

Asena Club End User License Agreement (EULA)

Effective Date: 11/29/2020

This End User License Agreement (“Agreement” or “EULA”) is a legally binding agreement between you (“User,” “Member,” or “you”) and **Asena Club** (“Asena Club,” “we,” “us,” or “our” “Asena Agency” “Asena” “Asena Events” “Asena Academy”) governing your access to and use of Asena Club’s digital platforms, community spaces, content, software, applications, communications, events, and services (collectively, the “Licensed Materials”).

By accessing, joining, or using Asena Club, you agree to be bound by this EULA. If you do not agree, you may not access or use the Licensed Materials.

1. License Grant

Asena Club grants you a **limited, non-exclusive, non-transferable, non-sublicensable, revocable license** to access and use the Licensed Materials **solely for your personal or internal business use** while you remain an active member in good standing.

This license does **not** constitute a sale or transfer of ownership.

2. Ownership & Intellectual Property

All Licensed Materials—including but not limited to:

- Community content, discussions, recordings, messages
- Branding, trademarks, logos, systems, frameworks
- Event formats, training materials, documents
- Software, interfaces, and platform design

are the exclusive property of Asena Club and are protected by intellectual property laws.

No rights are granted except those expressly stated in this Agreement.

3. Restrictions (STRICT NO-LEAK POLICY)

You may **not**, directly or indirectly:

- Copy, record, screenshot, download, scrape, reproduce, or distribute any Licensed Materials
- Share access credentials or allow third-party access
- Republish or repost content outside the Asena Club environment
- Use Licensed Materials for competitive, commercial, or unauthorized purposes
- Reverse engineer, decompile, or attempt to extract source material
- Represent Asena Club or its members without written authorization

Any violation may result in **immediate termination, legal action, and financial liability.**

4. Confidentiality

You acknowledge that Asena Club operates as a **private, confidential network**. All non-public information accessed through the Licensed Materials is confidential.

You agree to maintain strict confidentiality and understand that unauthorized disclosure may cause irreparable harm to Asena Club and its members.

5. User Conduct

You agree to use the Licensed Materials in a lawful, respectful, and ethical manner. Prohibited conduct includes harassment, misrepresentation, solicitation, spamming, exploitation of members, or any activity deemed harmful to the Community or brand.

Asena Club retains sole discretion to determine violations.

6. Termination of License

This license automatically terminates if:

- Your membership ends for any reason
- You violate this Agreement or related policies

Upon termination, you must immediately cease all use of the Licensed Materials and destroy any copies or derived materials.

Termination does not limit Asena Club's legal rights or remedies.

7. No Guarantees

The Licensed Materials are provided **“as is” and “as available.”**

Asena Club makes no warranties, express or implied, including fitness for a particular purpose, availability, accuracy, or outcomes.

No guarantees of income, exposure, business success, or results are made.

8. Limitation of Liability

To the maximum extent permitted by law:

- Asena Club shall not be liable for indirect, incidental, or consequential damages
 - Total liability shall not exceed the amount paid by you to Asena Club in the preceding twelve (12) months
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9. Indemnification

You agree to indemnify and hold harmless Asena Club and its affiliates from any claims, damages, losses, or expenses arising from:

- Your use or misuse of the Licensed Materials
 - Your violation of this Agreement
 - Your conduct within the Community
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10. Governing Law & Arbitration

This Agreement shall be governed by the laws of the State of **[Insert State, e.g., Illinois]**.

All disputes shall be resolved through **binding arbitration**, and you waive the right to participate in class actions.

11. Modifications

Asena Club may modify this EULA at any time. Continued use of the Licensed Materials constitutes acceptance of the updated Agreement.

12. Entire Agreement

This EULA, together with Asena Club's Terms of Service, Privacy Policy, and other posted policies, constitutes the entire agreement between you and Asena Club regarding use of the Licensed Materials.

13. Contact

For questions regarding this Agreement, contact:
support@asenaclub.com

Asena Club is a private licensed environment. Access is conditional.
Rights are limited. Enforcement is strict.