



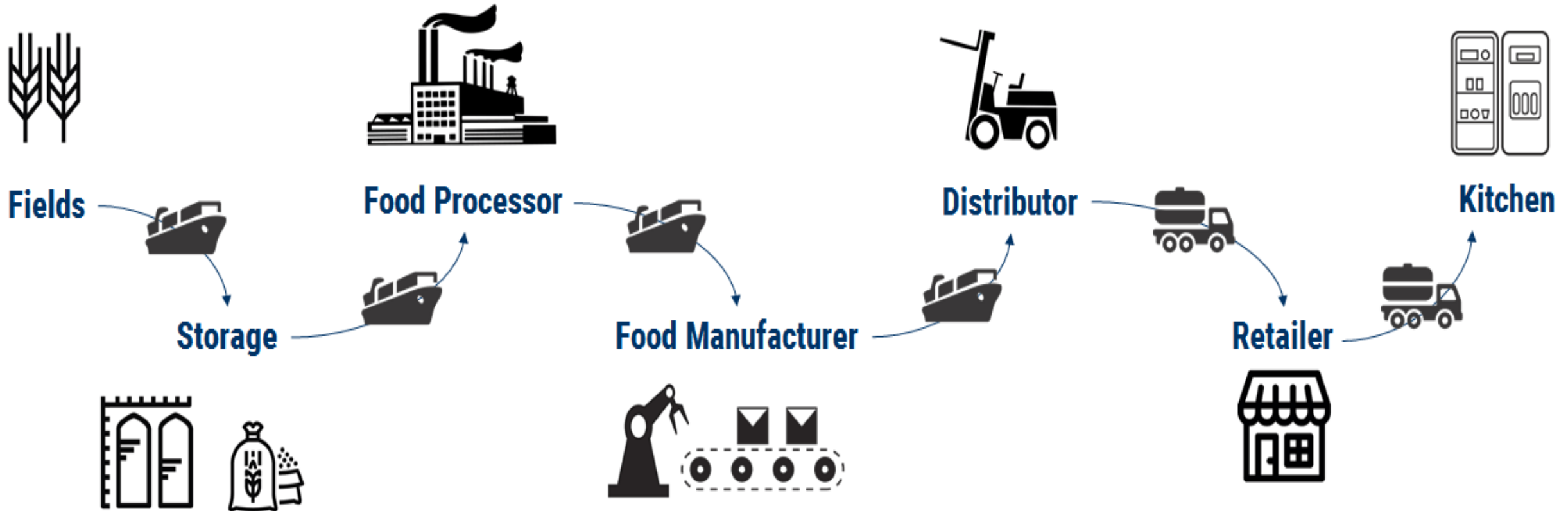
distributed consensus for intellectual property

how blockchains will revolutionize IP

Tram Vo | 2018



food supply chain



blockchain key concepts for IP

transparency | traceability | authenticity

ability to track the entire life cycle of an intellectual asset
whether physical or digital

smart contracts

programming codes stored in a blockchain that can
perform actions under specific circumstances



