

# FOCUS INTELLECTUAL PROPERTY & COPYRIGHT POLICY

**Effective Date:** September 10, 2026

**Last Updated:** September 10, 2026

This Intellectual Property & Copyright Policy (“Policy”) applies to the Focus mobile application, website, software, branding, content, features, and related services (collectively, the “Service”) provided by **TeamFocus LLC** (“TeamFocus,” “Focus,” “we,” “us,” or “our”).

This Policy explains ownership of Focus materials, rules regarding use of TeamFocus intellectual property, ownership of user content, and how intellectual-property concerns may be reported.

This Policy supplements the Focus Terms of Service.

## 1. OWNERSHIP OF FOCUS

Except for third-party materials and user-generated content, Focus and the materials created for the Service are owned by or licensed to TeamFocus LLC.

This may include:

- Focus software;
- source code and object code;
- application architecture;
- website content;
- user-interface designs;
- graphics;
- icons;
- illustrations;
- animations;
- text;
- copy;
- databases;
- proprietary organization of information;
- algorithms;
- scoring systems;
- analytics systems;
- Focus Score functionality;

- logos;
- trademarks;
- product names;
- branding;
- marketing materials;
- photographs owned by TeamFocus;
- videos owned by TeamFocus; and
- other original Focus materials.

These materials may be protected by copyright, trademark, trade-secret, patent, contract, and other applicable intellectual-property laws.

## **2. FOCUS BRANDING**

The Focus name, Focus logo, Focus+ name, TeamFocus name, and associated branding may constitute trademarks, service marks, trade names, or other proprietary identifiers of TeamFocus LLC.

Nothing in this Policy or your use of Focus grants you ownership of TeamFocus branding.

You may not use Focus branding in a manner that falsely suggests:

- endorsement by TeamFocus;
- sponsorship by TeamFocus;
- employment by TeamFocus;
- partnership with TeamFocus;
- ownership of Focus; or
- official affiliation with TeamFocus.

## **3. LIMITED RIGHT TO USE FOCUS**

Subject to the Focus Terms of Service, TeamFocus grants users a limited, personal, non-exclusive, non-transferable, revocable right to access and use Focus for its intended purposes.

This permission does not transfer ownership of any TeamFocus intellectual property.

## **4. PROHIBITED USE OF FOCUS INTELLECTUAL PROPERTY**

Unless authorized by TeamFocus or permitted by applicable law, you may not:

- copy substantial portions of Focus;
- reproduce Focus branding for commercial purposes;
- sell Focus software;
- license Focus software;
- distribute unauthorized copies of Focus;
- create misleading copies of Focus;
- remove copyright or trademark notices;
- claim Focus materials as your own;
- use Focus branding to impersonate TeamFocus;
- commercially exploit Focus content without authorization; or
- use TeamFocus intellectual property in violation of applicable law.

## 5. REVERSE ENGINEERING

Except where applicable law expressly provides otherwise, users may not:

- reverse engineer;
- decompile;
- disassemble;
- attempt to obtain Focus source code;
- circumvent technical protections; or
- attempt to reconstruct proprietary Focus systems.

Nothing in this section restricts rights that cannot legally be restricted.

## 6. FOCUS SCORE AND PROPRIETARY SYSTEMS

Focus may provide proprietary systems including the **Focus Score**, personalized insights, analytics, recommendations, correlations, and other scoring or measurement functionality.

TeamFocus may own intellectual-property rights in the particular software, algorithms, designs, methodologies, branding, presentation, and implementation used to provide these features.

Users own their underlying personal information subject to applicable rights and the Focus Privacy Policy.

A user's ownership of their personal information does not transfer ownership of Focus's software or proprietary systems.

## 7. USER CONTENT

Users may create, enter, upload, or share content through Focus.

User content may include:

- profile photos;
- photographs;
- goals;
- habit descriptions;
- notes;
- comments;
- challenge names;
- messages;
- posts;
- progress updates;
- workout information;
- custom routines; and
- other content created by users.

**You retain ownership of original content that you create.**

TeamFocus does not claim ownership of your original user content merely because you upload it to Focus.

## 8. LICENSE TO OPERATE THE SERVICE

When you submit content to Focus, you grant TeamFocus a limited, non-exclusive, worldwide license to host, store, reproduce, process, transmit, display, and otherwise use that content as reasonably necessary to:

- provide Focus to you;
- display content according to your settings;
- synchronize your information;
- operate social features you choose to use;
- maintain backups;
- secure the Service;
- troubleshoot technical issues; and
- otherwise provide functionality you request.

This license does not give TeamFocus unrestricted ownership of your content.

## 9. PUBLICLY SHARED CONTENT

If you intentionally make content available to other Focus users, you authorize TeamFocus to display that content to the audience you selected or to the audience reasonably associated with that feature.

For example, information intentionally shared within a challenge may be visible to other challenge participants.

You should only share information you are comfortable making available to the intended audience.

## 10. RESPONSIBILITY FOR USER CONTENT

You are responsible for content you submit.

You represent that you have the rights necessary to submit the content and allow Focus to process it as described in these Terms and policies.

You may not upload content that unlawfully infringes another person's:

- copyright;
- trademark;
- privacy rights;
- publicity rights; or
- other intellectual-property rights.

## 11. THIRD-PARTY CONTENT

Focus may display information or materials owned by third parties.

Examples may include:

- nutrition databases;
- financial information;
- market information;
- maps;
- health information;
- API data;

- exercise information;
- integrations;
- images;
- fonts; or
- other licensed content.

Ownership of third-party content remains with the applicable owner or licensor.

