CONTENT LAB

Terms & Conditions of Use

BML Media Group, LLC | Brandon Lucero Brand
Effective Date: April 1, 2025 | Last Updated: June 2026
PLEASE READ THESE TERMS AND CONDITIONS CAREFULLY BEFORE ACCESSING OR USING CONTENT LAB. By subscribing to or using Content Lab, you agree to be bound by these Terms. If you do not agree, do not access or use the platform.

1. ACCEPTANCE OF TERMS

These Terms and Conditions ("Agreement") constitute a legally binding contract between you ("User," "Subscriber," or "you") and BML Media Group, LLC, operating under the Brandon Lucero Brand ("Company," "we," "our," or "us"), governing your access to and use of the Content Lab platform and all related services, tools, bots, dashboards, and features (collectively, the "Platform" or "Content Lab").
By creating an account, completing a subscription purchase, accepting a beta invitation, or otherwise accessing Content Lab, you acknowledge that you have read, understood, and agree to be bound by this Agreement and our Privacy Policy, which is incorporated herein by reference.
If you are accessing Content Lab on behalf of a business or organization, you represent that you have the authority to bind that entity to this Agreement.

2. DESCRIPTION OF SERVICE

Content Lab is a subscription-based software-as-a-service (SaaS) platform that provides AI-powered content creation tools, bots, dashboards, and related features designed to help users create, optimize, and convert content (the "Services"). The Platform includes, but is not limited to:

- AI-powered content bots trained on proprietary frameworks and methodologies
- A centralized dashboard for managing content workflows and bot outputs
- A bot library containing specialized tools for various content and conversion goals
- Onboarding modules, training materials, and platform guidance
- Any additional features, updates, or tools released by the Company during your subscription period

The Company reserves the right to modify, enhance, add to, or remove features of the Platform at any time with or without notice. Significant changes that materially affect your use of the Platform will be communicated via email.

3. SUBSCRIPTION & PAYMENT TERMS

3.1 Subscription Agreement

Access to Content Lab requires an active paid subscription. By subscribing, you authorize BML Media Group, LLC to charge your payment method on a recurring basis according to the subscription plan you select. Your subscription begins on the date of purchase and automatically renews at the end of each billing cycle unless cancelled in accordance with Section 4 of this Agreement.

3.2 Payment Plans

If you elect a payment plan rather than paying in full, you are agreeing to complete all scheduled payments on time and in full for the duration of your payment plan term. A payment plan is not a month-to-month membership and cannot be cancelled mid-term. The Company fully reserves the right to require completion of all payments.
As an act of good faith, you receive access to the Platform and all available features at the time of your subscription start. Selecting a payment plan does not reduce or defer the obligations you are committing to.

3.3 Early Payoff

You are welcome to pay off your remaining payment plan balance at any time by contacting us at student@brandonlucero.com. A discount may be available for paying in full at the time of purchase. If you wish to pay off your balance at the discounted full-pay rate, you must do so within 90 days of your original purchase date. After 90 days, the payoff amount will revert to the full projected total of all remaining scheduled payments.

3.4 Adjusting Your Payment Date

If you need to adjust your billing date, please email student@brandonlucero.com at least 14 days before your scheduled charge date. Payment date changes are accommodated within reason, and requests made outside the 14-day window may not be processed in time to affect the upcoming charge. Any extension of a payment plan term beyond the original schedule will be subject to a 15% interest markup on the additional months added.

3.5 Pausing Your Payment Plan

Payment plan pauses are considered on a case-by-case basis and are not guaranteed. If you are experiencing a financial hardship, please email student@brandonlucero.com with a detailed explanation of your situation. Because Content Lab is a subscription platform and not a discretionary membership service, you do not have the option to pause and resume payments based on personal preference or usage patterns.

