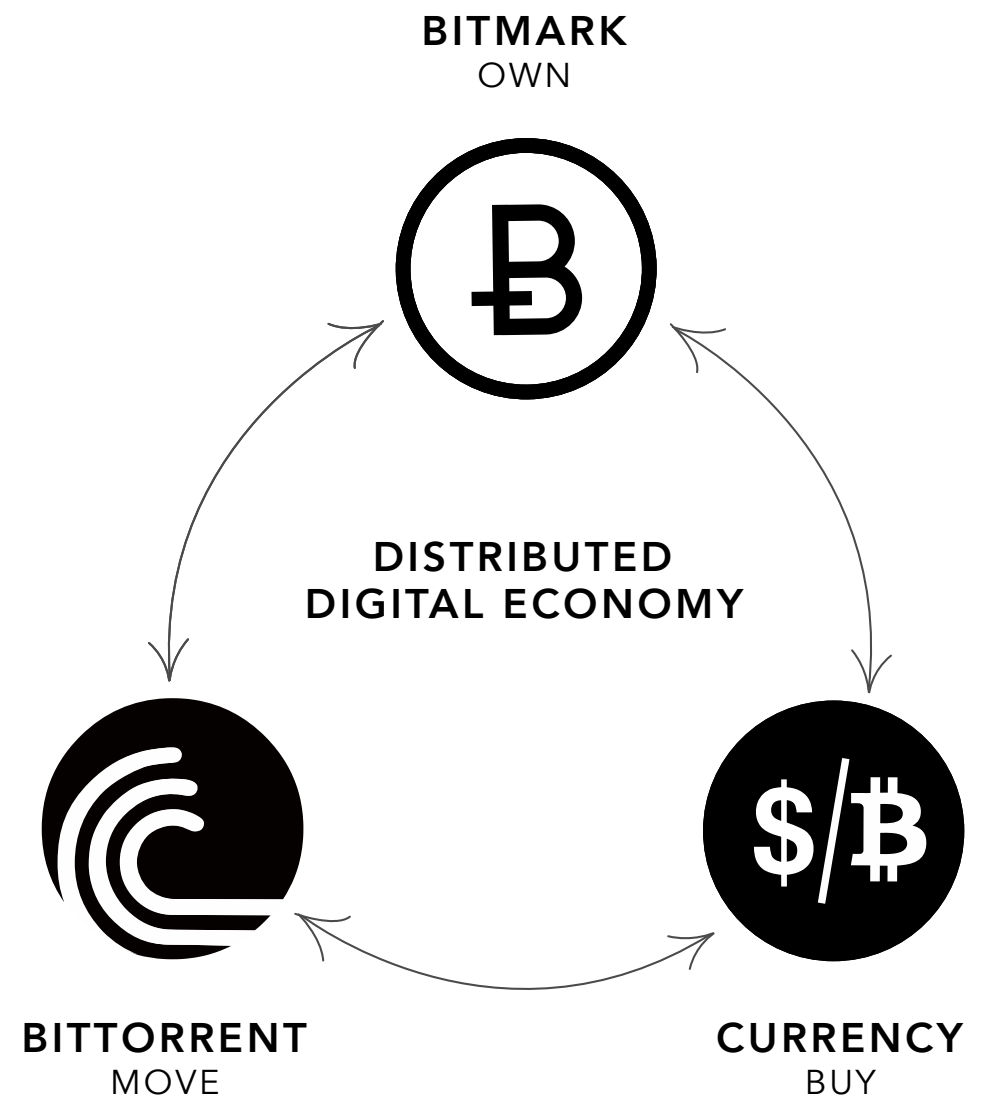


# Bitmark

A universal system for  
digital property ownership



## Me

Reluctant businessman  
Likes to build things



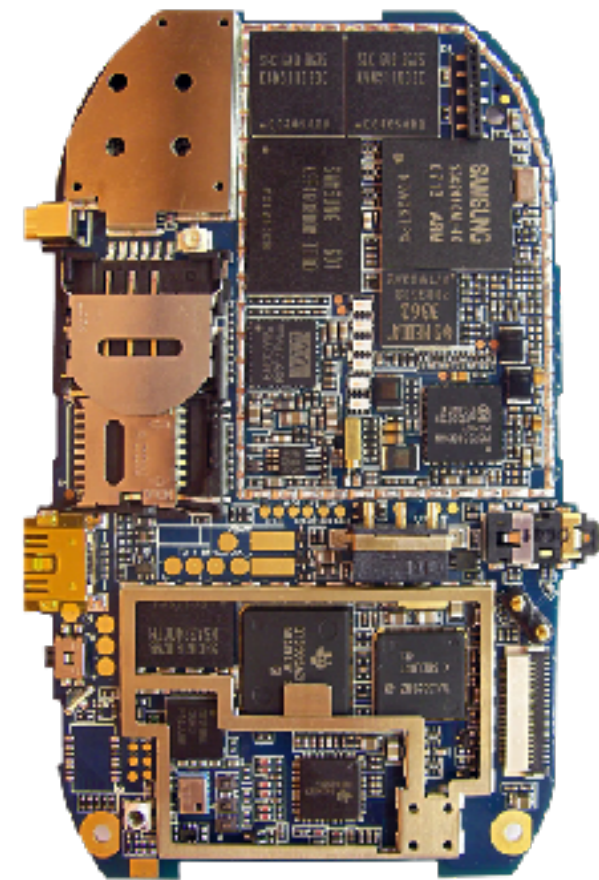