Use of third-party content may be subject to additional terms.

## **12. APP STORE AND PLATFORM MATERIALS**

Focus may interact with platforms and technologies provided by Apple, Google, and other companies.

Names, trademarks, logos, technologies, and other materials belonging to those companies remain the property of their respective owners.

TeamFocus's use of third-party marks does not imply ownership of those marks.

## **13. FEEDBACK AND IDEAS**

Users may voluntarily provide:

- suggestions;
- feature ideas;
- product recommendations;
- design feedback;
- bug reports;
- improvement ideas; or
- other feedback concerning Focus.

By voluntarily providing feedback, you agree that TeamFocus may use, develop, modify, commercialize, or incorporate that feedback into Focus without an obligation to compensate you.

This provision applies to feedback about Focus and does not transfer ownership of unrelated personal content to TeamFocus.

## 14. COPYRIGHT INFRINGEMENT

TeamFocus respects intellectual-property rights.

If you believe content available through Focus infringes a copyright you own or are authorized to enforce, you may submit a copyright complaint to:

**support.teamfocus@gmail.com**

Use a subject such as:

**Copyright Infringement Notice**

## 15. COPYRIGHT NOTICE INFORMATION

To help us evaluate a copyright complaint, please provide:

- identification of the copyrighted work you believe has been infringed;
- identification of the Focus content you believe is infringing;
- information reasonably sufficient to locate the content;
- your name;
- your contact information;
- a statement explaining your good-faith belief that the disputed use is not authorized by the copyright owner, its agent, or applicable law;
- a statement that the information in your notice is accurate; and
- confirmation that you are the copyright owner or authorized to act for the copyright owner.

Additional information may be required where applicable law establishes specific notice requirements.

## 16. REMOVAL OF ALLEGEDLY INFRINGING CONTENT

TeamFocus may remove or restrict access to content where we reasonably determine that doing so is appropriate or legally required.

Submission of a complaint does not guarantee removal.

We may request additional information before taking action.

## 17. REPEAT INFRINGEMENT

TeamFocus may restrict or terminate accounts associated with repeated intellectual-property violations where appropriate and consistent with applicable law.

## 18. FALSE CLAIMS

Do not knowingly submit false intellectual-property complaints.

A person submitting a complaint may be responsible for consequences resulting from knowingly making material misrepresentations.

## 19. TRADEMARK CONCERNS

If you believe content on Focus improperly uses a trademark you own, contact:

**support.teamfocus@gmail.com**

Use a subject such as:

**Trademark Concern**

Include:

- the trademark involved;
- information showing your rights in the mark;
- the Focus content at issue;
- an explanation of the concern; and
- your contact information.

## 20. BRAND USAGE PERMISSION

Businesses, creators, media organizations, partners, or other parties who want to use Focus branding beyond ordinary editorial reference should request permission from:

**support.teamfocus@gmail.com**

TeamFocus may establish separate brand guidelines governing approved uses.

## 21. SCREENSHOTS AND EDITORIAL REFERENCES

Unless otherwise prohibited, users, journalists, reviewers, and creators may generally reference Focus or display reasonable screenshots for legitimate commentary, reviews, reporting, or discussion consistent with applicable law.

Such use must not falsely imply sponsorship, endorsement, partnership, or affiliation with TeamFocus.

## 22. DEVELOPER AND API ACCESS

If TeamFocus provides an API, SDK, developer platform, or similar technology in the future, access may be governed by separate developer terms.

Availability of a public-facing Focus feature does not automatically grant permission to scrape, reproduce, or commercially redistribute Focus data.

## 23. SECURITY RESEARCH

TeamFocus encourages responsible reporting of legitimate security vulnerabilities.

Security research does not authorize a person to:

- access unrelated private user information;
- destroy information;
- intentionally disrupt Focus;
- extort TeamFocus;
- distribute stolen data; or
- exceed authorization provided by TeamFocus.

Potential security vulnerabilities may be reported to:

**support.teamfocus@gmail.com**

Use a subject such as:

**Focus Security Report**

## 24. RESERVATION OF RIGHTS

TeamFocus reserves all rights in Focus and its intellectual property that are not expressly granted to users.

No rights are granted by implication merely because a user can access a particular Focus feature.

## 25. TERMINATION OF LICENSE

Your limited right to use Focus may end if your account is terminated or if you materially violate the Focus Terms of Service.

Certain provisions relating to intellectual-property ownership may continue to apply after termination.

## 26. PRIVACY AND USER INFORMATION

Ownership of Focus intellectual property does not give TeamFocus unrestricted rights over your personal information.

Personal information is handled according to the **Focus Privacy Policy** and applicable law.

## 27. RELATIONSHIP TO OTHER FOCUS POLICIES

This Policy supplements the:

- Focus Terms of Service;
- Focus Privacy Policy;
- Focus Health, Fitness & Nutrition Disclaimer;
- Focus Financial Disclaimer;
- Focus+ Subscription & Billing Terms;
- Focus Community Guidelines & Acceptable Use Policy; and
- Focus Data Deletion & Privacy Request Policy.

## 28. CHANGES TO THIS POLICY

TeamFocus may update this Policy as Focus evolves or applicable intellectual-property laws and platform requirements change.

Where required, material changes will be appropriately communicated.

The “Last Updated” date above identifies when this Policy was most recently revised.

## **29. CONTACT US**

For copyright, trademark, intellectual-property, security, or general questions concerning this Policy, contact:

**TeamFocus LLC**

**Focus**

**Email: [support.teamfocus@gmail.com](mailto:support.teamfocus@gmail.com)**

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