

SkillFusionAI

Copyright and Intellectual Property Policy

Effective Date: 24 April 2026 | Jurisdiction: Australia (with international application)

Purpose of This Document

This document sets out the intellectual property rights of SkillFusionAI (operated by ElevenCreative, Queensland, Australia), the protections that apply to our platform, content, code, and brand, and the rights and limitations that apply to users, licensees, partners, and third parties including educational institutions, registered training organisations, and commercial entities.

This policy is designed to protect SkillFusionAI's creative and technical work while being transparent with users about what they own when they create content using our platform.

1. Copyright Law Framework

Copyright in Australia is governed by the Copyright Act 1968 (Cth). Australia is also a signatory to the Berne Convention, which means Australian copyright is automatically recognised in over 180 countries without registration. Copyright protection is automatic upon creation of an original work. No registration is required.

Copyright protects the expression of ideas, not the ideas themselves. This distinction is fundamental and is explained in detail in Section 3.

2. What SkillFusionAI Owns

The following works are owned by SkillFusionAI and ElevenCreative and are protected by Australian copyright law and international treaty:

Platform Source Code

All software code written for the SkillFusionAI platform, including the flipbook builder, SkillPlay narration engine, T4IMAGE library system, credit management system, API routes, and all associated backend and frontend code. This code is original work and constitutes a literary work under the Copyright Act 1968 (Cth).

Website Text and Content

All original text on www.skillfusionai.com.au including marketing copy, feature descriptions, onboarding instructions, and help content.

User Interface Design and Layout

The visual design, layout, colour scheme, component arrangements, and user experience flows of the Platform constitute original artistic and literary works.

T4IMAGE Library Assets

All images created, curated, or commissioned for the T4IMAGE training image library are protected works. These images are licensed to users for use within Platform-generated content only and may not be extracted, reproduced, or distributed independently.

Branding and Graphic Assets

The SkillFusionAI logo, wordmark, iconography, and associated visual identity assets are protected works. Use of these assets outside the Platform requires written permission.

Training Content Templates and Frameworks

The structural frameworks, prompt engineering systems, content generation templates, and training delivery guide formats developed by SkillFusionAI are original works.

Documentation

All user guides, help documentation, policy documents, and technical documentation produced by SkillFusionAI.

3. What Copyright Does and Does Not Protect

A common misconception is that copyright protects business ideas, concepts, or platform functionality. It does not. The following table clarifies what is and is not protected under Australian and international copyright law as it applies to SkillFusionAI.

PROTECTED by Copyright	NOT Protected by Copyright
Our exact website text and marketing copy	The concept of an AI training platform
Our specific source code and implementation	The idea of matching skills with AI-generated content
Our UI design, layout, and visual identity	General platform functionality or business model
T4IMAGE library images and curation	The idea of a training image library
Our branding logo and graphic assets	The name "SkillFusionAI" without trademark registration
Training guide templates and content frameworks	The concept of AI-assisted RTO training delivery
This document and all SkillFusionAI policy documents	Methods, techniques, or training approaches in general

4. What Users Own

When you create content using the SkillFusionAI Platform, the following rules apply to ownership of that content:

Your Original Uploads: Images, documents, scripts, and other original material you upload to the Platform remain your intellectual property. SkillFusionAI does not claim ownership of content you create and bring to the Platform.

Your Generated Outputs: Training content, flipbook text, narration scripts, and SkillPlay audio-visual outputs generated through the Platform using your inputs are owned by you, subject to the terms below and the terms of our underlying AI providers.

Commercial Licence Rights: Users holding a Pocket Commercial plan are granted the right to use Platform-generated content for commercial training delivery to clients and learners. This right is personal to the account holder and may not be sublicensed, transferred, or sold without written agreement.

Important limitation: T4IMAGE library images embedded in your flipbooks are licensed to you for use within Platform-generated content only. You do not own those images and may not extract, reproduce, or redistribute them independently of the training material in which they appear.

5. Licence Granted to Users

SkillFusionAI grants registered users a limited, non-exclusive, non-transferable licence to:

- Use the Platform to create, save, and publish training content within the limits of your plan.
- Include T4IMAGE library images within Platform-generated training materials distributed to learners.
- Download and distribute SkillPlay video outputs to your own learners, clients, or team members for training purposes.
- Share published flipbooks via the Platform's share link system with intended recipients.

This licence does NOT permit users to:

- Reproduce, resell, or redistribute the SkillFusionAI platform, its code, design, or templates to third parties.
- Extract T4IMAGE library images for use outside the Platform or in non-SkillFusionAI materials.
- Use SkillFusionAI branding, logo, or wordmark in any external material without written permission.
- Claim authorship of the Platform, its tools, or its AI systems.
- Grant sub-licences of Platform access or T4IMAGE content to other organisations or individuals.
- Use the Platform or its outputs to train competing AI systems or build competing products.

