

FOR WORKING JOURNALISTS

---

# Press *Kit.*

*Non-privileged, factual materials for the use of  
journalists covering Pricecheck Inc. and its forthcoming  
federal action in the United States District Court for the  
Southern District of New York.*

---

## PRESS CONTACT

Jordan T. Powell · Founder & CEO  
jordan@pricecheckpay.com · +1 (202) 503-5284

## A NOTE FOR JOURNALISTS

# What This *Kit Is*.

*This Press Kit has been prepared by Pricecheck Inc. for the use of working journalists covering the Company's forthcoming federal action. It contains only non-privileged, factual materials.*

What is included: a factual statement from the founder, a sourced timeline of public events, an index of relevant public documents (with guidance on where each can be independently retrieved), a company and founder background, and a frequently-asked-questions section anticipating the most common lines of inquiry. Each timeline entry and document citation in this kit can be independently verified through the public record.

What is *not* included, and why: the Company's Confidential Due Diligence Binder, attorney work product, attorney-client communications, internal strategy memoranda, and expert reports that have not yet been filed with the court. These materials are protected by the attorney-client privilege and the attorney work-product doctrine. Voluntary disclosure of any privileged material to third parties — including journalists — would constitute a waiver of those protections with serious adverse consequences for the pending action. **The Company will not waive privilege.** The complete privilege scope is set forth on the final page of this kit.

The founder, Jordan T. Powell, is personally available to journalists for on-the-record interviews. Use the press contact information on the cover and at the end of this kit. Inquiries that touch on legal strategy, theory, or analysis should be directed to counsel of record once that engagement is formally and publicly announced; until that point, the appropriate response from the Company is that such inquiries are deferred.

The complaint itself will be added to this kit upon its filing in the United States District Court for the Southern District of New York. A court complaint is a public filing and is, therefore, non-privileged from the moment it is entered on the docket.

## A STANDING OFFER

Pricecheck welcomes scrutiny of the factual record. The Company is happy to assist credentialed journalists in locating any of the public documents referenced in this kit, and to verify any timeline entry on the record. Email [jordan@pricecheckpay.com](mailto:jordan@pricecheckpay.com) with a subject line beginning "PRESS — " for prompt routing.

## AT A GLANCE

# Company *Snapshot.*

<b>COMPANY</b> Pricecheck Inc.	<b>FORM</b> Delaware C-Corporation
<b>FOUNDED</b> 2016	<b>FOUNDER &amp; CEO</b> Jordan T. Powell, J.D.
<b>REGISTERED OFFICE</b> 8 The Green, Suite A · Dover, DE 19901	<b>PRINCIPAL OFFICE</b> Washington, District of Columbia
<b>LEAD INVENTION</b> Hardware-free, static merchant-presented QR code architecture	<b>U.S. PATENT PRIORITY</b> Provisional App. No. 62/533,610 · filed July 17, 2017
<b>CONSUMER APP LAUNCH</b> November 13, 2017 (U.S. App Store)	<b>MERCHANT APP LAUNCH</b> February 2018 (New York)
<b>CURRENT POSTURE</b> Pre-filing · S.D.N.Y. forthcoming	<b>ANTICIPATED CAPTION</b> Pricecheck Inc. v. Ant Group Co., Ltd., et al.

## Company Background

Pricecheck Inc. is a Delaware corporation founded in 2016. The Company's foundational invention is a hardware-free, static merchant-presented QR code architecture for offline mobile payments — a system in which a merchant displays a single, unchanging printed QR code that consumers scan with their own phones to build a digital cart and complete payment within the application.

The architecture, conceived by founder Jordan Powell in January 2016, addressed two structural problems that had stalled the global mobile payments industry: the security vulnerabilities of consumer-presented QR codes (which had led the People's Bank of China to suspend QR-code payments in 2014), and the hardware dependency of conventional point-of-sale systems requiring 2D barcode scanners.

