

IMAGE TRACKING & RIGHTS ENFORCEMENT WITH BLOCKCHAIN AS A GLOBAL SOLUTION

CONFUSIONS ABOUT BLOCKCHAIN & CRYPTOS

Blockchain

BLOCKCHAIN can be seen as „just“ a kind of distributed database. The big difference is, that the stored data are immutable.

You can use blockchain technology without using smart contracts or crypto currency. (except transaction fee)

Smart Contracts

Basically coded, „self-fulfilling“ contracts for multiple purposes.

You can use smart contracts without using crypto currency. (except transaction fee)

Crypto Currency/ Tokens

There are two kinds of crypto currencies/tokens: Utility tokens for a certain purpose used within a platform and security tokens which can be compared to a regular currency.

Crypto currency is always based on a blockchain, however the user will not realize.

DIFFERENT AREAS OF THE IMAGE INDUSTRY



CREATION

- ▶ taking images
- ▶ working on images



SHARING

- ▶ internet
- ▶ social media platforms
- ▶ CC
- ▶ and others



LICENSING

- ▶ indirect sales
- ▶ image agencies
- ▶ and others



PROOF OF OWNERSHIP

- ▶ copyright offices
- ▶ copyright registries



RIGHTS ENFORCEMENT

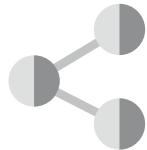
- ▶ image search
- ▶ image matching
- ▶ enforcement

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**GLOBAL
COPYRIGHT
REGISTER**



RIGHTS ENFORCEMENT



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 **COPYTRACK**

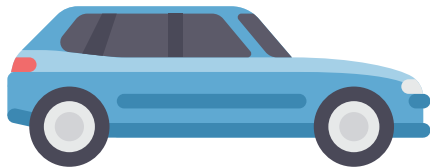


GLOBAL COPYRIGHT REGISTER

PROOF OF OWNERSHIP

► Base of Civil Law in the World

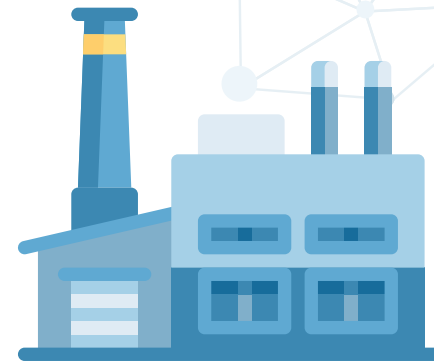
Proof of Ownership by Contract and Registry Entry



Car Register



Land Register



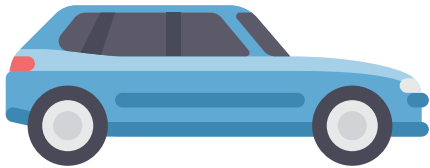
Commercial Register

gets validity through trust in the authorities by people

PROOF OF OWNERSHIP

► Base of Civil Law in a Country

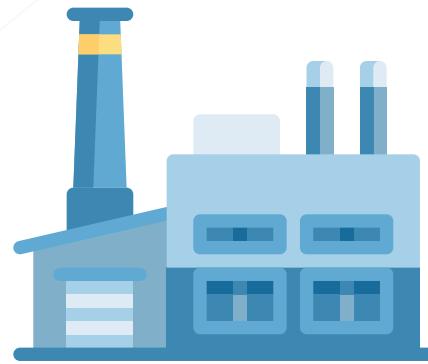
Proof of Ownership by Contract and Registry Entry



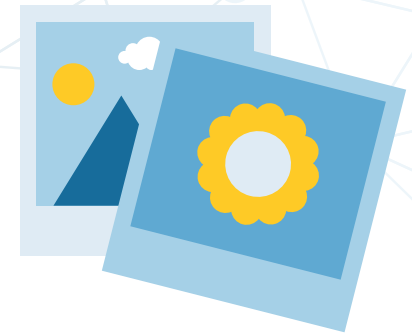
Car Register



Land Register



Commercial Register



Copyright Register *

gets validity through trust in the authorities by people

* 17 Country (Albania, Argentina, Belarus, Brazil, Canada, China, France, India, Japan, Kenya, Mexico, Portugal, Russian Federation, Spain, Turkey, Ukraine, United States of America)

TRUST

Validity only through trust in the authorities

- ▶ Because the register is like a bunch of paper
- ▶ Can be manipulated by humans

The authorities' proof:



- ▶ Proves the individual person claiming the property



- ▶ Proves the subject a person claims



- ▶ Register the subject but not secure

TRUST BY SECURITY

The Copyright Register Proof:



- ▶ Proves the individual person claiming the property



- ▶ Proves the subject a person claims



- ▶ Register the subject and secure by cryptographic methods



- ▶ Validity through transparency and cryptography

WHATS DIFFERENT IN GLOBAL COPYRIGHT REGISTER

	GOVERNMENT REGISTRY	GLOBAL COPYRIGHT REGISTER
Proof of the Rightsowner	✓	✓
Register the Subject	✓	✓
Provide a Certificate	✓	✓
Validity	Trust in Government	Cryptography
Globallyaccepted	✗	✓
Security	✗	Cryptography