3.6 Failed Payments

If a payment fails, you will receive a notification and the Company will attempt to process the charge again. If payments continue to fail for three (3) consecutive billing cycles, the Company reserves the right to suspend or terminate your access to Content Lab and revoke all associated platform privileges. If you need a payment plan adjustment, please refer to Section 3.4 for your options.
If we do not receive communication from you within 30 days of the first failed payment, we

reserve the right to suspend your account, remove you from any community groups, and restrict your access to all platform features. You may not attend group calls or live sessions while your payment is in default. Kindly respond to our email inquiries about your failed payments and your plan to resolve them to avoid any interruption in access.
Upon default, you agree to pay any collection fees, legal costs, or competitive interest that the Company may incur in recovering the outstanding balance.

3.7 Price Changes

The Company reserves the right to change subscription pricing at any time. You will be notified of any pricing changes at least 30 days in advance. Continued use of the Platform after a price change takes effect constitutes your acceptance of the new pricing.

4. CANCELLATION POLICY

Subscribers on a month-to-month subscription plan may cancel at any time by emailing student@brandonlucero.com. Cancellation will take effect at the end of the current billing cycle, and you will retain access to the Platform until that date. No partial refunds will be issued for unused days within a billing cycle.
Subscribers on a payment plan are not eligible to cancel mid-term, as the payment plan represents a commitment to the full term. Cancellation requests from payment plan subscribers will be reviewed on a case-by-case basis and are not guaranteed. See Section 3.2 for full payment plan terms.
To request a cancellation, please email student@brandonlucero.com with your full name, account email address, and reason for cancellation. Requests are processed within 5 business days.

5. REFUND POLICY

Due to the nature of digital software platforms and the immediate access to AI tools, bot libraries, training materials, and proprietary frameworks provided upon subscription, **all Content Lab sales are final**. The Company does not offer refunds, credits, prorated refunds, or chargebacks for any reason, and all fees paid are non-refundable, including but not limited to situations involving:

- Failure to use the Platform or log in during your subscription period
- Dissatisfaction with AI-generated outputs or bot results
- Technical issues that were reported and resolved or that did not persist
- Cancellation of your subscription prior to the end of a billing period
- Changes made to the Platform, its features, or bot library

All subscription fees, payment plan installments, and other charges are non-refundable and non-proratable. There are no exceptions to this policy.
If you believe you have been charged in error, please contact us immediately at student@brandonlucero.com. We take billing accuracy seriously and will investigate all legitimate billing disputes.
By completing your subscription purchase, you expressly acknowledge and agree to this no-refund policy.

6. INTELLECTUAL PROPERTY

6.1 Company Ownership

All content, materials, frameworks, methodologies, AI models, bots, prompts, training data, design elements, software, code, interfaces, branding, and proprietary systems within Content Lab are the exclusive intellectual property of BML Media Group, LLC and are protected by applicable intellectual property laws, including copyright, trademark, trade secret, and patent law.
Your subscription grants you a limited, non-exclusive, non-transferable, revocable license to access and use the Platform and its features for your personal or internal business purposes only. This license does not constitute a sale of any Platform component or intellectual property.

6.2 Restrictions on Use

You may not, without prior written consent from BML Media Group, LLC: copy, reproduce, distribute, or publicly display any portion of the Platform; reverse engineer, decompile, disassemble, or attempt to derive the source code of any bot, AI model, or Platform feature; resell, sublicense, or provide Platform access to third parties; scrape, harvest, or systematically extract data, bot outputs, or content from the Platform; use the Platform to build a competing product or service; or remove, obscure, or alter any proprietary notices, trademarks, or labels within the Platform.

6.3 User-Generated Content

You retain ownership of the content, data, and information you submit to the Platform ("User Content"). By submitting User Content, you grant BML Media Group, LLC a non-exclusive, royalty-free, worldwide license to use, store, process, and display your User Content solely to the extent necessary to provide the Services.

6.4 AI-Generated Outputs

Content generated by the Platform's bots and AI tools using your inputs ("AI Outputs") is provided for your use in accordance with this Agreement. You acknowledge that AI Outputs may not be unique and similar outputs may be generated for other users. BML Media Group, LLC does not make any claims to ownership of AI Outputs generated from your specific inputs.
You are solely responsible for reviewing, editing, and using AI Outputs appropriately. The Company is not liable for any claims arising from your use, publication, or distribution of AI Outputs.

