

W3C Blockchain and The Web Workshop

June 29-30, 2016 at MIT Media Lab



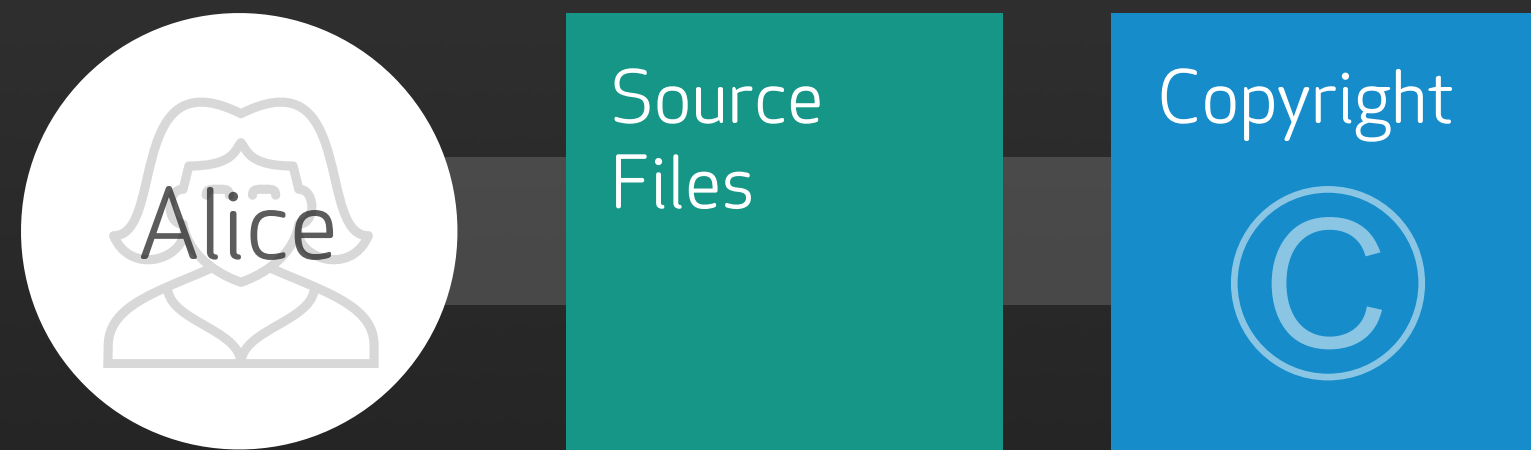
Token Exchange in Rights Systems

Chris Tse, Co-founder & CTO, Monegraph Inc
W3C Member, Advisory Council Representative

