

# RedCoin<sup>®</sup> IP



A platform to buy and sell registered trademarks

**RedCoinIP.com** - recycling and monetising old IP

Do your clients ask what they can do with the trademarks they don't use? The ones they registered for a project that never developed, or the product that they stopped using years ago? The ones that they used for an advertising campaign or registered for a defensive reason but no longer need, want or use, or have no obvious reputation or goodwill? In an annual portfolio review have you ever been asked if there is anything they can do to rationalise portfolios and reclaim some money on those redundant marks? RedCoin IP can be the answer.

RedCoin IP is a new platform where you or your clients can sell and therefore monetise and recycle valid trademarks, recouping costs and potentially making profit in the process. As an IP professional, you can either advise your client to use the platform themselves, or you can set up an account to manage the process for multiple clients.

- Monetise and recycle old IP
- Single or bulk uploads to create slick sales listings
- Secure platform and payment system
- Simple fee and commission structure
- Preferential rates for IP representatives



**RedCoinIP.com**

## STEP 1 – uploading

Simply upload the trademarks singularly or in bulk onto the RedCoin IP platform to create a sales listing.

Verify the marks against an official upload from the relevant IPO. Add notes about the mark if you wish, or bundle a mark together with other related marks or an associated domain name.

We will promote the listings on social media and market them online.

## STEP 2 – negotiation

A potential buyer will be able to message you directly through the platform to ask questions about the mark – or to negotiate a different price.

## STEP 3 – complete

When you have agreed a price, the buyer deposits their funds into a reputable and secure escrow facility while the assignment documents are agreed and signed. Once these are completed, the funds are released directly to you.

All transactions are handled directly on the RedCoin IP platform using a secure API through Escrow.com – one of the world's most secure payment systems.



### Simple fee and commission structure

RedCoin IP has a simple commission arrangement and a flexible pricing structure.

You retain control over the process at all times and can reject offers to buy a mark if your client changes their mind, or if one of their competitors tries to own something you don't want them to.

### Preferential rates for IP representatives

There are discounted listing and commission rates for IP representatives, allowing you to manage the process on a client's behalf and ensure adequate billing for your work.



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