7. AI-GENERATED CONTENT DISCLAIMER

Content Lab uses artificial intelligence and machine learning to generate content recommendations, copy, messaging, and other outputs. You acknowledge and agree to the following:

- AI Outputs are generated based on your inputs and are not a substitute for professional advice, including legal, financial, medical, or marketing advice

- The Company does not guarantee the accuracy, appropriateness, originality, or fitness for purpose of any AI Output
- AI models may occasionally produce outputs that are incomplete, inaccurate, biased, or inconsistent. You are responsible for reviewing all outputs before use
- AI Outputs should not be published or distributed without human review and editing
- The Company is actively developing and improving the AI tools and bot library. Outputs may change over time as models are updated

You agree to use AI Outputs responsibly, ethically, and in compliance with all applicable laws and platform policies. **You are solely responsible for ensuring that any content you publish on social media platforms, including TikTok, Instagram, YouTube, LinkedIn, Facebook, X (formerly Twitter), Pinterest, and any other distribution channel, fully complies with that platform's then-current community guidelines, terms of service, advertising policies, and content standards.** The Company disclaims all liability for any consequences arising from your use, publication, or distribution of AI-generated content on any platform.

8. ACCEPTABLE USE POLICY

By accessing Content Lab, you agree that you will not use the Platform to:

- Violate any applicable local, state, federal, or international laws or regulations
- Infringe upon the intellectual property rights of any third party
- Generate, distribute, or promote content that is defamatory, obscene, hateful, or discriminatory
- Harass, threaten, or harm any individual or group
- Engage in spam, phishing, or deceptive marketing practices using Platform-generated content
- Attempt to gain unauthorized access to any portion of the Platform, server, or associated database
- Introduce malicious code, viruses, or disruptive technologies to the Platform
- Use the Platform in any way that places an unreasonable burden on our infrastructure or degrades the experience of other users
- Generate or distribute content intended for publication on any social media platform in violation of that platform's terms of service, community guidelines, or content policies. You are solely responsible for ensuring compliance with the current rules of TikTok, Instagram, YouTube, LinkedIn, Facebook, X (formerly Twitter), and any other platform on which you publish AI-generated content

The Company reserves the right to suspend or terminate your account immediately and without notice if you are found to be in violation of this Acceptable Use Policy.

9. ACCOUNT SECURITY & RESPONSIBILITIES

You are responsible for maintaining the confidentiality of your account login credentials and for all activity that occurs under your account. You agree to: notify the Company immediately at student@brandonlucero.com if you suspect any unauthorized access to your account; use a strong, unique password and not share your login credentials with any third party; and ensure that any person accessing the Platform through your account is authorized to do so and is bound by this Agreement.

Account access is for the sole use of the named subscriber. Sharing account credentials or

providing access to the Platform to non-subscribers is a material breach of this Agreement and may result in immediate account termination without refund.

10. PRIVACY & DATA

The Company collects and processes personal data in accordance with our Privacy Policy, which is incorporated into this Agreement by reference. By using Content Lab, you consent to the collection and use of your data as described in the Privacy Policy.
The Company employs reasonable technical and organizational measures to protect user data. However, no system is completely secure, and the Company cannot guarantee the absolute security of your data transmitted to or stored on the Platform.
You represent and warrant that any personal data of third parties that you submit to the Platform has been collected and shared in compliance with applicable privacy laws, including but not limited to GDPR, CCPA, and CAN-SPAM.

11. BETA ACCESS & PRODUCT DEVELOPMENT

From time to time, the Company may invite select users to access features, tools, or products in a beta or pre-release capacity. If you are participating in a beta program: beta features are provided "as-is" and may contain bugs, errors, or incomplete functionality; the Company makes no warranties regarding the performance, stability, or availability of beta features; beta features may be modified, discontinued, or rolled back at any time without notice; your feedback provided during a beta program may be used by the Company to improve the Platform without any obligation to compensate you; and participation in a beta program does not constitute a guarantee of continued access to beta features upon general release.
Your participation in any beta program is governed by this Agreement unless a separate beta agreement is provided, in which case the separate agreement controls.