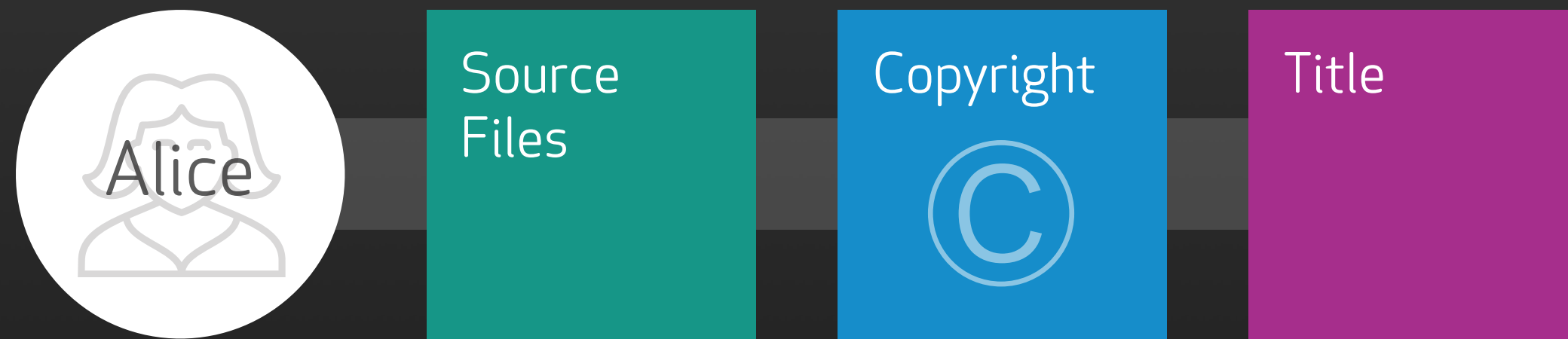
m Create a Piece of Media



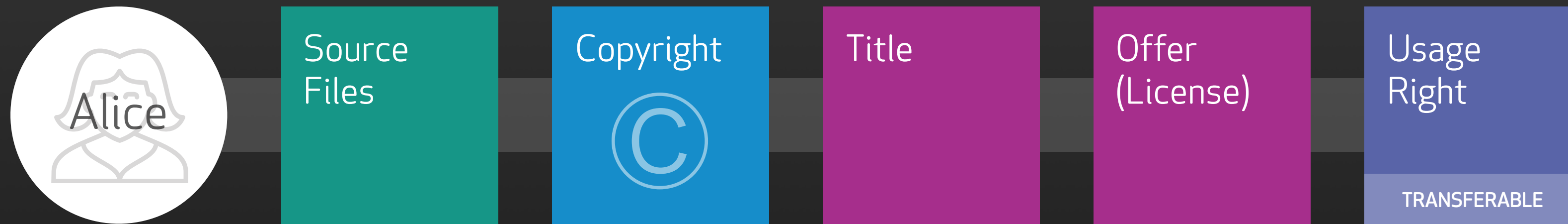
Get Automatic Copyright Protection



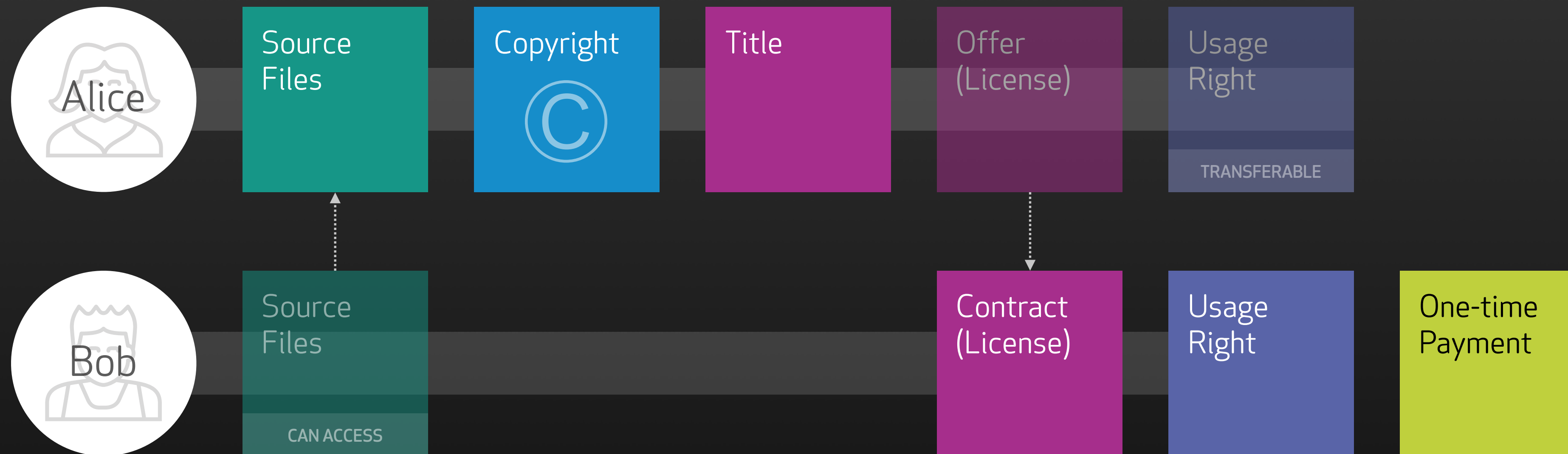
M Registering an Original Work



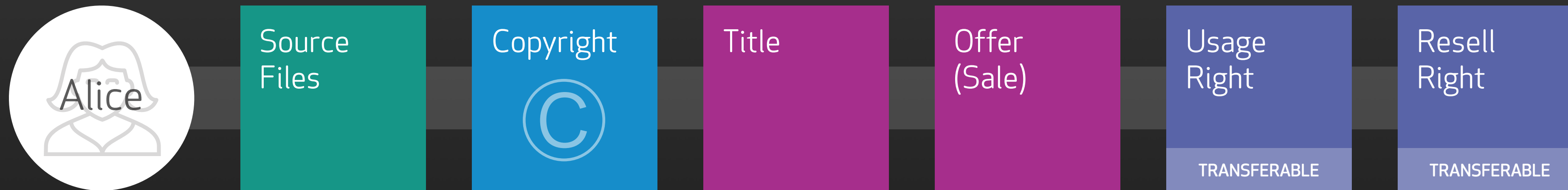
m Offer to Sale as a Royalty-Free Media



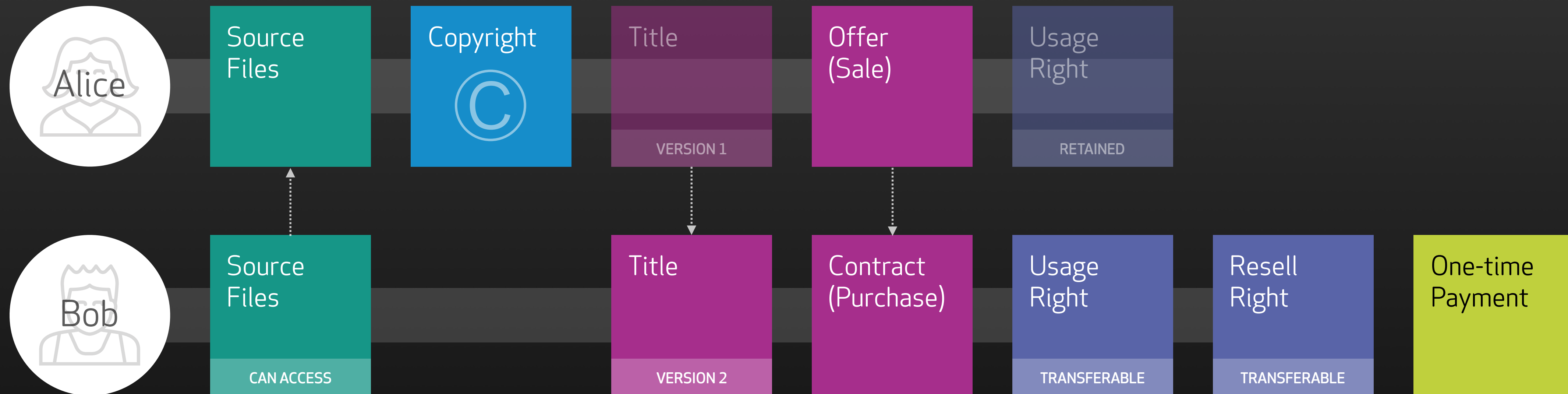
m Purchasing as a Royalty-Free Media



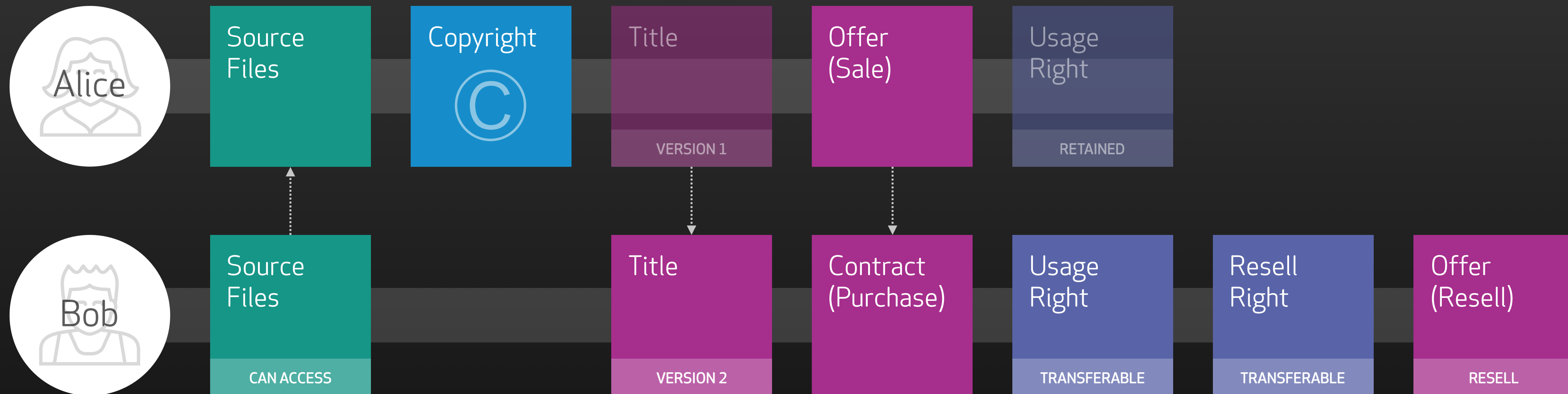
m Offer to Sale as a Fine Art Work



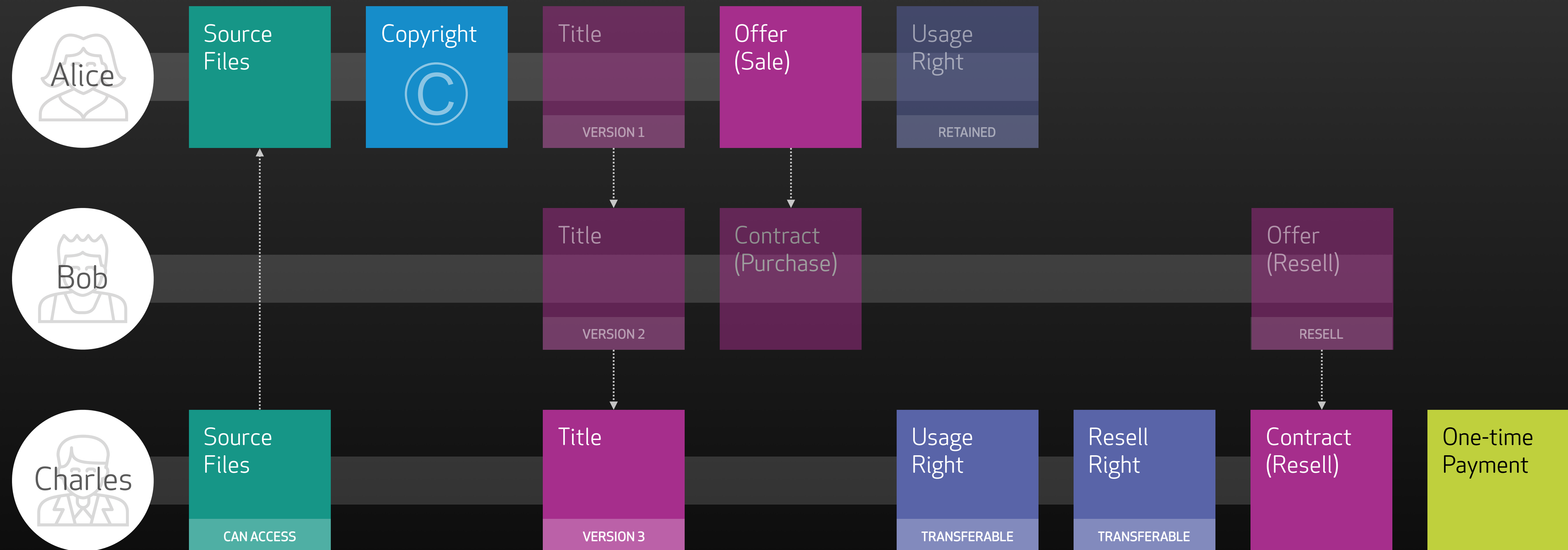
Purchasing a Fine Art Work



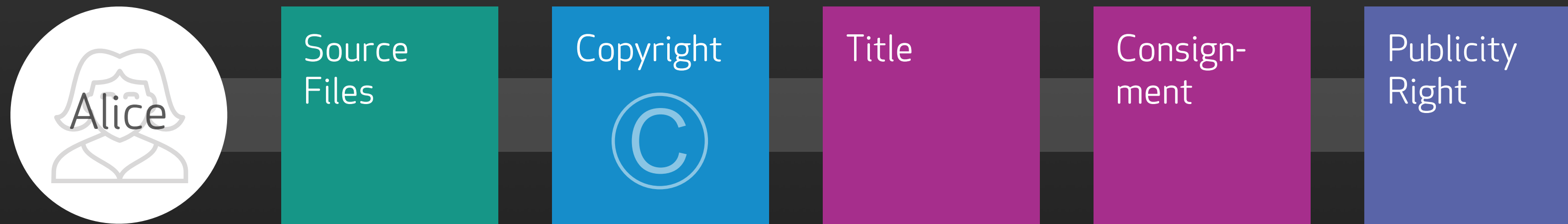
Reselling This Fine Art Work



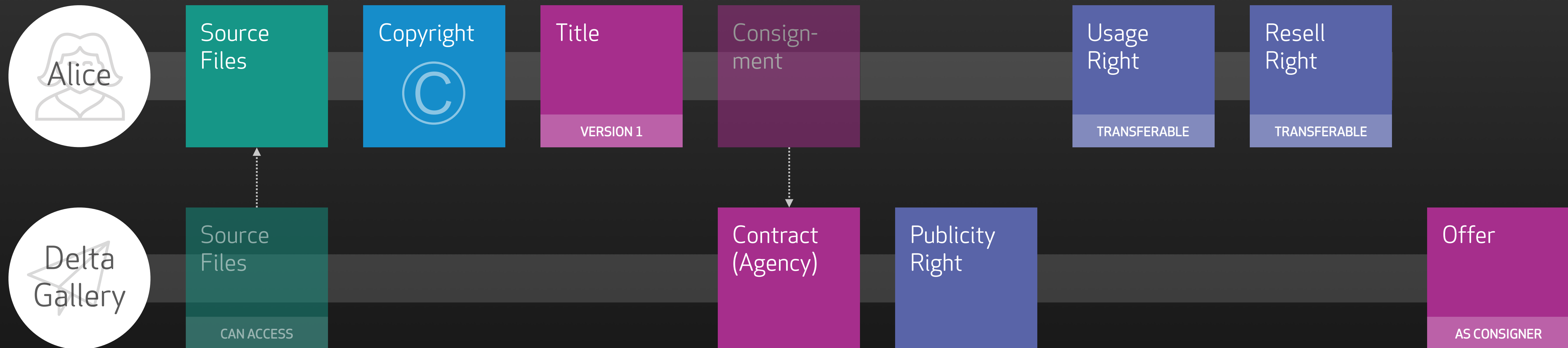
Purchase This Fine Art Work in a Secondary Market



