

immu·di

“IMMUDI 2.0”

INTELLECTUAL PROPERTY RIGHTS POLICY

360 Mind, UAB ©

Corporate registration number: 305832192 |

Legal address: Aludarių str. 5-66, 01113 Vilnius, Lithuania

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1 PROTECTION OF INTELLECTUAL PROPERTY

1.1 Purpose of this Policy

1. 360 Mind, UAB – a legal entity incorporated and operating under the laws of the Republic of Lithuania (EU member state) – has adopted this Intellectual Property Rights (hereinafter – IPR) Policy in order to minimize the possibility of any infringement of IPR with regard to computer software “Immudi” which it has developed in the course of its own R&D activity.
2. In addition, this Policy clarifies the scope, ownership, and constituents of the intellectual property owned by 360 Mind, UAB, including, without limitation, design, trademarks, and research and development intangibles pertaining to “Immudi”, such as AI-based customer churn prediction tool, which constitutes an integral and inseparable part of the “Immudi” software unit as a whole.
3. Finally, this Policy delineates principles for the commercialization and allocation of benefits as regards the IPR resulting from “Immudi” computer software, as well as R&D intangibles created in the course of R&D activities carried out by 360 Mind, UAB.

1.2 Definitions and References

4. **“Commercialization”** shall refer to making, selling, copying, adapting, applying, publishing, developing, using, assigning, licensing, or otherwise utilizing intellectual property for the purpose of generating financial or other commercial gains.
5. **“Customer churn prediction tool”** shall refer to an artificial intelligence (AI)-based customer behavior analysis and prediction software, developed by 360 Mind, UAB in the course of its own R&D activity¹ and integrated into “Immudi” computer software, thereby constituting an essential and inseparable part thereof. For the purpose of clarity, this prediction software is not a stand-alone product and, therefore, is operational only in combination with “Immudi”; this, however, does not in any way minimize or undermine 360 Mind, UAB’s intellectual property rights which it holds toward the customer churn prediction tool.
6. **“Copyright Work”** shall mean any work that falls within the category of protected work under the laws of the Republic of Lithuania.
7. **“Immudi” or “Immudi software”** shall mean the proprietary computer software application developed by 360 Mind, including the customer churn prediction software as defined above under the term *Customer churn prediction tool*.
8. **“Intellectual Property”, “Intellectual Property rights” or “IPR”** shall mean, without limitation, all rights to any output, such as copyright (copyright work), code, algorithm, knowledge, information, patents,

¹ R&D project name, as originally titled in Lithuanian language “*Dirbtinio intelekto taikymo klientų atkritimo aptikimui moksliniai tyrimai ir atkritimo prognozavimo įrankio prototipo sukūrimas*” (“*Research with respect to application of AI for the development of customer churn prediction tool prototype*”) and documented in the project’s R&D report delineating the progression of R&D activity from idea to final product, as well as scientific and technological uncertainties met and deliverables achieved.

database rights, design rights, trademarks, and any other intellectual property rights (in particular, pertaining to “Immudi”) — whatever its form or nature, whether it can be protected or not.

9. **“360 Mind” or “the Company”** shall mean 360 Mind, UAB, the legal entity incorporated and operating under the laws of the Republic of Lithuania (corporate registration number: 305832192, legal address: Aludarių str. 5-66, 01113 Vilnius, Lithuania).
10. **“Policy” or “the Policy”** shall refer to this IPR policy which establishes and specifies intellectual property rights with respect to “Immudi”.
11. **“Research and development” or “R&D”** shall mean work defined in the OECD Frascati Manual 2015² (Guidelines for Collecting and Reporting Data on Research and Experimental Development):
 - 11.1. **“Applied research”** – original investigation undertaken in order to acquire new knowledge, directed primarily toward a specific, practical aim or objective;
 - 11.2. **“Experimental development”** – systematic work, drawing on knowledge gained from research and practical experience and producing additional knowledge, which is directed to producing new products or processes or to improving existing products or processes.
12. **“Software” or “Software application”** shall refer to computer software as defined under the Law of Copyright and Related Rights of the Republic of Lithuania (May 18, 1999; No VIII-1185).

1.3 Ownership of Intellectual Property

13. 360 Mind owns and reserves all legal and beneficial rights to intellectual property, including, without limitation, software code (both source and object code), customer churn prediction tool, texts, graphics, images, photographs, any footage or visual material/recordings, trademarks, logos, other visual signs, illustrations, graphic design, and/or individual parts of all of the above mentioned objects in or in relation with “Immudi”, as well as product-related digital content.
14. Third parties are prohibited, without Company’s prior written consent, from modifying, copying, reproducing, disassembling, reverse engineering, decompiling, distributing, publicly displaying, performing, publishing, or otherwise making available the “Immudi” and/ or its constituents, including, without limitation, the customer churn prediction tool integrated therein, as well as related digital content provided by the Company in whole or in part.