Pricecheck filed U.S. Provisional Patent Application No. 62/533,610 with the United States Patent and Trademark Office on July 17, 2017. The Company's consumer iOS application launched on the U.S. App Store on November 13, 2017; the merchant application launched in New York in February 2018. Today the Company is focused on the prosecution of its forthcoming federal action in the United States District Court for the Southern District of New York.

## FOUNDER BACKGROUNDER

# Jordan T. *Powell*, J.D.

*Founder, President, and sole current executive of Pricecheck Inc. The lead claimant in the forthcoming federal action.*

## Education

Mr. Powell holds a Juris Doctor from Fordham University School of Law (2017), where he concentrated in International and Comparative Law and served on the championship Dispute Resolution Society arbitration team. He completed executive coursework in Leading with Finance at Harvard Business School (2019). He earned a Bachelor of Science in Legal Studies from St. John's University (2012), where he served as valedictorian to the Class of 2012 and addressed an audience of approximately twenty thousand at commencement.

## Career & Public Service

Prior to founding Pricecheck, Mr. Powell served as Judicial Intern to the Honorable Charles B. Day of the United States District Court of Maryland; Paid Intern to the Clerk of the United States Court of International Trade; Faculty Advisor for the Global Young Leaders Conference across three consecutive summers in Washington, New York, Vienna, Prague, Berlin, Munich, Beijing, Hangzhou, and Shanghai; Business Development at YouGov in New York; and Honorary Law Clerk to the Honorable Delissa Ridgway of the United States Court of International Trade.

## The Origin of the Pricecheck Architecture

Mr. Powell conceived the Pricecheck architecture in January 2016 before studying International and Comparative Internet Law at Sungkyunkwan University Law School in Seoul, South Korea. During that summer he began teaching himself relational database programming — the technical foundation that would, two years later, underlie the Pricecheck point-of-sale system. He is the sole current executive of the Company.

## Languages & International Experience

English (native) · French (conversational). Mr. Powell has worked, studied, or held diplomatic engagements in fifteen countries: Austria, Belgium, Canada, China, Czech Republic, France, Germany, Italy, Morocco, Netherlands, Portugal, Senegal, South Korea, Spain, and the United Arab Emirates.

## Scholarship & Public Address

Author of a published international human-rights law paper while at Fordham, available open-access through the Social Science Research Network ([ssrn.com/abstract=3230034](https://ssrn.com/abstract=3230034)). Mr. Powell's 2012 valedictory commencement address at St. John's University is publicly available on YouTube ([youtube.com/watch?v=0vNasdwyUC8](https://youtube.com/watch?v=0vNasdwyUC8)).

## A FOUNDER'S STATEMENT

# The *Facts*, as I Know Them.

*The following narrative is offered by the founder of Pricecheck Inc. in his personal capacity as a fact witness. It draws on public sources, on documents originated by the Company, and on the founder's own personal knowledge.*

---

In January 2016, I conceived a new architecture for mobile payments — a hardware-free, static merchant-presented QR code system that resolved the security and scalability problems that had stalled the global industry. In the summer of that year, I disclosed that architecture in confidential meetings with E-Mart, a major South Korean retailer controlled by the Shinsegae Group, under a five-year Mutual Non-Disclosure Agreement executed on August 4, 2016 and governed by New York law. At E-Mart's invitation, those meetings included representatives of Samsung, the chaebol's family-linked technology partner.

In July 2017, I filed U.S. Provisional Patent Application No. 62/533,610 with the United States Patent and Trademark Office, establishing Pricecheck's priority date over the architecture. Four months later, in November 2017, the Pricecheck consumer iOS application launched on the U.S. App Store. The merchant application followed in New York in February 2018.

