



VIRTUE MAP 2.0:
INTELLECTUAL PROPERTY RIGHTS POLICY

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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 “Virtue Map” 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 “Virtue Map” (in any of its versions), such as AI-based customer churn prediction tool which constitutes an integral and inseparable part of the “Virtue Map” software unit as a whole.
3. Finally, this Policy delineates principles for the commercialization and allocation of benefits as regards the IPR resulting from “Virtue Map” 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 “Virtue Map” 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 “Virtue Map”; 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. **“Virtue Map”** or **“Virtue Map 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 “Virtue Map”) — 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 “Virtue Map”.
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 “Virtue Map”, 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 “Virtue Map” 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.

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>

1.4 Commercialization of Intellectual Property

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

2 “VIRTUE MAP 2.0” SOFTWARE: FUNCTIONALITY OVERVIEW

16. As an overview of “Virtue Map” computer software protected under this Policy and relevant legislation, this part of the Policy outlines its functionalities and technical capabilities.
17. “Virtue Map” is a neuroscience and AI-based software solution which allows users to eliminate procrastination and boost productivity levels. It provides daily productivity lessons and practical exercises that gradually but effectively engages and utilizes users’ brain power. Each app user’s plan is designed to establish habits to defeat procrastination once and for all. Each lesson is designed to be short and sweet. Instead of dry theory, users can focus on reflection, practical exercises, and valuable productivity tools designed by behavioral scientists and world-class coaches to help them to become the achiever they always dreamed to be.
18. “Virtue Map” offers a personalized plan that considers the unique personality type, preferences, and motivations of each user. The program is based on Cognitive Behavioral Therapy (CBT) – with numerous studies equating CBT with other forms of psychological therapy. The tool helps people to overcome procrastination, improve concentration and focus, and build healthy and lasting habits.
19. “Virtue Map” is made available as a computer software application through the Company’s website (<https://virtuemap.com/>) and directly on “Google Play” (<https://play.google.com>) as well as “App Store” (<https://apps.apple.com>), and contains the following features:

- 19.1. **Anti-procrastination program.** “Virtue Map” can help users stop procrastinating and start living their dream life. Unlike many other self-development tools, “Virtue Map” does not take a one-size-fits-all approach. Rather, it is a 1 to 3 months program that fits users’ needs, personality, preferences, and challenges. It helps them identify the root causes of their procrastination and provides them with neuroscience-based strategies and tools to overcome it. Users can follow the program at their own pace and track their progress.

“Virtue Map” offers CBT-based step-by-step guidance, which allows to break free from negative thoughts, set and reach procrastination goals, and transform life for the better.

“Virtue Map” also offers bite-sized daily tasks that take 5 to 10 minutes to complete.

Crafted by the top behavioral experts, including ICF-Certified Productivity & Success Coaches, medical doctors, and psychologists, and backed by CBT (Cognitive Behavioral Therapy) methods as well as AI-based users’ behavior analysis and prediction algorithms which prevent users from dropping out from their procrastination-tackling schedules, the program will guide users through the procrastination-coping process.

- 19.2. **App.** Virtue Map empowers users to have and use their anti-procrastination plan wherever they are – in bed, in a workspace, or on Maldives beach. Available in Apple or Google stores as “Virtue Map Productivity App”, the app guides users through easy-to-complete daily lessons and practical exercises to help them to rewire their brain, overcome mental blocks and change their behavior

for the better. The plan consists of 90+ engaging lessons, so learning and growing are motivating and fun.

19.3. **Accountability group.** “Virtue Map” unites like-minded people, who are passionate about self-development and growth, and allows joining a supportive accountability group to share users’ progress, setbacks, and insights and get inspired.

19.4. **Coaching.** In addition to the resources and tools, Virtue Map’s premium access pairs users with the most-demanded personal coaches for intensive growth. The one-on-one coach guidance and support help users identify and overcome barriers to productivity and goal achievement and tackle procrastination. Expert help, personalized guidance, and feedback might be the final pieces of the puzzle to help users beat procrastination.

19.5. **A variety of functionalities,** which help users to:

- break old habits and build new ones;
- reduce procrastination and start getting things done;
- decrease anxiety, self-doubt, and stress levels;
- increase income and confidence;
- improve sleep and energy levels;
- empower to organize one’s time;
- unleash productivity, motivation, and focus.

20. By employing AI-based tools, “Virtue Map” 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 “Virtue Map” itself, the prediction algorithm makes “Virtue Map” 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.

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

virtuemap.com


virtue map

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Unleash your productivity, motivation & focus with neuroscience


Virtue Map gives you daily tools, tactics and techniques to banish procrastination, boost your confidence and excel — in every area of your life.

[Get Started Today](#)



virtuemap.com

How it works



Step 1. Self-discovery

Discover your unique personality map so you can recreate yourself.

Find out how procrastination, low self-esteem and ADHD have been holding you back from reaching your dreams.

[More About Us](#)


virtuemap.com

Step 2. Connection & support


Find out how procrastination, low self-esteem and ADHD have been holding you back from reaching your dreams.

A big community of thousands of people or a small, intimate group of 8 for accountability? The choice is yours. Share your wins, advice, challenges and make lifelong friends in your preferred community.

[More On Our Communities](#)



virtuemap.com



Step 3. Transformation

Thrive in life by becoming a confident action-taker.

Say goodbye to stress, guilt or feeling you're constantly behind. Enjoy confidence, clarity and peace of mind knowing you have what it takes to accomplish all your goals.