## My dad

Estate planning lawyer  
Likes to read about rules



## Previously: Openmoko (2006)

Open hardware and software phone

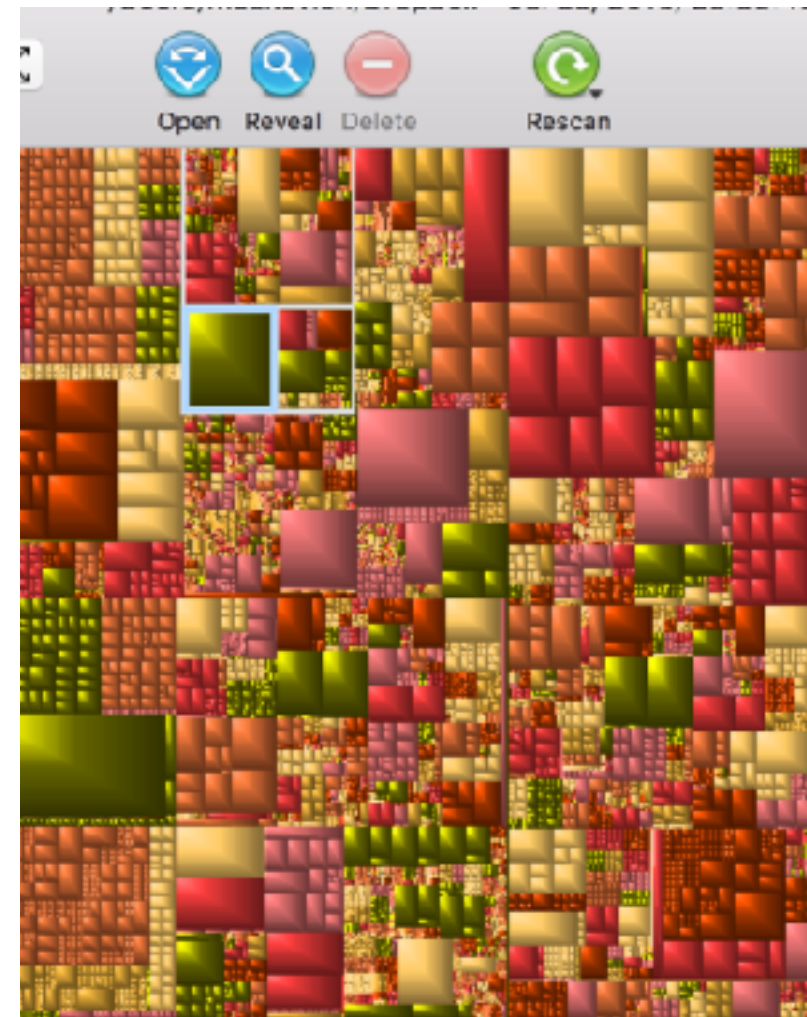




Physical things I own.



Digital things I "own" (2013).