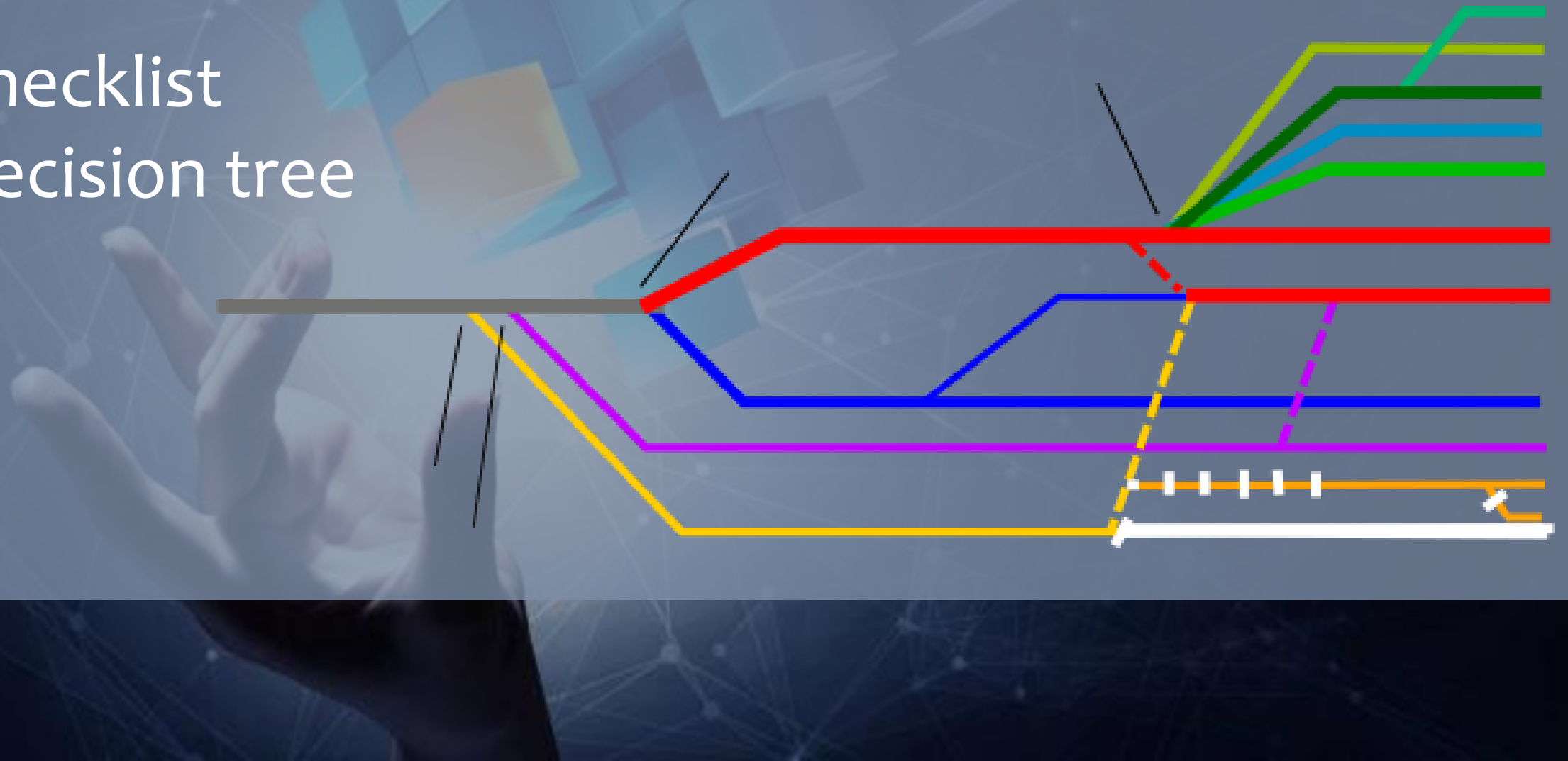
"On the Internet, nobody knows you're a dog."

a digital file is a digital file
is a digital file

a movie, a song, a technical paper, a photograph
on blockchain with smart contract, can become its
own business – packaged as such (for profit or
nonprofit) out in the world

content producers have the freedom to act as their own rights
management/fulfillment/distribution (or hire an independent consultant)
to distribute their contents on to blockchain with smart contracts

checklist decision tree



how do we get there?