1.4 Commercialization of Intellectual Property

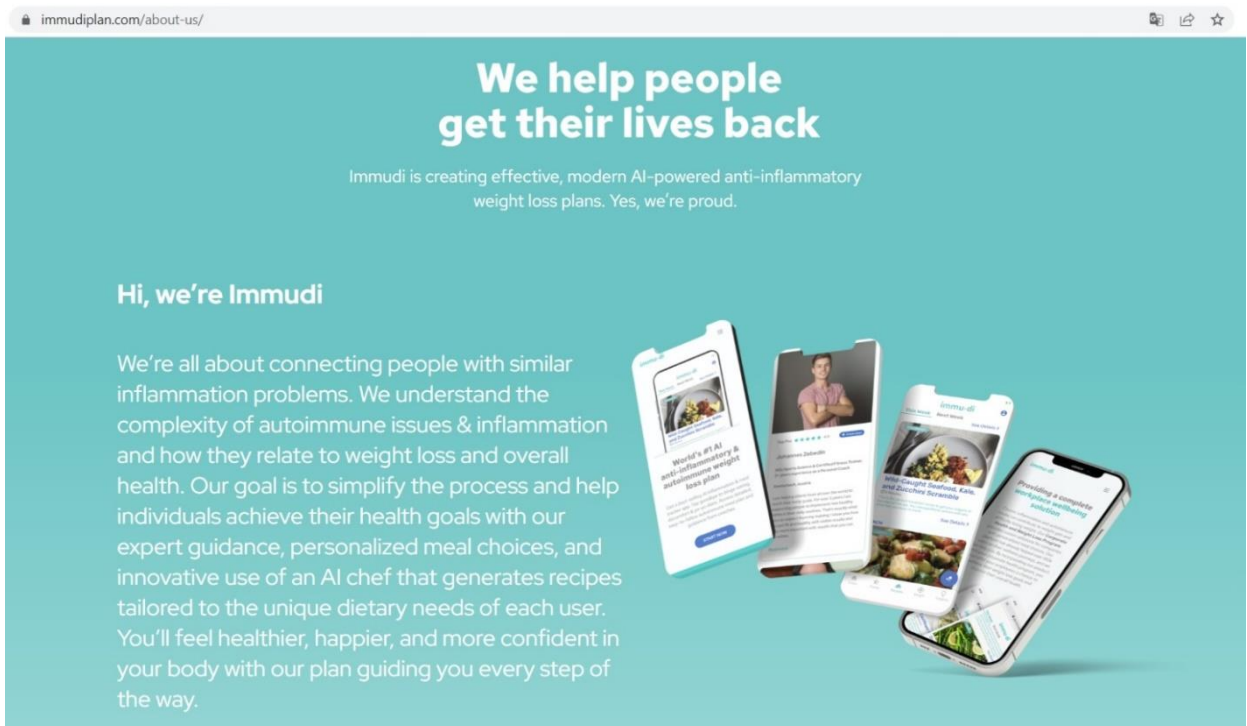
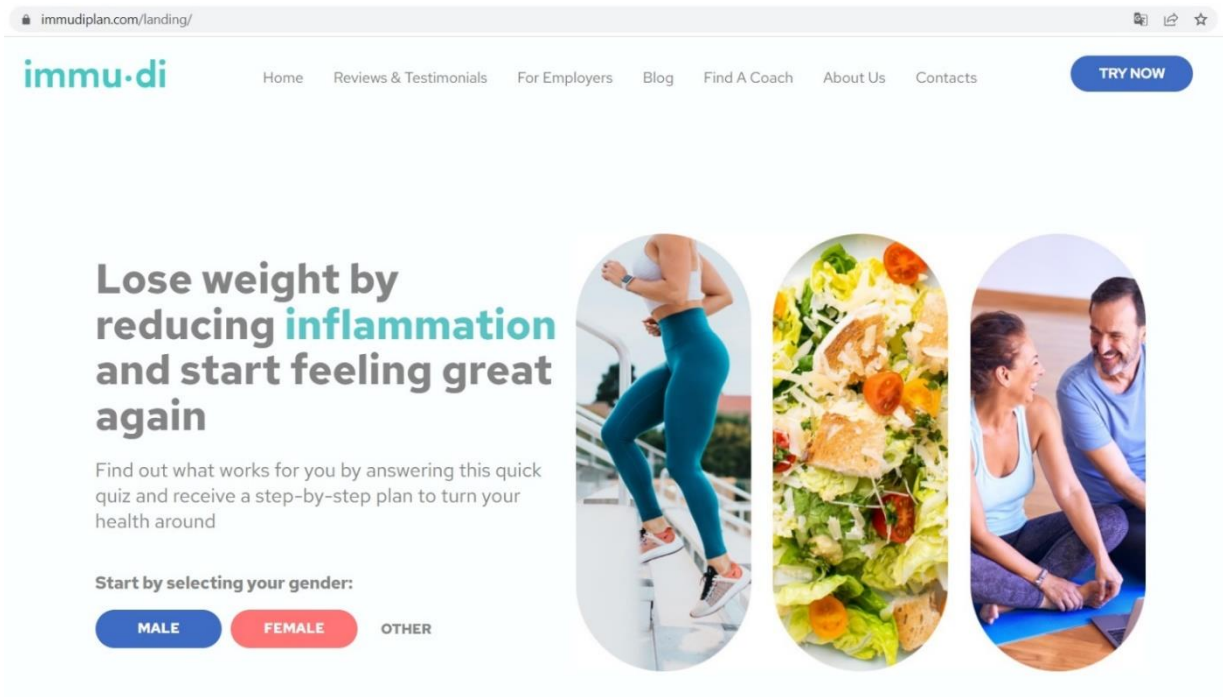
15. 360 Mind owns and asserts commercialization rights over all intellectual property pertaining to “Immudi”, and holds a full right to license and/ or assign commercialization rights to its corporate group members and independent parties.