Nine days after Pricecheck's iOS launch, in November 2017, an Alibaba-affiliated entity filed a Chinese patent application for substantially similar technology (Chinese Patent App. No. 201711175578.7). Three weeks later, Ant Group acquired the priority of that application from Alibaba in an internal transaction whose value Ant Group itself has publicly described in its IPO prospectus. Across the following decade, Ant Group built its global offline payments business on merchant-presented QR technology functionally identical to the Pricecheck architecture, and built an annual “7.17 festival” anchored to the exact U.S. provisional priority date — July 17 — I filed in 2017.

I did not learn until December 2022 that Samsung had entered into a mobile-payments partnership with Ant Group's Alipay in May 2016, according to publicly available Samsung materials that first appeared on Archive.org on September 23, 2016 — a connection I had not previously identified. That partnership, in my view, is the missing link between the original 2016 NDA disclosure and the downstream architecture in the global market.

In February 2026, PayPay Corporation — Ant Group's Japanese affiliate — filed a Form F-1 registration statement with the United States Securities and Exchange Commission. That filing publicly discloses a material technology license from Ant Group. It is a public, market-based disclosure that I believe makes ongoing inquiry into the original architecture's deployment a matter of contemporary record.

Pricecheck has assembled the factual and documentary record of these events over a period of years. The Company intends to bring its claims in the United States District Court for the Southern District of New York. I am personally available to journalists for on-the-record interviews. Questions of legal analysis, strategy, or theory should be directed to counsel of record once that engagement is publicly announced.

---

*Jordan T. Powell*

FOUNDER & CEO · PRICECHECK INC. · JUNE 2026

---

## PUBLIC TIMELINE

# A Sourced Chronology.

Each entry is followed by its source. All sources are independently verifiable through public databases, public filings, or corporate disclosures available to credentialed journalists.

*Jan 2016*      **Pricecheck architecture conceived.** Jordan T. Powell conceives the hardware-free, static merchant-presented QR code architecture.

*Source: Founder's contemporaneous personal records; on file with the Company.*

*Jul 7, 2016*      **Alipay (Hangzhou) Information Technology Co., Ltd. formed.**

*Source: National Enterprise Credit Information Publicity System (gsxt.gov.cn).*

*Aug 4, 2016*      **NDA executed with E-Mart Inc.** Pricecheck and E-Mart enter a five-year Mutual Non-Disclosure Agreement governed by New York law.

*Source: Original on file with Pricecheck Inc.*

*Jul 16, 2017*      **Alipay Facebook post.** Alipay's public Facebook account posts content depicting a static, merchant-presented QR architecture concept, one day prior to Pricecheck's provisional patent filing.

*Source: Alipay public Facebook page; URL available on request from the Company.*

*Jul 17, 2017*      **U.S. provisional patent filed.** Pricecheck files U.S. Provisional Patent Application No. 62/533,610.

*Source: United States Patent and Trademark Office; searchable at USPTO Patent Center (patentcenter.uspto.gov).*

*Nov 13, 2017*      **Consumer iOS application launches.** Pricecheck releases its consumer application on the U.S. App Store.

*Source: Apple App Store listing; release date verifiable via App Store record.*

*Nov 22, 2017*      **Chinese patent application filed.** An Alibaba-affiliated entity files Chinese Patent Application No. 201711175578.7 — nine days after Pricecheck's iOS launch.

*Source: China National Intellectual Property Administration (pss-system.cponline.cnipa.gov.cn).*

*Dec 27, 2017*      **Ant Group acquires patent priority from Alibaba.** Internal transaction; Ant Group's subsequent IPO prospectus suggests, based on our forensic financial analysis, the consideration as approximately USD \$464 million.

*Source: Ant Group IPO Prospectus (Hong Kong Stock Exchange and STAR Market filings, 2020).*

*Feb 2018*      **Merchant application launches in New York.**

*Source: Apple App Store; contemporaneous press.*

May 2018

**Sequoia Capital invests in Ant Group.** Sequoia participates in Ant Group's reported \$10.3 billion funding round at a \$150 billion valuation.