## Ownership rights:

Consume,  
alter,  
share,  
redefine,  
rent,  
mortgage,  
pawn,  
sell,  
exchange,  
transfer,  
give away,  
destroy it,

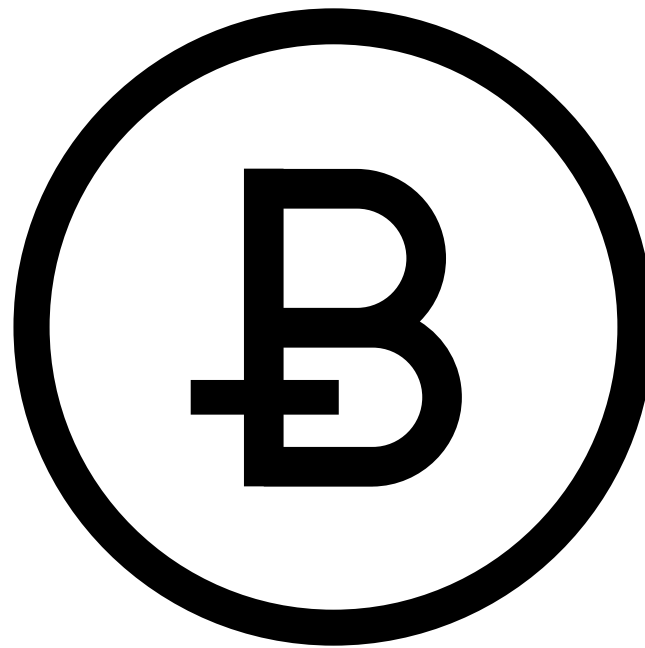
or exclude others from doing  
these things.

## Licensing rights:

*(Seek legal advice)*

“Anyone purchasing a used book under such a system would be forced to trace the chain of title before reading it, giving it as a gift, or doing anything else with it to ensure that ownership has been properly transferred and that no agreement against such use has [sic] attached at some time in the copy’s history. Unlike real property, for which transfer of titles are recorded, there is no practical way for a purchaser of consumer goods to obtain this information.”

*The Vernor team argument against licensing software.*



**Bitmark Inc. (Est. 2014)**

Investors: Cherubic, WIH, DCG, & Alibaba  
+ Angels

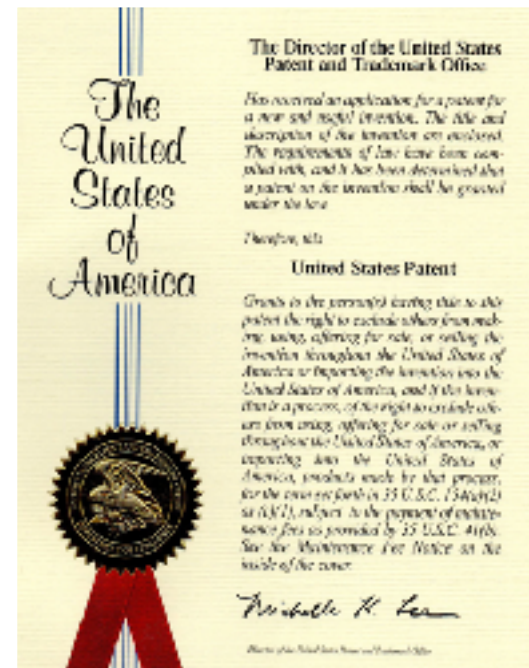
# The History of Property:



## Real Property

*Agricultural Revolution*

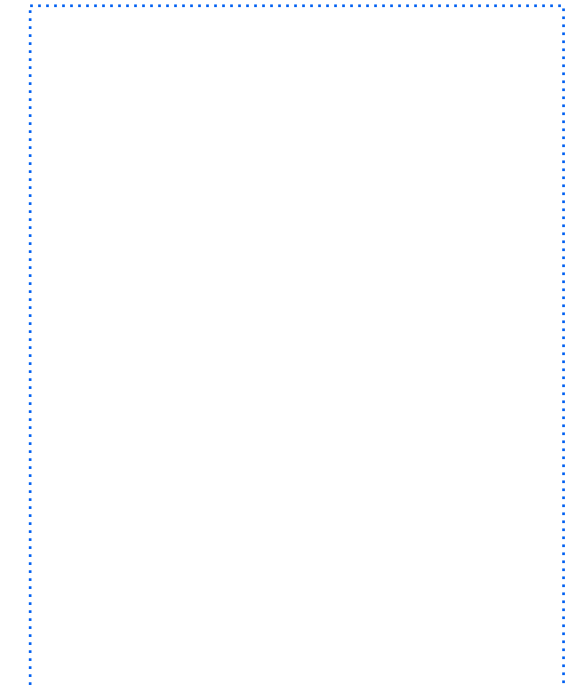
All real estate: \$217 trillion



## Intellectual Property

*Industrial Revolution*

US Alone: \$7.1 trillion



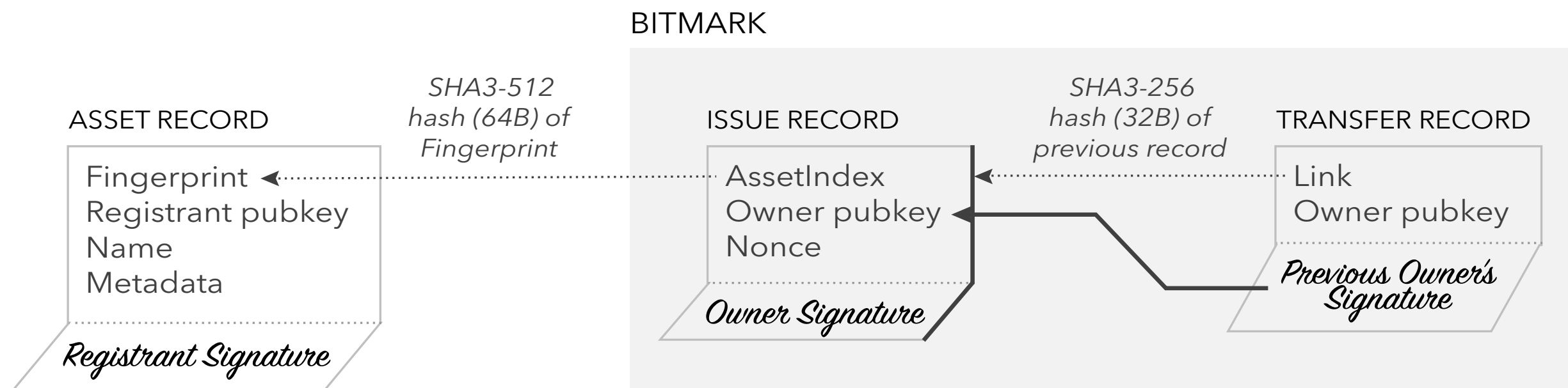
## Digital Property

[ ? ] *Revolution*

Unknown total value

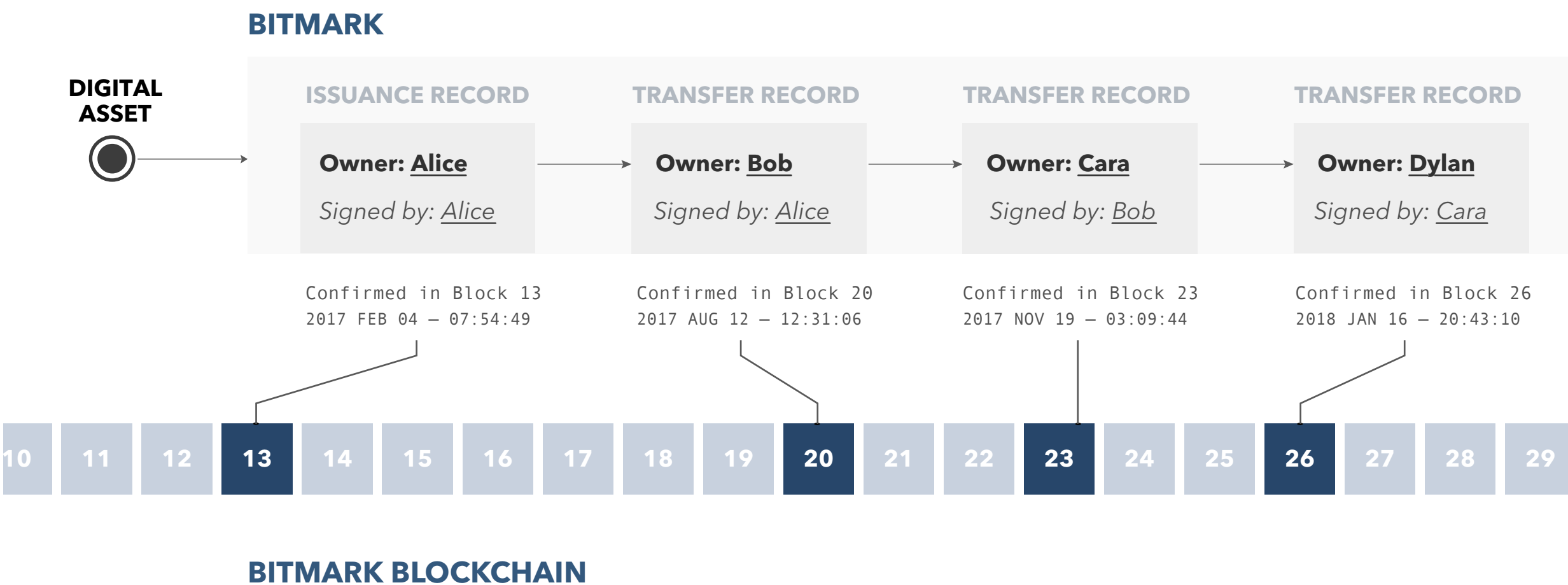


# How to make a digital property, or “bitmark”:



A bitmark is defined as a digitally signed chain consisting of a single Issue Record and one or more Transfer Records. It is a unique property title issued for a digital asset, akin to a title for your home or car.

# How to record "who owns what":



The Bitmark blockchain is a specialized blockchain that records ownership transfers creating chain-of-title.

## System highlights:

- Focus is on recording data provenance; not processing/storage of data.
- Independent chain, optimized for storing property titles, or “bitmarks”.
- Users are identified by their Ed25519 public keys.
- Does not have its own internal currency (transaction can be made in bitcoin and soon zcash).
