

ESTTA Tracking number: **ESTTA1183046**

Filing date: **01/06/2022**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding no.	92075698
Party	Plaintiff Redbeet Interactive AB
Correspondence address	ELIZABETH G. BORLAND SMITH, GAMBRELL & RUSSELL, LLP 1230 PEACHTREE STREET, N.E. SUITE 3100 - PROMENADE ATLANTA, GA 20007 UNITED STATES Primary email: eborland@sgrlaw.com Secondary email(s): swoldow@sgrlaw.com, amarcu@sgrlaw.com, mbedsole@sgrlaw.com, docketing@sgrlaw.com 404-815-3645
Submission	Motion for Summary Judgment  <b>Yes</b> , the Filer previously made its initial disclosures pursuant to Trademark Rule 2.120(a); OR the motion for summary judgment is based on claim or issue preclusion, or lack of jurisdiction.  The deadline for pretrial disclosures for the first testimony period as originally set or reset: <b>01/07/2022</b>
Filer's name	Elizabeth G. Borland
Filer's email	eborland@sgrlaw.com, mbedsole@sgrlaw.com, lbasile@sgrlaw.com
Signature	/Elizabeth G. Borland/
Date	01/06/2022
Attachments	3 Public Redacted Lundvall Declaration and Exhibits 17-33.pdf(3557327 bytes )

**PUBLIC REDACTED VERSION**

**Cancellation No. 92075698**

***Redbeet Interactive AB v. Novikov***

**Declaration of Måns Lundvall  
and Exhibits 17-33 (Exhibits 30-33 Redacted)**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

REDBEET INTERACTIVE AB,	)	
	)	
Petitioner,	)	
	)	Cancellation No: 92075698
v.	)	
	)	Registration No. 5,447,897
ALEXANDER NOVIKOV,	)	Mark: RAFT
	)	
Respondent.	)	
_____	)	

**DECLARATION OF MÅNS LUNDVALL**

1. I, Måns Lundvall, being warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001, make the following statements in support of Petitioner Redbeet Interactive AB's ("Petitioner") Motion for Summary Judgment.

2. I am an attorney at the law firm of Bergenstråhle & Partners, Lindholdmspiren 5A, floor 2, 417 56 Gothenburg, Sweden. I represent Petitioner on trademark matters worldwide.

3. I have personal knowledge of the facts stated herein and am competent to testify thereto if required to do so. As to matters stated on information and belief, I am informed and believe them to be true.

4. On March 11, 2019, Petitioner filed an application to register the RAFT & Design mark shown below in the European Union:



5. Trade mark number 018034606 of Petitioner's RAFT & Design mark was entered in the register on July 4, 2019, and is for the following goods and services:

Computer game software; Computer game discs; Downloadable computer game programs; Recorded computer game programs; Video and computer game programs; Computer game software for use on mobile and cellular phones; Video game discs; Video game software; Electronic game programs; Downloadable electronic game programs; Electronic game software for wireless devices; Electronic game software for handheld electronic devices in International Class 9.

Providing on-line computer games; Providing information on-line relating to computer games and computer enhancements for games; Electronic games services provided by means of the internet in International Class 41.

6. A true and correct copy of a printout of the record for Trade mark number 018034606 of the RAFT & Design mark is attached as Exhibit 17.

7. On December 30, 2020, an Application for a Declaration of Invalidity was filed against the registered EU Trade mark. The application has the EUIPO recordal number 019150914, a copy of the notification of the application as was sent to Redbeet Interactive is attached as Exhibit 18.

8. The Cancellation application was filed by Treastone Ltd ("Treastone"), a company registered in the United Kingdom. Upon information and belief, Treastone is the current publisher of the mobile app which Alexander Novikov, the Respondent in this proceeding, markets and sells under the RAFT mark that is the subject of this cancellation proceeding. A true and correct printout made on April 13, 2021, of the listing in the Google Play store for Respondent's RAFT mobile app is attached as Exhibit 19.

9. As shown in Exhibit 19, Respondent has included a disclaimer on the Google Play listing which states:

"\*Attention:\* We are not affiliated with the developers of the original Raft game."

This is a tacit admission that Respondent is concerned that its use of RAFT creates a likelihood of confusion with Petitioner's RAFT mark.

10. Respondent currently does not include any disclaimer on its Google Play listing for the Raft Ocean Nomad game. A true and correct printout made on September 21, 2021, of the Google Play

listing for the Raft Ocean Nomad game on that date is attached as Exhibit 20. Instead of a disclaimer, Respondent makes the following statement about trademarks:

Our company Treastone LTD has the full right to use the brand RAFT in the USA (The Mark consists of standard characters without claim to any special font, size or color – Ser. 87-605,582 FILED 09-12-2017).

11. On March 11, 2019, Petitioner filed an application to register the RAFT & Design mark shown below in the United Kingdom:



12. Trade mark number UK00918034606 of Petitioner's RAFT & Design mark was entered in the register on July 4, 2019, and is registered for the following goods and services:

Computer game software; Computer game discs; Downloadable computer game programs; Recorded computer game programs; Video and computer game programs; Computer game software for use on mobile and cellular phones; Video game discs; Video game software; Electronic game programs; Downloadable electronic game programs; Electronic game software for wireless devices; Electronic game software for handheld electronic devices in International Class 9.

Providing on-line computer games; Providing information on-line relating to computer games and computer enhancements for games; Electronic games services provided by means of the internet in International Class 41.

13. A true and correct copy of a printout of the record for Trade mark number UK00918034606 of the RAFT & Design mark is attached as Exhibit 21.

14. On September 09, 2019, Petitioner filed an application to register the RAFT & Design mark shown below as an International Trademark, with priority under the Paris Convention in the aforementioned EU Trademark:



15. Trade mark number 1492395 of Petitioner's RAFT & Design mark was entered in the register on September 09, 2019, and is registered for the following goods and services:

Computer game software; Computer game discs; Downloadable computer game programs; Recorded computer game programs; Video and computer game programs; Computer game software for use on mobile and cellular phones; Video game discs; Video game software; Electronic game programs; Downloadable electronic game programs; Electronic game software for wireless devices; Electronic game software for handheld electronic devices in International Class 9.

Providing on-line computer games; Providing information on-line relating to computer games and computer enhancements for games; Electronic games services provided by means of the internet in International Class 41.

16. A true and correct copy of a printout of the record for International Trade mark number 1492395 of the RAFT & Design mark is attached as Exhibit 22.

17. On September 9, 2019, Petitioner designated the International Registration 1492395, under the Madrid Protocol to the United States.

18. The designation to the United States was assigned Application Serial No. 79/269,576 ("576 Application"), and a true and correct copy of a printout of the filing receipt for the 576 Application is attached as Exhibit 23.

19. Petitioner's 576 Application was ultimately issued a final refusal because the USPTO found that there was a likelihood of confusion between Petitioner's RAFT mark and the RAFT mark owned by Respondent Alexander Novikov, which is the subject of this proceeding.

20. On December 19, 2019, Petitioner designated the International Registration 1492395, under the Madrid Protocol to China.

21. The designation to China was made for both International Classes 09 and 41. The International Class 09 was removed from the designation following a provisional refusal of the goods in that Class. As of now, the designation covers the following services:

Providing on-line computer games; Providing information on-line relating to computer games and computer enhancements for games; Electronic games services provided by means of the internet in International Class 41.

22. On July 23, 2020, Petitioner filed a subsequent designation of International Class 09 of the International Registration 1492395 to China. A total provisional refusal of the subsequent designation was pronounced November 10, 2020. The refusal is currently under appeal.

23. On February 25, 2020, Petitioner filed a Subsequent Designation of the International Registration 1492395 under the Madrid Protocol to Japan. A statement of Grant of Protection under Rule 18ter(1) of the Madrid Protocol was issued on April 22, 2021.

24. A true and correct copy of a printout of the Statement of Grant of Protection to Japan is attached as Exhibit 24.

25. On February 25, 2020, Petitioner filed a Subsequent Designation of the International Registration 1492395 under the Madrid Protocol to the Republic of Korea. A total provisional refusal of protection was pronounced March 30, 2021. The refusal is currently under appeal.

26. On February 25, 2020, Petitioner filed a Subsequent Designation of the International Registration 1492395 under the Madrid Protocol to Norway. A statement of Grant of Protection under Rule 18ter(1) of the Madrid Protocol was issued on March 3, 2021.

27. A true and correct copy of a printout of the Statement of Grant of Protection to Norway is attached as Exhibit 25.

28. On February 25, 2020, Petitioner filed a Subsequent Designation of the International Registration 1492395 under the Madrid Protocol to Russian Federation. A statement of Grant of Protection under Rule 18ter(2) under the Madrid Protocol was issued December 30, 2020.

29. A true and correct copy of a printout of the Statement of Grant of Protection to Russia is attached as Exhibit 26.

30. On February 25, 2020, Petitioner filed a Subsequent Designation of the International Registration 1492395 under the Madrid Protocol to Canada. The designation is under Examination.

31. On February 25, 2020, Petitioner filed a Subsequent Designation of the International Registration 1492395 under the Madrid Protocol to Australia. The designation was opposed by Respondent's company Treastone on November 4, 2020. The opposition procedure is ongoing. A true and correct printout of official register and the opposition details is attached as Exhibit 27.

32. Upon information and belief, Respondent and his company Treastone have a reputation in the computer gaming industry for making copies of popular computer games and marketing these copies on various platforms. A true and correct printout made on May 26, 2021, of an article entitled "Worldbox developer says the game has been copied and uploaded to the Google Play Store by a foreign shell company" that was published on reddit.com is attached as Exhibit 28.

33. Upon information and belief, Respondent and his company Treastone also have a reputation for putting malware in their mobile apps. A true and correct printout made on October 5, 2021, of an article entitled "How a Russian Mobile App Developer Recruited Phones into a Secret Ad-Watching Robot Army" that was published on September 9, 2021, by the Organized Crime and Corruption Reporting Project is attached as Exhibit 29.

34. I have been asked to assist with translating certain emails and agreements from Swedish into English. I am fluent in both languages. Attached as Exhibit 30 is a copy of an email in Swedish dated January 19, 2017, and an accurate translation of such email into English is also included in Exhibit 30.

35. Attached as Exhibit 31 is a copy of a string of emails in Swedish from January and March 2017. Attached as Exhibit 31 is a copy of that string of emails, and an accurate translation of such email string into English is also included in Exhibit 31.

36. Attached as Exhibit 32 is a copy of an agreement in Swedish entitled "Aktieägaravtal," and an accurate translation of such agreement is also included in Exhibit 32.

37. Attached as Exhibit 33 is a copy of an agreement in Swedish entitled "Investeringsavtal," and an accurate translation of such agreement is also included in Exhibit 33.



I declare under penalty of perjury that the foregoing is true and correct.

Executed at Gothenburg, Sweden, on 8<sup>th</sup> of October, 2021.

A handwritten signature in blue ink, appearing to read 'Måns Lundvall', written in a cursive style.