Source: *Contemporaneous press; Ant Group public statements.*

---

Jul 17, 2020

**Ant Group's "7.17 festival."** Ant Group reports approximately seven million new offline-merchant registrations in seventeen days, anchored to the date 7/17.

Source: *Ant Group public statements and contemporaneous press coverage.*

---

Dec 2022

**Samsung-Alipay partnership identified.** Pricecheck discovers, in publicly available materials, the May 2016 mobile-payments partnership between Samsung and Ant Group's Alipay.

Source: *Public disclosures by Samsung and Ant Group, reviewed by Pricecheck.*

---

Feb 2026

**PayPay Corporation Form F-1.** PayPay Corporation — Ant Group's Japanese affiliate — files a Form F-1 registration statement with the U.S. Securities and Exchange Commission disclosing a material technology license from Ant Group.

Source: *SEC EDGAR (sec.gov/edgar).*

---

Forthcoming

**Filing of the federal complaint.** Pricecheck Inc. v. Ant Group Co., Ltd., Alipay (Hangzhou) Information Technology Co., Ltd., Samsung Electronics Co., Ltd., Samsung SDS Co., Ltd., et al., anticipated to be filed in the United States District Court for the Southern District of New York.

Source: *PACER, upon filing. Case number to be circulated to credentialed journalists at the time of filing.*

## PUBLIC DOCUMENT INDEX

# Where to *Verify*.

The principal public documents relevant to the matter, with retrieval guidance. The Company will provide direct URLs on request to assist with rapid verification.

## 01 U.S. Provisional Patent Application No. 62/533,610

Filed July 17, 2017. **Retrieval:** USPTO Patent Center (patentcenter.uspto.gov) → search by application number.

## 02 PayPay Corporation Form F-1 Registration Statement

Filed with the U.S. Securities and Exchange Commission, February 2026. **Retrieval:** SEC EDGAR (sec.gov/edgar) → search “PayPay Corporation.” The material technology-license disclosure appears in the Material Contracts / risk-factors sections.

## 03 Ant Group IPO Prospectus

Published 2020. **Retrieval:** Hong Kong Stock Exchange (hkexnews.hk) and Shanghai Stock Exchange STAR Market (sse.com.cn). The relevant patent-priority acquisition disclosure appears in the discussion of intellectual property acquisitions and intangible assets.

## 04 Chinese Patent Application No. 201711175578.7

Filed November 22, 2017 by an Alibaba-affiliated entity. **Retrieval:** China National Intellectual Property Administration patent search system (pss-system.cponline.cnipa.gov.cn).

## 05 Alipay Public Facebook Post — July 16, 2017

Public Facebook page content depicting a static, merchant-presented QR concept. **Retrieval:** Direct URL provided on request from the Company.

## 06 Samsung & Ant Group / Alipay Partnership Announcements

2016 onward. **Retrieval:** Samsung Newsroom (news.samsung.com) and Ant Group public press releases; contemporaneous reporting in Reuters, Financial Times, and Bloomberg archives.

## 07 Pricecheck Inc. — iOS Consumer Application

Launched November 13, 2017; merchant application February 2018. **Retrieval:** Apple App Store; archived versions via the Internet Archive (web.archive.org).

## 08 Pricecheck Inc. — Delaware Corporate Records

State of Delaware Division of Corporations public registration record. **Retrieval:** icis.corp.delaware.gov → entity search.

## 09 The Complaint · Pricecheck Inc. v. Ant Group, et al.

*Forthcoming.* To be filed in the United States District Court for the Southern District of New York. **Retrieval:** PACER ([pacer.uscourts.gov](https://pacer.uscourts.gov)) upon filing. Case number and ECF link will be provided to credentialed journalists at the time of filing.