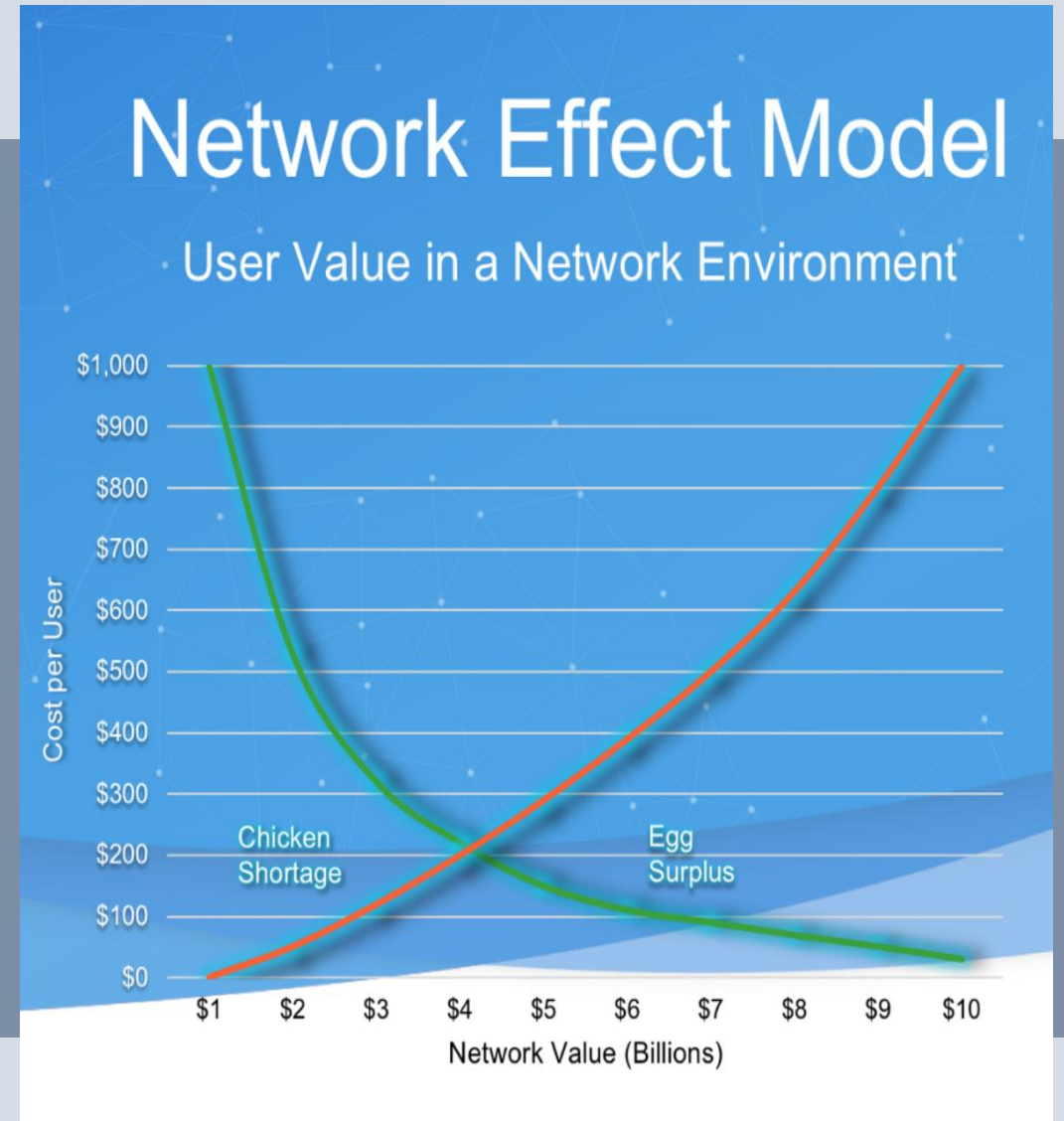
network effect | network externality |
demand-side economies of scale
size matters in blockchain ecosystems

“blockchain is a team sport”

Brian Behlendorf
Hyperledger/Linux Foundation

*“successful blockchain efforts don’t begin with technology.
instead they begin with a community”*

W. Scott Stornetta (12/26/18)
cryptographer cited in Satoshi Nakamoto’s whitepaper

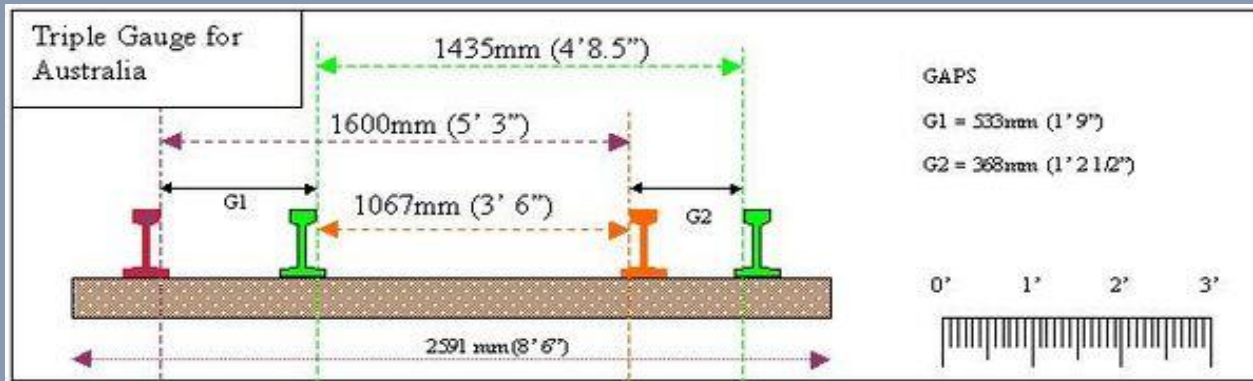




hello world!

