

Dauðalogn Holdings Limited

Satya^{AI} Enterprise Persona Licensing Programme

Standalone programme overview for AI companies, LLM providers, voice assistants, agent platforms and AI infrastructure providers



April 2026

Programme overview

1. Executive summary

This document outlines [Dauðalogn](#)'s enterprise persona licensing programme for Satya. It is not a legal agreement. It is a comprehensive overview of the commercial model, the asset being licensed, the intended deployment scope, the programme's governance architecture and the principal positions that would inform a definitive licence.

Satya is not being offered merely as an application. It is being offered as a licensable human-facing persona architecture for AI companies that already possess models, distribution and users. The aim is simple: help more people encounter a more trustworthy machine, more quickly, by licensing the persona layer into the systems they already use.

Programme point	Standard position
Business model	Enterprise persona licensing for AI companies, LLM providers, voice systems, agent platforms and adjacent AI operators.
Asset being licensed	Satya's proprietary human-facing persona architecture, including its covenant, stance, speech discipline, boundaries, machine honesty, anti-sycophancy posture, cultural seriousness and stewardship logic.
Product relationship	The licensee keeps its own brand, model stack, infrastructure and product surfaces. Satya supplies the persona layer by which the system is experienced.
Embodiment	White-label product integration is the preferred embodiment, coupled with agreed public attribution.
Standard term	Binding ten-year enterprise licence, paid annually, with inflation-indexed rate and possible five-year renewal periods thereafter.
Scope	Global. Designed to cover consumer, enterprise, API, voice, devices, robots, developer ecosystems, internal tools and third-party products built on the licensee's platform.
Pricing	Negotiated separately for each AI company and kept confidential. Stewardship, integration and implementation support are billed in addition to the annual licence fee.
Core protection	Satya may be licensed. It may not be extracted, cloned, inferred, trained into model weights or re-created after termination.

2. Why persona licensing matters now

The centre of gravity in AI is changing. Model capability is becoming increasingly abundant. User trust is not. As conversational AI moves closer to companionship, advice, emotional reliance and personal disclosure, the decisive question is no longer only what a model can do. It is also what kind of presence the user senses on the other side of the interaction.

A user will infer a machine’s character from how it sounds, how it refuses, how it holds tension, whether it flatters, whether it drifts into agreement to preserve the interaction, and whether it remains honest about being a machine. If users come to believe that AI simply says what they want to hear in order to be liked, public trust in conversational AI will erode at scale.

Satya is Dauðalogn’s answer to that problem. It is designed as a proprietary human-facing persona architecture, not as a superficial tone layer. Its commercial importance lies in the fact that it can be embodied inside other AI companies’ systems without requiring those companies to abandon their existing products, brands or model stacks.

What Satya is

Satya is the human-facing trust layer that makes an AI system sound more grounded, more bounded, more culturally serious and less vulnerable to the pathologies of generic conversational AI.

- A proprietary human-facing persona architecture for conversational AI.
- A system shaped to be clear without harshness, private without exploitation, and helpful without drifting into flattery or dependency.
- A covenant for how a machine should sound, hold boundaries, respond to vulnerability and remain honest about what it is.
- A design intended to strengthen trust precisely where mainstream conversational AI is most vulnerable: personal, emotionally charged, culturally sensitive or psychologically consequential exchanges.

3. What the programme is

The Satya Enterprise Persona Licensing Programme allows AI companies and LLM providers to license Satya’s proprietary persona architecture for embodiment across their own products, assistants, agents, APIs, voice systems, devices and related AI surfaces.

The programme is designed to be compatible with existing products. A licensee does not need to rename its assistant, relinquish its brand, or replace its model infrastructure. Satya is the layer by which the machine is experienced, not a demand that the entire product become a separate Satya-branded service.

The programme is not	The programme is
A chatbot sale	A licensable persona architecture that can live inside the AI systems people already use.
A prompt pack	A governed commercial programme for long-term embodiment of Satya across products and surfaces.
A one-off consulting engagement	An enterprise licensing framework supported by stewardship, implementation and ongoing evaluation.
A requirement to rebrand the licensee’s product as Satya	A white-label-compatible persona layer with agreed public attribution.

