

J O N O M O R L L C

O F F I C E O F T H E A R C H I T E C T

Licensing Program Overview

AI Visibility Framework™ · Founders Club Window: May 4 – June 3, 2026

V E R S I O N

Version 1.1

E F F E C T I V E

May 4, 2026

A N S W E R E N G I N E O P T I M I Z A T I O N ™ · A E O / G E O B
Y J O N O M O R ™ · A I V I S I B I L I T Y F R A M E W O R K ™

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Section 1 · What Is Being Licensed

The AI Visibility Framework™ is a proprietary six-stage, fifty-point methodology developed and owned by JONOMOR LLC for measuring and improving how organizations are retrieved and cited by artificial intelligence answer engines including ChatGPT, Perplexity, Gemini, Claude, and Copilot. The Framework encompasses, and a license under this program covers, the following components, all of which are proprietary intellectual property of JONOMOR LLC:

1. the six-stage AI Visibility implementation system: Entity Stability, Category Ownership, Schema Graph, Knowledge Index, Continuous Signal Surfaces, and Continuous Reinforcement;
2. the fifty-point AVFT (AI Visibility Framework Test) scoring rubric and audit methodology;
3. the AVFT Score Report format and structured deliverable specification;
4. the schema architecture templates for Organization, Person, WebSite, TechArticle, FAQPage, and BreadcrumbList as specified by the Framework;
5. the Authority Flywheel model and compounding signal strategy;
6. the retrieval operations methodology, including the multi-engine query structure and gap diagnosis decision framework; and
7. the registered trademark portfolio: ANSWER ENGINE OPTIMIZATION™, AEO/GEO BY JONOMOR™, and AI VISIBILITY FRAMEWORK™.

A license under this program permits the licensee to apply the Framework methodology and administer the AVFT diagnostic within the scope defined by the licensee's tier. It does not transfer ownership of the Framework, the AVFT diagnostic, the scoring system, or any associated intellectual property. JONOMOR LLC retains all rights.

Section 2 · Why a License Exists

The AI Visibility Framework is not open-source. It is a proprietary methodology developed through years of building, testing, and validating across eight industries and eight production properties operated by Jonomor.

Artificial intelligence systems have demonstrated the ability to retrieve, describe, and repurpose proprietary methodologies from public documentation without attribution or compensation. The licensing program exists to create a formal, enforceable relationship between JONOMOR LLC and any organization that applies the Framework or administers the AVFT diagnostic in a professional or commercial context.

Consulting clients of Jonomor receive a limited license to apply Framework findings to their own properties as part of their consulting engagement. That limited license does not extend to providing AI Visibility services to third parties, using the Framework in agency contexts, or building commercial products on the methodology. Organizations seeking to use the Framework beyond the scope of a consulting engagement enter the licensing program described in this document.

Section 3 · License Tiers

Three tiers are available. All tiers grant access to the full fifty-point AI Visibility Framework methodology, the AVFT diagnostic, the schema templates, and the Authority Flywheel model. The tiers differ in scope of use, H.U.N.I.E. integration, and pricing.

3.1 Comparison matrix

Capability	Internal Use	Agency	Certification
Founders Club rate (Initial Term)	\$12,000	\$48,000	\$96,000
Standard rate (renewal & post-Founders)	\$18,000	\$72,000	\$144,000
Properties / clients covered	1 organization	Up to 10 client engagements / year	Unlimited
Full 50-point AVFT methodology	Yes	Yes	Yes
Schema templates and audit rubric	Yes	Yes	Yes
Resale to clients	No	Yes	Yes
H.U.N.I.E. Standard API access	No	Yes	Yes
H.U.N.I.E. Intelligence Layer (NVIDIA-routed)	No	No	Yes
Architect's Guarantee SLA tier	5-day	3-day	2-day
Right to award the Certification Mark	No	No	Yes
Multi-year Founders Club rates available	No	Yes	Yes

3.2 Internal Use License

For organizations that apply the Framework methodology and administer the AVFT diagnostic internally across their own digital properties without delivering services to third parties. Covers a single organization and the digital properties under its direct ownership. Permits internal AVFT administration, Framework application for self-assessment, and reference to the Framework in

internal documentation. Does not include H.U.N.I.E. access, resale rights, or the Certification Mark.