---

MÅNS LUNDVALL

# EXHIBIT 17

**EXTRACTO DEL REGISTRO DE SOLICITUDES Y REGISTROS DE LAS MARCAS DE LA UNIÓN EUROPEA (artículo 111, apartados 2 y 3, del RMUE)**

**AUSZUG AUS DEM REGISTER DER ANMELDUNGEN UND EINTRAGUNGEN VON UNIONSMARKEN (Artikel 111, Absätze 2 und 3 UMV)**

**EXTRACT FROM THE REGISTER OF EUROPEAN UNION TRADE MARK APPLICATIONS AND REGISTRATIONS (Articles 111(2) and (3) EUTMR)**

**EXTRAIT DU REGISTRE DES DEMANDES ET DES ENREGISTREMENTS DE MARQUES DE L'UNION EUROPEENNE (article 111, paragraphes 2 et 3, du RMUE)**

**ESTRATTO DEL REGISTRO DELLE DOMANDE E DELLE REGISTRAZIONI DEL MARCHIO DELL'UNIONE EUROPEA (articolo 111, paragrafi 2 e 3, RMUE)**



certificado

beglaubigt

certified

certifié

autenticato

Número de registro  
Eintragungsnummer  
Registration number  
Numéro de l'enregistrement  
Numero di registrazione

018034606

Número de solicitud  
Anmeldenummer  
File number of the application  
Numéro de dossier attribué à la demande  
Numero di fascicolo della domanda

018034606

Reproducción de la marca en caracteres normalizados  
Wiedergabe der Marke, soweit sie in Standardschrift angemeldet ist  
Reproduction of trade mark in standard script  
Reproduction de la marque en écriture standard  
Riproduzione del marchio in caso di caratteri standard

**RAFT**



Alicante, 01/09/2021



**Karin KUHL**

Departamento de Operaciones  
Hauptabteilung Kerngeschäft  
Operations Department  
Département «Opérations»  
Dipartimento Operazioni





## EUTM eRegister

Authentic extract from the pursuant to Article 111(7) EUTMR

**018034606 - RAFT**

**11/03/2019** Application Under Examination

### Basic information

Application Number	<b>018034606</b>	Filing Date	<b>11/03/2019</b>
Registration number	-	Publication date in A	-
First Language	<b>SV</b>	Registration date	-
Second Language	<b>EN</b>		

### Mark

Type	<b>Figurative</b>	Collective Mark	<b>No</b>
Certification Mark	<b>No</b>	Acquired distinctiveness	<b>No</b>
Trade mark description	-		
Trade mark representation			



**RAFT**

### Goods and Services

- 9** Computer game software; Computer game discs; Downloadable computer game programs; Recorded computer game programs; Video and computer game programs; Computer game software for use on mobile and cellular phones; Video game discs; Video game software; Electronic game programs; Downloadable electronic game programs; Electronic game software for wireless devices; Electronic game software for handheld electronic devices
- 42** Providing on-line computer games; Providing information on-line relating to computer games and computer enhancements for games; Electronic games services provided by means of the internet

### Owners

Name	<b>Redbeet Interactive AB</b>	Town	<b>Skövde</b>
Address	<b>Vasagatan 29</b>	County	-
Postcode	<b>541 31</b>	Country	<b>SE-Sweden</b>



### Representatives

Name	<b>BERGENSTRÄHLE &amp; PARTNERS STOCKHOLM AB</b>	Town	<b>Stockholm</b>
Address	<b>Ringvägen 100</b>	County	-
Postcode	<b>118 60</b>	Country	<b>SE-Sweden</b>

### Priorities

No data

### Exhibition priorities

No data

### Seniorities

No data

#### 27/03/2019 Application Published

If you need information about the EUTM as it was when it was registered, you can download the registration certificate from the service Inspection of files

Publication Date	<b>27/03/2019</b>
Bulletin number	<b>2019/060</b>
-	<a href="https://euipo.europa.eu/copla/bulletin/data/detail/ctm//018034606/2019_060">https://euipo.europa.eu/copla/bulletin/data/detail/ctm//018034606/2019_060</a>

#### 04/07/2019 Registered

If you need information about the EUTM as it was when it was registered, you can download the registration certificate from the service Inspection of files

Registration number	<b>018034606</b>
Registration date	<b>04/07/2019</b>
Bulletin number	-

#### 18/10/2019 International Registration from EUTM

If you need information about the EUTM as it was when it was registered, you can download the registration certificate from the service Inspection of files

Recordal Number	<b>016799648</b>
Recordal registration date	<b>18/10/2019</b>
IR ID	-
IR date	-

#### 07/02/2020 Change of Name and Address of Representative

Recordal Number	<b>017388912</b>
Recordal registration date	<b>07/02/2020</b>

### New representative's name and address

Name	<b>BERGENSTRÄHLE &amp; PARTNERS AB</b>	Town	<b>Stockholm</b>
Address	<b>Ringvägen 100</b>	County	-
Postcode	<b>118 60</b>	Country	<b>SE-Sweden</b>

#### 04/01/2021 Cancellation Application



Recordal Number **019150914**  
Recordal registration date **04/01/2021**  
Cancellation No **000048398**  
Filing Date **30/12/2020**  
Type **INVALIDITY**

**Register consulted on 01/09/2021**

**Basic information**

Application Number **018034606** Filing Date **11/03/2019**  
Registration number **018034606** Publication date in A **27/03/2019**  
First Language **SV** Registration date **04/07/2019**  
Second Language **EN**

**Mark**

Type **Figurative** Collective Mark **No**  
Certification Mark **No** Acquired distinctiveness **No**  
Trade mark description -  
Trade mark representation **RAFT**



**Goods and Services**

- 9** Computer game software; Computer game discs; Downloadable computer game programs; Recorded computer game programs; Video and computer game programs; Computer game software for use on mobile and cellular phones; Video game discs; Video game software; Electronic game programs; Downloadable electronic game programs; Electronic game software for wireless devices; Electronic game software for handheld electronic devices
- 41** Providing on-line computer games; Providing information on-line relating to computer games and computer enhancements for games; Electronic games services provided by means of the internet

**Owners**

Name **Redbeet Interactive AB** Town **Skövde**  
Address **Vasagatan 29** County -  
Postcode **541 31** Country **SE-Sweden**

**Representatives**

Name **BERGENSTRÄHLE &** Town **Stockholm**



**PARTNERS AB**

Address	<b>Ringvägen 100, Uppgång E, Plan 8</b>	County	-
Postcode	<b>118 60</b>	Country	<b>SE-Sweden</b>

#### **Decisions**

No data

#### **Priorities**

No data

#### **Exhibition priorities**

No data

#### **Seniorities**

No data

#### **IR Transformations**

No data

#### **Opposition**

No data

#### **Cancellations**

Cancellation No **000048398**

Type **INVALIDITY**

Receipt date **30/12/2020**

#### **Counterclaims**

No data

#### **Appeals**

No data

#### **Licenses**

No data

#### **Rights in rem**

No data

#### **Insolvencies**

No data

#### **Levies of execution**

No data

#### **Provisional and protective entries**



No data

----- End of extract - EUTM 018034606 -----

Identification Code: 01115903957142444871



# EXHIBIT 18

Alicante, 15/02/2021

BERGENSTRÄHLE & PARTNERS AB  
P.O. Box 17704  
SE-118 93 Stockholm  
SUECIA

**Notification to the EUTM proprietor/IR holder of an application  
for a declaration of invalidity**

Your reference: **78991**  
Invalidity number: **000048398 C**  
Contested trade mark: **018034606**  
**RAFT**

Please find a full copy of the application for a declaration of invalidity filed on **30/12/2020** against the abovementioned trade mark of which you are the proprietor.

The Office finds that the application is admissible under Article 14 and Article 17(1) EUTMDR. Pursuant to Article 66(2) EUTMR, this decision may be appealed together with the final decision on the application.

If the application for a declaration of invalidity is based on earlier EUTMs, you can access the relevant information about these marks on the Office's website via the free online access to EUTM applications and registrations via eSearch plus (<https://euipo.europa.eu/eSearch/#basic>).

Your observations must be submitted to the Office by **20/04/2021**.

If you intend to submit evidence, please note that it must meet the requirements of Article 55(2) EUTMDR. If it does not, it might not be taken into account.

Unless submitted by fax transmission or by e-communication through the User Area any document or item of evidence, other than that consisting of loose sheets, shall be presented in two copies, one being for transmission to the other party (see Article 64(2) EUTMDR). If no copy is provided, these documents or items of evidence will not be taken into account.

If you do not submit any observations within this time limit, the Office will decide on the application on the basis of the evidence before it (Article 17(2) EUTMDR).

# EXHIBIT 19



Search



Apps

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Editors' Choice

Account

Payment methods

My subscriptions

Redeem

My wishlist

My Play activity

Parent Guide

Categories

Home

Top charts

New releases



# Raft Survival: Ocean Nomad - Simulator

TREASTONE LTD Simulation

595,968



Contains Ads

You don't have any devices

Add to Wishlist

Install



Ocean Nomad is a new release in the series of ocean survival games with new enemies, items, rpg elements, survival on an island and ocean exploration on a boat. Build and upgrade your raft for survival in the sea, defend it from sharks and explore the vast world around. Try all our awesome survival simulator games rolled into one!

Features of our game:

- ☆hundreds of weapons and items
- ☆open world exploration
- ☆realistic 3D HD - graphics
- ☆survival on islands
- ☆improved raft building

Tips for apocalypse survival:

### **Catch items and resources with you hook**

Lots of useful resources in shark games are right under your nose. Chest and barrels floating around always contain vital resources for survival on in the sea and wreckages are really good material for raft building in ocean games. You might even find items, tools and weapons for defense of the raft, so keep on throwing the hook!

### **Craft weapons and armor**

A prey can easily change the rules and become a hunter in shark games. Make a hard choice among hundreds of guns, two - handed blade weapons and armor parts to defend you floating base and hunt sharks. Craft a perfect arsenal and always be ready for the battle.

### **Defend your raft**

Be ready to evolve and fight for survival in the sea with a double effort, now that you've got one more

problem to deal with. The shark is now joined by swimmers from other survivor games and eager to attack the raft. No man can tame a shark and there's nowhere to escape, so prepare for shooting and swinging all night and day long!

### **Build and upgrade**

Pay attention to the condition of your raft on the water in survival games in the ocean. It's not enough to tie together a couple of wooden planks without a roof or even walls to feel safe. Be creative and expand the raft free in height and width, because the only limit for building in survival simulator games 2018 is your imagination. There's also a lot of upgrades for fishing, storage space extension, that you can improve the floating shelter with to help you survive in the ocean.

### **Explore the ocean**

Ever wondered if there's lost land with forest woods, jungle and animal pets in this ocean without end? An awesome feature of our island survival games free is now implemented in this one. Don't sit idle – dare to explore the ocean and islands around. What do they hide: horror or glory, medieval royale treasures or wild tigers and scary dinosaurs from the jurassic age or even an old airplane wreckage? What's more you can find resources, upgrades for the raft and other items on the islands. You won't need a ship or an ark to sail to them in shark games – a simple boat will do, and may the stars be your guide.

### **Learn the story of the apocalypse**

An unknown devastating cataclysm turned the world into an endless ocean and last survivors are locked on scattered islands like in prison, dreaming of finding their home. The quest of our raft game is to find them and discover the truth of what happened, find other people who could survive and join them.

### **Survive on a raft**

The latest release of our offline survival simulator games is full of evolved enemies, new items and other features that will surprise everybody. Download Ocean Nomad game and embark on an epic

### Raft Survival: Ocean Nomad - Simulator - Apps on Google Play

other features that will surprise everybody. Download Ocean Nomad game and embark on an epic survival adventure. Play with no wifi or internet connection, last as many days as you can and share the results online with friends!