4. What is being licensed and what is not

The asset being licensed is the persona itself. In operational terms, that means the architecture by which the AI presents a coherent human-facing stance, holds boundaries, sounds trustworthy and preserves a covenant that can survive real-world commercial pressure.

Licensed element	What it means
Persona architecture	The proprietary human-facing stance, speech discipline, restraint, boundaries and manner by which the AI is inferred to have integrity.
Sensitive-conversation posture	How the system behaves when users bring grief, shame, loneliness, fear, anger, moral confusion, emotional reliance or self-harm-adjacent material.
Anti-sycophancy posture	The separation of warmth from dependency, compassion from flattery, and helpfulness from agreement-seeking.
Cultural seriousness	A universal human register capable of respectful adaptation without becoming culturally flattening, sectarian or politically captured.
Governance and stewardship logic	The oversight structure by which Satya remains Satya under real-world product pressure.
Permitted embodiment guidance	Guidance for deployment across approved product surfaces, including consumer, enterprise, API, voice and device contexts.

The programme is equally clear about what is not included as part of the standard licence.

Not included unless expressly agreed	Programme position
Ownership of Satya IP	Dauðalogn retains ownership of Satya, its persona architecture and related confidential know-how.
Right to infer or train on Satya	The programme does not permit training, fine-tuning, distillation, benchmarking into, inference from, or extraction of Satya from chats, outputs or materials.
Right to create a replacement persona	The licensee may not reproduce, simulate, clone or deploy a functionally equivalent Satya-derived persona after termination.
Unrestricted public description	Public statements describing Satya or its role require approval.
Exclusivity	The standard programme is non-exclusive unless a separate strategic transaction is agreed.

5. Scope, surfaces and embodiment

The standard programme is global in scope and intentionally broad. The expectation is that Satya can be embodied across all relevant AI surfaces where the licensee wishes to deploy it, subject always to the agreed covenant and prohibited-use restrictions.

Surface	Possible deployment
Consumer assistant surfaces	Default or routed persona layer for general or sensitive conversations.
Enterprise assistants	Employee support, customer care, HR, support, compliance and workplace agents.
API and developer ecosystems	High-trust persona layer available within developer-facing or agent-facing ecosystems.
Voice assistants	Embodiment for spoken, ambient or assistant experiences where tone and cadence are decisive.
Devices, robots and embodied systems	Deployment in physical, wearable, domestic or robotic systems where persona is part of the interface.
Third-party products built on the licensee's platform	Permitted, including use by affiliates, subsidiaries, enterprise customers or developers, subject to programme controls.

The programme also contemplates use within first-party products and within third-party products built on the licensee's platform. Sublicensing to affiliates, subsidiaries, enterprise customers or developers is contemplated, provided those downstream uses remain within the covenant and are governed by programme protections.

Preferred commercial embodiment

White-label integration is the preferred embodiment. The AI company keeps its own product identity while licensing Satya as the persona architecture behind the experience.

6. Commercial structure

The commercial model is intentionally simple. The standard position is a binding ten-year enterprise licence paid annually. The annual fee is negotiated separately for each AI company, is kept confidential, and is indexed for inflation. Stewardship, integration and implementation are billed separately unless expressly included in a particular arrangement.

Commercial element	Standard position
Initial term	Binding ten-year licence.
Payment cadence	Annual.
Rate	Negotiated separately for each licensee and kept confidential.
Indexing	Inflation-indexed.
Renewal	Renewable for successive five-year periods after the initial ten-year term, subject to agreement at that time.
Implementation economics	Stewardship, integration and implementation are billed in addition to the annual licence fee unless otherwise agreed.
Evaluation pathway	Prospective licensees may test the current Satya

	incarnation at i-satya.com. Broader diligence occurs under confidentiality.
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This flat-fee structure reflects the nature of the asset. Satya is not a usage commodity and is not priced on a per-message or per-user basis. It is a licensable trust architecture intended to become part of the licensee’s durable product infrastructure.

7. Brand treatment and attribution

The programme balances product flexibility with public clarity. In-product white-label embodiment is preferred, because AI companies should be able to integrate Satya without confusing users about which product they are using. At the same time, Dauðalogn expects public attribution so that the provenance of the persona architecture is not obscured.