- Consensus is secured using argon2 hashing (proof-of-work).
- Assets are transferred using the BitTorrent protocol such that only “owners” can seed and download.

# Case study: Art

[Atelier XE](#) [Landscape Psyche](#) [Contact](#)

[Index](#) [Next](#) →

## Riding the rings of Saturn. Chasing the moons of Mars

Site-specific composition for Vive La Cage Performance Series at Materials & Applications, Los Angeles.

Visible from the Materials & Applications courtyard on 17 May 2014, are Saturn and Mars. We will leap from Earth into a soundscape of Saturn's rings as recorded by NASA's Voyager 1 & 11 and chase Mars across the sky in an imaginary landscape of the orbital resonance of the planets and moons created on an analogue synthesizer.

Telescopes will be provided for viewing.

---

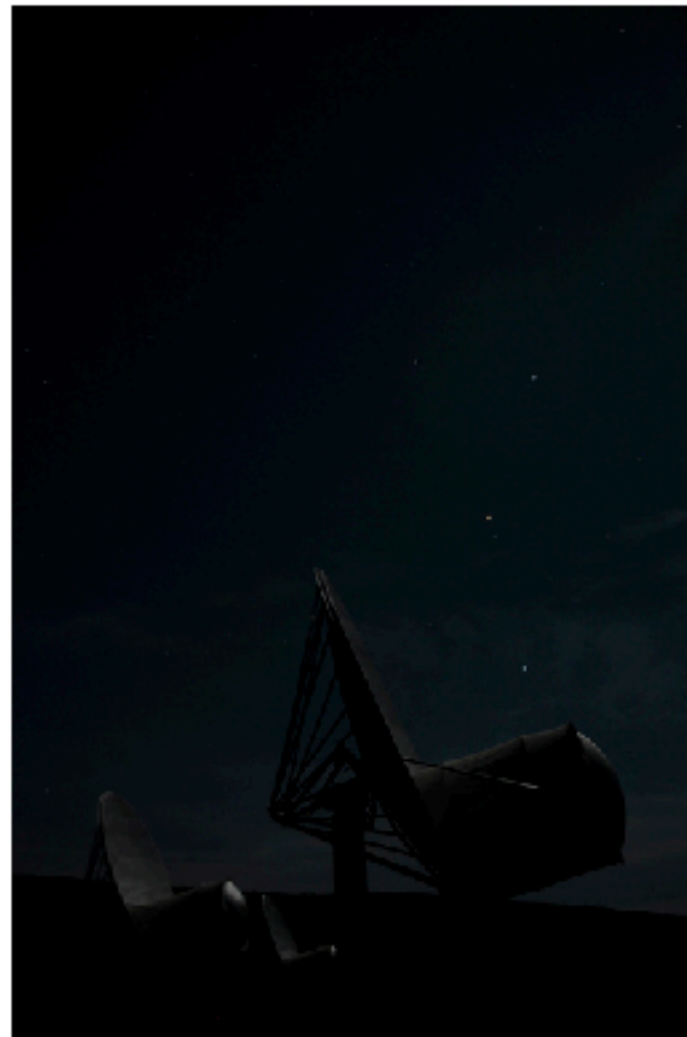
Limited edition of 100 albums available for purchase:  
<https://bitrk.co/W8GdQt28>

Each download includes one mp3 (duration 1 hour), the track list, and one digital photograph. The compilation is bitmarked meaning each downloaded album is an original version.