6. Institutional and RTO Use

SkillFusionAI is designed to support registered training organisations, TAFE institutions, schools, and corporate training departments. The following rules apply to institutional use:

Concept Replication: Any educational institution or government body may build a similar platform concept. Ideas, approaches, and general functionality are not protected by copyright and cannot be exclusively owned. SkillFusionAI acknowledges this is the nature of intellectual property law in Australia and internationally.

What Cannot Be Copied: Institutions may not copy SkillFusionAI's source code, website text, UI design, T4IMAGE library content, branding, templates, or policy documents. Doing so constitutes copyright infringement under the Copyright Act 1968 (Cth) and may result in legal action.

Partnerships and Licensing: If an institution wishes to use the SkillFusionAI platform, content, or branding under a formal arrangement, they must enter into a written Licence Agreement with

ElevenCreative before any use begins. Contact info@skillfusionai.com.au to discuss partnership or licensing terms.

Prior to Engagement: Before sharing detailed platform documentation, strategy, technical architecture, or proprietary methods with any institution, SkillFusionAI requires a signed Non-Disclosure Agreement (NDA). We will not share proprietary information without this protection in place.

7. AI Provider Content and Third-Party Intellectual Property

The Platform uses third-party AI services including Anthropic Claude for text generation and ElevenLabs for voice synthesis. Content generated through these services is subject to the terms of each provider. SkillFusionAI does not warrant that AI-generated content is free from third-party intellectual property claims. Users are responsible for ensuring that content they publish commercially does not infringe the intellectual property rights of any third party.

Users must not submit to the Platform content that infringes the copyright of others, including copyrighted text, images, music, video, or training materials produced by third parties, without appropriate permission or licence.

8. Brand Protection and Trademark

The name "SkillFusionAI", the associated logo, and visual identity assets represent the brand of ElevenCreative. Brand protection in Australia extends through:

Copyright Protection: The logo design and graphic assets are protected as original artistic works from the date of creation.

Domain Registration: The domain www.skillfusionai.com.au is registered and constitutes evidence of prior use of the brand name.

Trademark Registration: ElevenCreative intends to register "SkillFusionAI" as a trademark with IP Australia. Trademark registration provides the strongest protection against third parties using a confusingly similar name in connection with similar services. Trademark protection, once registered, is enforceable across Australia and can be extended internationally.

Passing Off: Even without formal trademark registration, Australian common law protects against passing off: the act of representing your goods or services as those of another business. Any third party that uses the name SkillFusionAI or a confusingly similar brand in connection with AI-powered training or education services may be liable under passing off.

9. Confidential Information

Beyond formal intellectual property rights, SkillFusionAI maintains certain information as confidential including platform architecture, prompt engineering methods, business strategy, pricing structures, partnership arrangements, and technical implementation details. This information is protected as confidential information under Australian common law and equity.

Any person who receives confidential information from SkillFusionAI in the context of a business discussion, evaluation, or partnership negotiation is bound by an obligation of confidence, whether or not a formal NDA has been signed, if a reasonable person in their position would understand the information to be confidential.

SkillFusionAI strongly recommends that any formal sharing of business strategy, technical architecture, or proprietary methods with any external party including institutions, investors, or potential partners be preceded by a signed NDA. Contact info@skillfusionai.com.au to obtain our standard NDA template.

10. International Protection

Australia is a signatory to the Berne Convention for the Protection of Literary and Artistic Works, which provides automatic copyright recognition in over 180 member countries. This means SkillFusionAI's original works including its code, content, design, and documentation are protected by copyright internationally without registration.

However, practical enforcement of copyright against overseas infringers is complex and costly. SkillFusionAI's primary defence against overseas competition and idea replication relies on:

- Maintaining a strong and distinctive brand identity that users recognise and trust.
- Continuous development and improvement of the Platform so that our implementation remains ahead of any imitation.
- Building direct relationships with Australian RTOs, TAFEs, and training organisations.
- Pursuing trademark registration in key jurisdictions as the business grows.
- Entering into written agreements with any international partner or licensee before disclosing proprietary information.

11. Reporting Infringement

If you believe that any person or organisation has copied, reproduced, or used SkillFusionAI content, code, branding, or other protected works without authorisation, please notify us at info@skillfusionai.com.au with:

- A description of the work you believe has been infringed.
- The URL or location of the infringing material.
- Your contact information.
- A statement explaining how you believe infringement has occurred.

We will investigate all reports and take appropriate action, which may include issuing a cease and desist notice, pursuing takedown through relevant platforms, or initiating legal proceedings.

12. Changes to This Policy

SkillFusionAI may update this Copyright and Intellectual Property Policy from time to time. The current version will always be available at www.skillfusionai.com.au/copyright. Registered users will be notified by email of material changes at least 14 days before they take effect.

13. Contact and Legal Notices

For all intellectual property inquiries, licensing requests, NDA arrangements, partnership discussions, or infringement reports:

SkillFusionAI / ElevenCreative

Queensland, Australia

Email: info@skillfusionai.com.au

Website: www.skillfusionai.com.au

This policy is governed by the laws of Queensland, Australia. Any dispute arising in connection with intellectual property rights in relation to SkillFusionAI will be subject to the jurisdiction of the courts of Queensland.