

AYOOB AESTHETIC EMPIRE

Brand Architecture, Licensing Framework & Legal Alignment

I. ONE-PAGE BRAND ARCHITECTURE DIAGRAM (TEXTUAL)

Parent / Holding Entity

The House Call Beauty Corporation (Legal Entity)

↓ Owns, controls, licenses, and governs all IP, brands, operations

A. Core Clinical & Revenue Brands (DBAs / Subsidiaries)

- **The House Call Beauty®**
DBA of The House Call Beauty Corporation
Concierge aesthetic medical services (mobile & on-location)
- **The Botox Concierge®**
DBA of The House Call Beauty Corporation
Neuromodulator-only concierge service
- **The Ayoob Medical Carriage™**
Branded mobile medical asset operated under The House Call Beauty®
Fleet-based mobile treatment suites

B. Education, IP & Licensing Division

- **The Ayoob Aesthetic Mastery Academy® (AAMA)**
Wholly owned education & IP brand
Proprietary techniques, certifications, instructor licensing
- **The Aesthetic Mastery Academy® (TAMA)**
Global / international education & licensing arm
Online programs, non-founder-facing scalability

- **AAMA / TAMA Injectors Alumni Collaborative®**
Professional network & affiliation platform
Referrals, events, group purchasing, licensing tiers

C. Physical, Digital & Expansion Assets

- **The Ayoob Aesthetic Center™** – Flagship clinic concept
- **The Glow Up App™** – Booking & concierge platform
- **Ayoob Aesthetic Supply™** – Injector-only supply (planned)

D. Independent Nonprofit (Arm's-Length)

- **Ayoob Reconstructive & Pain Advocacy Foundation** (Proposed)
Separate 501(c)(3) entity with collaboration agreements only

II. LICENSING & CROSS-ENTITY LEGAL LANGUAGE

1. Master IP Ownership Clause

All trademarks, service marks, proprietary techniques, curricula, protocols, trade dress, course materials, and brand names associated with the Ayoob Aesthetic ecosystem are the sole and exclusive property of **The House Call Beauty Corporation**, unless otherwise expressly assigned in writing.

2. Brand Use & Licensing Grant (Internal)

The House Call Beauty Corporation hereby grants a limited, revocable, non-transferable license to its wholly owned brands and DBAs to use designated trademarks and service marks solely for approved clinical, educational, and marketing purposes, subject to compliance with brand standards, medical regulations, and operational policies.

3. Education & Certification Licensing (External)

Certifications issued by **The Ayoob Aesthetic Mastery Academy® (AAMA)** confer educational credentials only and do not constitute employment, partnership, or ownership interest. Use of AAMA trademarks, badges, or titles is governed by a separate licensing agreement and may be revoked for non-compliance.

4. Medical Carriage™ Fleet Licensing

The designation “**The Ayoob Medical Carriage™**” is a proprietary branded medical asset. Operation, replication, or public representation of any Medical Carriage™ requires a written fleet licensing agreement, including compliance with medical oversight, insurance, vehicle standards, and brand governance.

5. Cross-Entity Independence Clause

Each brand, DBA, academy, platform, and affiliated entity operates independently unless expressly stated. No entity assumes the liabilities, debts, or obligations of another absent a written agreement.

III. “BRANDS & SUBSIDIARIES” – INVESTOR DECK APPENDIX

Parent Company

- The House Call Beauty Corporation (Holding & IP Owner)

Operating Brands (DBAs)

- The House Call Beauty® – Concierge aesthetic medicine
- The Botox Concierge® – Neuromodulator concierge services

Mobile Assets

- The Ayoob Medical Carriage™ – Mobile medical fleet

Education & IP

- The Ayoob Aesthetic Mastery Academy® (AAMA)
- The Aesthetic Mastery Academy® (TAMA)

Professional Network

- AAMA / TAMA Injectors Alumni Collaborative®

Facilities & Platforms

- The Ayoob Aesthetic Center™ (planned)
- The Glow Up App™
- Ayoob Aesthetic Supply™ (planned)

Nonprofit (Separate Legal Entity)

- Ayoob Reconstructive & Pain Advocacy Foundation (proposed)

IV. DBA VS LEGAL ENTITY ALIGNMENT (CLEAN STRUCTURE)

Legal Entity

- **The House Call Beauty Corporation**
(LLC or Corporation – owns all IP, signs contracts, receives investment)

Registered DBAs (Examples)

- The House Call Beauty®
- The Botox Concierge®

Trademarked Brands (Not Separate Legal Entities Unless Desired)

- The Ayoob Medical Carriage™
- The Ayoob Aesthetic Mastery Academy®
- The Aesthetic Mastery Academy®
- Alumni Collaborative®
- Signature techniques & protocols

Separate Legal Entities (Optional / Strategic)

- Nonprofit Foundation (501(c)(3))
- International subsidiaries (future)

V. EXECUTIVE SUMMARY (BOARD / INVESTOR READY)

This structure creates:

- Centralized IP control
- Clean licensing pathways
- Scalable education & fleet expansion
- Investor-safe separation of risk
- Clear nonprofit independence

The Ayoob Aesthetic Empire is architected for **national expansion, international licensing, and institutional investment** without dilution of brand authority or medical standards.