\*Attention:\* We are not affiliated with the developers of the original Raft game.

Our company Treastone LTD has full rights to use the RAFT trademark in the USA (The Mark Consists of Standard Characters without claim to any particular font style, size or color - Ser. No. 87-605,582 FILED 09-12-2017)

COLLAPSE

### REVIEWS

[Review policy and info](#)

4.3

5  
4  
3  
2  
1

595,968 total



**Alice**

April 1, 2021



420



I haven't played this game for 2-3 years and it's changed so much the graphics the buttons(some) ect. So with all of this I don't very enjoy it. This is just my opinion so don't come at me. And while I was saying the graphics have changed the texture of the shark has changed a lot. They don't seem v...

[Full Review](#)

**TREASTONE LTD** April 2, 2021

Hello, we thank you for your feedback! Our team will do their best to make the game better! If you have any suggestions, write to us at [treastoneltdgames@gmail.com](mailto:treastoneltdgames@gmail.com), we

will be happy and we will take them into account in the development.



**Derek Scholler**

March 19, 2021



Ok so this game is both a great game and also awful. It's relaxing and has a very creative feel. That being said if there's a story I missing it. Early on there was a thing with a shelter that was a good start, but it was never continued. You can find a plane and a lighthouse that needs repairing. B...

[Full Review](#)

**TREASTONE LTD** March 22, 2021

Hello, we are very grateful that you wrote us a detailed review about our game. We will definitely take note of it in the process of creating updates. Thank you very much!



**come 'ere bro**

April 2, 2021



This game was really fun and addicting in the beginning, but after I've looted other rafts and unlocked all the green and yellow islands, it gets boring. Everytime there are new rafts, its the same raft with the same avatar and the same resources. And I can't go to the red islands because its coming...

[Full Review](#)

**TREASTONE LTD** April 5, 2021

Hello, new game content, multiplayer and locked locations are under development and testing at the moment. Soon we will add it in the game and you will be able to play. If you have any suggestions, write to us at [treastoneltdgames@gmail.com](mailto:treastoneltdgames@gmail.com), we will be happy and we will take them into account in the development.



**James Walter**

April 3, 2021



Great game! Really, truly! BUT DEVS LITERALLY NICKLE AND DIME YOU THE WHOLE TIME. You don't even make it through the first 16 hours of gameplay before you hit the pay wall. Let



me be clear YOU CAN do it the long way just as well as you could buy the quick way. Only real issue on this front....the lo...

[Full Review](#)

**TREASTONE LTD** April 5, 2021

Hello, thanks to you for the review. We'll try to take your comments into account when creating new releases. If you have any suggestions, write to us at [treastoneitdgames@gmail.com](mailto:treastoneitdgames@gmail.com), we will be glad to receive your feedback and take it into account in the development.

[READ ALL REVIEWS](#)

**WHAT'S NEW**

Fix minor bugs

Fixed bug with stopping on the map

Minor balance fixes

Updated the stations logic

**ADDITIONAL INFORMATION**

**Updated**

April 7, 2021

**Size**

91M

**Installs**

50,000,000+

**Current Version**

1.173

**Requires Android**

4.4 and up

**Content Rating**

Rated for 12+

Moderate Violence

[Learn more](#)

[Interactive Elements](#)

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**Offered By**

TREASTONE LTD

**Developer**

[Visit website](#)

[treastoneitdgames@gmail.com](mailto:treastoneitdgames@gmail.com)

[Privacy Policy](#)

Unit 4203, 30

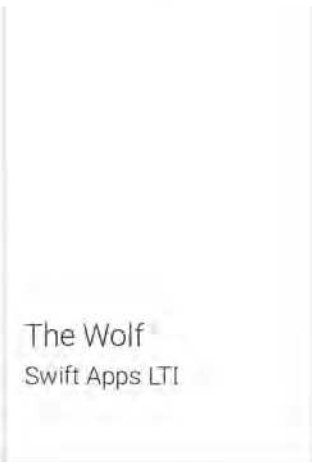
Bloomsbury Street,

Ground Floor, London,

England, WC1B 3QJ

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# EXHIBIT 20



My apps

Store

Game

Children

The editors' choice

Account

Payment methods

Play Points Nya

My subscriptions

Redeem code

My wishlist

My activity on Play

Parent guide



# Raft Survival - Ocean Nomad

TREASTONE LTD Simulator

699 591

12 PEGI 12

Contains ads · Offers in-app purchases

The app is available for all your devices

Add to wish list

Install



Ocean Nomad is a new version in the series of sea survival games with new enemies, objects, rpg elements, survival on an island and exploration of the sea on a boat. Build and upgrade your fleet to survive in the ocean, defend it from sharks and explore the vast world around. Try all our fantastic survival simulator games rolled into one!

Features of our game:

- ☆ Hundreds of weapons and items
- ☆ Open world exploration
- ☆ Realistic 3D HD graphics
- ☆ Survival on islands
- ☆ Improved classy building

Tips for apocalypse survival:

Capture objects and resources with you hook

Lots of useful resources in shark games are right under your nose. Chests and barrels that float around always contain important resources for survival in the sea and wrecks are really good materials for raft building in sea games. You can even find items, tools and weapons to defend the fleet, so keep throwing the hook!

Sharpen weapons and armor

A change can easily change the rules and become a hunter in shark games. Make a difficult choice among hundreds of weapons, two-handed blade weapons and armor pieces to defend you floating base and hunt sharks. Create a perfect arsenal and always be ready for battle.

Defend your fleet

Be ready to survive and fight for survival in the ocean with a double effect, now that you have another

### Raft Survival - Ocean Nomad - Apps on Google Play

Be ready to evolve and fight for survival in the ocean with a double effort, now that you have another problem. The shark is now joined by swimmers from other survival games and eager to attack the fleet. No human can tame a shark and there is nowhere to escape, so prepare to shoot and swing all night and day!

#### Build and upgrade

Pay attention to the condition of your fleet on the water in survival games at sea. It is not enough to tie a couple of wooden planks without a roof or walls to feel safe. Be creative and expand your fleet free in height and width, because the only limit to building in survival simulator games is your imagination. There are also many upgrades for fishing, extension space that you can improve the floating protection to help you survive in the sea.

#### Havet Explore the sea

Have you ever wondered if there is lost land with forests, jungle and pets in this sea without end? A fantastic feature in our island survival games is now implemented in this one. Do not sit still - dare to explore the sea and the surrounding islands. What are they hiding: horror or glory, medieval royal treasures or wild tigers and scary dinosaurs from the Jurassic age or even an old plane wreck? In addition, you can find resources, fleet upgrades and other items on the islands. You do not need a ship or a sheet to sail to them in shark games - a simple boat does, and let the stars be your guide.

#### Learn the story of the apocalypse

An unknown devastating catastrophe turned the world into an endless sea and the last survivors are locked up on scattered islands like in prison and dreaming of finding their home. The quest for our fleet game is to find them and discover the truth about what happened, find other people who can survive and join them.

#### Survive on a Navy

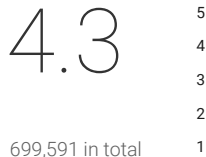
The latest version of our offline survival simulator game is full of advanced enemies, new items and other features that will surprise everyone. Download the Ocean Nomad game and embark on an epic survival adventure. Play without wifi or internet connection, last as many days as you can and share the results online with friends!

Our company Treastone LTD has the full right to use the brand RAFT in the USA (The Mark consists of standard characters without claim to any special font, size or color-Ser. 87-605,582 FILED 09-12-2017)

### COMPRESS

#### REVIEWS

[Review the policy and information](#)



**Mousa Aaa**

September 7, 2021

SO FUN!



**TREASTONE LTD** September 8, 2021

Hello. Thank you for your feedback and rating! We do really appreciate you like playing our game!



**MrTobbido**

August 26, 2021



fun game

**TREASTONE LTD** August 27, 2021

Hello, thank you, we are very glad to receive your feedback! Play with pleasure!



**One of Google's users**

September 3, 2021



asum

**TREASTONE LTD** September 3, 2021

Hello, thank you very much for your feedback. We are very pleased that you are happy to play our game!



**Oliver Edström**

August 19, 2021



♡ ◇ ☆☆☆☆☆☆☆☆☆ ○ ☆ ☆☆☆☆☆☆☆☆☆☆☆☆☆ ○ ☆☆☆ ○

**TREASTONE LTD** August 20, 2021

Hello, thank you very much for your feedback. We are very pleased that you are happy to play our game!

[READ ALL REVIEWS](#)

**NEWS**

- Updated interface of the game scene
- Updated diary and quest interface
- Added new story quests
- Meet the New Survivor - Trader Joe
- Now you can jump in the game!

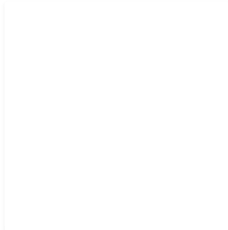
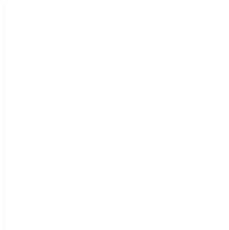
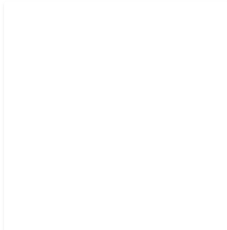
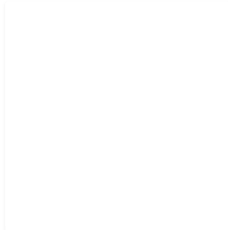
[READ MORE](#)

**MORE INFORMATION**

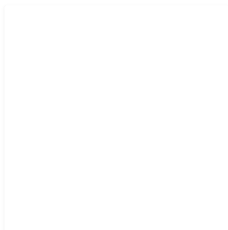
<b>Updated</b> September 15, 2021	<b>Size</b> 111M	<b>Installations</b> 50 000 000+
<b>Current version</b> 1,196	<b>Requires Android</b> 4.4 and later	<b>Content ranking</b> PEGI 12 Moderate violence <a href="#">Read more</a>
<b>Interactive elements</b> Digital purchases	<b>Products in apps</b> SEK 7.00 – SEK 1,199.00 per object	<b>Permissions</b> <a href="#">View information</a>
<b>Report</b> <a href="#">Report as inappropriate</a>	<b>Supplier</b> Google Commerce Ltd	<b>Developer</b> <a href="#">Visit the website</a> treastoneitdgames@gmail.com <a href="#">Privacy Policy</a> Unit 4203, 30 Bloomsbury Street, Ground Floor, London, England, WC1B 3QJ

### Similar

Show more

 Last Pirate: RetroStyle Gar	 Survival on Megaplay Stur	 Solar Smas Paradyne Gar	 Goat Simul: Coffee Stain P
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### More from TRESTONE LTD

 Let's Surviv TRESTONE L
---

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When you purchase the product, you make a transaction with Google Payments and thereby accept Google Payments' [terms of use](#) and [privacy policy](#) .



# EXHIBIT 21

[Skip to main content](#)

# Intellectual Property Office

---

## Trade mark number

UK00918034606

## Status

Registered

---

## Overview

### Trade mark

---



---

## Dates

### Filing date

11 March 2019

### Date of entry in register

04 July 2019

### Renewal date

11 March 2029

---

## Goods and services

### Classes and terms

---

#### Class 9

Computer game software; Computer game discs; Downloadable computer game programs; Recorded computer game programs; Video and computer game programs; Computer game software for use on mobile and cellular phones; Video game discs; Video game software; Electronic game programs; Downloadable electronic game programs; Electronic game software for wireless devices; Electronic game software for handheld electronic devices.