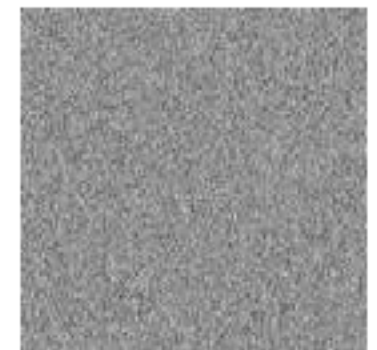
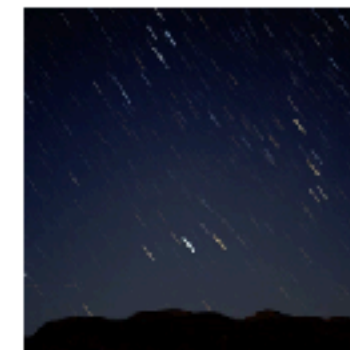
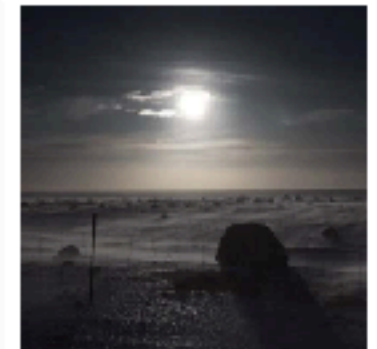
---

"What you staged Saturday was a really energizing event. I loved your bringing attention to the actual lay of the land / placement of the ecliptic, relative to the layout of the street and businesses and local lights. A fine thing to do, to align demonstrably the local with the larger scale passages of time & space." —Amy Halpern Lebrun

May 2014 (446 views)