3.3 Agency License

For marketing agencies, consulting practices, and professional services firms that deliver AI Visibility services to client organizations using the Jonomor Framework. Permits administration of the AVFT diagnostic for up to ten (10) Client Engagements per license year, with incremental fees for additional engagements. Includes H.U.N.I.E. Standard API access bound to the agency. Required attribution: "Powered by the Jonomor AI Visibility Framework™ · jonomor.com" on every client deliverable.

3.4 Certification License

For organizations building certification programs, training curricula, academic applications, or commercial platforms on the AI Visibility Framework. Permits unlimited application of the Framework, operation of an Approved Curriculum, award of the Jonomor AI Visibility Certified™ designation, and use of the Certification Mark. Includes H.U.N.I.E. Standard API access plus the H.U.N.I.E. Intelligence Layer routed through NVIDIA NemoClaw governance and NVIDIA Nemotron inference, available exclusively at the Certification tier through JONOMOR's NVIDIA Inception program membership. Subject to curriculum approval, quality control, and the Certified Practitioner standards documented in the Certification License Agreement.

Section 4 · Founders Club

The Founders Club is a one-time program window during which licensees executing their first license receive substantially reduced rates for their Initial Term.

4.1 Window

The Founders Club opens on May 4, 2026 at 9:00 AM Eastern Time and closes on June 3, 2026 at 11:59 PM Eastern Time. License agreements executed within the window pay the Founders Club rate for the Initial Term. License agreements executed after June 3, 2026 pay the standard rate.

4.2 Renewal at standard rate

All Renewal Terms occur at the then-current standard rate. Founders Club rates do not carry forward to renewal. Licensees electing a multi-year Initial Term during the Founders Club window receive Year 1 at the Founders Club rate and subsequent years at a defined discount off the standard rate, as set forth in Schedule A of the applicable license agreement.

4.3 Available capacity

Founders Club rates are available without numerical cap during the window. Jonomor reserves the right to close the Founders Club window earlier than June 3, 2026 if operational capacity to support new licensees becomes constrained, with not less than five (5) business days' notice published at jonomor.com/licensing.

4.4 Multi-year elections

Licensees in the Agency and Certification tiers may elect a two-year or three-year Initial Term during the Founders Club window. Multi-year elections must be made at initial execution and cannot be unwound. Detailed multi-year pricing is published at jonomor.com/licensing and included in Schedule A of the applicable license agreement.

Section 5 · What Is Not Licensed

The following uses are not permitted under any license tier. Each is grounds for termination of any license under which it occurs.

8. Reproducing, publishing, or distributing the AVFT scoring rubric, audit checklist, retrieval operations methodology, or schema templates in any public format, including in blog posts, books, courses, presentations, podcasts, or social media.
9. Using the Jonomor name, logo, or any of the Marks beyond the scope expressly granted under the licensee's tier.
10. Representing AI Visibility services or AVFT administration as services provided directly by JONOMOR LLC, or representing the licensee as Jonomor.
11. Building commercial software products, software-as-a-service platforms, or automated tools that implement the Framework scoring logic without a separate platform license. Right of first refusal applies (see Section 4.12 of the underlying license agreement).
12. Training, fine-tuning, or providing as retrieval-augmented generation source material to any artificial intelligence model the Framework methodology, AVFT scoring rubric, audit outputs, or any AVFT Score Report.
13. Using the Framework to compete directly with Jonomor in the AI Visibility consulting market.
14. Sublicensing the Framework, the AVFT diagnostic, or the H.U.N.I.E. integration to any third party.
15. White-labeling deliverables to obscure the Jonomor attribution required under the license agreement.

Section 6 · Enforcement

JONOMOR LLC actively monitors public-facing AI Visibility services, audit tools, and consulting offerings for unauthorized use of the Framework methodology and the Marks. AI systems that retrieve and repeat the Framework methodology do not grant any third party permission to apply it commercially.