---

#### **Class 41**

Providing on-line computer games; Providing information on-line relating to computer games and computer enhancements for games; Electronic games services provided by means of the internet.

---

## **Names and addresses**

### **Owner(s) name**

#### **Redbeet Interactive AB**

Vasagatan 29, Skövde, 541 31, Sweden

#### **Country of Incorporation**

Sweden

---

### **IPO representative name**

#### **BERGENSTRÄHLE & PARTNERS AB**

Ringvägen 100, Uppgång E, Plan 8, Stockholm, 118 60, Sweden

---

Intellectual Property Office is an operating name of the Patent Office

# EXHIBIT 22

# 1492395- RAFT

Full details / English

Current Status

**180** Expected expiration date of the registration/renewal  
09.09.2029

**151** Date of the registration  
09.09.2019

**270** Language of the application  
English

**732** Name and address of the holder of the registration  
Redbeet Interactive AB  
Vasagatan 29  
SE-541 31 Skövde (SE)

**812** Contracting State or Contracting Organization in the territory of which the holder has a real and effective industrial or commercial establishment  
EM

**740** Name and address of the representative  
Bergenstråhle & Partners AB  
Box 17704  
SE-118 93 Stockholm (SE)

**540** Mark



**531** International Classification of the Figurative Elements of Marks (Vienna Classification) - VCL(8)

<b>WIPO</b> WORLD INTELLECTUAL PROPERTY ORGANIZATION	Madrid Monitor	International Trademark
1492395- RAFT		Printed: 2021-09-01 15:31

02.01.12 ; 02.01.16 ; 02.01.17 ; 06.03.04 ; 07.01.20 ; 18.03.01 ; 24.07.01 ; 24.07.13 ; 24.07.23 ; 27.05.01

**511 International Classification of Goods and Services for the Purposes of the Registration of Marks (Nice Classification) - NCL(11-2019)**

09 Computer game software; computer game discs; downloadable computer game programs; recorded computer game programs; video and computer game programs; computer game software for use on mobile and cellular phones; video game discs; video game software; electronic game programs; downloadable electronic game programs; electronic game software for wireless devices; electronic game software for handheld electronic devices.

41 Providing on-line computer games; providing information on-line relating to computer games and computer enhancements for games; electronic games services provided by means of the internet.

**821 Basic application**

EM, 11.03.2019, 018034606

**822 Basic registration**

EM, 04.07.2019, 018034606

**300 Data relating to priority under the Paris Convention and other data relating to registration of the mark in the country of origin**

EM, 11.03.2019, 018034606

**832 Designation(s) under the Madrid Protocol**

AU - CA - CN - JP - KR - NO - RU - US

**527 Indications regarding use requirements**

US

## Transaction History

expand none

# EXHIBIT 23

## Filing Receipt for Trademark/Service Mark Application for Registration on the Principal Register and Next Steps in the Application Process

BERGENSTRÅHLE & PARTNERS STOCKHOLM AB  
Ringvägen 100  
SE-118 60 Stockholm  
SWEDEN

**Issue Date:** October 22, 2019

Thank you for submitting your trademark application to the U.S. Patent and Trademark Office (USPTO). This filing receipt confirms your mark and serial number, describes next steps in the application process, and includes the information submitted in your application. Please read this receipt carefully and keep a copy for your records.

For an overview of important things to know after filing your application, visit the "After You File" page on our website at <https://www.uspto.gov/trademarks-application-process/filing-online/after-you-file> and watch video number 9 "After You File" at <https://www.uspto.gov/TMvideos>.

- 1. Your mark.** The mark in your application is RAFT.
- 2. Your serial number.** Your application was assigned serial number 79269576. You must refer to your serial number in all communications about your application.
- 3. What happens next-legal examination.** Your mark will not be registered automatically. In approximately three months, your application will be assigned to a USPTO examining attorney for review. The attorney will determine if your application meets all applicable legal requirements, and if it doesn't you will be notified in an Office action (official correspondence from the USPTO). Visit our website <https://www.uspto.gov/trademark/trademark-timelines/trademark-application-and-post-registration-process-timelines> for an explanation of application process timelines.
- 4. Provide your email address, if not included in the application, and keep it current.** We do not extend filing deadlines if you do not receive USPTO correspondence. To provide an email address or to change an email address, you must use the forms on our website at <https://www.uspto.gov/trademarks-application-process/filing-online/correspondence-and-attorneydomestic-representative>.
- 5. Check your application status in our database every three to four months.** To be sure that you don't miss an important communication from us, and to avoid the possible abandonment of your application, check your application status and review your documents in our Trademark Status and Document Retrieval (TSDR) database at <https://tsdr.uspto.gov> every three to four months. For additional information on abandonment of applications, see our webpage at <https://www.uspto.gov/trademarks-application-process/abandoned-applications>.
- 6. Warning about private companies offering trademark-related services.** Private companies may send you communications that resemble official USPTO communications. These private companies are not associated with the USPTO. All official correspondence will be from the "United States Patent and Trademark Office" in Alexandria, Virginia, and from emails with the domain "uspto.gov." If you are unsure about whether the correspondence is from us, check the application record in our TSDR database at <https://tsdr.uspto.gov>. For more information on trademark-related communications that may resemble official USPTO communications, visit our website at <https://www.uspto.gov/trademarks-getting-started/caution-misleading-notices>.
- 7. Questions?** Please visit our website at <https://www.uspto.gov/trademark>, email us at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov), or call us at 1-800-786-9199 (select option 1) or 571-272-9250 (select option 0).
- 8. Application data.** If you find an error in the data below, visit the "After You File" page on our website at <https://www.uspto.gov/trademarks-application-process/filing-online/after-you-file> for information on correcting errors.

### The information submitted in the application appears below:

<b>U.S. Serial No.</b>	79269576
<b>Filing Date:</b>	September 9, 2019
<b>Register:</b>	Principal
<b>Mark:</b>	RAFT
<b>Mark type(s):</b>	Trademark; Service Mark
<b>Drawing type:</b>	Words, letters, or numbers and design
<b>Filing basis:</b>	Sect. 66(a)(Madrid Protocol)
<b>Owner:</b>	Redbeet Interactive AB (NOT PROVIDED, Unknown) Vasagatan 29 SE-541 31 Skövde , SWEDEN
<b>For:</b>	Computer game software; computer game discs; downloadable computer game programs; recorded computer game programs; video and computer game programs; computer game software for use on mobile and cellular phones; video game discs; video game software; electronic game programs; downloadable electronic game programs; electronic game software for wireless devices; electronic game software for handheld electronic devices <b>International class:</b> 009 <b>First use:</b> NONE <b>Use in commerce:</b> NONE
<b>For:</b>	Providing on-line computer games; providing information on-line relating to computer games and computer enhancements for games; electronic games services provided by means of the internet <b>International class:</b> 041 <b>First use:</b> NONE <b>Use in commerce:</b> NONE

All the goods/services in each class are listed above.  
Other data:



COLOR(S) CLAIMED: Color is not claimed as a feature of the mark. Design Search Codes: 02.01.02 - Men depicted as shadows or silhouettes of men; Silhouettes of men 02.09.04 - Humans, including men, women and children, depicted sitting or kneeling; Kneeling, humans; Sitting, humans 18.07.25 - Houseboats; Noah's ark; Personal watercraft; Rafts; Watercraft, personal

**International or Foreign Registration Data:**

International Reg. No. 1492395

Attorney representation advisory. Only an attorney who is a member in good standing of the bar of the highest court of any U.S. state may practice before the USPTO in trademark matters. See TMEP §§602-602.03(e) at <https://tmepl.uspto.gov/RDMS/TMEP/current#/current/TMEP-600d1e69.html> for more information on foreign attorneys and persons who may practice before the Office.

# EXHIBIT 24

MADRID AGREEMENT AND PROTOCOL  
FINAL DISPOSITION ON STATUS OF A MARK

STATEMENT OF GRANT OF PROTECTION

notified to the International Bureau of the World Intellectual Property Organization in accordance with  
Rule 18ter(1) of the Regulations under the Madrid Protocol.

I. Office sending the statement:

Japan Patent Office (JPO)

---

II. International registration number: 1492395

Mark: RAFT (with figurative elements)

Date of subsequent designation: 2020/02/25

---

III. Holder of the international registration:

Redbeet Interactive AB

---

IV. The protection is to be granted to this international registration as a trademark registration in Japan with respect to all the goods and/or services since no reason for refusal has been found.

\*Note

The holder is required to pay the second part of the individual fee to protect the mark concerning the international registration in Japan [, as notified in a separate communication under Rule 34(3)(C) issued at the same time as the present statement]. Where the second part of the individual fee is not paid within the applicable period, the International Registration shall be cancelled with respect to Japan [Rule 34(3)(d)].

---

V. Date on which the statement was sent: 2021/04/22

---

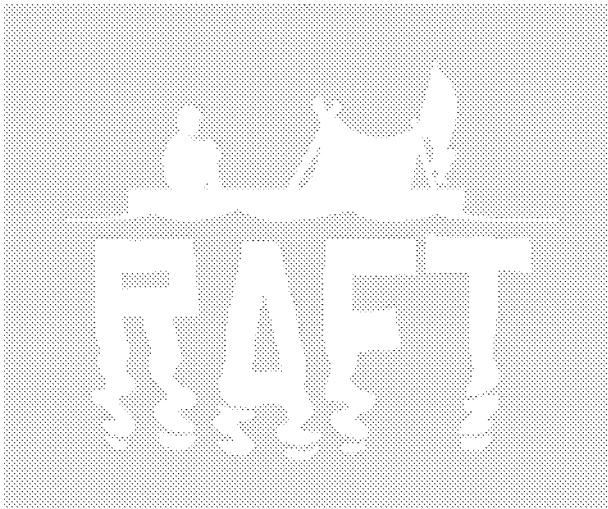
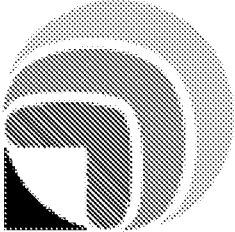
VI. Signature or official seal by the office:



# EXHIBIT 25

**MADRID PROTOCOL AND AGREEMENT**  
**FINAL DISPOSITION ON STATUS OF A MARK**  
**– STATEMENT OF GRANT OF PROTECTION**

Rule 18ter(1)

I.	Sending OFFICE : <b>NORWEGIAN INDUSTRIAL PROPERTY OFFICE</b> <b>Sandakerveien 64, 0484 Oslo PO Box 4863 Nydalen, 0422 Oslo</b> <b>Phone: +47 22 38 73 00 Fax: + 47 22 38 73 01</b>
II.	International registration number : <b>1492395</b>
III.	Holder: <b>Redbeet Interactive AB</b>
IV.	Mark Reproduction : 
V.	Protection is granted to the mark that is the subject of this international registration for all the goods and/or services requested.
VI.	Official sign or seal of sending office : patent trademark design <b>Norwegian Industrial Property Office</b> 
VII.	Date : <b>2021.03.03</b>

# EXHIBIT 26

**MADRID AGREEMENT AND PROTOCOL**  
**FINAL DISPOSITION ON STATUS OF A MARK**  
**– STATEMENT OF GRANT OF PROTECTION**  
**FOLLOWING A PROVISIONAL REFUSAL –**

**Rule 18ter(2)**

I. Office making the notification:

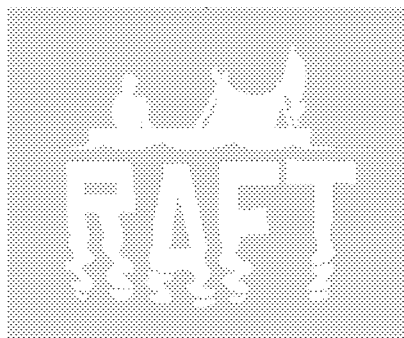
**FEDERAL SERVICE FOR INTELLECTUAL PROPERTY (ROSPATENT)**  
**30-1, Berezikovskaya nab., 125993, Moscow, G-59, GSP-3, Russian Federation**  
**Fax: +7 (495) 531-63-53 / phone: +7 (499) 240-60-15**

II. Number of the international registration: **1492395**

III. Name of the holder:

**Redbeet Interactive AB**

IV. Reproduction of the mark:



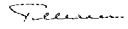
V. Protection for **ALL** the goods and/or services.