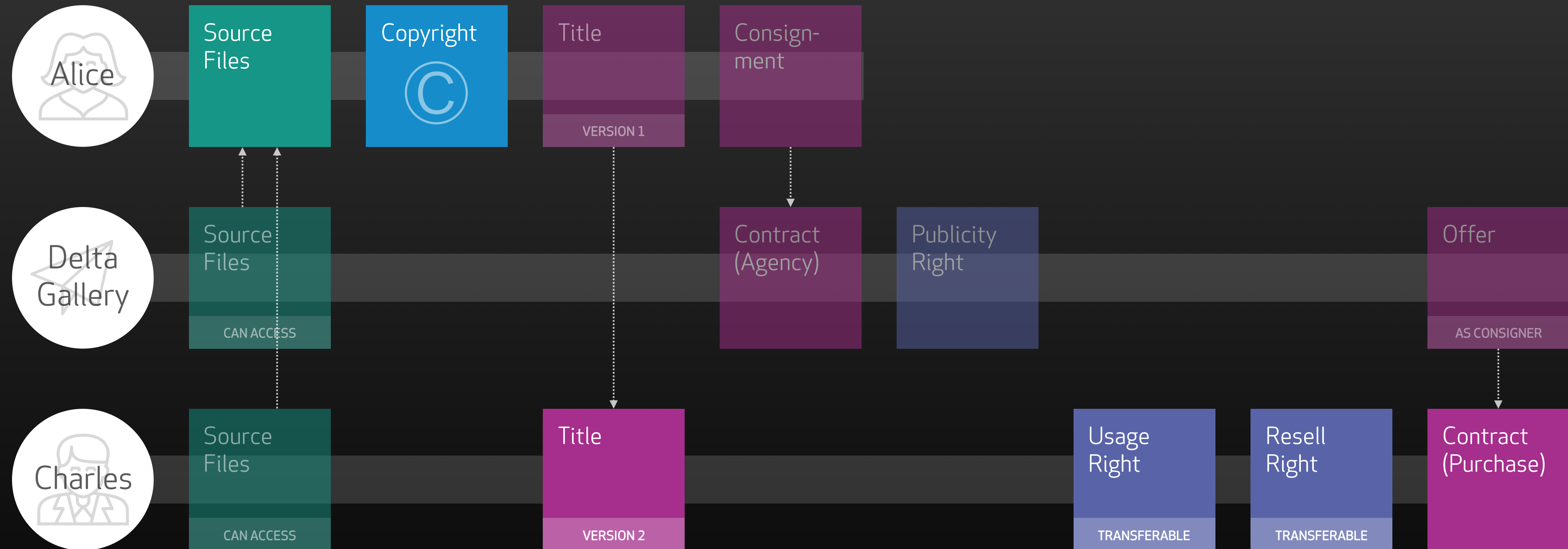
M Artist Consigns to a Gallery



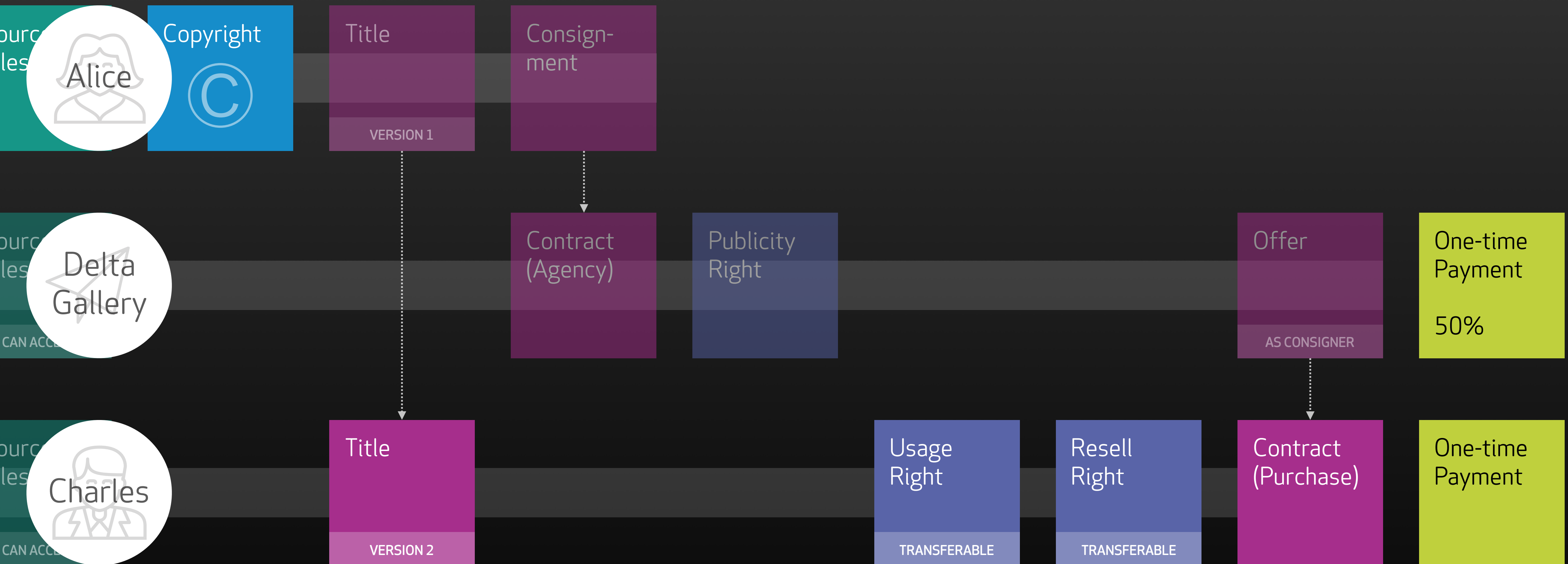
Gallery Offers Consigned Work for Sale



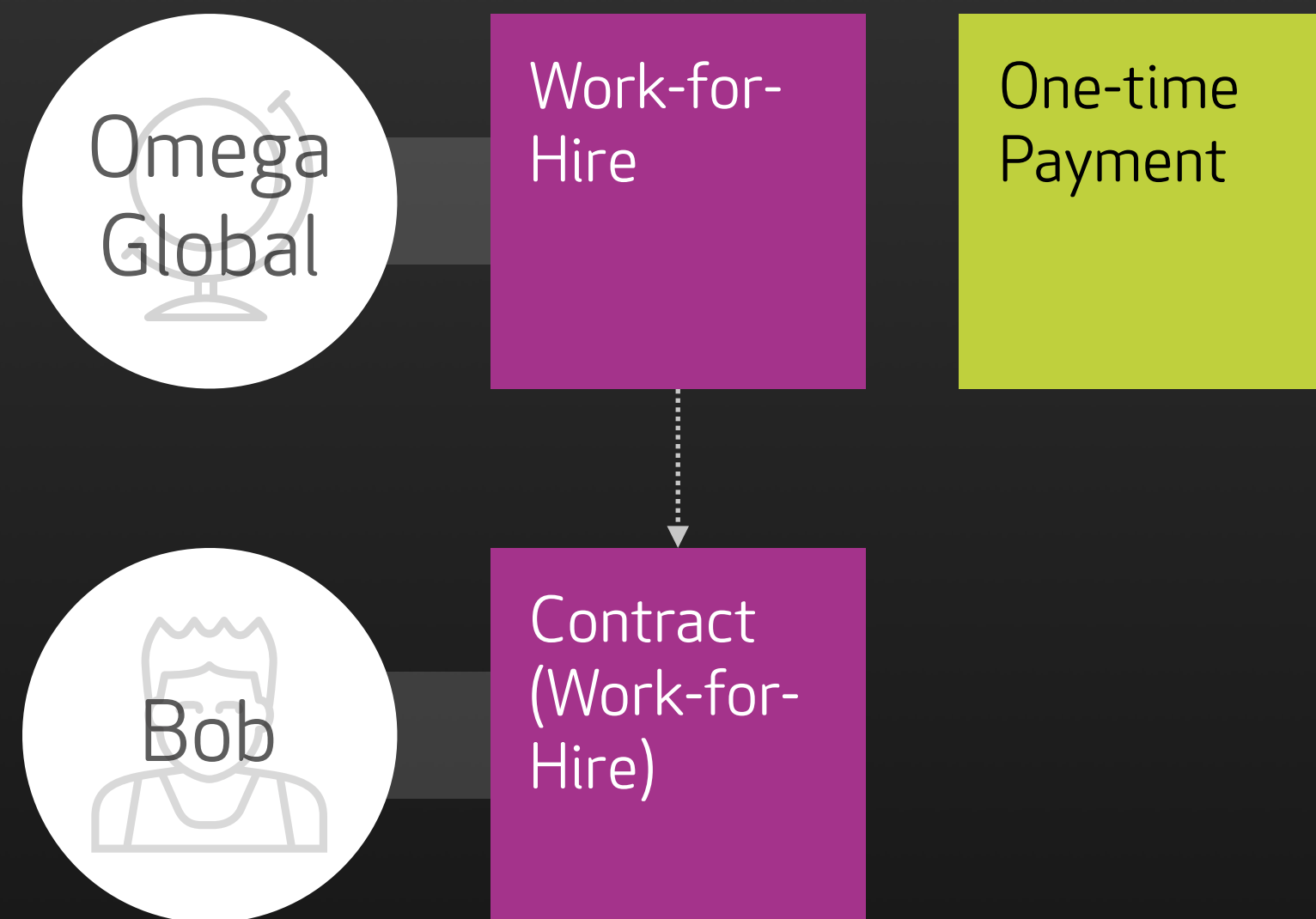
Collector Buys Work via Gallery



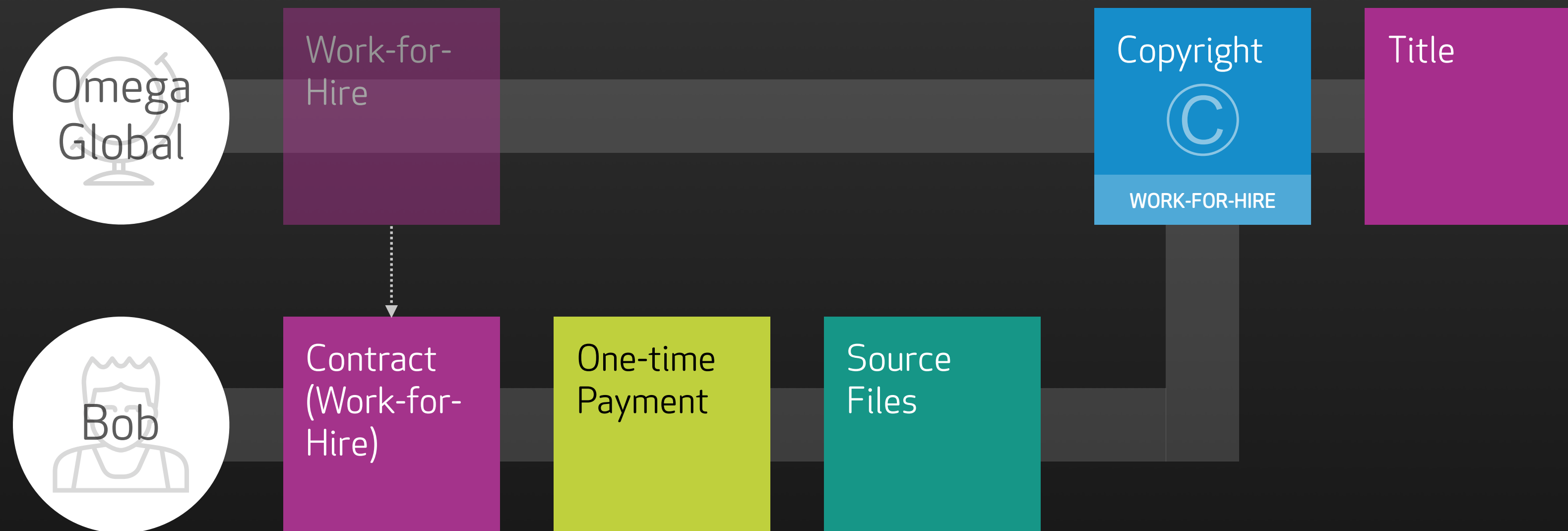
