



Intellectual Property & Content Usage Policy

Effective Date: 17 February 2026 **Last Updated:** 17 February 2026

This Intellectual Property & Content Usage Policy ("Policy") governs the use of all content, materials, and intellectual property owned by **Cantorin**, a brand of **HelixOneGlobal** (www.helixoneglobal.com). By accessing our YouTube channel, website, purchasing merchandise, or interacting with our content, you agree to comply with this Policy.

All content and materials published, created, or made available under the Cantorin brand, including but not limited to:

- Video recordings, edits, and productions (including content on the **@cantorin** YouTube channel)
- Graphics, thumbnails, and channel art
- Logos, wordmarks, and brand identifiers
- Merchandise designs (including print-on-demand products)
- Website text, product descriptions, and other written materials
- Scripts, audio recordings, and music compositions
- Social media posts and promotional materials

...is the exclusive intellectual property of **HelixOneGlobal** (Cantorin's parent company), and is protected under the Copyright, Designs and Patents Act 1988, the Trade Marks Act 1994, and applicable international laws and treaties.

Unauthorised reproduction, distribution, modification, or commercial exploitation of our content is strictly prohibited.

We encourage our community to engage with our content in the following ways:

2.1 Personal and Non-Commercial Use (General Content)

You may:

- Watch, share, and embed our YouTube videos using official platform share features
- Create short clips (up to 60 seconds) for commentary, critique, or transformative purposes under fair dealing provisions (Copyright, Designs and Patents Act 1988, s.30)
- Share screenshots or still images on social media with proper attribution to **@cantorin**

2.2 Personal Use Licence for Purchases (Physical and Digital)

When you purchase Cantorin-branded products (including physical merchandise and any digital products/files), you receive a **limited, revocable, non-exclusive, non-transferable licence** to use the purchased item(s) and any included designs/files **for personal, non-commercial use only**.

Unless we expressly agree in writing, you must **not**:

- commercially resell, license, reproduce, redistribute, or mass-produce the designs or files;
- modify, adapt, trace, or create derivative works from the designs/files for commercial purposes;
- use the designs/files in marketing, advertising, sponsorships, or to promote a business or product.

2.3 Content Sharing Guidelines (Fans / Community)

You may share or reference Cantorin content for personal or community enjoyment (for example: social media mentions, reaction videos, commentary, or discussion), provided that:

- the use is **non-commercial** (including no paid promotions, sponsorship placements, or other brand advertising built around our content);
- you include **clear credit** to **Cantorin** and (where possible) link to the original source (e.g., the specific YouTube video or our channel); and
- you do not upload content in a way that substitutes for the original (for example, uploading the majority of the video instead of directing viewers to it).

2.4 Educational and Review Purposes

Teachers, educators, and reviewers may use excerpts of our content for:

- classroom instruction or academic research;
- critical review or analysis; or
- news reporting on matters of public interest.

Attribution must always be provided, crediting "Cantorin" with a link to our channel where possible.

The following activities are **strictly prohibited** without prior written consent:

3.1 Re-Uploading and Redistribution

- Downloading and re-uploading our full-length videos (or any substantial portions) to any platform (including YouTube, TikTok, Instagram, or third-party sites)
- Mirroring or reposting our content on alternative channels or websites
- Creating "compilation" or "reaction" videos that consist primarily of our unedited content or that substitute for the original viewing experience

3.2 Commercial Exploitation

- Using our videos, images, audio, designs, or brand assets in advertisements, paid promotions, or sponsored content
- Selling, licensing, sublicensing, or distributing our content to third parties
- Incorporating our content into products, NFTs, or other commercial goods without authorisation
- Any commercial resale, reproduction, redistribution, or modification of Cantorin designs (including designs included on physical merchandise or delivered as digital files)

3.3 Knock-Off Merchandise and Design Infringement

- Selling, manufacturing, importing, distributing, or advertising "knock-off" or confusingly similar Cantorin merchandise

- Reproducing, copying, tracing, or creating derivative works based on our merchandise designs
- Manufacturing or selling products featuring our logos, slogans, or original artwork
- Using our branding on unauthorised merchandise (t-shirts, mugs, stickers, etc.)

3.4 Trademark Misuse and False Association

- Using "Cantorin" (or any similar wordmark) in a way that suggests affiliation, endorsement, sponsorship, or an official partnership without consent
- Using the Cantorin brand to imply you are an official representative, collaborator, agent, or partner of Cantorin/HelixOneGlobal when you are not
- Registering domain names, social media handles, or business names incorporating "Cantorin"
- Creating parody or fan accounts that could mislead consumers as to their official status

4.1 Fan Content

We love seeing fan art, edits, and creative interpretations! You may create:

- Fan art inspired by our content
- Transformative edits or memes
- Cover versions or remixes (where applicable)

However:

- You must clearly label such content as "fan-made" and not official Cantorin material
- You may not sell or monetise fan content that incorporates our copyrighted material or trademarks
- We reserve the right to request removal of fan content that misrepresents our brand or violates our values

4.2 Submissions to Cantorin

If you submit content to us (e.g., via email, social media, or community features):

- You grant Cantorin a worldwide, royalty-free, perpetual licence to use, reproduce, modify, and display your submission in our videos, social media, and promotional materials
- You confirm that you own all rights to the submitted content or have obtained necessary permissions
- You waive any moral rights (where permitted by law) to be identified as the author

5.1 Reporting Infringement

If you believe your intellectual property has been infringed by Cantorin content, please contact us at shop@helixoneglobal.com with:

- A description of the copyrighted work
- The URL or location of the allegedly infringing material
- Your contact information and a statement of good faith belief
- An electronic or physical signature

We will investigate all legitimate claims in accordance with the Digital Millennium Copyright Act (DMCA) and UK copyright law.

5.2 Counter-Notification

If your content has been removed due to a copyright claim and you believe this was done in error, you may submit a counter-notification following the same procedure.

Cantorin and HelixOneGlobal actively monitor for unauthorised use of our intellectual property. We reserve the right to:

- issue takedown notices under the DMCA, platform policies (including YouTube), or UK law;
- pursue legal action for copyright, trademark, or passing off violations;
- seek injunctions, damages, an account of profits, and recovery of legal costs; and/or
- **terminate or restrict access to our services, platforms, communities, or purchasing channels** (where applicable) for any actual or suspected violation of this Policy.

Unauthorised commercial use may result in claims for statutory damages (where applicable), lost profits, and legal fees.

If you wish to use our content in a manner not covered by fair use or this Policy, please submit a licensing request to shop@helixoneglobal.com including:

- Description of the intended use
- Duration and territory of use
- Expected audience size or distribution
- Proposed compensation (if applicable)

We review all requests on a case-by-case basis. Approval is at our sole discretion.

We may update this Policy from time to time to reflect changes in law, business practices, or community feedback. The "Last Updated" date at the top of this document indicates the most recent revision. Continued use of our content after changes constitutes acceptance of the updated Policy.

This Policy is governed by the laws of England and Wales. Any disputes arising from this Policy shall be subject to the exclusive jurisdiction of the courts of England and Wales.

For questions, licensing requests, or to report infringement:

Email: shop@helixoneglobal.com **Company:** Cantorin (a brand of HelixOneGlobal)

Website: www.helixoneglobal.com **YouTube:** <https://www.youtube.com/@cantorin>

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