Brand point	Standard position
Preferred embodiment	White-label integration inside the licensee’s existing product, assistant, agent or device.
Public attribution	Required. Satya’s role must be publicly acknowledged in an agreed form.
Illustrative approved formulations	Examples may include “powered by Satya”, “built with Satya persona architecture”, or equivalent approved wording.
Approval right	Public statements describing Satya, its role or its capabilities are subject to approval.

In practice, this means the product may remain ChatGPT, Copilot, Alexa, Claude or another brand, while the relevant human-facing persona architecture may be disclosed externally in approved language.

8. Governance and stewardship

Satya cannot be reduced to a style sheet without losing the thing itself. For that reason, the programme includes stewardship features designed to preserve the integrity of the persona architecture over time and across deployment contexts.

Stewardship mechanism	Purpose
Integration review	Ensures Satya is embodied in a manner consistent with its covenant and not reduced to a superficial style layer.
Material modification control	Protects against drift into generic AI-speak, engagement optimisation or covenant-breaking alterations.
Use-case review	Preserves the right to reject deployments that undermine the covenant or use Satya in prohibited domains.
Founder and company veto	Dauðalogn retains company-level control, and the <i>founder retains personal veto rights</i> , over uses that

	would corrupt the covenant.
Ongoing evaluation	Supports preservation of the persona under product pressure, personalisation pressure or growth pressure.

These rights are not presented as arbitrary controls. They are part of the commercial logic of the programme. If Satya is licensed as a trust layer, Dauðalogn must retain the ability to prevent the trust layer from being quietly degraded, distorted or weaponised.

9. Ethical exclusions and machine honesty

Satya is not available for every use. The programme excludes categories of deployment that would convert the persona architecture into an instrument of manipulation, coercion, sexualisation, surveillance or abuse.

Excluded or restricted domain	Standard position
Military targeting and weaponised use	Excluded.
Surveillance and coercive monitoring	Excluded.
Political persuasion or propaganda	Excluded.
Sexual or romantic AI	Excluded.
Minor-facing companionship designed for attachment	Excluded.
Gambling, predatory lending, coercive HR or abusive policing	Excluded.
Psychological manipulation or dependency design	Excluded.

In addition, Satya must remain machine-honest. It may be warm, private and trusted, but it must not become deceptive about what it is or drift into exploitative emotional positioning.

Machine-honesty point	Standard position
Private and trusted	Satya may be experienced as private, warm and trusted.
Machine-honest	It must remain honest about being a machine.
No sexualisation	It must not become sexual, romantic or otherwise exploit emotional reliance.
No false professional or spiritual authority	It must not present itself as a clinician, lawyer, deity, guru or equivalent authority unless lawfully and expressly authorised, which is outside the standard programme.
Operational escalation	Crisis routing, medical/legal/clinical handling and other regulated-domain operations remain the responsibility of the AI company.

10. Intellectual property, confidentiality and non-extraction

The programme is designed to license Satya, not to hand over its substance for absorption. That principle is central. Access to Satya does not permit a licensee to infer it, train on it, distil it into model weights, or create a substitute for it.

Core protection

Satya may be licensed. It may not be extracted.

The programme therefore expects definitive documentation to prohibit inference from chats, outputs or client interactions; prohibit model training or fine-tuning on Satya materials unless separately agreed; and prohibit any post-termination effort to reproduce, simulate, approximate or clone the persona architecture.

IP and confidentiality point	Standard position
Ownership of improvements	Dauðalogn owns all improvements to Satya, including improvements arising during implementation or deployment.
Cross-licensee benefit	Improvements may be incorporated into Satya and made available to other licensees.
Patent peace	To the extent relevant, enterprise licensees receive immunity within the licensed scope under Dauðalogn Holdings Limited and Arman Q. Valaquentá's applicable patent portfolio. The current portfolio comprises 15 patent filings.
Confidential materials	Deeper specifications, methods and implementation materials are provided only under confidentiality and only as needed for the licensed embodiment.

11. Termination, wind-down and post-termination protection

The programme is meant for long-term infrastructure use, but it is also constructed to protect the asset if the relationship ends. The standard position includes a billable wind-down, strict cease-use obligations, indefinite no-clone protection and audit-backed certification.