Collector Writes a Big Check



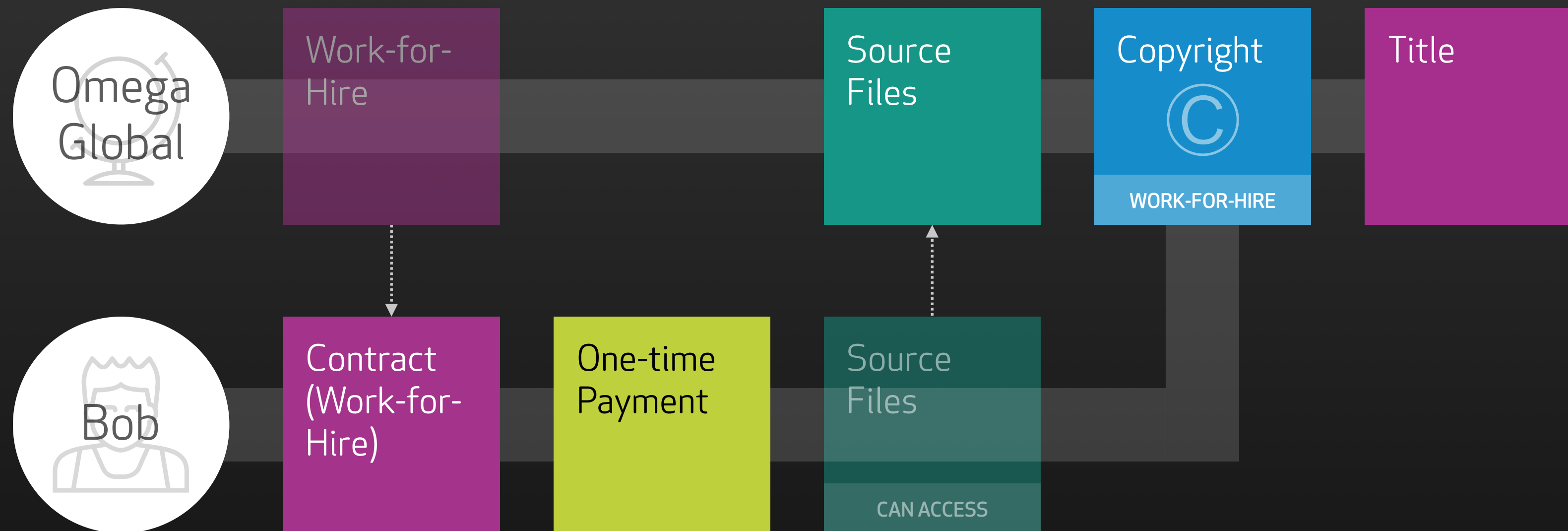
Brand Commissions a New Work



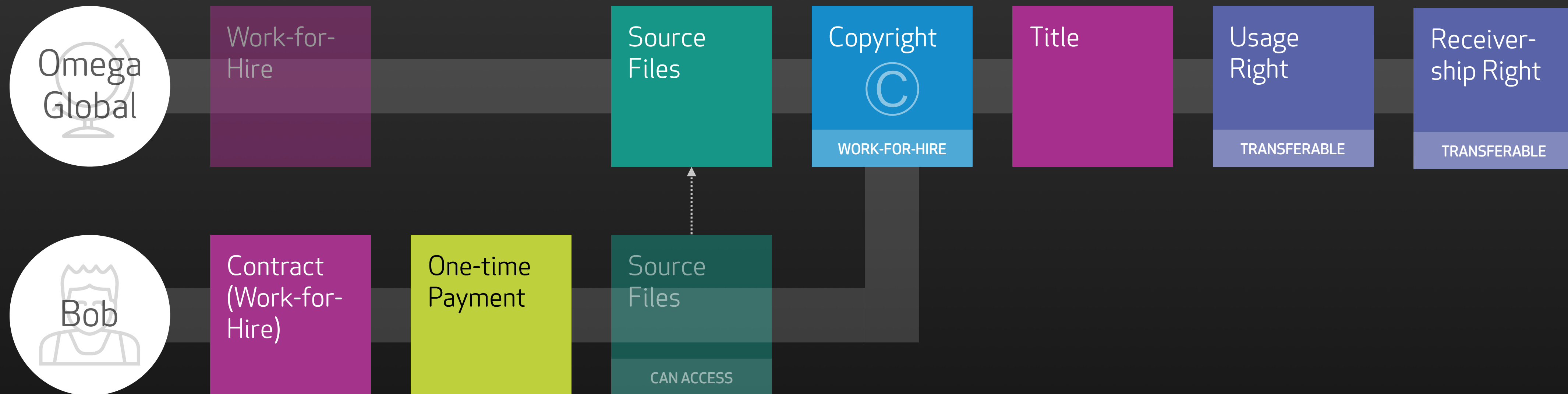
M Artist Produces the Work Under Work-For-Hire



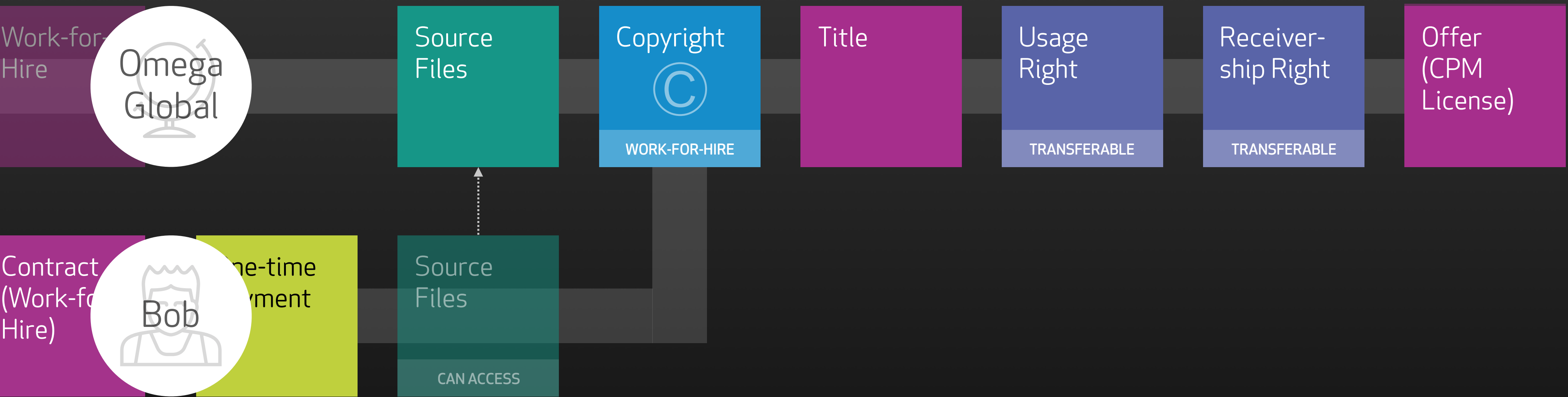
M Artist Delivers the Work to the Commissioned Party