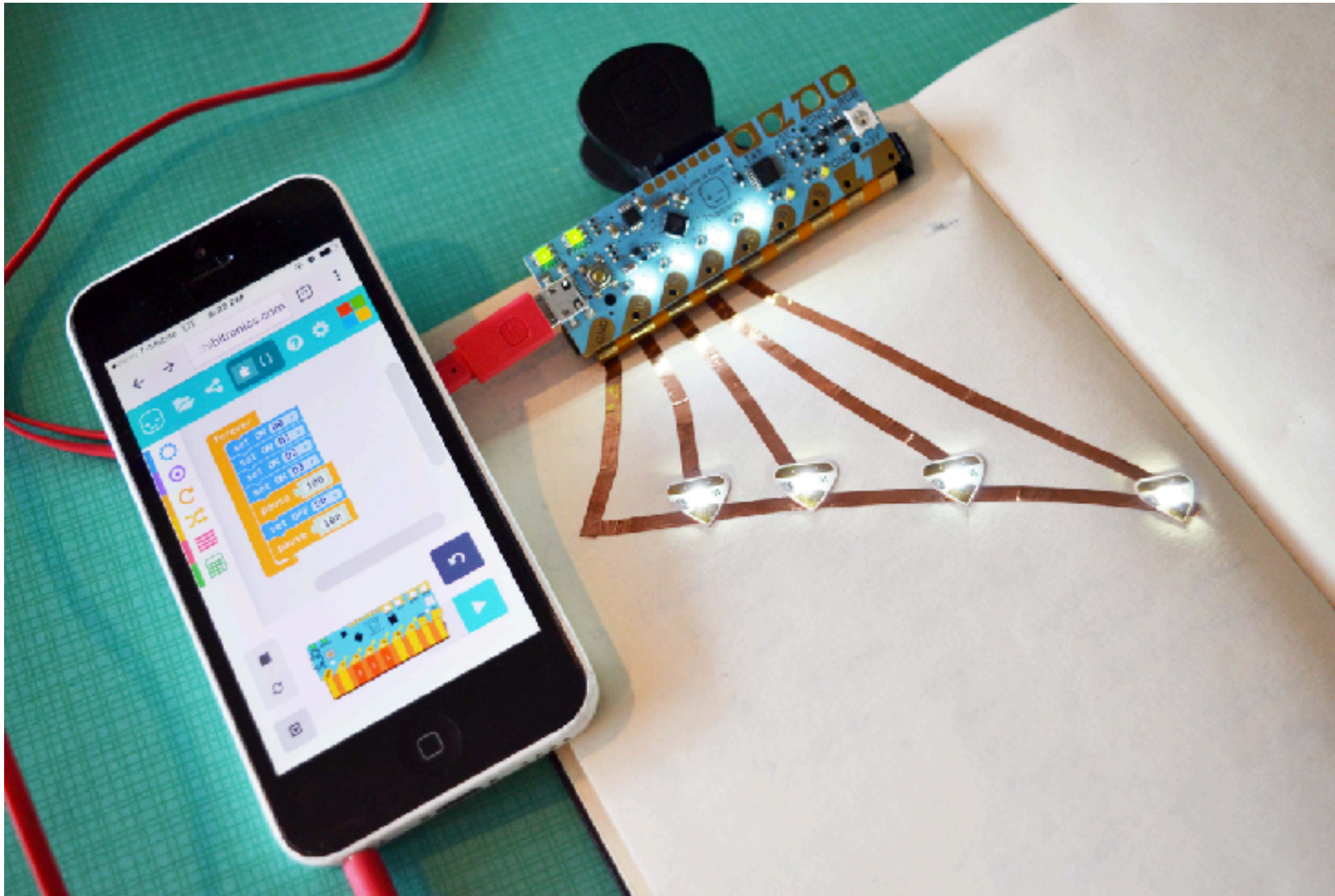


Riding the rings of Saturn. Chasing the moons of Mars



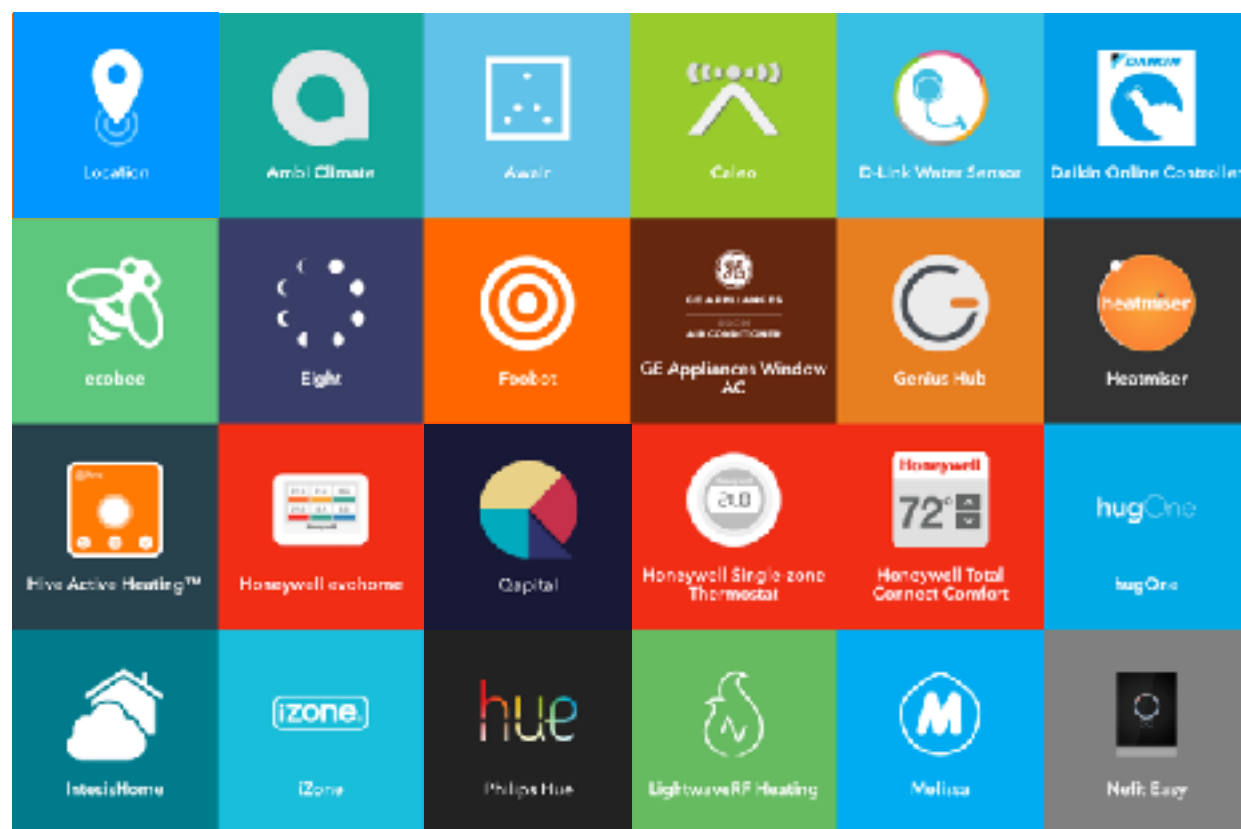


## Case study: Chibitronics

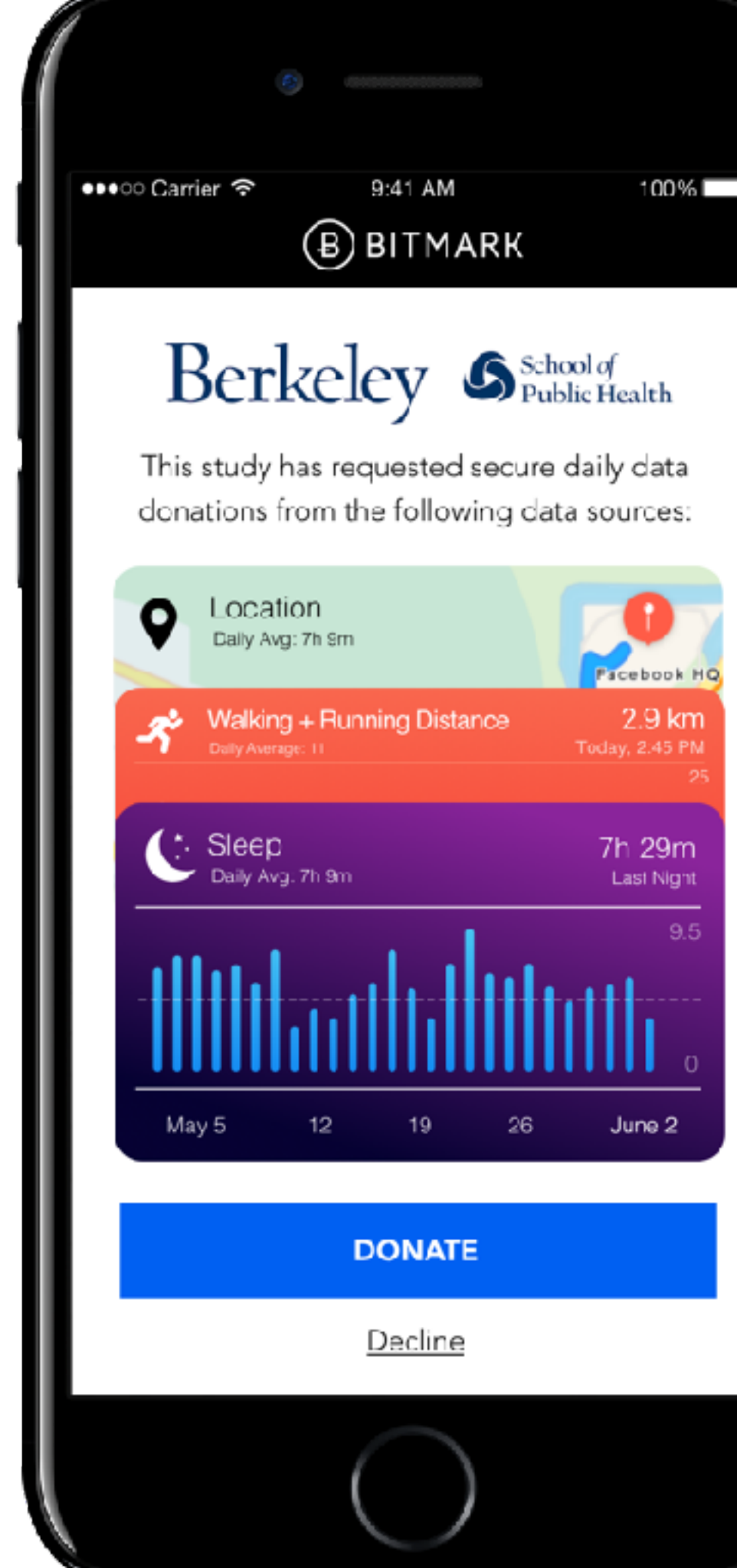




## Case study: UC Berkeley Public Health



Researchers will broadcast studies that crowdsource health, environment, and IoT data from HealthKit and our IFTTT service





The digital economy is powered by “Fake Free” and “Fake Ownership”.

# **Target: Data exchange**

Our vision is a healthy digital environment where individuals receive money for the value their data and content creates.

# Want to try / give feedback?

We are currently in a private beta with a few hundred users.  
I would love to hear from you: [sean@bitmark.com](mailto:sean@bitmark.com)