IMAGE TRACKING & RIGHTS ENFORCEMENT WITH BLOCKCHAIN AS A GLOBAL SOLUTION
## Confusions About Blockchain & Cryptos

<table>
<thead>
<tr>
<th>Blockchain</th>
<th>Smart Contracts</th>
<th>Crypto Currency/Tokens</th>
</tr>
</thead>
<tbody>
<tr>
<td>BLOCKCHAIN can be seen as „just“ a kind of distributed database. The big difference is, that the stored data are immutable.</td>
<td>Basically coded, „self-fullfilling“ contracts for multiple purposes.</td>
<td>There are two kinds of crypto currencies/tokens: Utility tokens for a certain purpose used within a platform from and security tokens which can be compared to a regular currency.</td>
</tr>
<tr>
<td>You can use blockchain technology without using smart contracts or crypto currency. (except transaction fee)</td>
<td>You can use smart contracts without using crypto currency. (except transaction fee)</td>
<td>Crypto currency is always based on a blockchain, however the user will not realize.</td>
</tr>
</tbody>
</table>
DIFFERENT AREAS OF THE IMAGE INDUSTRY

**CREATION**
- taking images
- working on images

**SHARING**
- internet
- social media platforms
- CC
- and others

**LICENSING**
- idirect sales
- image agencies
- and others

**PROOF OF OWNERSHIP**
- copyright offices
- copyright registries
- and others

**RIGHTS ENFORCEMENT**
- image search
- image matching
- enforcement
DIFFERENT AREAS OF THE IMAGE INDUSTRY

- Creation
  - Taking images
  - Working on images

- Sharing
  - Internet
  - Social media platforms
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  - And others

- Licensing
  - Direct sales
  - Image agencies
  - And others

- Proof of Ownership
  - Copyright offices
  - Copyright registries

- Rights Enforcement
  - Image search
  - Image matching
  - Enforcement

Global Copyright Register

CopyTrack
GLOBAL COPYRIGHT REGISTER
Proof of Ownership by Contract and Registry Entry

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

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
## What's Different in Global Copyright Register

<table>
<thead>
<tr>
<th>Feature</th>
<th>Government Registry</th>
<th>Global Copyright Register</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proof of the Rightsowner</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Register the Subject</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Provide a Certificate</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Validity</td>
<td></td>
<td>Trust in Government</td>
</tr>
<tr>
<td>Globally accepted</td>
<td>×</td>
<td>✓</td>
</tr>
<tr>
<td>Security</td>
<td>×</td>
<td>Cryptography</td>
</tr>
</tbody>
</table>
WHAT’S YOUR BENEFIT

- 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

Global Copyright Register will be available at 07/31 2018
SEARCH MATCH LICENSE

COPYTRACK
RESPECTED CREATIVITY
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
COPYTRACK GLOBAL COPYRIGHT ENFORCEMENT

- Worldwide image-search
- Claim evaluation
- Offer expires
- Infringer did not pay
- Claims accepted
- Infinger didn't accept offer
- Starting infringement process
- Starting collection process
- Create lawsuit
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.

- **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 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