

Moon Ape Lab IP Licensing Agreement

Effective Date: 24th March 2024

Licensor: Moon Ape Lab

Licensee: Any Moon Ape Lab asset holder

1. Grant of License

Moon Ape Lab (“Licensor”) hereby grants you (“Licensee”) a non-exclusive, royalty-free, worldwide license to use, copy, display, modify, and create derivative works of Moon Ape Lab intellectual property (“IP”), including but not limited to character designs, artwork, 3D models, names, and logos.

2. Permitted Uses

Licensee may:

- Use the IP for personal or commercial purposes, including merchandise, digital media and storytelling
- Feature Moon Ape Lab assets in promotional materials and creative works
- Official logos may be used only with the express permission of the Licensor

3. Prohibited Uses

Licensee **may not** use the IP in any manner that:

- Is vulgar, obscene, sexually explicit, or offensive
- Promotes racism, hate speech, discrimination, or harassment
- Encourages or depicts illegal activity
- Harms the reputation of the Moon Ape Lab brand, founders, or community
- Suggests official partnership, endorsement, or sponsorship without written approval from Licensor

4. Brand Protection

Moon Ape Lab reserves the right to:

- Revoke this license for any use it deems detrimental to the brand, reputation, or community
- Request removal or takedown of infringing content

5. Ownership

All IP rights remain the sole and exclusive property of Moon Ape Lab. This license does not constitute a transfer of ownership.

6. Modifications

Moon Ape Lab may update or modify this agreement at any time. Continued use of the IP constitutes acceptance of such changes