



“SELF ESTEEM 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 “Self-Esteem” 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 “Self-Esteem”, such as AI-based customer churn prediction tool which constitutes an integral and inseparable part of the “Self-Esteem” software unit as a whole.
3. Finally, this Policy delineates principles for the commercialization and allocation of benefits as regards the IPR resulting from “Self-Esteem” 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 “Self-Esteem” 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 “Self-Esteem”; 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. **“Self-Esteem”** or **“Self-Esteem 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 “Self-Esteem”) — 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 “Self-Esteem”.
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 “Self-Esteem”, 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 “Self-Esteem” 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 “Self-Esteem”, 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 “SELF-ESTEEM 2.0” SOFTWARE: FUNCTIONALITY OVERVIEW

16. As an overview of “Self-Esteem” computer software protected under this Policy and relevant legislation, this part of the Policy outlines its functionalities and technical capabilities.
17. “Self-Esteem” is a behavioral science and AI-based software solution which helps users to overcome negative self-beliefs, build confidence and improve overall well-being.
18. “Self-Esteem” offers a personalized self-esteem improvement plan which allows identifying and eliminating self-limiting factors using self-esteem app. The program is based on Cognitive Behavioral Therapy (CBT) and behavioral science. All personalized plans are developed by psychologists, coaches and behavioral specialists in order to change the habits of app users long term, and from the inside out. The tool assists in helping to:
 - 18.1. Replace negative core beliefs with empowering ones;
 - 18.2. Crush social anxiety and fear of rejection;
 - 18.3. Stop overthinking and overanalyzing;
 - 18.4. Begin to thrive in social situations;
 - 18.5. Improve overall well-being and better life quality;
 - 18.6. Eliminate stress, anxiety, and overwhelm about falling behind or failing;
 - 18.7. Unlock abundance of new opportunities;
 - 18.8. Heal childhood trauma, trust wounds and subconscious mind.
19. “Self-Esteem” App has 89+ daily brain-rewiring lessons, 24 customized tools, and 390 insights, which helps to transform users’ confidence and daily self-beliefs.
20. “Self-Esteem” is made available as a computer software application through the Company’s website (<https://selfesteem.app/>) and contains the following features:
 - 20.1. Daily guidance from success coaches;
 - 20.2. Digital worksheets;
 - 20.3. Proven productivity tools;
 - 20.4. Cognitive Behavioral Therapy (CTB) techniques;
 - 20.5. Access to VIP accountability group;
 - 20.6. Confidence building;
 - 20.7. Lifetime access;
 - 20.8. A systematic, customizable habit plan;
 - 20.9. Risk-free guarantee;
 - 20.10. Step-by-step practical daily tasks.
21. By employing AI-based tools, “Self-Esteem” is unique in its ability to monitor and predict users’ behavior thereby preventing users from pre-mature dropout of their personal self-esteem improvement plans. 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 “Self-Esteem” itself, the prediction

algorithm makes “Self-Esteem” an unparalleled solution both for customers and the Company itself, empowering it to ensure timely customer dropout prevention and gain 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.

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



self.
esteem.

We use behavioral science to help people make lasting changes

◆ No more self-doubt

◆ No more missed opportunities

◆ No more feeling inferior to other people

SEE MY PLAN

Your Personal Summary

Your answers indicate that you might be suffering from:



Fear of rejection

Your score indicates that you might be limiting yourself due to fear of being rejected



Excessive self-consciousness

You tend to focus on and overemphasize your negative traits



Negative core beliefs

You seem to have negative assumptions about yourself and the world that are not necessarily true



Strong inner critic

You tend to beat yourself up for everything that's not done or said perfectly

self.
esteem.

Your plan includes

89+

daily 5-10 minute lessons that will rewire your brain in 3 months

24

tools picked individually for you

390

life-changing insights

99%

of content tailored to your quiz answers



Graham Marvin

★★★★★

11 days ago

Now I look forward to dinner parties

For someone who'd get super anxious in social situations, Self Esteem was a heaven sent. The plan taught me how to be more confident and relaxed in the company of other folks. All my relationships improved. Now I look forward to dinner parties!



Paige Webber

★★★★★

3 days ago

I crushed my toxic self-talk like a bug!

All my life I struggled with poor self-esteem and negative self-talk. I knew I needed to put that voice in check to move forward in life. Self Esteem showed me how to push back. Now that I've crushed that toxic self-talk like a bug, my life is 100X better.



Lisa Campbell

★★★★★

8 days ago

This plan showed me how to smash any goal

Setting, pursuing and reaching my goals was always tough for me. Everyone in my family is quite successful, so I always felt like an outcast. This plan showed me how to smash any goal I put my mind to. Did wonders for my confidence, too! So grateful for SE. 🙌



Claire Goddard

★★★★★

15 days ago

I silenced my cruel inner critic for good

My inner critic was running rampant for the most of my life. This plan first showed me how to shush it... and then how to shut it down for good. Feels amazing, tbh. I'm more focused and clear-minded than ever. Behavioral science works!



Arlene Montoya

★★★★★

30 days ago

A plan that delivers on its promises

I used to overthink, overanalyze and obsess over... Pretty much everything. I could not let anything go, ever. Still can't believe Self Esteem changed that, and in less than 3 months! Definitely delivered on its promises. Can't recommend this plan enough.



Lotty Lewis

★★★★★

25 days ago

Finally I feel like I'm good enough

Chronic low self-esteem was the biggest hurdle in my life. Self Esteem pulled back the curtain and showed me why, and then it helped me build habits that set me for success. No more fear of rejection. Finally I feel like I'm good enough. Even better, I KNOW I'm in a lane of my own and there's no need to compare myself to others.

self.
esteem.

Self Esteem's plan will help you to:

- Completely eliminate low self-esteem by changing your brain's neurological pathways
- Significantly decrease emotional tension and negative self-talk
- Take your relationships, social life, and career to the next level

Our techniques were covered in:

Forbes

The New York Times

BUSINESS
INSIDERself.
esteem.

Our promise

"We've all been there. Constantly **suffering from low self-esteem and always thinking I'm not good enough.** Everyone would sometimes have a glimpse of hope of becoming a truly confident person, but then they would quickly fall back to the **same old negative thinking patterns.**

At first, you think the only consequences are social **anxiety and awkwardness.** But then you realize that it is just the tip of the iceberg. **Lost relationships, unfulfilled dreams, and degraded mental health are the real consequences.**

Over time you can learn that low self-esteem problems run deep, and overcoming them **takes more than just "being yourself" or "trying to act confident".** The root of the problem is embedded in our core personality, our past, and our everyday environment.

Together, we will use various techniques to help you eliminate low self-esteem once and for all, using the **latest behavioral science and tools.**

The key is to understand yourself and know which tools and systems work specifically for you.

Over the years, **our system has helped thousands of people dealing with this endemic problem, freeing them from endless hours of anxiety and possibly depression.** We are confident it will help you too!"

Science And Research Team
At Self Esteem

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