² OECD (2015), Frascati Manual 2015: Guidelines for Collecting and Reporting Data on Research and Experimental Development, The Measurement of Scientific, Technological and Innovation Activities, OECD Publishing, Paris.
DOI: <http://dx.doi.org/10.1787/9789264239012-en>

2 “IMMUDI 2.0” SOFTWARE: FUNCTIONALITY OVERVIEW

16. As an overview of “Immudi” computer software protected under this Policy and relevant legislation, this part of the Policy outlines its functionalities and technical capabilities.
17. “Immudi” is a computer software which allows users to create effective, modern AI-powered anti-inflammatory weight loss plans. Smart nutrition plans help reduce inflammation, maximize energy, and build a sense of pride in users’ health. AI-powered app provides daily tips, activity tracking, recipes, and education to help users stay on track and visualize their progress. It also allows to follow expert-led practical guides towards a healthier and happier life.
18. “Immudi” is made available as a computer software application through the Company’s website (<https://immudiplan.com>) and directly on “Google Play” (<https://play.google.com>) as well as “App Store” (<https://apps.apple.com>), and contains the following features:
 - 18.1. **Weight loss tracker.** Keeps tabs on users’ weight loss journey and help to achieve the target weight faster with the weight loss tracker. It provides users with a simple and effective way to monitor their progress over time, identify trends, and stay on track.
 - 18.2. **Custom food choices.** Even if app users find cooking or eating healthy boring, they will experience a new way of healing and getting healthy in the kitchen. App’s AI chef generates recipes simply from the ingredients users have in their fridge. App contains over 25,000+ recipes and personalized food combinations to help reach every user’s goals.
 - 18.3. **User-friendly activity log.** The App allows to log and track user body’s sensitivity to different foods, chronic pain, and log progress. Also, to keep track of calorie intake, physical activity, and other important information saving both time and energy.
 - 18.4. **Educational content.** Users receive daily science-backed advices that will help them learn more about their body and health, avoid mistakes, and achieve their goals faster.
 - 18.5. **Access accountability.** The App offers step-by-step guidance, support and motivation from health coaches and accountability group.
19. By employing AI-based tools, “Immudi” is unique in its ability to monitor and predict users’ behavior thereby preventing users from pre-mature dropout of their personal anti-procrastination schedules. This is achieved by utilizing an in-built behavior prediction software (churn prediction algorithms), which measures user behavior parameters and ensures timely and proactive notifications. Developed in the course of the Company’s own R&D activity and integrated into the “Immudi” itself, the prediction algorithm makes “Immudi” an unparalleled solution both for customers and the Company itself, empowering it to ensure timely customer dropout prevention and gains competitive advantage over its peers. Therefore, it greatly improves product efficiency and user satisfaction by fostering user motivation that empowers them to stay on the program, preventing premature abandonment of personal improvement plans, and enabling users to take its full advantage.