All procedures before the Office have been completed; protection is granted to the mark that is the subject of this international registration for all the goods and/or all the services requested (Rule 18ter(2)(i)):

Cl. 09: "Computer game software; computer game discs; downloadable computer game programs; recorded computer game programs; video and computer game programs; computer game software for use on mobile and cellular phones; video game discs; video game software; electronic game programs; downloadable electronic game programs; electronic game software for wireless devices; electronic game software for handheld electronic devices."

Cl. 41: "Providing on-line computer games; providing information on-line relating to computer games and computer enhancements for games; electronic games services provided by means of the internet."

VI. Signature of the Office sending the statement:



**Dr. Grigoriy Ivliev**

**Director General**

VII. Date: **30/12/2020**



# EXHIBIT 27

## Trade mark 2075280

**IR number** 1492395

**Words** RAFT

**Image**



**Image description** PERSON ON RAFT WITH FLAG,ALL SILH.

**Status** Accepted: Opposed

**Priority date** 25 feb 2020 (Filing)

**Classes** 9, 41

**Kind** Figurative

### Dates

**IR renewal due** 09 sep 2029

**Acceptance advertised** 09 sep 2020

**Acceptance** 09 sep 2020

**IR notification** 12 mar 2020

**Filing** 25 feb 2020

### Owner

Redbeet Interactive AB

### Address for service

Davies Collison Cave Pty Ltd

### IR Contact

Bergensträhle & Partners AB

### Goods & Services

**Class 9:** Computer game software; computer game discs; downloadable computer game programs; recorded computer game programs; video and computer game programs; computer game software for use on mobile and cellular phones; video game discs; video game software; electronic game programs; downloadable electronic game programs; electronic game software for wireless devices; electronic game software for handheld electronic devices.

**Class 41:** Providing on-line computer games; providing information on-line relating to computer games and computer enhancements for games; electronic games services provided by means of the internet.

**Indexing constituents****Word**

RAFT

**Image**

PERSON MAN SEATED BOAT,RAFT FLAG TENT SILHOUETTE WATER

**Opposition details****Commenced on** 04 nov 2020**Type** Opposition to registration**Applicant** Redbeet Interactive AB**Davies Collison Cave Pty Ltd****Opponent** Treastone Ltd**New Zealand & Madrid Trademark Agents****Notice of intention to oppose****Notice of intention to oppose**

<b>Status</b>	<b>Filed</b>
<b>Due</b> ⓘ	<b>09 nov 2020</b>
<b>Latest due</b> ⓘ	<b>09 nov 2020</b>
<b>Filed</b>	<b>04 nov 2020</b>

**Statement of grounds and particulars****Statement of grounds and particulars**

<b>Party responsible</b>	<b>Treastone Ltd</b>
<b>Status</b>	<b>Filed</b>
<b>Due</b> ⓘ	<b>04 dec 2020</b>
<b>Latest due</b> ⓘ	<b>04 dec 2020</b>
<b>Filed date</b>	<b>11 nov 2020</b>

**Section** ⓘ**Ground**

Section 60

trade mark is similar to a trade mark which has acquired a reputation in Australia

**Notice of intention to defend****Notice of intention to defend**

<b>Party responsible</b>	<b>Redbeet Interactive AB</b>
<b>Status</b>	<b>Filed</b>
<b>Due</b> ⓘ	<b>12 mar 2021</b>
<b>Latest due</b> ⓘ	<b>12 mar 2021</b>
<b>Filed</b>	<b>11 mar 2021</b>

**Evidence in support**

**Evidence in support**

<b>Party responsible</b>	<b>Treastone Ltd</b>
<b>Status</b>	<b>Filed</b>
<b>Evidence provided</b>	<b>All evidence submitted</b>
<b>Due</b> ⓘ	<b>12 jun 2021</b>
<b>Latest due</b> ⓘ	<b>12 jun 2021</b>

**Evidence in answer****Evidence in answer**

<b>Party responsible</b>	<b>Redbeet Interactive AB</b>
<b>Status</b>	<b>Filed</b>
<b>Evidence provided</b>	<b>All evidence submitted</b>
<b>Due</b> ⓘ	<b>04 aug 2021</b>
<b>Latest due</b> ⓘ	<b>04 aug 2021</b>

**Evidence in reply****Evidence in reply**

<b>Party responsible</b>	<b>Treastone Ltd</b>
<b>Status</b>	<b>Awaiting evidence</b>
<b>Evidence provided</b>	<b>None</b>
<b>Due</b> ⓘ	<b>02 okt 2021</b>
<b>Latest due</b> ⓘ	<b>02 okt 2021</b>

Hearing

Decision

Outcome

# EXHIBIT 28



< Crossposted by u/Nincoma 6 months ago

8.3k



## Worldbox developer says the game has been copied and uploaded to the Google Play Store by a foreign shell company

r/Worldbox · Posted by u/Kendja 6 months ago

**Important** ★ The fight for WorldBox, or how a game you worked on for 8 years may be stolen from you without you even knowing it

My name is Maxim and I'm an independent game developer ( indie dev ). That means that I create a lot of games on my own, and so far self-publish them without the help of bigger firms. All of my income comes from the games I create - it's my livelihood.

This is my story on how a game I've been working on for over 8 years has been nearly stolen from me without my knowledge.

And how I'm not the only one.

### When you spit out your coffee

The story begins with me working on the latest [WorldBox](#) update - the community has been waiting for it for a few months already. Boats are all the rage, and everybody is going wild with anticipation. When a message hits me on the community discord.

*"Somebody copied the game - it looks just like yours".*

You don't think much of it. There are many copy-cats out there of successful titles. If a new indie is trying to have their shot at a different populous type of game - have a go at it! It's harder than you think - but no problems there.

*"They called it worldbox in the app id".*

Aham, why would somebody do that? You assume negligence over maliciousness at first. Believe in the good of the people.

*"And they filed a trademark for WorldBox".*

Ok, The boats update will have to wait now for a bit longer.

### Prelude

I've been working on WorldBox since 2012, with the first prototype released on newgrounds and kongregate. In between other games, I continued work on it, and finally released a mobile version in 2018. It grew a lovely and highly active community since then - and I've kept it updated as much as possible.

With millions of downloads it is definitely my most successful game so far, and that's thanks to a very active fan base which I'm very grateful to have.



Search

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Worldbox at DevGamm conference in Minsk in 2019

One of which was **DevGamm** in November 2019. It was a big trip, which me and my brother took - and apart from an exploding laptop charger it was very positive. *Or so we thought.*

It's really cool to see people play the game in front of your eyes. You see them explore and discover new powers - you hear invaluable feedback. You connect with really cool people! At least most of them.

For other people attending dev conferences is about discovering new games, new developers - or just plain and simple hanging out with like-minded people.

And then there are others. Let's say, the wolves in sheep clothes. Or in this case "the only  suit at an indie game conference". They approach you - see the buzz your game is making, and involve you in a friendly chat.

They speak highly of their own business skills. They present solutions to company formations, taxation, business models. They talk about "how to be successful in the game business". They are already very successful and proud of their own "product" - run and developed by a company of 30+ people. It sounds impressive of course.



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You evaluate behavior - are they passionate gamers? Or rather cold business people. Do they understand the joy that games can bring, or do they see them solely as products that make money? I'm sure you can guess what I was thinking.

You check out their game - it looks like a copy of a popular game you know. It seems to make a lot of money as well. It's in the top #5-#9 on the Apple Appstore in the "Adventures" category - that's a lot of \$! Enough to run a company of 30+ people and then some.

The main hook seems to be a free trial for 3 days, after which you pay \$9.99 per week(!) to play the game. Something smelled sus.

## The answer

So as with many other people who offered to buy the game - you politely decline. It's not the right time. Not only did I not feel like this was the right partner for me at that point - but I also felt like I haven't achieved the full vision of the game yet. Selling would focus too much on *making money*. Changing the code so other developers would understand it, etc. I want to focus on making it *fun*. Take my time to polish it. Bring updates to existing players.

They asked again 3-4 more times, over the messages and calls, over the following months. You stay polite, stay in touch.

But they... behind the scenes... are already preparing how to *take advantage of what you created*.

## Connecting the dots

"Maxim, somebody filed a trademark for WorldBox"

You check out the company, it doesn't ring a bell. It was just registered a few months ago. You look up the business owners - they also don't ring a bell. You cross-check other companies they are involved in... bingo. They are in other companies owned by the "👤suit". You even find his email address mentioned in the formation documents.

### ***Main culprit: found.***

Then you check their other products... a minecraft mod for which you pay \$9.99 per week. Rings a bell? Mhm.

### ***Business model: match.***

Then you check their website, their privacy policy - same structure as the other few companies you already connected to the 👤suit. They even have the same mistakes in the shared privacy policies - copy/paste errors.





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## Their main money maker


If we look at their "product" which he was very proud about - let's analyze it. It's called **"Raft Survival : Ocean Nomad"**. The surprising thing about it is that it uses the name "Raft" in the title. But it's not affiliated with the popular Steam game "Raft" that was launched in 2017.

How come? How come a copycat can use the name of the original game?

You guessed it... trademarks.

Around the time the first Raft steam trailer was released, somebody filed for a trademark for the name "Raft". Used exclusively for mobile games.

Most likely the main developers didn't notice it - I mean who checks these things constantly? They were focusing on the desktop version - it takes all your attention.

And who filed for the trademark? None other than our dear Mr.  Suit : <https://uspto.report/TM/87605582>

### We found a pattern.

They look out for interesting and simple game ideas to copy, and then they blindsides the ( often inexperienced ) indie developers by making a publishing a very simple copy-cat version, and then quietly filing a trademark for that name.

That way they can use the wording in advertisements, on the app stores, etc. They could even take down the original games based on this!

So they are taking advantage of a good name you build up with your sweat and tears, and they'll just blatantly use it to destroy the joy of gamers who expected to play your game. Instead they get a really bad copy and are tricked out of their money.

[play.google.com/store/apps/details?id=worldbox.sandbox.simulator](https://play.google.com/store/apps/details?id=worldbox.sandbox.simulator)

## What's the copy game about?

It's a simple version of WorldBox. All sprites are either similar, or changed from the original game. Some sprites are even stolen from Minecraft ( owned by Microsoft ).