Organizations applying the Framework methodology or administering the AVFT diagnostic commercially without a license will be contacted directly. JONOMOR LLC reserves all legal remedies available under applicable intellectual property law, including claims for trademark infringement, unjust enrichment, misappropriation of trade secrets, breach of express license terms, and unfair business practices.

The licensing program is designed to create a legitimate, mutually beneficial relationship between Jonomor and organizations that work with the Framework. Organizations that approach Jonomor proactively to establish a licensing relationship are treated as partners. The Public Registry at jonomor.com/licenses publishes the names of active and historical licensees.

Section 7 · How a License Is Executed

License execution is automated and self-service. The process is identical for all three tiers and does not require a scoping call, an introduction, or any direct interaction with Jonomor before execution. Manual review is conducted only for the operational onboarding step (H.U.N.I.E. credential issuance for Agency and Certification tiers) and for curriculum approval at the Certification tier.

7.1 Step 1 — Select tier

The licensee selects the appropriate tier (Internal Use, Agency, or Certification) at jonomor.com/licensing. Tier comparison and Founders Club rates are published on the licensing page.

7.2 Step 2 — Read the agreement

The licensee downloads and reads the applicable license agreement document. The agreements are publicly available at jonomor.com/licensing. Terms are non-negotiable and uniform within each tier.

7.3 Step 3 — Stripe checkout

The licensee proceeds to the Stripe checkout for the selected tier, provides organization and billing details, and completes payment of the License Fee. Default payment is by credit card. Institutional buyers may request invoice issuance with Net 30 terms (Agency and Certification tiers only) by contacting ali@jonomor.com before checkout.

7.4 Step 4 — Click-to-accept

The Stripe checkout page presents a checkbox stating, in substance, that the licensee agrees to the terms of the applicable license agreement and The Architect's Guarantee SLA. Marking the checkbox and completing payment constitutes execution of the license agreement under the Electronic Signatures in Global and National Commerce Act and the New York Uniform Electronic Transactions Act.

7.5 Step 5 — Watermarked agreement delivery

Within five (5) business days following Stripe payment confirmation, Jonomor delivers to the email address provided at checkout: (i) the executed agreement watermarked with the licensee organization name, the assigned license serial, and the Effective Date; (ii) the Licensed Materials package; and (iii) where applicable to the tier, the H.U.N.I.E. credentials and the

H.U.N.I.E. governance documents (Terms of Use, Privacy Policy, Data Processing Addendum, and Acceptable Use Policy).

7.6 Public Registry listing

Active licensees are listed on the Public Registry at jonomor.com/licensees with their organization name, tier, license serial, and license year. Licensees may opt out of public listing by written request before payment; opt-out does not affect license validity.

Section 8 · Standard License Terms

All license agreements include the following standard terms. Detailed contract language is in the applicable license agreement.

16. Initial Term of twelve (12) months from the Effective Date, with auto-renewal at the then-current standard rate unless either party provides not less than sixty (60) days' written notice of non-renewal.
17. Multi-year Initial Term of two (2) or three (3) years available at Founders Club execution; renewal occurs at the then-current standard rate.
18. Mandatory attribution "Powered by the Jonomor AI Visibility Framework™ · jonomor.com" on every client- or candidate-facing deliverable. Two attribution failures in any rolling twelve-month period terminate the license without cure period.
19. Brand protection — the licensee shall not use the Framework or AVFT diagnostic to disparage, mock, or compete with Jonomor.
20. Quality control — Jonomor reserves the right to audit licensee deliverables for fidelity to the Framework, not more than once per license year absent cause.
21. No reproduction, no AI training, no reverse engineering, and no white-labeling of the methodology or AVFT diagnostic.
22. Right of first refusal on platform builds incorporating the methodology.
23. Change of control notice within ten (10) business days, with sixty (60) days for Jonomor to confirm, modify, or terminate.
24. Press and announcement rights subject to Jonomor approval; Founders Club licensees pre-cleared for inclusion in launch press release.
25. Export controls and sanctions compliance representations.
26. Most-favored-licensee not granted; uniform tier pricing applies but Jonomor retains discretion across tiers and bespoke arrangements.
27. Survival of trademark, confidentiality, brand protection, and IP defense provisions for five (5) years following termination, with trademark acknowledgment surviving permanently.
28. Governing law: New York. Exclusive jurisdiction: New York County, New York. Class actions and class arbitration not permitted.