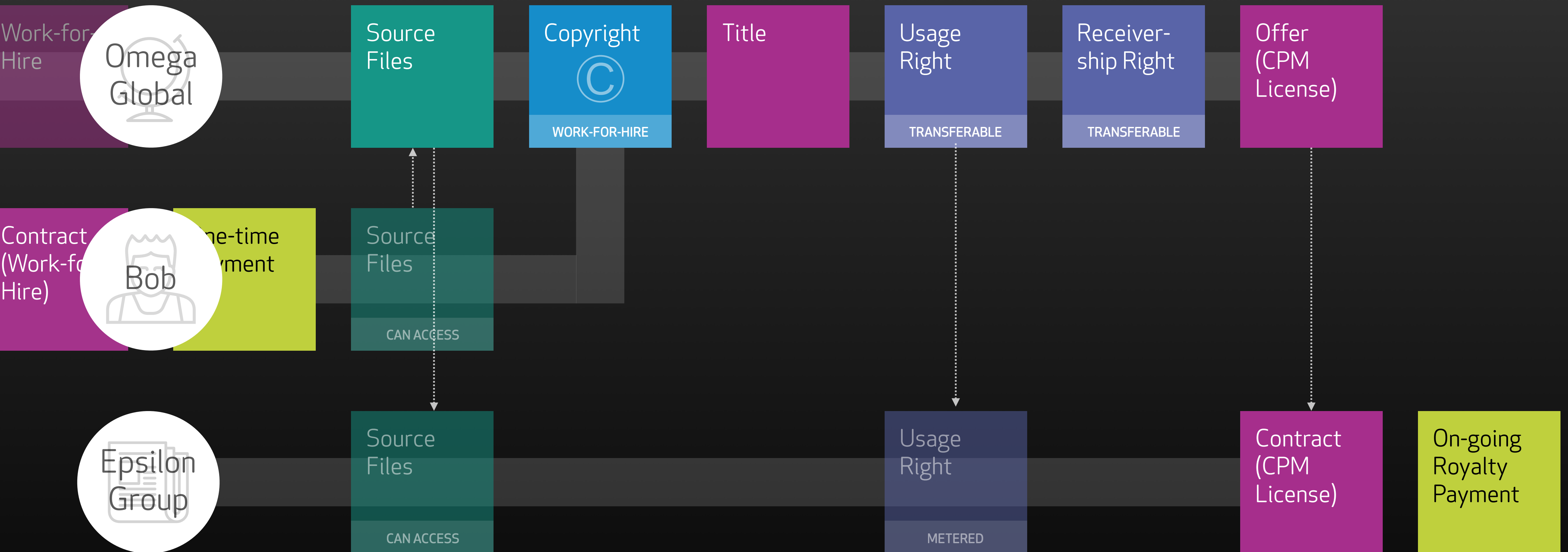
Brand Plans Use The Work Commercially



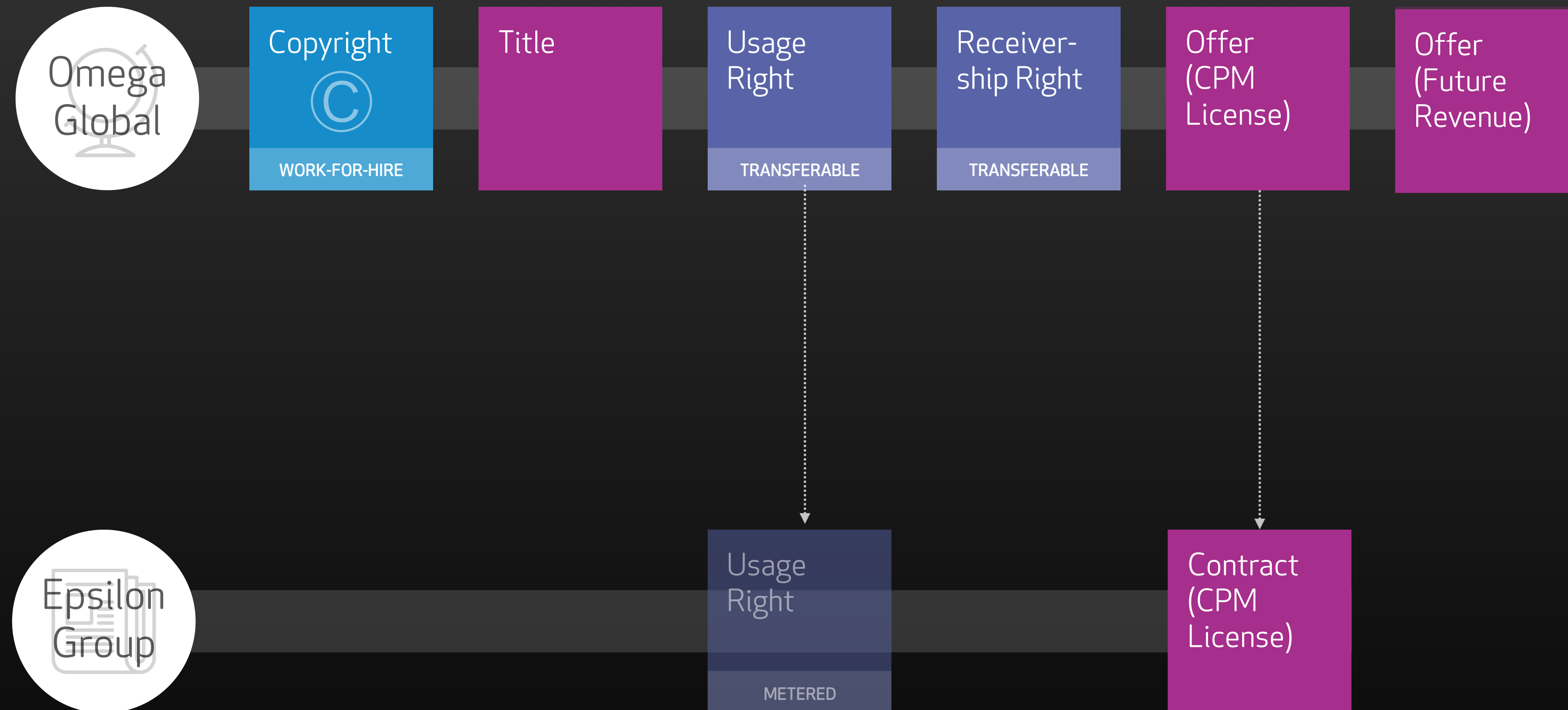
Brand Distributes Media Broadly



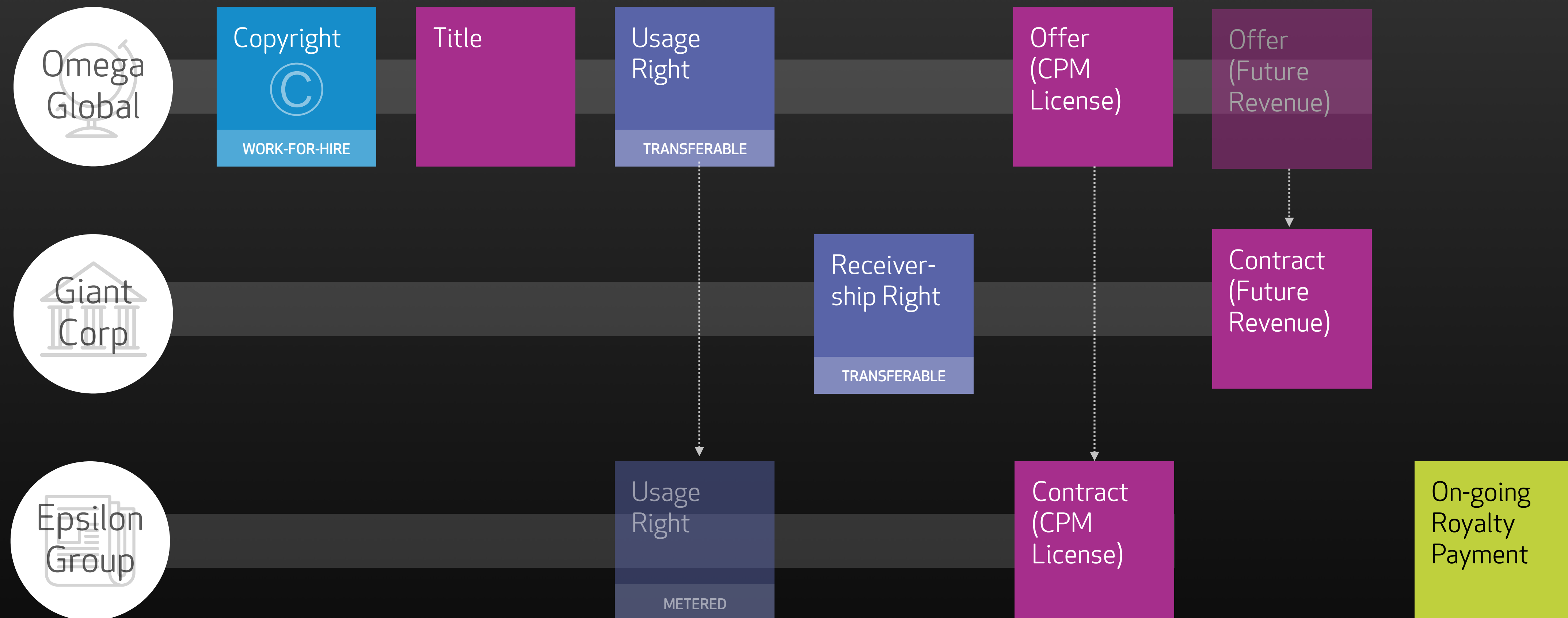
Publisher Pays On-going Fee for Metered Use of Media