FREQUENTLY ASKED QUESTIONS

---

# Anticipated *Lines* of Inquiry.

Answers below are non-privileged. Where a question would require disclosure of attorney work product, legal opinion, or expert analysis not yet filed with the court, the Company's answer notes that such inquiries are properly directed to counsel of record once that engagement is publicly announced.

***What is Pricecheck Inc.?***

Pricecheck Inc. is a Delaware corporation founded in 2016 by Jordan T. Powell. The Company is the originator of a hardware-free, static merchant-presented QR code architecture for offline mobile payments. It filed U.S. patent priority on July 17, 2017 and launched applications in November 2017 (consumer iOS) and February 2018 (merchant, New York).

---

***What is the dispute about?***

Pricecheck contends that its confidential architecture was disclosed in 2016 under a New York-governed Non-Disclosure Agreement and subsequently misappropriated through downstream channels. The specific factual allegations and legal claims will be set forth in the forthcoming complaint, which will be filed in the United States District Court for the Southern District of New York.

---

***Who are the defendants?***

The matter is anticipated to be styled *Pricecheck Inc. v. Ant Group Co., Ltd., Alipay (Hangzhou) Information Technology Co., Ltd., Samsung Electronics Co., Ltd., Samsung SDS Co., Ltd., et al.* Final parties are subject to the complaint as filed.

---

***When will the complaint be filed?***

The Company is in the final pre-filing phase. A specific filing date will be communicated upon execution of the bridge-financing arrangements that underwrite the initial phases of the litigation.

---

***Who represents Pricecheck?***

The Company is in the process of finalizing engagement with a leading nationally-recognized litigation firm. Counsel of record will be publicly identified upon filing of the complaint and will, from that point, be the appropriate source for inquiries regarding legal strategy or theory.

---

---

### ***What is the significance of the PayPay SEC filing?***

PayPay Corporation — Ant Group's Japanese affiliate — filed a Form F-1 registration statement with the U.S. Securities and Exchange Commission in February 2026 disclosing a material technology license from Ant Group. It is a public, market-based disclosure available through SEC EDGAR. The Company believes the filing is relevant to the contemporary public record concerning the architecture's deployment.

---

### ***How is the litigation being funded?***

Pricecheck is conducting a Subordinated Bridge Financing Offering under Rule 506(c) of Regulation D, available only to verified accredited investors. The offering supports retention of lead counsel and filing of the complaint. The Company is concurrently pursuing a primary litigation funding facility from an institutional litigation finance provider.

---

### ***Will Pricecheck provide access to the Confidential Due Diligence Binder?***

No. The Confidential Due Diligence Binder, attorney-client communications, attorney work product, internal strategy memoranda, legal opinions, and expert reports not yet filed with the court are protected by the attorney-client privilege and the attorney work-product doctrine. Voluntary disclosure of any of those materials to third parties — including journalists — would constitute a waiver, with serious adverse consequences for the pending action. **The Company will not waive privilege.** This Press Kit contains only non-privileged, factual materials.

---

### ***Is Jordan Powell available for interviews?***

Yes. Mr. Powell is personally available for on-the-record interviews with working journalists. Email **[jordan@pricecheckpay.com](mailto:jordan@pricecheckpay.com)** with subject line beginning “PRESS — ” for prompt routing, or call **+1 (202) 503-5284**.

---

### ***How can I verify the facts in this kit?***

Each item in the Public Timeline cites its source. The Public Document Index provides the database or system where each public document can be independently retrieved. The Company is happy to assist credentialed journalists with direct URLs and identifiers; contact the press address above.

## PRESS CONTACT

# For *Inquiries.*

**EMAIL**

[jordan@pricecheckpay.com](mailto:jordan@pricecheckpay.com)

**PHONE**

+1 (202) 503-5284

**Jordan T. Powell, J.D.**

Founder & CEO · Pricecheck Inc.