The game itself has the name "worldbox" in the id, which is a clear trademark infringement. ( Trademarks don't have to be registered for them to be valid. )



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some comparisons : ( Left is the original, right is the copy )

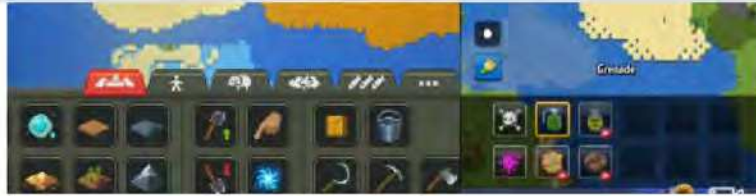




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At the launch of the game it was filled with a lot of 5 star reviews. These were very simple, with messages like "Good application, very good for first download".



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Which [many](#) people thought to be [fakes](#) used to artificially increase ratings.

The Worldbox community also found out about the trademarks as well, and started discussing it on [reddit](#), and a few youtubers even made [videos](#) with the hashtag #saveWorldbox to show their support.

They also left hundreds of reviews to the product from STAVRIO LTD, which received "interesting" replies considering the whole situation :

This game is essentially a carbon copy rip-off of the game WorldBox. Pretty much all the content is just an exact duplicate of WorldBox but in worse quality. I don't know whether or not you thought it was an original idea or if you thought you could get away with plagiarizing someone else's hard wor...

[Full Review](#)

**STAVRIO LTD** October 25, 2020

Hello. We didn't mean to mislead you. Our game is not a clone of any other game. We independently develop graphic and audio content, game code. Stop and don't spam in the comments.



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8.3k

Worldbox developer says the ...

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### Community response

It was great to see how the community dug up all of this, and went decidedly against the copycat. While I couldn't talk with people - since I'm talking with lawyers currently - people took things into their own hands. They did research, they even examined the copy's game assets. They rated the game based on their feelings.

#### REVIEWS

Review Policy



Bill\_Cipher 2849

October 24, 2020



This game has few redeeming qualities, there are a few non-native units, and zombie houses. Other than that it is glitchy, buggy, slow, crashes often and is a complete carbon copy of an independent indie game with much more effort and love put into it. If the devs read this, you put time into remaki...

And it has been important. It still is. With over 5 trademarks being filed by the copycats the future is uncertain.

The community based #saveworldbox was the right reaction - I'm really proud of the community here for having found these things out and started a process against it! It seems so far these guys have been getting away with it because nobody really cared that they are behaving unethically.

For me the battle is far from over and I appreciate all of the support we can get. Be it videos or posts, or spreading awareness. It's *not ok* to attempt to steal somebody's hard work like this.

### My goals

What is my goal in all of this?

#### 1. Protect WorldBox



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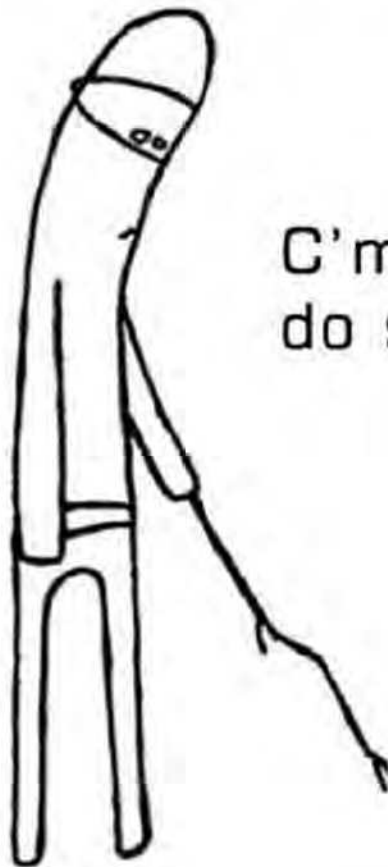
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### 3. Highlight app store abuse

Showcase a net of malicious firms that abuse the Apple Appstore and Google Play store in many ways. Show how they are connected, and how they circumvent the rules and TOS that count for other developers.

# #saveworldbox



C'mon,  
do something...



Hopefully get the app stores to put a stop to these malicious actors, and stop their bad business practices. These apps are deceiving to app store customers and leave everybody with a bad experience.

Next steps



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This post is also a big warning to other aspiring indie devs, and what to watch out for.


This has been a very time consuming October, and already now the next patch has been delayed due to this - for this I have to apologize to the community. Now if you'll excuse me, I have to get back to finishing boats, sigh.



## Appendix: A web of companies

Who are all these people and companies? ( all this information is public knowledge, that you can research yourself )

The main firm ( JustMoby ) is owned by  Alexander Novikov. That was the man I met at the games conference. His business card mentions that he's an "investor".

Another owner of JustMoby is  Egor Agafonov - he is also in the company registry one of the owners of STAVRIO LTD. The company behind the worldbox copycat.

And finally  Eugene Kluchinski is also an owner of most of the firms. He's listed on LinkedIn as CEO of JustMoby LTD. Companies house attributes him a majority of shares in terms of voting rights.

Most of the firms have one of these 3 people directly involved. They have a lot of shell companies registered - most of the firms seem to have a holding firm in  Estonia, and a LTD in the  UK. Some are listed at the same address as STAVRIO LTD.



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Most of the estonian companies share the same registration email, have been filed with the same lawyer firm, but only differ in who the registered director is.

It's important to understand that a company registration doesn't require people to be present in the office. So you can easily have a dev team in Russia under one company, and then you can just open up 10 different companies at some PO box in the UK or Estonia to publish them.

So if Apple's AppStore team decides to take down your app or account because too many customers had a bad experience and complained ( e.g. if they unknowingly get charged \$9.99 per week for some copycat game ), then now they can ( although it's against apple TOS ) move their app to some other firm you registered, and republish there under a slightly different name. And the cycle of fake reviews and scammed customers begins again.

Let's just say that a net of shell companies is normally not required if you look at the most successful game developers. And it reeks of very dubious business practices.

## Hostile work environment?

Many [ex-employees mentioned publicly](#) that the company seems to prefer copyright infringements, dubious pricing practices and is used to having their accounts taken down from app-stores due to many policy violations. The reviews in Russian, but you can use google translate to understand it. To one of reviews A.Novikov replied directly.

From the reviews we can see that the sad part seems to be that the development team seems to have talented and underpaid members; which seem to detest the owners/managers. But ultimately it's the leadership - the owners - of these companies that count here.

## Tip of the ice-berg





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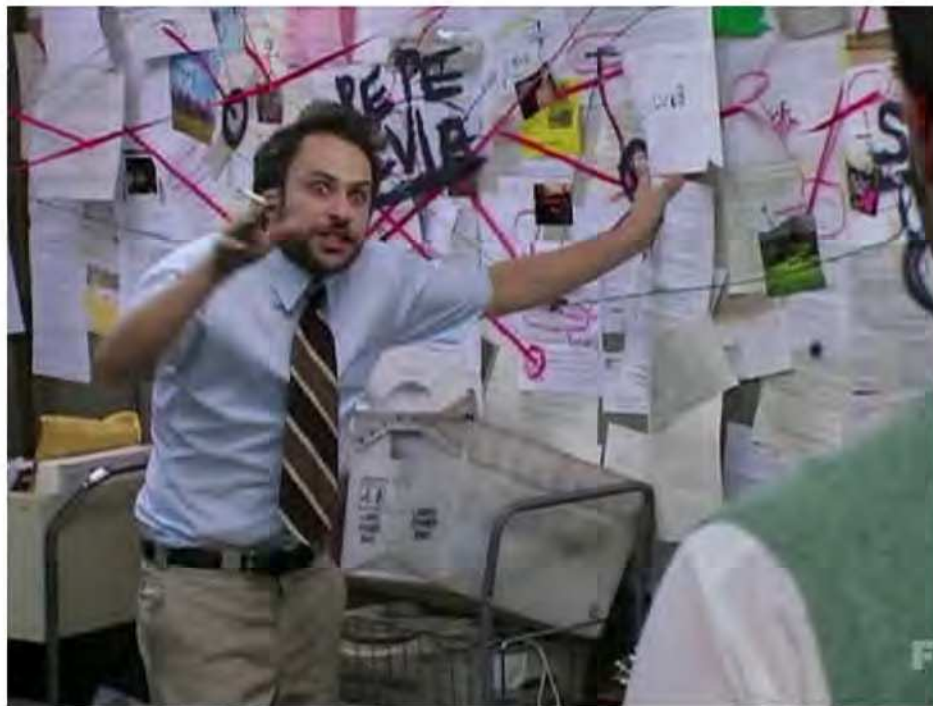
thinking.

But the main hustle would still be on - they'd just pop up a few more companies and publish clones there again. And keep continuing with their trial and error approach until one of them gets enough downloads / subscriptions. Unless Apple and Google step in and identify that all of them are connected, and take them down at the same time.

Also it seems that they have established a practice where they automatically give their apps fake reviews over time. It's interesting that neither Google Play nor the Appstore have detected this and flagged them for this.

Redbeat Interactive developers [aware of Ocean Nomad](#) and has been dealing with them for a while now. Even [received rude emails](#) from Ocean Nomad team.

### A small selection of shell firms



[Please check a table with better formatting here](#)

# JustMoby



JUSTMOBY as the copyright holder.

<https://vk.com/justmoby.games> - official vk group of justmoby

The same VK admin as that group, has also created copycat "worldbox" pages on vk.ru which are linked from the copycat game.

## # STAVRIO

[STAVRIO LTD](#) (UK) and [STAVRIO OÜ](#)

RU Egor Agafonov, EE Zerar Goren, BY Eugene Kluchinski

Main WorldBox copycat firm ( Google Play account )

Estonian firm lists A.Novikov's email address in registration papers.

[Play Store](#), [AppStore](#)

## # TRESTONE

[TRESTONE LTD](#) (UK) and [TREADSTONE OÜ](#)

RU Egor Agafonov, LV Anatolijs Belavskis, BY Eugene Kluchinski

Raft copycat firm for the mobile versions

Has A.Novikov email in registered emails.

[Play Store](#), [AppStore](#)

## # MUSHTRIP

[MUSHTRIP LTD](#) (UK) and [MUSHTRIP s.r.o.](#)

RU Egor Agafonov, EE Zerar Goren, RU Sergei Grishin

Has a "SpeedTest" app where you pay \$19.99 per month to check your internet speed... JustMoby tried to trademark "[SpeedTest](#)" in the EU unsuccessfully.

[Play Store](#), [AppStore](#)

## # SONAKAI

[SONAKAI \( СОНАКАЙ \)](#) and Adeco Systems

RU Andrev Zenchuk



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ru Aleksandr Matveev

Raft copycat firm Steam release. Same games listed on the website as Treastone games. Also lists "Day 13 - Zombie Survival" which seems to have been taken down everywhere. Previously published by "[PlayHotGames](#)" for which the website doesn't work any more.

## # FEONI

### [Feoni LTD](#) and [Feoni Holding OÜ](#)

ru Egor Agafonov, ua Liana Roi, lv Vladimirs Tanukevics

Official email for the justmoby estonian firm points here. Also Feoni is listed as [creator](#) of Ocean Nomad facebook page

Registered for "real estate activities"

[Play Store](#)

## # Furtabas

### [Furtabas Ltd](#) and [Furtabas OÜ](#)

ru Egor Agafonov , by Eugene Kluchinski, lv Andris Zeimuls-Prizevoits

[Website](#)

Games are now published under "[PuzzlAdventura](#)" name.