20. For ease of comprehension, below is a selection of “Immudi” images which capture its dynamics in operational and non-operational setting:



OUR MISSION

To promote health through food



Healthy Transformations



Wellness Journey



Support from Coaches



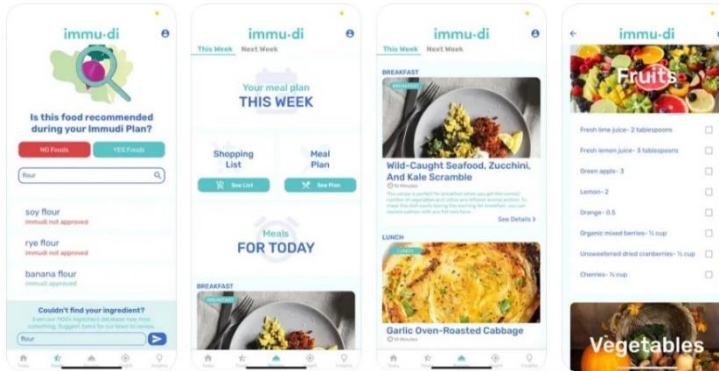
Inflammation Fighting Foods

App Store Preview



Immudi ¹⁷⁺
App for Your Immudi Plan
MB PP
Designed for iPhone
Free

iPhone Screenshots



21. With over 100 Trustpilot customer reviews³ featuring a dominant 5-star user feedback rate, “Immudi” falls into the category of *Great* products according to Trustpilot's rating methodology.

The screenshot displays the Trustpilot review page for Immudi.com. At the top, the browser address bar shows the URL <https://www.trustpilot.com/review/www.immudi.com>. The Trustpilot logo and search bar are visible. The main content area features a summary card for Immudi with a 3.9 star rating and 126 reviews, labeled as 'Great'. Below this, a 'Reviews' section shows a distribution: 49% 5-star, 29% 4-star, 3% 3-star, 2% 2-star, and 17% 1-star. A 'Write a review' button and a 'Company activity' sidebar are also present. A featured review by Kimberly Grandy, dated August 06, 2023, is highlighted with a 5-star rating. The review text reads: "If you have RA or any autoimmune check this out! I like the help with the food do's & don'ts. I also like the accessibility to recipes and other tools that the app offers. If you have RA or any type of autoimmune-this app is worth looking into to help understand what to stay away from. Not only am I gluten sensitive but knowing that these other foods also impact how I feel helps me make better choices throughout my day/week." The right sidebar includes 'Company activity' (Claimed profile, No verified details yet, Replied to 95% of negative reviews, Replies to negative reviews in < 2 weeks), 'Contact' (United States), and 'The Trustpilot Experience' (We're open to all, We champion verified reviews, We fight fake reviews, We encourage constructive feedback).

³ <https://www.trustpilot.com/review/immudi.com>

Success stories

If you can't take our word for it, our existing satisfied customers are here to tell you all about their experience using Immudi to reduce inflammation and lose weight. Check out some of our Immudi plan reviews here:

MI Mildred
1 review @ IT ★★★★★

Proved me wrong in the best possible way
Well I have to admit, I was skeptical at first, but Immudi proved me wrong in the best possible way! This anti-inflammation weight loss plan has given me a newfound sense of control over my health. The lessons provided a deep dive into how our bodies work and the impact of diets, foods. I'm glad I found it, the app helped me elevate my relationship with food and myself.
Date of experience: June 05, 2023

TH Tineke Hay
3 reviews @ AU ★★★★★

I'm loving it easy meals
I'm loving it easy meals. Feeling more energetic!
Date of experience: April 28, 2023

GK Gloria K.
1 review @ US ★★★★★

Learned a lot about healthy life
What I love is that I've learned a lot about how foods affect inflammation and I didn't realize that before. The app is informative and really life-changing. I've started eating healthier than I did before and oh, I'm more aware of my overall health.
Date of experience: May 25, 2023

HR Heather Reese
1 review @ US ★★★★★

Finally someone understands inflammation!
It's great to have the information and the recipes and everything together. Learning so much!
Date of experience: May 4, 2023

GE Genevieve
2 reviews @ US ★★★★★

Immudi is awesome
Immudi, you're a breath of fresh air in the world of weight loss plans! The support from cs team has been phenomenal, always there to answer my questions and offer help and guidance. The app itself is great and it helps people, so I have no complaints here, I can only give compliments. I like the meal plans, I very much appreciate the convenience of the AI recipe generator. Keep it up!!
Date of experience: June 06, 2023

LI Kasey
1 review @ US ★★★★★

Provides Great Tools
I like the tools involved such as the search for food, the recipes and cooking help are great. I like that there is a list view of symptoms to reference but sometimes I wish there was a calendar view.
Date of experience: May 31, 2023

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