



Brain+ secures intellectual property rights for CST-Therapist Companion in the EU and the United Kingdom

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- Key design and user interface elements of CST-Therapist Companion now legally protected in the company's first target markets via design protections
- Protection of IP rights, including design elements, is very important to secure the value of a digital therapeutic and its competitive market position as well as to attract partnership agreements

Brain+ has secured design protection of its most mature digital CST product, CST-Therapist Companion, in the EU and the United Kingdom to safeguard important intellectual property (IP) value of the product and strengthen its competitive position in the company's first target markets.

The design and user interface of CST-Therapist Companion, which was introduced to the market by Brain+ last year to support the delivery of Cognitive Stimulation Therapy (CST), has been positively received by CST therapists and coordinators for its simplicity and intuitive usability.

The user interface of the product has also been confirmed in usability studies. Since the first introduction of the product in late 2022, Brain+ has worked to improve and upgrade its design and user interface based on input from customers and CST specialists from Denmark, Germany and the UK. At this point, the product has reached a level of market fit that merits protecting its design in the company's main target markets.

Design protection provides product validation and value support

The design and usability profile of a digital therapeutic can be decisive for the product's clinical use and essential for the healthcare benefits it offers. Protecting these IP elements will make the product harder to replace once users have become familiar with using it and it has been established as part of a medical or therapeutic workflow.

The design protections obtained will guarantee Brain+ exclusive rights to the design of CST-Therapist Companion, preventing anyone else from using the same or similar design. The design elements that Brain+ has protected comprise the critical layout and user interface parts of the CST-Therapist Companion product. In addition, some more specific parts of the product that enable an intuitive user interaction are protected.

IP protection is extremely important for a growth company and core to attracting pharma partners. For new innovative products like Brain+' suite of CST-based digital therapeutics, the probability of commercial success and the valuation is considerable influenced by whether the essential technology and product elements are legally protected. Design protections and patents form one of several important building blocks to achieving this.

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