**LINKEDIN**

[linkedin.com/in/jordanttpowell](https://www.linkedin.com/in/jordanttpowell)

**MAILING**

Pricecheck Inc.  
8 The Green, Suite A  
Dover, DE 19901

Response within 24 hours; mark urgent inquiries in subject line.

**BOILERPLATE · FOR USE IN PRINT & BROADCAST**

*“Pricecheck Inc. is a Delaware corporation founded in 2016 by Jordan T. Powell. The Company is the originator of a hardware-free, static merchant-presented QR code architecture for offline mobile payments, for which it filed U.S. provisional patent priority on July 17, 2017. Pricecheck is currently focused on the prosecution of a forthcoming federal action in the United States District Court for the Southern District of New York. For more information, visit [pricecheckpay.com](http://pricecheckpay.com).”*

**Statement Attribution**

Direct quotations may be attributed to **Jordan T. Powell, Founder & CEO of Pricecheck Inc.** Statements regarding the substance, strategy, or theory of the forthcoming litigation should not be attributed to the Company without prior review; the Company prefers that such inquiries be directed to counsel of record once that engagement is publicly announced.

**Visual Assets & Embargo Policy**

Pricecheck's wordmark, founder portrait, and approved brand assets are available to credentialed journalists on request. The Company will honor mutually-agreed embargoes when scheduled in advance. Off-the-record and background conversations are available with credentialed journalists by prior arrangement. The contents of this Press Kit are on the record and may be cited as released by Pricecheck Inc., June 2026.

## NOTICE ON PRIVILEGE &amp; SCOPE

# What This Kit Will *Never* Contain.

This page sets forth the categories of material that are deliberately and permanently excluded from this Press Kit and from any other public-distribution channel maintained by Pricecheck Inc. The exclusion is dictated by the attorney-client privilege and the attorney work-product doctrine.

## The Privilege Is *Not* Ours to Waive Casually.

Pricecheck Inc. and its counsel hold attorney-client privilege and work-product protection over a substantial body of materials prepared in anticipation of the forthcoming federal action. Voluntary disclosure of any such material to a third party — including a working journalist — would constitute a waiver of that protection, with potentially catastrophic consequences for the pending action.

The following categories of material are **never** included in this Press Kit and will not be furnished to journalists:

- The Company's Confidential Due Diligence Binder.
- Any document marked "Attorney Work Product" or "Confidential Legal Opinion."
- Any communications between the Company and its counsel — whether email, memorandum, letter, draft, marked-up document, telephone notes, or otherwise.
- Internal strategy memoranda discussing claim selection, defendant selection, sequencing, venue, theory of recovery, expected motions, settlement posture, or counsel's evaluation of any factual or legal element of the action.
- Expert reports prepared in anticipation of litigation that have not yet been filed with the court.
- Likelihood estimates, damages models, settlement-leverage analyses, or other internal-analytical materials.

Once a document protected by privilege is voluntarily disclosed outside the privilege circle, courts may treat the privilege as waived not only as to that document but as to the entire subject matter — a result so harmful that the only safe rule is the rule the Company observes here: **the Company does not disclose privileged material.**

## What Will Be Added

The complaint itself, upon filing in the United States District Court for the Southern District of New York, is a public court filing and is — from the moment of filing — non-privileged. The complaint will be added to this Press Kit at that time, with a PACER reference and case number, and made available to journalists through the standard channels.

## **Where to Direct Questions of Legal Theory**

The Company politely declines to engage public discussion of legal strategy, theory, or analysis. Journalists with such questions are encouraged to direct them to counsel of record once that engagement is publicly announced — both because counsel will be in the best position to address them and because their proper handling is a function of the attorney's role, not the client's.

## **A Final Note**

Pricecheck does not regard its commitment to the privilege as an obstacle to coverage. To the contrary: the Company believes the factual record — public filings, patent records, SEC disclosures, corporate documents, the founder's own statement — is sufficient to support careful, thorough journalism on the matter. The Company welcomes such coverage and is available to support it within the limits set out here.