



# Leveraging Blockchain for the IP Ecosystem

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Agenda

Current  
examples

Other  
possibilities

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## Sacem and IBM Join Forces to Deliver New Global Online Music Copyright Management Platform

New URights platform applies IBM analytics on the cloud to track and capture music creators' and publishers' rights

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**PARIS - 12 Jan 2017:** IBM (NYSE: [IBM](#)) and Sacem, one of the world's leading cultural and creative collective management organizations, announced today a 10-year strategic alliance to develop URights, a world-class copyright platform on [IBM Cloud](#) designed to track and capture the value of online music for both creators and publishers.

Electronic distribution of music and advances in the streaming market have led to rapid growth in the amount of creative content being consumed around the world. Last year, Sacem tracked nearly 982.5 billion download and streaming transactions – almost twice the 2015 total.

To handle the exponential volume of music transactions online, **URights** the innovative rights collection and distribution services platform – co-developed by Sacem and IBM – will help to more effectively identify online rights.

The platform will allow Sacem to provide additional value to rights owners with increased data analysis allowing more transparency and a more efficient identification of online works to help ensure they are compensated fairly. In 2015, Sacem distributed royalties to 293,000 creators and publishers in France and around the world, to credit two million works.

**URights** is open by design to allow other partners to integrate, such as other collective management organizations across the world, ensuring to save cost duplications and enhanced data-driven decision making. It will also provide customized services tailored to the specific nature

## Blockchain network 8: Patent registry and licensing with IPwe

IPwe is building the world's first blockchain-based patent platform — a place where the patent ecosystem can come together to transact, interact and communicate. IPwe makes it easy to assess patent portfolios, buy, sell and license patents, pay maintenance fees and engage relevant third-party services. They enable new types of services that are currently impractical or unavailable including insurance and patent-based financing.

IPwe provides a patent licensing platform, with streamlined processes and reduced fees to increase transparency and lower transaction costs. IBM is the largest holder of patents in the US, and one of the largest in the world, and will be exploring the use of IPwe's platform during the accelerator program.



**Founded:**  
October 2017



## CLS and IBM to foster ecosystem for financial institutions, FinTechs and software providers to share apps and services on a common DLT network

- Managed platform to provide access to DLT-based services for financial processes on a single, secured network
- Barclays and Citi among the nine financial institutions participating in the initiative



LONDON and ARMONK, N.Y., July 30, 2018 /PRNewswire/ -- CLS, a market infrastructure group delivering settlement, processing, and data solutions, and IBM (NYSE: [IBM](#)) today announced a collaboration on a proof of concept (PoC) for LedgerConnect – a distributed ledger technology (DLT) platform for the financial services industry designed to enable banks, buy and sell side firms, FinTechs and software vendors to deploy, share and consume services hosted on a shared distributed ledger network.

On LedgerConnect financial institutions will be able to access services in areas such as, but not limited to, know your customer processes, sanctions screening, collateral management, derivatives post-trade processing and reconciliation and market data. By hosting these services on a single, enterprise-grade network, organizations can focus on business objectives rather than application development, enabling them to realize operational efficiencies and cost savings across asset classes.

Nine financial institutions, including Barclays and Citi, are participating in the PoC and have selected services from a number of vendors including Baton Systems, Calypso, Copp Clark, IBM, MPhasis, OpenRisk, SynSwap and Persistent Systems to participate in the PoC.

As financial institutions increasingly work to implement DLT into their operations, capital markets remain saturated with multiple systems performing the same business functions and with siloed pockets of data that require expensive reconciliation processes. DLT can help reduce these inefficiencies and improve the speed of doing business

# Trademarks

- Evidence of use
- Timelines of trademark use





# Registering IP interests

- Ownership
- Licenses
- Liens
- Security interests of any kind



# Inventorship recordations

- Evidence of inventorship
- Replacing lab notebooks
- Collaborative work environments



# IP License Management

- Securely record each licensee
- Payment can be automated via smart contracts

# IP Due Diligence

- Keeping all IP assets on a Blockchain
- When each asset was created
- What third party components exist
- Enables efficient and complete IP due diligence