WHAT'S YOUR BENEFIT

Global
Copyright
Register
will be
available at

**07/31
2018**

- ▶ Confirmed identity of author
- ▶ Blockchain secured and immutable registration of your image
- ▶ Certificate of ownership / authorship
- ▶ Certificate can be validated by third party people, such as lawyers or courts
- ▶ Transparent licensing history

SEARCH MATCH LICENSE



HOW IT WORKS



upload images

- Upload your images directly or via API
- Create collections and categories
- Search proceeds automatically and constantly



select hits

- Mark illegal images among the search results
- Filter already licensed pictures
- You can even whitelist whole domains or single hit



lean back

- Assign a royalty fee
- Submit the case and the post-licensing process starts
- We take care of the rest



SMART
EASY
FAIR

COPYTRACK GLOBAL COPYRIGHT ENFORCEMENT



The background of the image is a server room with multiple rows of server racks. The racks are illuminated with a vibrant blue light, and their doors are open, revealing internal components. Overlaid on this scene is a complex network diagram consisting of numerous grey circular nodes connected by thin, light-blue lines, creating a web-like pattern across the entire image. The text 'UNIQUE TECHNOLOGY AND SERVICE' is prominently displayed in the lower right quadrant, with 'UNIQUE' on one line and 'TECHNOLOGY AND SERVICE' on the lines below it, all in a clean, white, sans-serif font.

UNIQUE TECHNOLOGY AND SERVICE

UNIQUE TECHNOLOGY

■ High performance web-crawler

Our high performance web-crawler searches millions of web-sites worldwide every day.

■ Automatic Rights Clearing Portal

COPYTRACK's "Rights Clearing Portal" allows the infringing party to view the case and evidence, to prove legal licensing or subsequently license the image including online payment.

■ Automatic securing of evidence

COPYTRACK secures all relevant evidence automatically in order to ensure a successful enforcement.

■ Automatic detection of use period

COPYTRACK detects automatically how long the image was used online.

■ Automatic calculation of compensation

Based on a complex evaluation matrix, COPYTRACK automatically generates the compensation fee.

■ Unique image matching

Our unique image matching engine compares our customer's images with all findings. Cropping, changes and editing will be recognized and considered.

■ Automatic detection of infringing party

All images found online are automatically categorized per country including the infringing party's data. Sophisticated bots collect all necessary information from the targeted website.

■ Business API

We offer a free & easy possibility to integrate our services into your systems via our business API

■ PCI Standard

COPYTRACK complies with the highest PCI security standards (bank-level)

LEADING THE MARKET WITH A GLOBAL PRESENCE

EUROPE

Use of service **FREE**
 Legal risk **NO**
 Prepayment of court fees **NO**

Success fee
 ... post-licensing 30%
 ... commercial collection 30%
 ... legal collection 50%
 ... legal enforcement 50%

GERMANY

Use of service **FREE**
 Legal risk **NO**
 Prepayment of court fees **NO**

Success fee
 ... post-licensing 30%
 ... commercial collection 30%
 ... legal collection 30%
 ... legal enforcement 30%

REST OF THE WORLD

Use of service **FREE**
 Legal risk **NO**
 Prepayment of court fees **NO**

Success fee
 ... post-licensing 30%
 ... commercial collection 30%
 ... legal collection 50%
 ... legal enforcement 50%

NORTH-AMERICA

USA & CANADA

Use of service **FREE**
 Legal risk **NO**
 Prepayment of court fees **NO**

Success fee
 ... post-licensing 30%
 ... commercial collection 30%
 ... legal collection 50%
 ... legal enforcement 50%

ASIA

JAPAN, SOUTH KOREA
 SINGAPORE, CHINA

Use of service **FREE**
 Legal risk **NO**
 Prepayment of court fees **NO**

Success fee
 ... post-licensing 30%
 ... commercial collection 30%
 ... legal collection 50%
 ... legal enforcement 50%

NEW YORK | BERLIN | SINGAPORE | TOKYO

NEW CLAIM VOLUME OF MORE THAN 2.000.000 USD PER MONTH



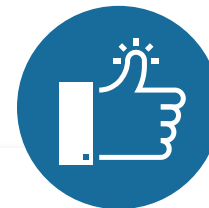
140+

countries
legal enforcement



\$ 2Mio.+

new claim volume
per month



200K+

page views
per month

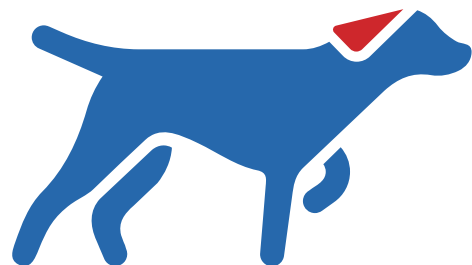


500+

New Clients
per month

**FOR ANY QUESTIONS ABOUT
THE COPYRIGHT REGISTER OR
COPYTRACK**

► PLEASE MEET US AT TABLE 50



COPYTRACK

RESPECTED CREATIVITY