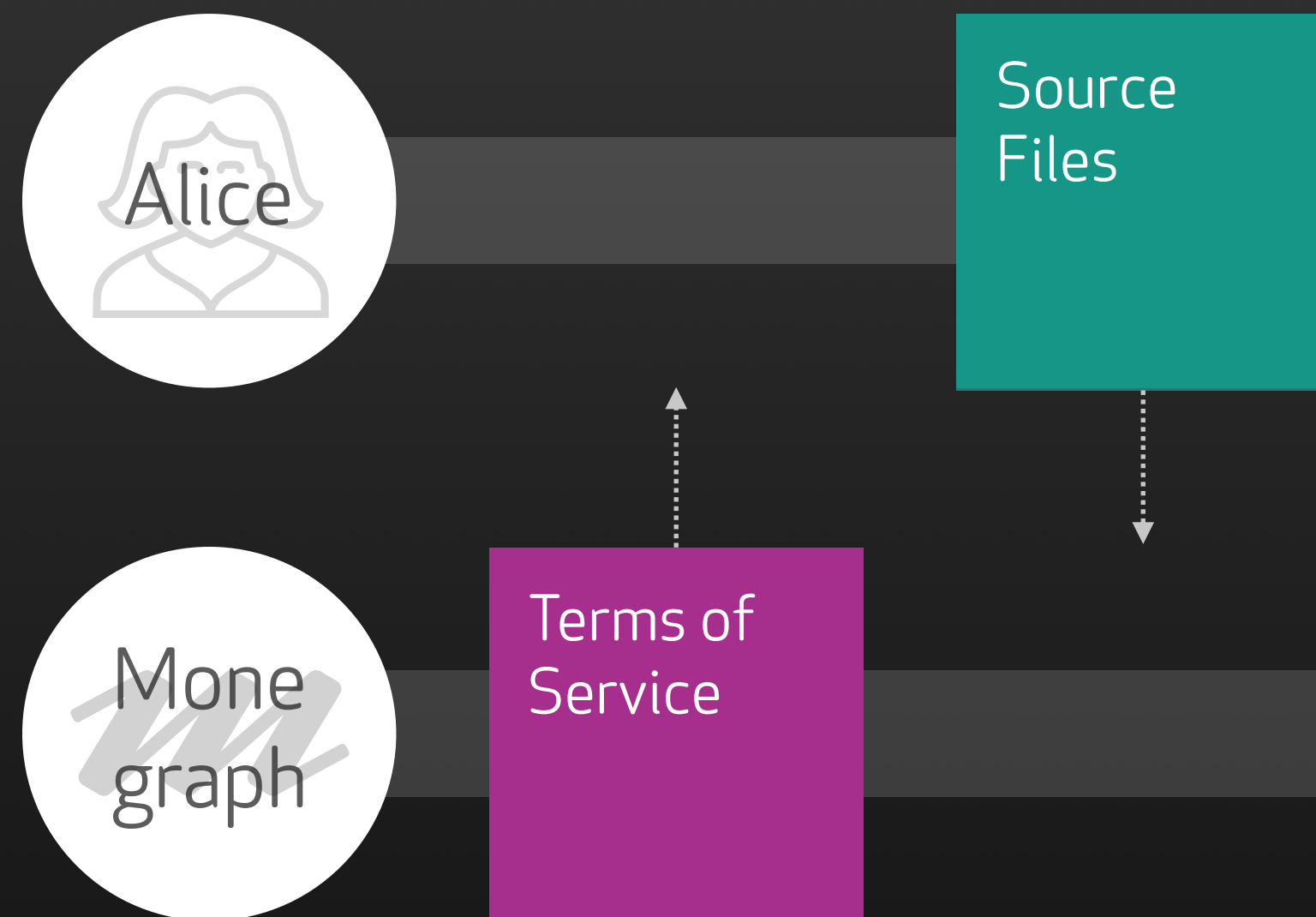
m Brands Offers to Sell Future Revenue for This Work



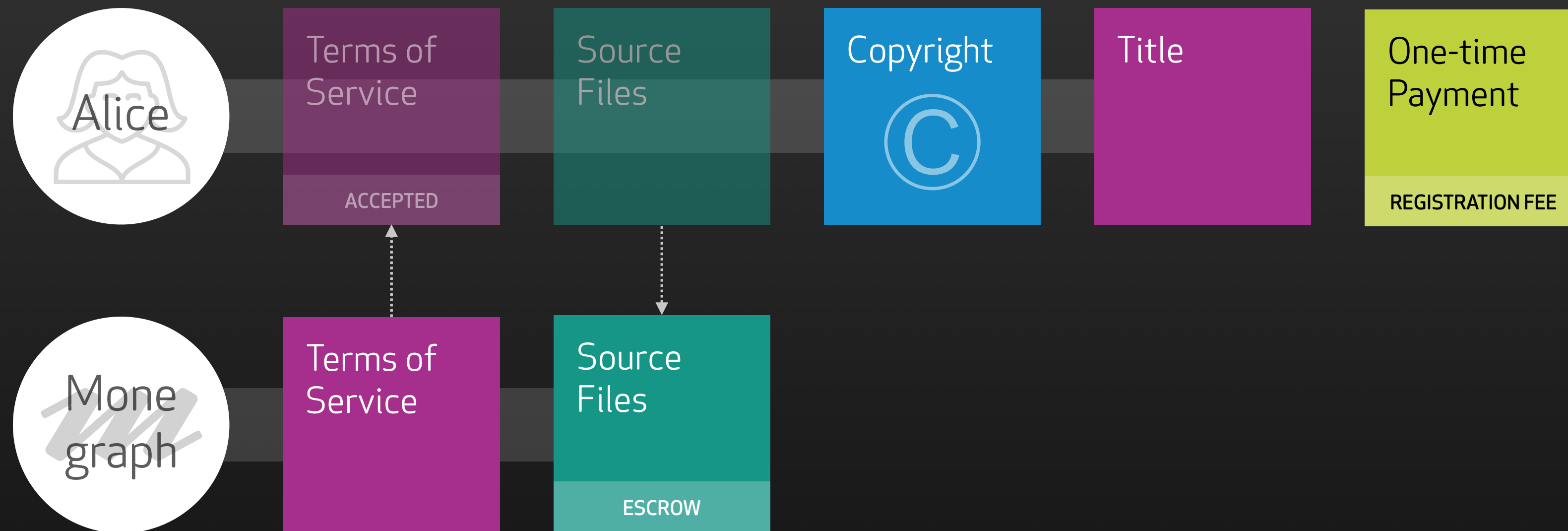
Brands Offers to Sell Future Revenue for This Work



