



## SERVICE AGREEMENT FOR HEY BRANDEE – AI-POWERED BRAND PARTNER CREATION

### **Provided by Just a Squiggle LLC.**

This Service Agreement ("Agreement") is entered into between Just a Squiggle LLC ("Service Provider") and the Client ("Customer"), collectively referred to as the "Parties."

#### 1. Product Description

Hey Brandee is a custom AI-powered Brand Partner, developed by Just a Squiggle LLC, designed to function as a virtual brand consultant tailored to your business. This product provides a one-time creation of a personalized AI-driven Brand Manager that aligns with your unique brand identity, messaging, and strategy. Hey Brandee is not just a tool—it's a strategic brand companion, ensuring that your brand remains consistent, authentic, and effectively positioned in the market.

#### 2. Scope of Deliverables

By purchasing Hey Brandee, the Customer will receive:

- A Custom AI-Powered Brand Partner – Tailored to your business, learning and adapting to your brand's voice, values, and messaging.
- Personalized Brand Strategy Consultation – A one-on-one session to define your brand's positioning, mission, values, and ideal customer profile.
- Brand Development Framework – AI-driven insights that guide messaging, content themes, and market positioning programmed into the tool.
- Onboarding & Training Session – A dedicated onboarding session to ensure seamless integration and usage of Hey Brandee within your business.

#### 3. One-Time Pricing & Payment Terms

- Hey Brandee is available for a one-time fee.
- Payment must be made in full before the development and delivery of the AI Brand Partner.
- A additional fees may exist for platform management or upgrades may be purchased separately.

#### 4. Customer Responsibilities

- Provide accurate and complete brand information during the consultation to ensure optimal customization of the AI Brand Partner.
- Acknowledge that Hey Brandee functions as an AI-powered assistant and does not replace human decision-making in branding and marketing.



## 5. No Guarantees & Limitation of Liability

- Just a Squiggle LLC does not guarantee specific business outcomes, such as increased revenue, customer engagement, or brand reach.
- Hey Brandee's AI-generated branding insights and recommendations are data-driven but may require human validation and refinement.
- The Customer assumes full responsibility for reviewing and applying AI-generated strategies.
- Hey Brandee is provided as-is, with no express or implied guarantees regarding its performance, accuracy, or effectiveness in achieving specific business results. While Just a Squiggle LLC has developed Hey Brandee to align with best practices in branding and strategy, outcomes may vary based on individual usage and external factors beyond our control.
- This agreement includes access to version 1.0 of Hey Brandee. Any future updates, enhancements, or additional features are not guaranteed and may be offered at the sole discretion of Just a Squiggle LLC. If made available, such updates may require an additional fee.

## 6. Intellectual Property Rights

- The Customer retains full ownership of their brand assets, logos, and original marketing materials.
- Just a Squiggle LLC retains the right to use anonymized, aggregated insights to improve Hey Brandee's AI capabilities

## 7. Confidentiality & Data Protection

- Just a Squiggle LLC agrees to keep all client-provided brand data confidential and will not share or sell Customer information.
- The AI-generated content and insights will be stored securely and used solely for enhancing the Customer's branding experience.

## 8. Indemnification

- The Customer agrees to indemnify and hold Just a Squiggle LLC harmless from any claims, liabilities, or damages arising from the implementation of AI-generated branding recommendations.

## 9. Disclaimers

- Hey Brandee is an AI-powered assistant, not a human marketing consultant. It provides branding insights but does not replace strategic decision-making by the Customer.
- The effectiveness of AI-driven branding depends on human input, strategic implementation, and external market conditions.

## 10. Term & Termination

- The Agreement is effective upon full payment and remains in force indefinitely.
- No refunds are available once Hey Brandee has been delivered and the onboarding session has been completed.

## 11. Governing Law

- This Agreement is governed by the laws of the state in which Just a Squiggle LLC is registered.

## 12. Acceptance

By purchasing Hey Brandee, the Customer acknowledges and agrees to the terms and conditions outlined in this Agreement.