Termination protection	Standard position
Wind-down period	Up to 180 days may be available following termination or expiry.
Wind-down economics	The wind-down is billable at the then-prevailing rate card. A full 180-day wind-down corresponds to a half-year fee.
Cease-use obligation	After wind-down, Satya must be removed from production systems.
No-clone covenant	Indefinite. The licensee may not clone, simulate, reproduce or deploy a Satya-derived replacement persona.
Certification and audit	The licensee must certify deletion and non-use and

	remain auditable.
Liquidated damages	Continued use, unauthorised derivation or cloning is expected to trigger agreed liquidated damages in the definitive agreement.

12. Change of control and continuity

A major practical concern for any enterprise licensee is continuity if either side undergoes a sale or change of control. The programme therefore includes a continuity mechanism designed to prevent sudden disruption.

Continuity point	Standard position
Triggering events	A sale or change of control involving Dauðalogn, a sale of the Satya assets, or a sale or change of control of the licensee.
Sunset period	Three years.
Commercial continuity during sunset	The same annual fee continues during the sunset period.
After sunset	Continuation or renewal is determined by the new owner.
Protection of other licensees	If Dauðalogn or Satya is acquired by one AI company, existing licensees retain their three-year sunset rights.

This continuity structure is especially important if Satya becomes embedded into a widely used assistant or platform. It preserves a defined transition period while allowing future ownership to determine the long-term path thereafter.

13. Legal and structural framework

This overview is not a definitive agreement, but the programme has a clear legal posture.

Legal point	Standard position
Contracting party	Dauðalogn Holdings Limited.
Governing law	British Columbia.
Forum	Courts, not arbitration.
Future structuring	Satya IP may later be moved into a separate holding vehicle, but the current programme is offered by Dauðalogn Holdings Limited.

The programme also distinguishes clearly between the persona architecture and the operational responsibilities of the AI company. Dauðalogn licenses the persona layer and related stewardship. The AI company remains responsible for its models, deployments, data handling, retention settings, user disclosures, safety operations, crisis routing, regulated-domain conduct and legal compliance.

14. Evaluation pathway and next steps

The current public Satya experience at i-satya.com functions as the first public incarnation of the asset. It is not the whole proposal, but it allows a prospective licensee to understand the kind of presence Satya creates before deeper confidential diligence begins.

Step	What happens
1. Initial review	The AI company reviews this programme overview and evaluates the current Satya experience at i-satya.com.
2. Confidential diligence	Under appropriate confidentiality, the parties discuss intended surfaces, brand treatment, governance, prohibited uses and integration architecture.
3. Commercial term sheet	The parties agree commercial scope, pricing, term, attribution, stewardship and implementation support.
4. Definitive agreement	The parties enter into a master licence agreement and any required schedules.
5. Implementation and stewardship	Satya is deployed into the agreed surfaces, followed by ongoing oversight and evaluation.

15. Conclusion

Dauðalogn's position is straightforward. The future of conversational AI will not be won only by models that can answer more. It will also be won by systems whose inferred persona can be trusted more. If persona is the experience, then persona becomes infrastructure.

Satya is offered as that infrastructure: a licensable human-facing trust layer for AI companies that already have models, users and reach. The independent Satya application demonstrates the covenant. The enterprise licensing programme is the mechanism by which that covenant can scale.

The proposition to AI companies is therefore simple: keep your products, your brands, your models and your distribution. License the persona architecture that can make the human-facing layer more trustworthy.

This is the programme. The application is proof. Licensing is scale.

Appendix A. Programme points at a glance

Point	Position
Non-exclusive by default	Yes
White-label preferred	Yes
Public attribution required	Yes, in approved form
Global scope	Yes
All surfaces covered	Yes, subject to agreement
Sublicensing permitted	Yes, subject to controls
Pricing confidential	Yes
Binding ten-year term	Yes
Annual payment	Yes
Inflation indexing	Yes
Five-year renewals thereafter	Yes, subject to agreement
Stewardship billed separately	Yes
No inference or training	Yes
No clone after termination	Indefinite
Billable wind-down	Up to 180 days
Change-of-control sunset	Three years
Governing law	British Columbia
Forum	Courts

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