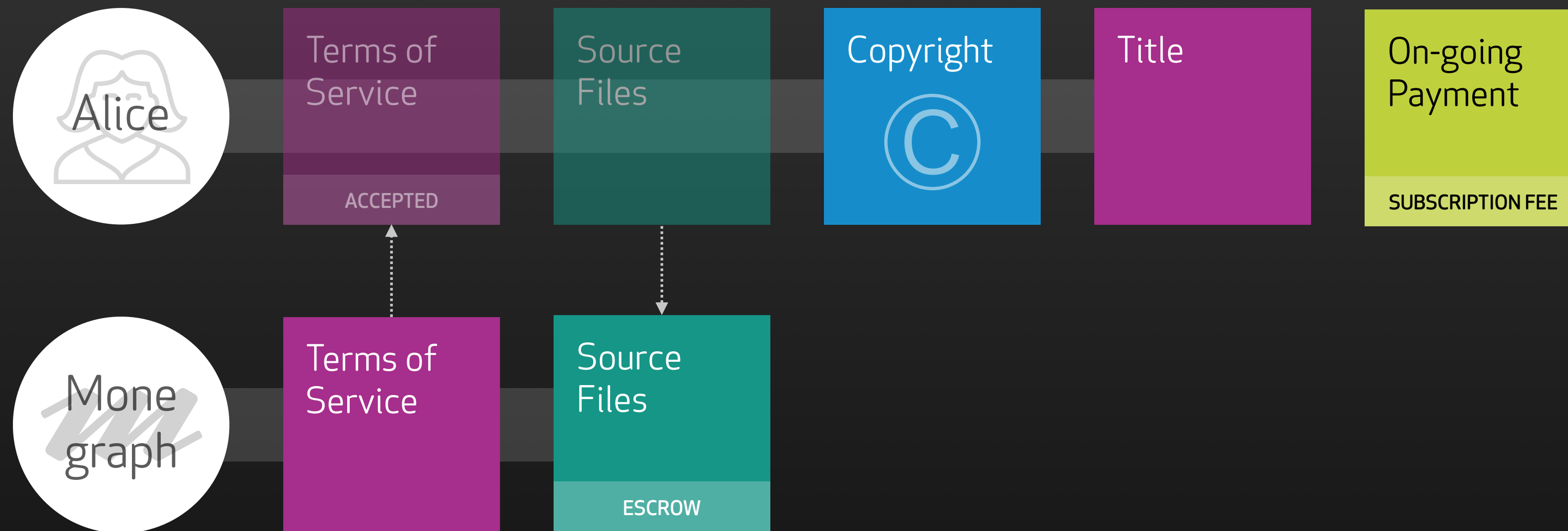
Monegraph Provides Services to Creators



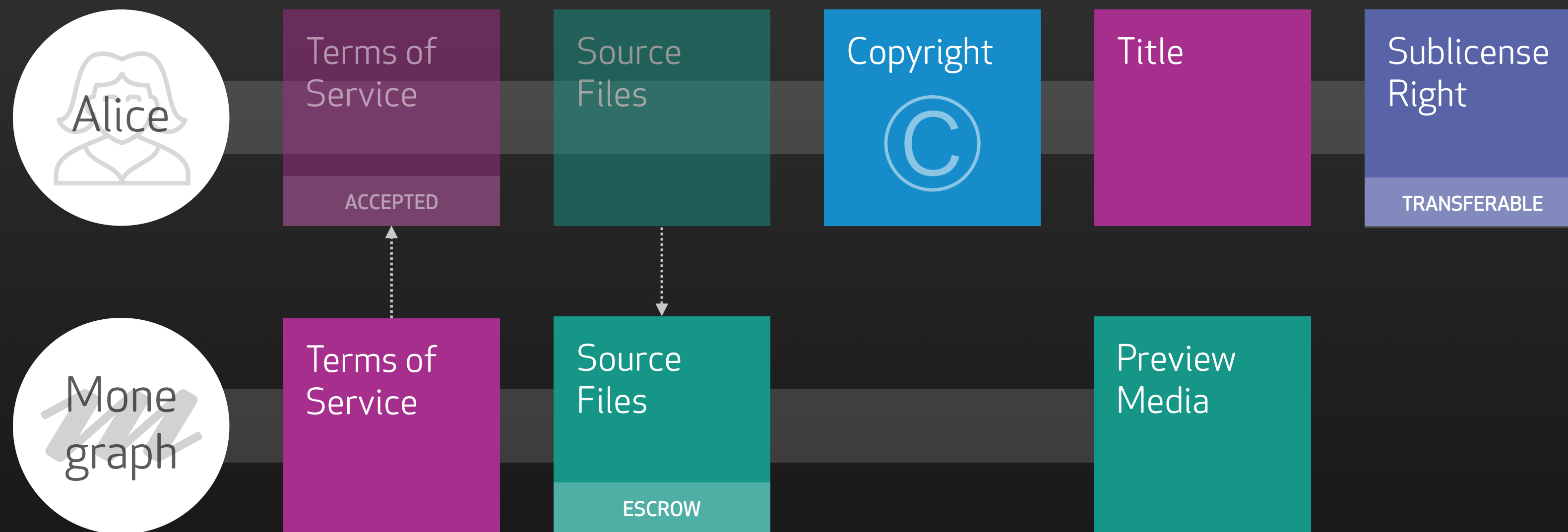
Monegraph Provides Pay-as-you-go Services to Creators



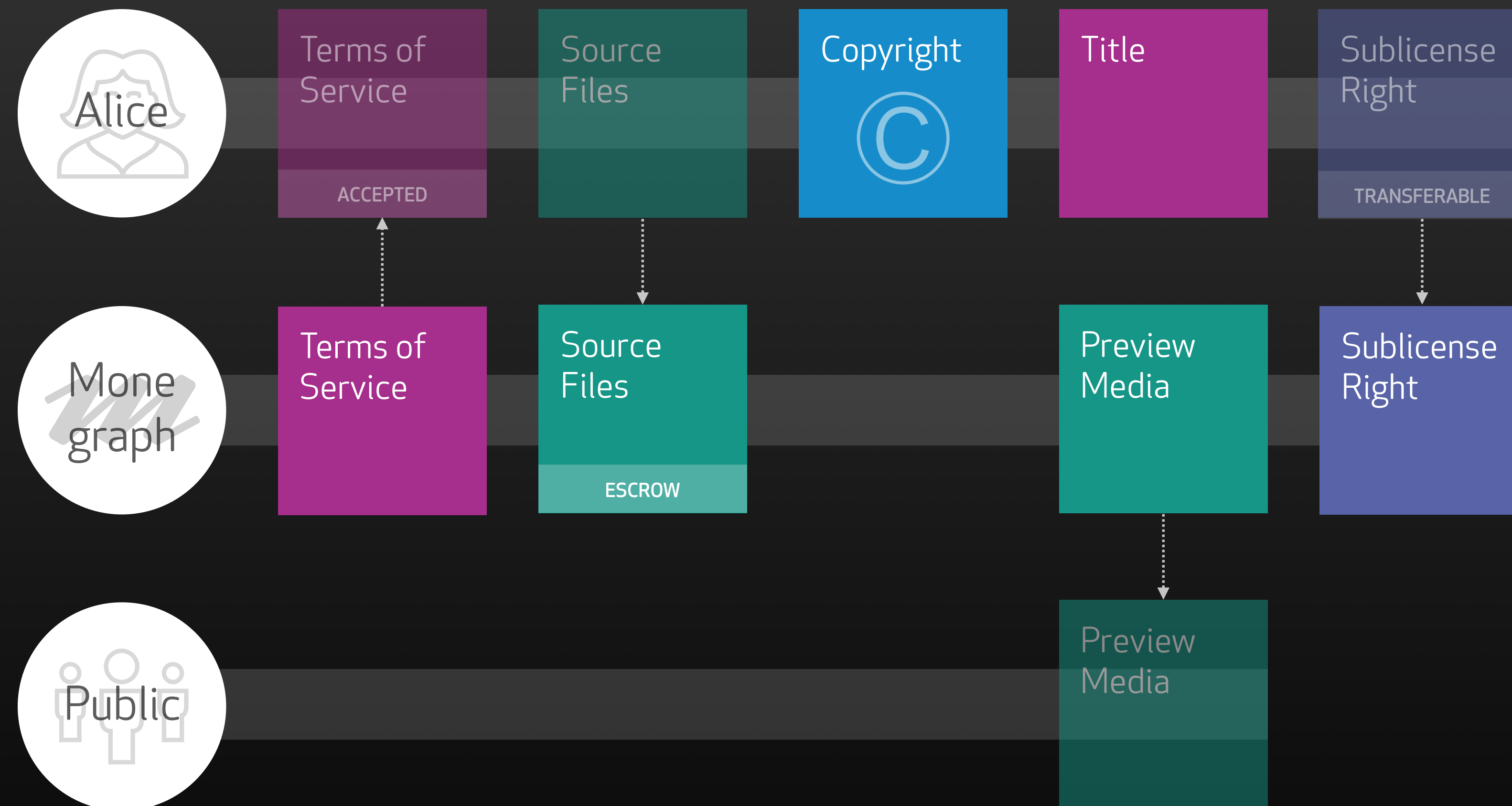
Monegraph Provides Subscription-based Services to Creators