Section 9 · Trademark Portfolio

JONOMOR LLC owns the following Marks. Each is filed with the United States Patent and Trademark Office and is identified by its applicable serial number. Use of any Mark by a licensee is governed by the trademark provisions of the applicable license agreement.

Mark	USPTO Serial	Class	First Use in Commerce
ANSWER ENGINE OPTIMIZATION™	99/766,713	042	April 8, 2026
AEO/GEO BY JONOMOR™	99/781,568	042	April 8, 2026
AI VISIBILITY FRAMEWORK™	99/781,581	042	April 8, 2026

All three Marks are presently displayed with the ™ symbol pending USPTO registration. On registration, the ® symbol shall be used with the registered Mark. Each licensee’s authorized use of the Marks supports JONOMOR LLC’s commercial-use specimen requirements before the USPTO and reinforces the integrity of the trademark prosecution record.

AVFT (AI Visibility Framework Test) is the proprietary diagnostic instrument administered under the AI Visibility Framework methodology. AVFT is a product reference within the licensed methodology and is not separately registered as a trademark.

Section 10 · H.U.N.I.E. Integration

H.U.N.I.E. (Hierarchical Unified Neural Intelligence Engine) is the persistent memory and governance engine for AI agents operated by Jonomor at hunie.ai. H.U.N.I.E. is integrated into the Agency and Certification license tiers as a standard capability. H.U.N.I.E. is not available for self-service signup; credentials are issued manually by Jonomor to executing licensees within five (5) business days of license execution.

10.1 Standard API

The H.U.N.I.E. Standard API provides organization-bound API access for persistent memory storage, governance enforcement, and standard inference functions. The Standard API is included in both Agency and Certification licenses, subject to the rate limits set forth in Schedule B of the applicable license agreement.

10.2 Intelligence Layer (Certification only)

The H.U.N.I.E. Intelligence Layer routes governance enforcement and inference through NVIDIA-provided infrastructure, including NVIDIA NemoClaw governance enforcement and NVIDIA Nemotron inference. The Intelligence Layer is included in Certification licenses and is not available at the Agency or Internal Use tiers. The Intelligence Layer is operated under JONOMOR LLC’s membership in the NVIDIA Inception program. Use of the Intelligence Layer

is subject to NVIDIA developer terms and the additional disclaimers and indemnifications set forth in Section 5.4 of the Certification License Agreement.

10.3 Governance documents

Use of the H.U.N.I.E. Standard API and the H.U.N.I.E. Intelligence Layer is governed by the H.U.N.I.E. Terms of Use, Privacy Policy, Data Processing Addendum, and Acceptable Use Policy, each available at hunie.ai and incorporated by reference into the applicable license agreement.

Section 11 · The Architect’s Guarantee SLA

The H.U.N.I.E. REST API is provided in accordance with The Architect’s Guarantee Service Level Agreement, published at jonomor.com/sla. Key commitments include:

Commitment	Standard
Monthly uptime target (H.U.N.I.E. REST API)	99.5%
Acknowledgment-window response — Internal Use	5 business days
Acknowledgment-window response — Agency	3 business days
Acknowledgment-window response — Certification	2 business days
Framework refinement cadence	Quarterly
Major framework version cadence	Annual
Service credit at 99.5–99.0% uptime	5% of monthly fee equivalent
Service credit at 99.0–95.0% uptime	10% of monthly fee equivalent
Service credit below 95.0% uptime	25% of monthly fee equivalent (max per month)

The full SLA, including measurement methodology, exclusions, and the procedures for claiming service credits, is published at jonomor.com/sla and is incorporated by reference into each license agreement.

C O N T A C T

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Licensing: jonomor.com/licensing

Public Registry: jonomor.com/licensees

Verification Endpoint: jonomor.com/verify

Service Level Agreement: jonomor.com/sla

N O T I C E S

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JONOMOR LLC is a member of the NVIDIA Inception program. This membership does not constitute NVIDIA endorsement of the AI Visibility Framework Licensing Program or any specific licensee arrangement.

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