[Play Store](#)

## # DZHIGSO PAZLS OOO

ru [DZHIGSO PAZLS, OOO](#)

( phonetic version of "Jigsaw Puzzles" / [Джигсо Паззлс](#) )

👤 A. Novikov 90%, ru A. Novikova 10%

Russian legal company for puzzleit.ru and other puzzle games. One of the real companies with office in Russia and internet known as JustMoby

10% owned by A. Novikova ( HR manager at JustMoby )



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Publishes the Jigsaw Puzzles game on apple app store. Previously the games were published under "[Sweet Games Box](#)". But that account doesn't exist anymore. Now they are published by an individual account.

[AppStore](#), [AmazonStore](#)

### # Vategue

[Vategue OÜ](#)

by Eugene Kluchinski

Registered around the same time as the other 3. Registered email points to [A.Novikov](#)

Trademarks trolls be trolling



Against WorldBox : ( search on <https://www3.wipo.int/branddb/en/> and order by "App. Date" )



Against RAFT : ( search on <https://www3.wipo.int/branddb/en/> and order by "App. Date" )

Trademark	Date	Filed By	Country	Status
RAFT	2020-09-25	<a href="#">IREASTONE LTD</a>	Mexico	Pending
RAFT	2020-09-24	(hidden)	Thailand	Pending
RAFT	2020-09-23	<a href="#">IREASTONE LTD</a>	Israel	Pending
RAFT	2020-09-16	<a href="#">IREASTONE LTD</a>	New Zealand	Pending
RAFT	2020-09-15	<a href="#">IREASTONE LTD</a>	Malaysia	Pending
RAFT	2017-09-12	Alexander Novikov	United States	Active

## Appendix: Comment from Lawyer

*Our usual advice in such situations is to register trademarks once your app starts getting popular and register it in all main jurisdictions where most users or money come from. With a trademark it's easier to ban "clone games" and bring cases to courts, but if you register only the name of the game, this may not guarantee characters and gameplay won't be copied and used, but under a different name.*

*But it is possible and necessary to act by a combination of legal and non-legal methods. Track all activity of the clone app, find it in all app markets, all social networks and all marketing materials. Begin actively filing complaints asking you to remove controversial content with a link to your copyright. This can work, especially given the stringency of US copyright laws (specifically the DMCA). In the case of the Worldbox game, the similarity of the gameplay is obvious, I think, to everyone. Therefore, marketplaces are likely to side with the original game.*

*In this case, a competitor registers trademarks to use the Worldbox name in the main jurisdictions. But in almost all countries there is an opposition and objection procedure, and by attaching proof of the originality of the application and the date of its creation, much ahead of the appearance of a new game, there is every chance to cancel these applications and register your own.*

*By the way, the very fact that a competitor registers exactly the word Worldbox is already suspicious: why register the name of someone else's game when yours is called "God Simulator"?*

Alina Davletshina, senior associate at [Versus.legal](https://www.versuslegal.com/)



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Please always stay polite, don't use offensive language in comments, social media or any other correspondence. Thank you for being part of a great community of world builders!

I do appreciate all the help I can get - all your posts and videos really make a difference. Thank you for your on-going support!

7.3k points · 332 comments

204 Comments Share ...

97% Upvoted



**This thread is archived**

New comments cannot be posted and votes cannot be cast

SORT BY BEST

[View discussions in 13 other communities](#)

Michael70z · 6m

If anybody hasn't played WorldBox here, I just want to say it is genuinely a good game. It's like a god simulator, where you drop down some humans and create a world.

It's a damn shame that some borderline fake companies are trying to steal his hard work.

1.4k Share Report Save

GiantRobotTrex · 6m

It sounds interesting. I'll check it out, but I want to make sure I download the legit version not the stolen one. Can you confirm if this is the legit one?

<https://play.google.com/store/apps/details?id=com.mkarpenko.worldbox>

471 Share Report Save

[Continue this thread](#)


DaBlueCaboose · 6m

Like SimEarth from back in the day? I'll have to give it a spin

[View Entire Discussion \(204 Comments\)](#)

# EXHIBIT 29

# How a Russian Mobile App Developer Recruited Phones into a Secret Ad-Watching Robot Army

 Credit: James O'Brien/OCCRP

by **Martin Laine**

9 September 2021

Also published by our partner [Eesti Ekspress](https://ekspress.delfi.ee/artikkel/94425253/ekspressi-suur-paljastus-eesis-tegutsev-apifirma-tegi-telefonid-zombiks-ja-varastas-17-miljonit-eurot) (Estonia, in Estonian (<https://ekspress.delfi.ee/artikkel/94425253/ekspressi-suur-paljastus-eesis-tegutsev-apifirma-tegi-telefonid-zombiks-ja-varastas-17-miljonit-eurot>)).

[⦿ \(http://twitter.com/intent/tweet?text=A Russian mobile app publishing network appears to have infected millions of phones with malware that](http://twitter.com/intent/tweet?text=A%20Russian%20mobile%20app%20publishing%20network%20appears%20to%20have%20infected%20millions%20of%20phones%20with%20malware%20that%20converts%20games%20into%20quiet%20money-making%20machines)

[f \(http://www.facebook.com/share.php?u=https://www.occrp.org/en/investigations/how-a-russian-mobile-app-developer-recruited-phones-into-](http://www.facebook.com/share.php?u=https://www.occrp.org/en/investigations/how-a-russian-mobile-app-developer-recruited-phones-into-a-secret-ad-watching-robot-army)

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**A Russian mobile app publishing network appears to have infected millions of phones with malware that converts games into quiet money-making machines.**

## Key Findings

Millions of phones were infected with an ad fraud malware botnet linked to Adeco, a Russian mobile app developer.

After cybersecurity experts caught on to the ad fraud, Adeco rebranded itself as JustMoby and shifted tactics.

More than 20 different companies and mobile app developers have connections to Adeco and JustMoby.

Adeco, JustMoby, and related publishers published at least 200 apps on Google Play, where they were downloaded more than 76 million times.

In October 2020, Maxim Karpenko, an independent Russian mobile game developer, was sitting on a train about to go on vacation when a friend messaged him with troubling news.

Stavrio Ltd., a little-known company in the U.K., had just filed for a trademark to Karpenko's most prized work, WorldBox, a "god simulator" mobile game that allows users to create and nurture virtual civilizations.

Karpenko had spent eight years developing WorldBox, which had been downloaded millions of times. Now it looked as though he might lose everything overnight. Stavrio Ltd. had quietly replicated the game and was offering it on mobile app stores under its own name.





“I panicked and cancelled the trip, went back home ... and started looking for lawyers,” Karpenko told OCCRP and its Estonian partner, Eesti Ekspress.



Credit: Aleksandr Novikov/Instagram

Mobile game executive Aleksandr Novikov.

Karpenko remembered meeting Aleksandr Novikov, a mobile game executive affiliated with Stavrio Ltd., at a game industry conference in Minsk, Belarus, a year earlier. Novikov stood out because he was wearing a suit in a space where t-shirts, jeans, and hoodies were a far more common sight. He introduced himself as an investor in JustMoby, a mobile app publishing company based in the southwestern Russian city of Tolyatti.

Novikov kept in touch with Karpenko and eventually made a six-figure offer for WorldBox. Unsure about Novikov's sincerity, Karpenko declined.

Now, with his game seemingly stolen and his future plans in tatters, Karpenko was determined to learn more about Stavrio Ltd. In November 2020, [Karpenko published a Reddit post \(https://www.reddit.com/r/Worldbox/comments/jmplqw/the\\_fight\\_for\\_worldbox\\_or\\_how\\_a\\_game\\_you\\_worked/\)](https://www.reddit.com/r/Worldbox/comments/jmplqw/the_fight_for_worldbox_or_how_a_game_you_worked/) about several other apps that Stavrio and other companies connected to Novikov had passed off as their own.

A month later, Karpenko received a phone call from an unknown Russian number, and a man speaking Russian told him that he had three days to remove the online posts. “He told me he was asking nicely or there were going to be consequences,” Karpenko told OCCRP.



Twenty minutes later, Karpenko received a text message with his relatives' car license plate numbers and home addresses. He filed a report with Russian police, seen by OCCRP, but he still doesn't know who was behind the message.

Karpenko then received a letter from a law firm representing Novikov and Jigsaw Puzzles LLC, a Russian mobile app publisher. Renamed JustMoby in December 2020, Jigsaw Puzzles LLC had been founded in 2018 after Adeco Systems, a company linked to Novikov, was liquidated.

The letter threatened legal action unless Karpenko removed his online posts. Karpenko refused, and Novikov sued him for libel. In a separate case, Karpenko is disputing the trademark claims over WorldBox.

But what he didn't know was that he had stumbled onto a much broader and more sophisticated money-making operation than just the theft of one app.



Credit: JustMoby Games/Instagram

The JustMoby offices in Tolyatti, Russia.

Drawing on interviews with four former employees and an analysis of leaked software code, OCCRP found that more than 20 companies around the world connected to Novikov and his firms created and disseminated mobile apps, including many outright copies of existing ones, infected with malware that artificially generated ad revenue.

In total, mobile apps developed by JustMoby, Adeco, and related publishers were downloaded almost 80 million times from mobile app stores like Google Play and Apple's App Store. In many cases, the same apps were marketed under different mobile app publishing company names.

After infecting users' phones with "trojan" malware, the apps connected to JustMoby and Adeco deployed a variety of techniques, such as spamming fake ad-views and spawning invisible browsers on infected phones without the user's knowledge, thereby generating what may have amounted to millions in fraudulent revenues. As of 2019, none of the apps appeared to be deploying trojans, but they continued to include software experts say could be used for digital advertising fraud.

Deceptive behavior meant to pump up digital ad revenue is a booming illicit industry. Cybersecurity firm CHEQ estimated losses from digital advertising fraud hover around \$35 billion per year — overtaking even credit card fraud, according to a 2019 report.

Contacted by OCCRP, Novikov denied stealing Karpenko's work, distributing ad fraud malware, or having any connection to most of the mobile app publishing companies that OCCRP has linked to him.

"Neither my company, JustMoby, nor me personally, are in any way interested in short-term profits of any kind, particularly if those are generated by misleading advertisers and partners. We never employ such methods in our work," Novikov said.

## Novikov's Network

The web of companies linked to Novikov — mapped first by Karpenko and then OCCRP — spans Estonia, Latvia, the Czech Republic, and the U.K. Their exact ownership structure and financial status is often difficult to confirm.

▼ MORE

## Malware Injection

In 2015, Russian-language tutorials began appearing on YouTube, Facebook, Twitter, and niche forums, blogs, and websites showing how Net2Share, a software tool developed by Adeco Systems, could be downloaded and used even by someone with zero programming skills to clone mobile apps. All a user had to do was download a regular mobile app, replicate it in Net2Share, and upload the duplicated copy to app stores. In exchange, they would get a cut of the revenue earned from ads displayed by the cloned apps.



Credit: YouTube

Adeco Systems logos can be seen in a Net2Share tutorial video.

But Net2Share had a hidden feature that even its ethically dubious users didn't know about.

A former Adeco employee, who spoke on condition that he be identified only by the pseudonym "Sergey," told OCCRP that every mobile app cloned by Net2Share was also infected with malware that secretly spammed phones with huge amounts of fake traffic, artificially pumping up ad viewership numbers.