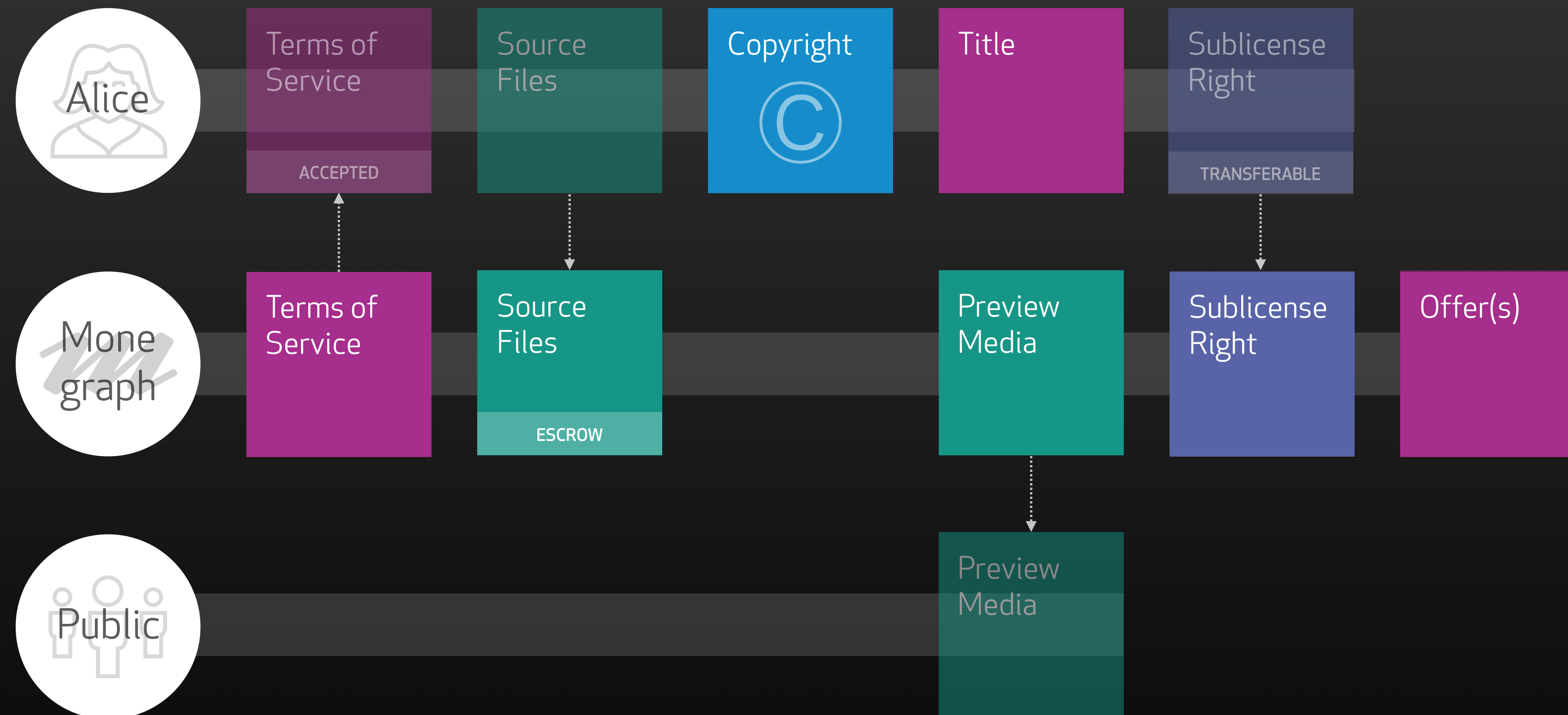
Monegraph Facilitates Discovery of Artist's Work



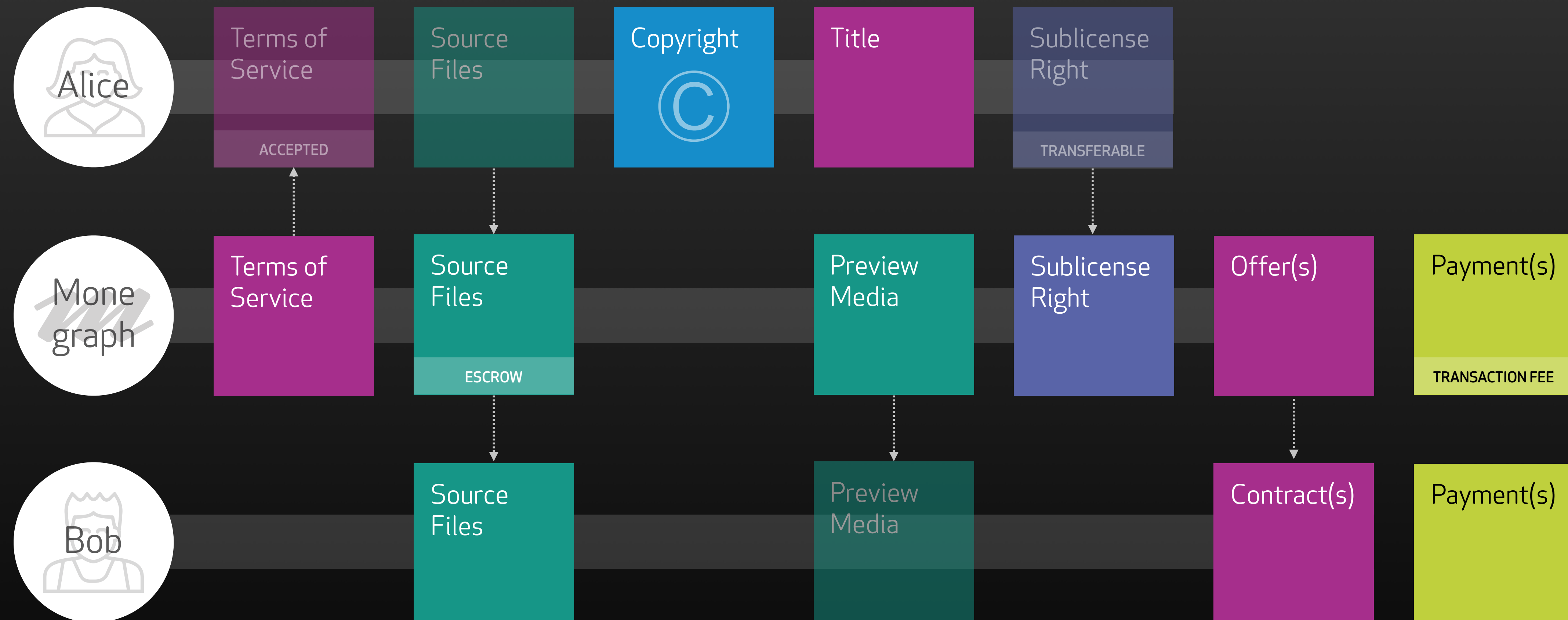
Monegraph Facilitates Discovery of Artist's Work



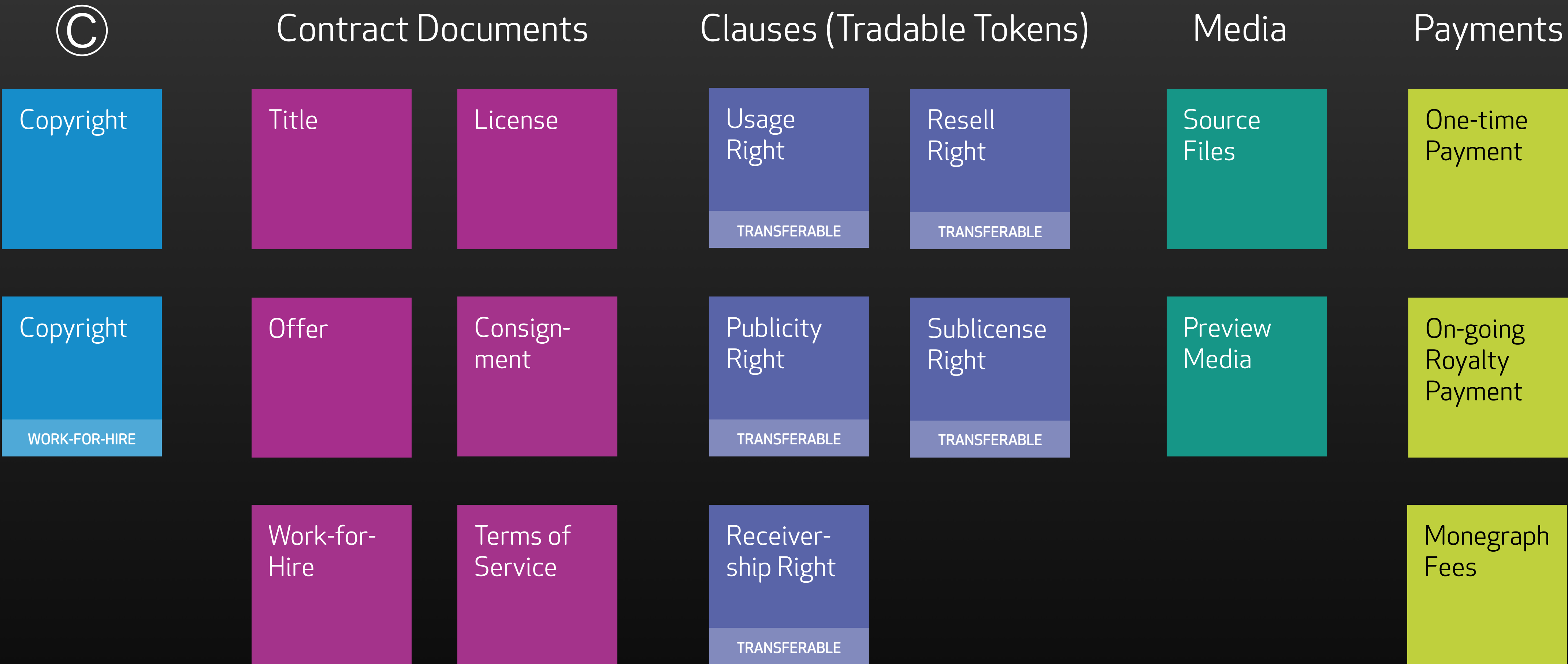
Monegraph Facilitates Discovery of Artist's Work



Monegraph Facilitates Transactions and Collects a Fee



M Constellation of Rights



Standard for Rights Expression

Contract Documents

Title

License

Offer

Consign-
ment

Work-for-
Hire

Terms of
Service

Clauses (Tradable Tokens)

Usage
Right

TRANSFERABLE

Resell
Right

TRANSFERABLE

Publicity
Right

TRANSFERABLE

Sublicense
Right

TRANSFERABLE

Receiver-
ship Right

TRANSFERABLE

W3C Permissions & Obligations Expression Working Group

Renato Iannella, Monegraph
Co-Chair of W3C POE WG

www.w3.org/2016/poe/charter



MONEGRAPH

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