[Try Now](#)

22. With over 1000 Trustpilot customer reviews³ featuring a dominant 5-star user feedback rate, “Virtue Map” falls into the category of *Great* products according to Trustpilot's rating methodology.

Beauty & Well-being > Wellness & Spa > Wellness Program > virtuemap.com

virtue map

virtuemap.com
Reviews 1,176 • Great
★★★★☆ 3.9 ⓘ
VERIFIED COMPANY

[virtuemap.com](#)
Visit this website

[Write a review](#) ★★★★★

Reviews ★ 3.9
1,176 total

Star Rating	Percentage
5-star	46%
4-star	32%
3-star	10%
2-star	1%
1-star	11%

Filter ⓘ Sort: Most relevant ⌵

Company activity [See all](#)

- Claimed profile
- Pays for extra features
- Replied to 82% of negative reviews
- Replies to negative reviews in < 1 month

Our 2022 Transparency Report has landed ✨
[Take a look](#)

About virtuemap.com
Information written by the company

The Virtue Map Team features the right blend of experts —including ICF-Certified Productivity & Success Coaches, medical doctors, and psychologists—to achieve our mission and vision. We are a group of inspired people whose big dream is to restore productivity in a chaotic world. We rely on sound, evidence-based research to ensure that Virtue Map consistently

Alana Marquetti Sansivieri da
1 review • BR
★★★★★ 14 hours ago

The best: YouFluent
YouFluent is very interesting and helps you understand where you can improve and where you are going wrong. It's so worth it.
Date of experience: August 09, 2022

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

Customer reviews

Here's what people say when they talk about their experience with Virtue Map.

FR Francesca
2 reviews · IT

Virtue map is very helpful!!!!

Virtue map is very helpful in organizing my time, in helping me dealing with stressful situations and anxiety and in teaching me how to sleep better. Not to mention how great it is in building step by step no more procrastination excuses!!!!

Date of experience: June 01, 2023

KU Katarina Uplaznik
2 reviews · SI

I am better now

The plan is professional structured and it suits my needs. It is obvious that it was done by professionals. You've gained my trust in additional programs. It is very helpful, thank you.

Date of experience: July 14, 2022

OS Osman
1 review · BA

I have been using Virtue due to...

I have been using Virtue due to extensive procrastination period. In that time period I was not able to Focus on starting one very important project that my career was depending on. And then, I saw your app...started using it, and I don't want to judge too early, but I started my project, and it is going, and I am happy about it. Cheers to you!

Date of experience: May 04, 2022

LI Liv
3 reviews · US

Great techniques and helpful tips and exercises

This Map has great techniques and very helpful information. I have ADHD and an Anxiety disorder and this map greatly helps me manage my anxious thoughts and busy mind. The tips and exercises are easy to understand and follow. I will definitely recommend this to friends and family.

Date of experience: May 30, 2023

AG Andrea Gallo
2 reviews · US

Amazing service!

I am extremely happy to have discovered this service! Helped a lot to overcome my propensity to procrastinate when I feel stressed. I now feel much better all around! Also people around me noted the effect of using virtue map. Money well spent overall.

Date of experience: June 15, 2022

NT Lorenzo
1 review · IT

One of the best decisions I ever made...

One of the best decisions I ever made was to take a course on manage procrastination. I had always struggled with putting things off until the last minute, and I was really hoping this course would help me change my ways. Boy, was I in for a surprise!

Date of experience: May 02, 2022

AR Antonio Ramos
1 review · US

Excellent tool 🙌🙌🙌

This is the tool you need once the decision is taken. I use this as a well structured and solid solution driven guide (not a band aid or short term fix). It's the complement you might be looking for to tackle bad habits at once.

Date of experience: January 17, 2023

CO Cosmin
2 reviews · RO

Giving up procrastination made fun.

It was the „push“ I needed to get started. The scientific data backing up the easy to do steps really help you get moving. It's also fun and engaging, you guys really made procrastination ending experience enjoyable. That Facebook ad came at the right time. What can I say, thanks for putting me on the right track and helping me maintain my focus to achieve my goals!

Date of experience: June 15, 2022

NT NeTeal
3 reviews · US

It makes you think and you have to be...

It makes you think and you have to be honest and patient with yourself or it doesn't work. Keeping track and writing the things that trigger you is good to let it go. I like that it gives you a different perspective on procrastination that are actually helpful. So far I like it a lot!

Date of experience: May 02, 2022

App Store Preview

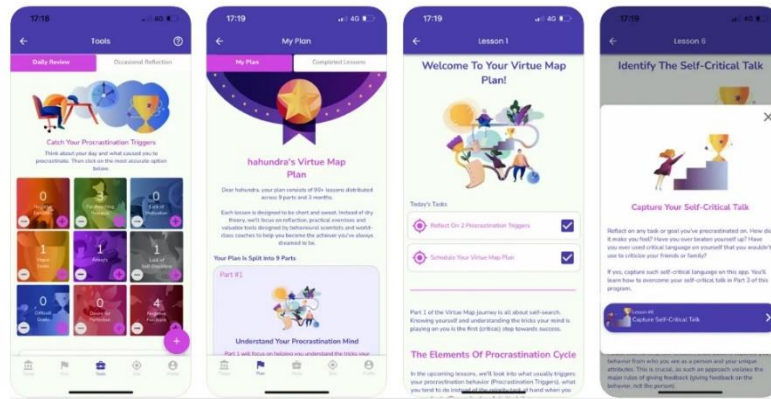


Virtue Map Productivity App ¹⁷⁺

Eliminate Procrastination
UAB 360 Mind
Designed for iPhone

Free

iPhone Screenshots



360 Mind, UAB ©2023