12. DISCLAIMER OF WARRANTIES

CONTENT LAB AND ALL SERVICES PROVIDED THEREUNDER ARE OFFERED ON AN "AS IS" AND "AS AVAILABLE" BASIS WITHOUT WARRANTIES OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, NON-INFRINGEMENT, AND COURSE OF PERFORMANCE.
THE COMPANY DOES NOT WARRANT THAT: (A) THE PLATFORM WILL FUNCTION UNINTERRUPTED, SECURE, OR ERROR-FREE; (B) ANY ERRORS OR DEFECTS WILL BE CORRECTED; (C) THE PLATFORM OR ITS SERVERS ARE FREE OF VIRUSES OR OTHER HARMFUL COMPONENTS; OR (D) THE RESULTS OBTAINED FROM USING THE PLATFORM WILL MEET YOUR REQUIREMENTS OR EXPECTATIONS.

13. LIMITATION OF LIABILITY

TO THE MAXIMUM EXTENT PERMITTED BY APPLICABLE LAW, BML MEDIA GROUP, LLC, ITS OFFICERS, DIRECTORS, EMPLOYEES, AGENTS, AFFILIATES, AND LICENSORS SHALL NOT BE LIABLE FOR ANY INDIRECT, INCIDENTAL, SPECIAL, CONSEQUENTIAL,

EXEMPLARY, OR PUNITIVE DAMAGES, INCLUDING BUT NOT LIMITED TO LOSS OF PROFITS, LOSS OF DATA, LOSS OF GOODWILL, BUSINESS INTERRUPTION, OR ANY OTHER INTANGIBLE LOSSES, ARISING OUT OF OR IN CONNECTION WITH YOUR USE OF OR INABILITY TO USE CONTENT LAB.
IN NO EVENT SHALL THE COMPANY'S TOTAL CUMULATIVE LIABILITY TO YOU FOR ALL CLAIMS ARISING OUT OF OR RELATING TO THIS AGREEMENT OR THE PLATFORM EXCEED THE TOTAL AMOUNT PAID BY YOU TO THE COMPANY IN THE TWELVE (12) MONTHS IMMEDIATELY PRECEDING THE CLAIM.
Some jurisdictions do not allow the limitation or exclusion of certain warranties or liability. In such jurisdictions, the limitations above apply to the maximum extent permitted by law.

14. INDEMNIFICATION

You agree to defend, indemnify, and hold harmless BML Media Group, LLC and its officers, directors, employees, agents, and affiliates from and against any claims, liabilities, damages, losses, costs, or expenses (including reasonable legal fees) arising out of or in any way related to: your access to or use of Content Lab; your violation of any provision of this Agreement; your violation of any third-party rights, including intellectual property or privacy rights; your use, publication, or distribution of AI Outputs; any content you submit to the Platform; and your violation of any social media platform's terms of service in connection with content generated through Content Lab.

15. GOVERNING LAW & DISPUTE RESOLUTION

15.1 Governing Law

This Agreement shall be governed by and construed in accordance with the laws of the State of California, without regard to its conflict of law principles.

15.2 Informal Resolution

Before filing any formal legal action, you agree to first contact the Company at student@brandonlucero.com and allow 30 days for the Company to attempt to resolve the dispute informally. Both parties agree to negotiate in good faith during this period.