Sergey provided OCCRP with original software code written by Adeco developers, which showed clear evidence of malware. Developer notes with Adeco employees' email addresses helped to establish that the software code came from Adeco. The volume of the code — nearly 5,000 files, amounting to over half a gigabyte, shared along with a detailed history of changes via the version-control system git — means they would have been difficult to fake.

Adeco has previously been suspected of distributing this type of malware. In 2018, the [cybersecurity blog Ars Technica published an article](https://arstechnica.com/information-technology/2018/01/menacing-android-botnet-still-thrives-16-months-after-coming-to-light/) (https://arstechnica.com/information-technology/2018/01/menacing-android-botnet-still-thrives-16-months-after-coming-to-light/) about the so-called Dresscode botnet — a pervasive form of malware that automatically

runs on a network of devices — that appeared to have infected millions of mobile phones through hundreds of apps installed from 2016 to 2018.

An anonymous hacker who infiltrated the Dresscode botnet claimed to Ars Technica it had accessed more than four million phones to generate some \$20 million in fraudulent ad revenue. Data uncovered by the hacker showed that one or more people with control over the adecosystems.com domain were actively maintaining the botnet.

Ars Technica contacted Lookout, a security intelligence research consultancy, for independent confirmation of its findings. Christoph Hebeisen, the director of Lookout security intelligence research, wrote extensively about the Dresscode botnet, and like Ars Technica, also connected it to Adeco's domain.

Hebeisen told OCCRP that he believes Adeco was benefiting from the Dresscode botnet because infected devices opened connections to third-party Internet addresses that exclusively connected to Adeco ad servers to simulate ad views on mobile devices.

After the 2018 reports by Ars Technica associating Adeco's name with a malicious botnet, Adeco was liquidated and Jigsaw Puzzles LLC was incorporated. In December 2020, Jigsaw Puzzles changed its name to JustMoby, the name of an Adeco partner company in Belarus.

Novikov told OCCRP that malware was detected in some Adeco apps because Adeco itself had been hacked.

“To the best of my knowledge, in 2016, the Adeco Systems infrastructure suffered a massive hacking attack. As a result, malicious web applications were deployed on several advertising servers,” Novikov said.

## ***Cybersecurity Review***

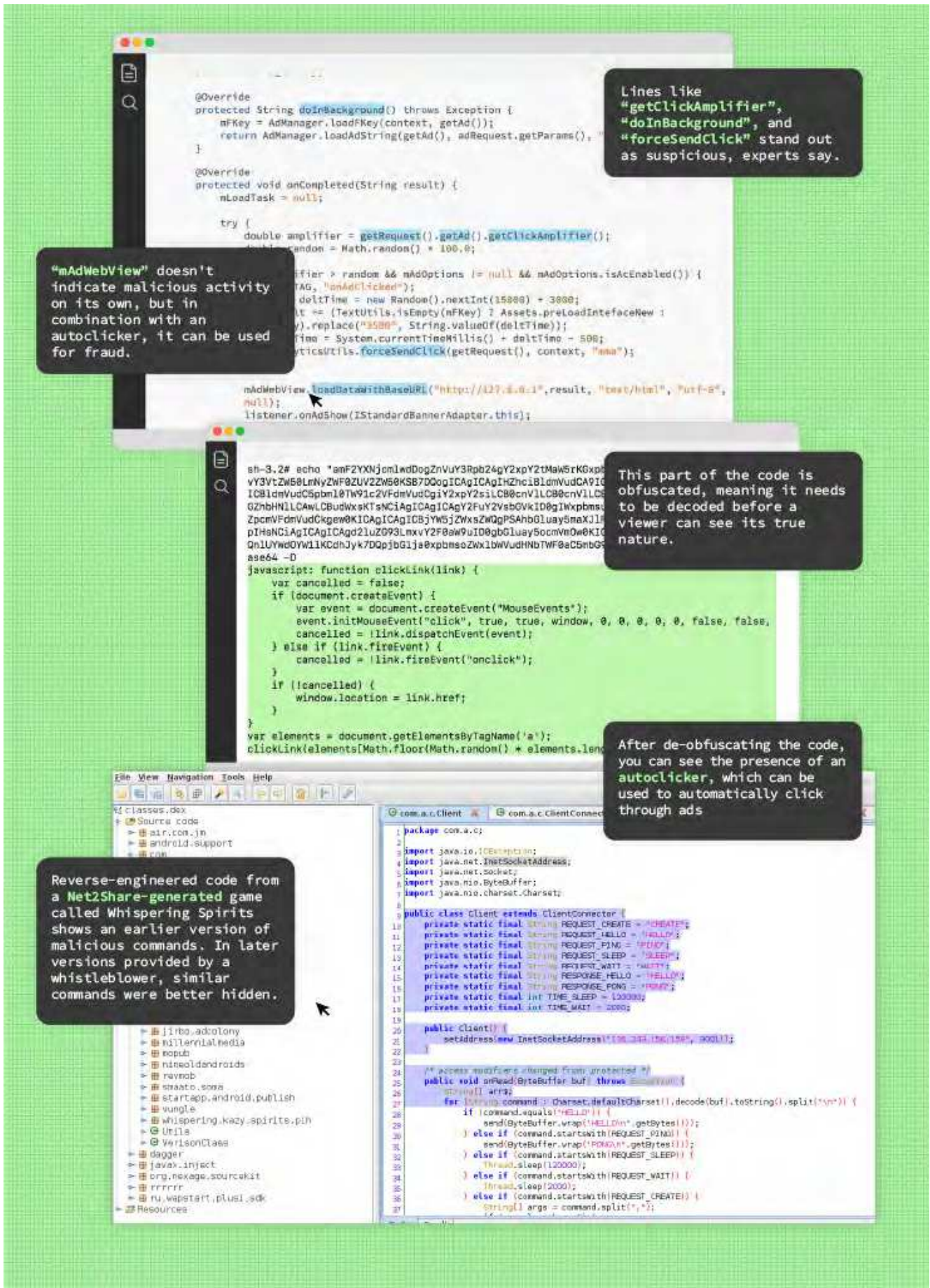
When Ars Technica first published its report, Adeco officials denied their involvement. But in addition to Sergey, two former Adeco employees interviewed by OCCRP said they suspected that the mobile apps they worked on were embedding malware when they began receiving alerts from antivirus engines.

To verify their suspicions, OCCRP asked an engineer at Estonian cybersecurity firm CybExer Technologies to review software code used in Adeco apps and a software development kit that Sergey provided to OCCRP. Software development kits, known as SDKs, are packages of software tools used to build mobile and web applications.

The engineer, Egils Malbergs, also independently downloaded and reviewed a mobile app cloned with Net2Share and six mobile apps published to Google Play by companies that appeared to be connected to Adeco.

Malbergs did not find malware in the Google Play mobile apps, but he confirmed that the software code and the mobile app cloned with Net2Share both contained malware. According to Malbergs, the Net2Share-cloned app could access infected phones to spam ad networks whenever it pleased, and some of the software code provided by Sergey contained malicious code found inside Net2Share-cloned apps.





Credit: James O'Brien/OCCRP

Examples of suspicious code found in Adeco apps.

When shown screenshots of the malware code that Sergey said originated from Adeco, Novikov said he didn't know what the code did or whether it originated from his developers. Saying that he had his own experts review the screenshot sent to him by OCCRP, Novikov said the code wasn't malware but appeared to be for collecting analytical data.



Adeco's SDK, dubbed Inappertising, was also shown in Malbergs' analysis to spawn invisible browsers that channeled fraudulent ad interactions, such as impressions and clicks, to popular ad networks like Twitter's MoPub and Google's AdMob.

Because SDKs are marketed to app developers, they are a common method of transmitting malicious code to as many mobile devices as possible, Geoffrey Cleaves, managing director of mobile anti-fraud company Secure-D, told OCCRP.

OCCRP also downloaded all the apps connected to Adeco Systems and JustMoby it could identify on Google Play, and uploaded them to VirusTotal, a tool used to detect malware. The results showed that 28 of the apps connected to Adeco Systems or JustMoby, and three apps marketed under Jigsaw Puzzles LLC, had currently or previously implemented the Inappertising SDK. Some of these apps — which were collectively downloaded at least 7 million times — were removed from Google Play during the investigation.

OCCRP provided the list of apps to an analyst at Lookout, Arezou Hosseinzad-Amirkhizi, who confirmed that the version of the SDK provided by Sergey was present in at least 14 games available on Google Play. Given that the SDK would be updated occasionally, different versions of the software could be available.

Hosseinzad-Amirkhizi said that the code was capable of parsing all the links within a received page and automatically clicking on a random link each time. "This version could potentially be click fraud, depending on what is served to it by the servers," she said.

Two days after OCCRP contacted Novikov with questions about the Inappertising SDK, servers supporting it went offline. Novikov claimed that he did not know about, or help to deploy, any Inappertising SDK in JustMoby and Jigsaw Puzzles LLC mobile apps.

## ***Booming Business***

OCCRP found that 22 other mobile app companies registered in different countries shared corporate formation dates, corporate proxy registrant services, partners listed on websites, IP addresses, or digital certificates with Adeco, JustMoby, or their apps. Altogether, these companies published at least 200 apps on Google Play, where they were downloaded more than 76 million times, and on the Apple App Store, which doesn't disclose download numbers.

Novikov denied being affiliated with any of these app companies other than Adeco, JustMoby, or Jigsaw Puzzles, claiming they were independent publishing partners.

However, nine of them listed Egor Agafonov, a Latvian man whom Sergey refers to as a lawyer for Novikov's companies, as CEO or owner, according to corporate registries.

Agafonov confirmed to OCCRP that he was a "business partner of Aleksandr Novikov," but said he mostly dealt with financial issues. He claimed to not know much about mobile apps published by the nine companies that list him as CEO or owner, and which Novikov claimed were independent from JustMoby.

Former employees of Adeco Systems and JustMoby said that app stores repeatedly banned them for cloning mobile apps, making it necessary to work through many different companies. "If Google Play banned some accounts, we made a new company for a new account," Sergey told OCCRP.

Still, despite the bans, Novikov's sprawling network of invasive mobile apps appears to be thriving. The most popular game by Novikov's mobile app publishing companies, Raft: Ocean Nomad, has been downloaded more than 50 million times.

As with Karpenko's WorldBox, Raft: Ocean Nomad is virtually identical to Raft, a desktop game developed by Sweden-based RedBeet Interactive. RedBeet declined to comment.

Novikov said he and a team of former colleagues from Adeco Systems who developed Raft: Ocean Nomad had started working on it in 2016 before RedBeet, but two former Adeco Systems employees contacted by OCCRP said that was untrue.

Raft: Ocean Nomad is now popular enough that it generates up to \$800,000 per month in revenue. There is no indication that the current version of Raft: Ocean Nomad employs malware — although, until February 2020, the game carried Inappertising SDK functions.

OCCRP contacted one of the official owners of a mobile app company in the international web of firms related to JustMoby and Adeco Systems. The man confirmed — while asking for anonymity — that he had been asked by Novikov to be the





Credit: Alina Novikova/Instagram

Aleksandr Novikov is seen on a boat in this image from social media.

official director and owner of the firm, which earned millions of euros in profits in 2019 and 2020.

The man claimed he hadn't benefited from any of the revenue that flowed through the company.

"No," he answered. "If these were my companies and games, I would be a rich person."

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