

# RedCoin® IP



## How RedCoin IP works

RedCoin IP is an online marketplace with the key functions that allow us to specialise in the buying and selling of trademarks. The process is simple.

1. **A seller** will upload a trademark onto the system (either a single or multiple mark) and put a valuation on that mark. They can choose whether to allow negotiations or just have a fixed price.  
The information on the mark (dates, territories, etc) obtained through a secure API to trademark databases.
2. **RedCoin IP** will work in the background to push details of the listing out to the wider public – mailshots, social media posting and SEO management are all tools in our arsenal.
3. **A buyer** will either see our posting advertising the mark or find it through the on-site search tool. They can contact the seller directly through our secure messaging system to agree the requested price or, where allowed, negotiate the price. **Buyers** and **sellers** will agree terms at this stage.
4. **The buyer** will then deposit the agreed cost into the secure facility provided by Escrow.com, the safest and most trusted online escrow service in the world.
5. **Escrow.com** will hold the money—guaranteeing security for both buyer and seller—while the assignment documents are agreed up and signed.
6. When both **buyer** and **seller** have exchanged the agreements, Escrow.com will release the funds to the seller, and the commission to RedCoin.



[RedCoinIP.com](https://RedCoinIP.com)