15.3 Binding Arbitration

If the dispute cannot be resolved informally, you and the Company agree to resolve any disputes through binding individual arbitration administered by the American Arbitration Association (AAA) under its Consumer Arbitration Rules. The arbitration shall take place in Los Angeles County, California, or by videoconference at either party's option.
YOU WAIVE THE RIGHT TO A JURY TRIAL. YOU ALSO AGREE THAT YOU WILL NOT PARTICIPATE IN A CLASS ACTION LAWSUIT OR CLASS-WIDE ARBITRATION AGAINST THE COMPANY, EXCEPT WHERE SUCH A WAIVER IS PROHIBITED BY APPLICABLE LAW. NOTHING IN THIS SECTION PREVENTS YOU FROM BRINGING AN INDIVIDUAL CLAIM IN SMALL CLAIMS COURT IF YOUR CLAIM QUALIFIES.
California Residents: If you are a California resident, you may opt out of the arbitration

agreement in this Section by sending written notice to student@brandonlucero.com within 30 days of the date you first agree to these Terms. Your notice must include your full name, the email address associated with your Content Lab account, and a clear statement that you are opting out of arbitration. Opting out of arbitration does not affect any other provision of this Agreement. If you opt out, disputes shall be resolved exclusively in the state or federal courts located in Los Angeles County, California, and you consent to personal jurisdiction in those courts.

15.4 Exceptions

Either party may seek injunctive or other equitable relief in any court of competent jurisdiction to prevent the actual or threatened infringement, misappropriation, or violation of intellectual property rights or confidential information.

16. TERMINATION

Either party may terminate this Agreement at any time. The Company may terminate or suspend your access to Content Lab immediately and without prior notice for any breach of this Agreement, fraudulent activity, or other conduct that the Company determines, in its sole discretion, is harmful to the Platform, other users, or the Company.
Upon termination: (a) your license to use the Platform immediately ceases; (b) you remain obligated to pay any outstanding balance on a payment plan; and (c) the Company may delete your account data in accordance with our data retention policies as described in the Privacy Policy.
Sections 6, 7, 11, 12, 13, 14, 15, and 17 shall survive the termination of this Agreement.

17. MODIFICATIONS TO THIS AGREEMENT

The Company reserves the right to modify these Terms and Conditions at any time. Material changes will be communicated to you via email to the address associated with your account at least 14 days before taking effect. Your continued use of Content Lab after the effective date of any modification constitutes your acceptance of the revised Terms.
We encourage you to review this Agreement periodically. The most current version will always be available within the Platform.

18. GENERAL PROVISIONS

Entire Agreement. This Agreement, together with the Privacy Policy and any additional terms governing specific features, constitutes the entire agreement between you and BML Media Group, LLC regarding Content Lab and supersedes all prior agreements, representations, or understandings.
Severability. If any provision of this Agreement is found to be unenforceable, the remaining provisions will continue in full force and effect.
Waiver. The failure of either party to enforce any right or provision of this Agreement shall not constitute a waiver of that right or provision.
Assignment. You may not assign or transfer your rights or obligations under this Agreement without prior written consent from the Company. The Company may assign this Agreement

freely.

Force Majeure. The Company shall not be liable for any failure or delay in performance resulting from causes beyond its reasonable control, including but not limited to acts of God, natural disasters, pandemics, epidemics, government orders or regulations, war, terrorism, civil unrest, internet or telecommunications outages, third-party service provider failures, or any other event outside the Company's reasonable control. In such events, the Company's obligations are suspended for the duration of the circumstances, and the Company will make reasonable efforts to resume performance as quickly as possible.

No Agency. Nothing in this Agreement creates a partnership, joint venture, agency, franchise, or employment relationship between you and the Company.

19. CONTACT US

BML Media Group, LLC
Operating as: Brandon Lucero Brand
Email: student@brandonlucero.com
Platform: Content Lab

SUBSCRIBER ACKNOWLEDGMENT

By subscribing to Content Lab, accessing your account, or otherwise using the Platform, you confirm that: you are at least 18 years of age or the age of majority in your jurisdiction; you have read, understood, and agree to be bound by these Terms and Conditions; you understand that your subscription or payment plan represents a binding financial commitment; you acknowledge the no-refund policy applicable to Content Lab subscriptions, and that all fees paid are non-refundable; you agree that all sales are final and that you have reviewed this Agreement prior to purchase; and you acknowledge that you are responsible for ensuring your use of AI-generated content complies with the terms of service of any platform on which you publish such content.

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