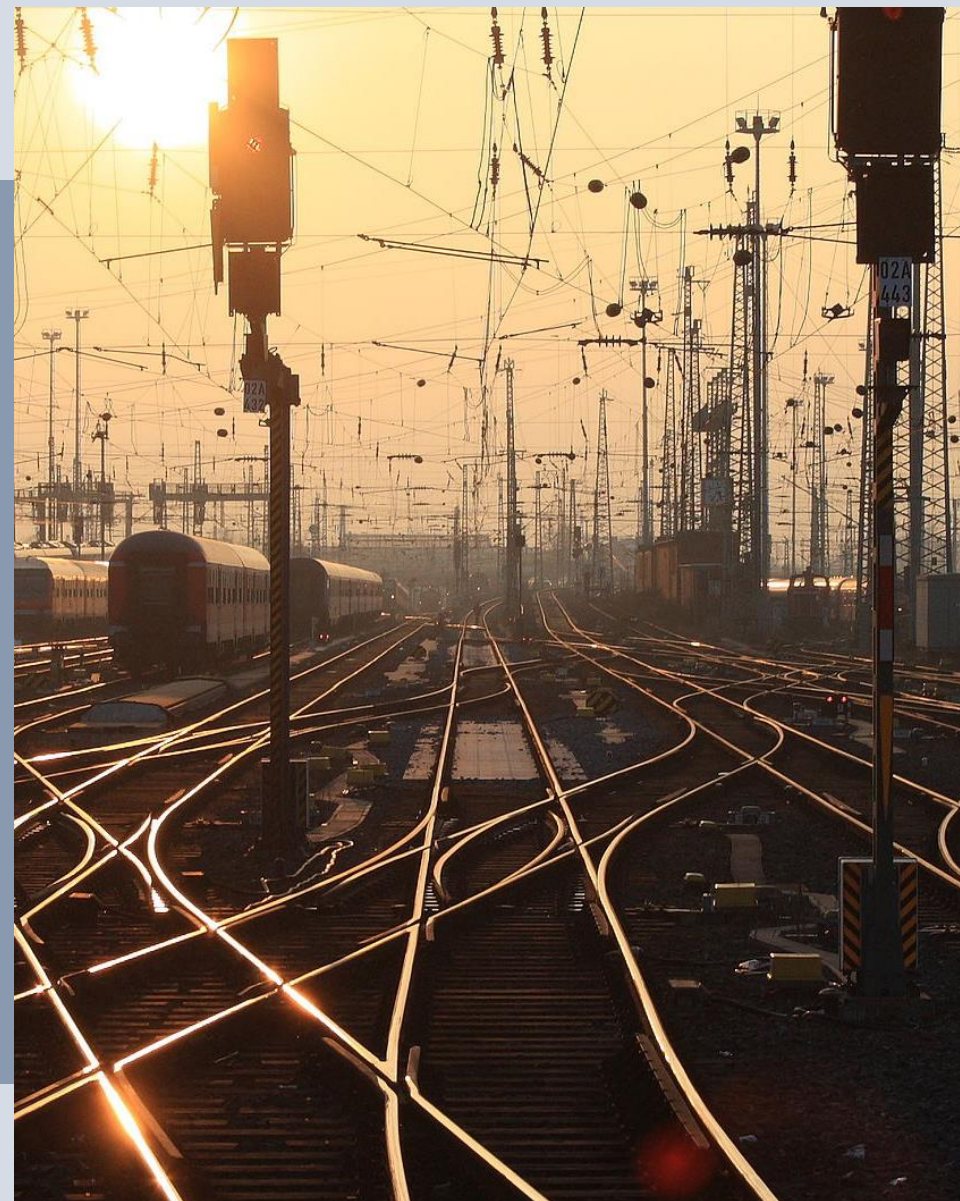
DREAM

distributed registry for
entertainment, art,
and media



JOURNAL ARTICLE
The Standardization of Track Gauge on North American Railways, 1830-1890

Douglas J. Puffert
The Journal of Economic History
 Vol. 60, No. 4 (Dec., 2000), pp. 933-960



membership benefits

possible working groups

- smart contracts
- assets/IP identity & history
- digital rights & management
- autonomous assets/IP data
- supply chain
- tokenized services/incentives

possible committees

- social benefits
- certification
- tools & methods
- intellectual property & rights
- business & economic models

open innovation

- create standards & PoCs
- certification
- governance
- programs coordination
- communication & promotion

networking

- weekly DREAM channel calls
- monthly face-to-face meetups
- annual conferences
- hackathons

- participate in R&D at a fraction of the cost
- access to a dense network of DREAM leaders
- drive organization values & growth
- achieve community wide goals
- accelerate innovation by being at the forefront of cutting edge technology

delivery lifecycle

INITIATION

community members propose a working group, with sufficient interest and commitment to staff chairs and core teams, a full charter is developed. working group is launched with weekly standing meetings and work-streams as needed.

1. IDENTIFY NEEDS

prioritize goals, business models, ecosystem constituents, critical data needed, and trusted sources

2. REVIEW TECHNOLOGY

identify the best available technology (BAT) candidates

3. DEVELOP SOLUTIONS

test BATs to propose solutions to the community

4. STANDARDIZE

integrate community feedback of the solutions to finalize standards

5. ONGOING MAINTENANCE

monitor the implementation of standards and adjust as needed for possible certification

GOVERNANCE

nomination, recommendation, acceptance and approval, program and project management



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