considered willful.

## **7. Enforcement**

Vela Noir Kandle Co. actively enforces its intellectual property rights.

Unauthorized use may result in legal action, including but not limited to:

- Injunctive relief
- Monetary damages
- Recovery of legal fees and costs
- Removal demands and takedown notices

## **8. Reporting & Contact**

To request permission or report suspected misuse, contact:

[press@velanoirkandle.com](mailto:press@velanoirkandle.com)

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