

RedCoin® IP



A platform to buy and sell registered trademarks

What is RedCoin IP?

RedCoin IP is a new platform on which you can buy or sell valid trademarks, a place where we bring buyers and sellers of trademarks together – simply, smoothly and securely.

Why should you use RedCoin IP?

- As a brand owner or legal representative, you can list trademarks that are no longer wanted or needed, monetising your old IP and rationalising your trademark portfolio.
- As a potential buyer, you can choose from a wide range of live, genuine, previously-registered trademarks.
- All sellers are validated prior to listing – this ensures that they are legally allowed to list the trademarks for sale. Buyers will not need to be validated, but may be asked to disclose if they are acting on their own behalf or that of a third party.
- One listing fee; commission only on a purchase.
- No hidden extras.
- The trademark data in the listings for sale is populated from the relevant Intellectual Property Office (IPO), but sellers can add further information about the mark, including conditions of sale, should they wish.



RedCoinIP.com



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RedCoin IP is a marketplace for buying and selling trademarks. The company was spun out of a long-standing IP service company whose team have worked in the IP profession since the 1990s.

- ✓ Monetise and recycle old IP
- ✓ Single or bulk uploads to create slick sales listings
- ✓ Secure platform with integrated escrow payment system
- ✓ Direct messaging system between buyers and sellers
- ✓ Simple fee and commission structure

So how does it work?

After uploading the marks individually or in multiples, sellers put their valuation of a mark on the listing.

Buyers can then use our search tool to find identical or similar marks for sale. They can contact the seller directly through our secure messaging system to agree or negotiate the price and to agree terms.

If a seller does not want to sell the mark to a particular buyer – a competitor or someone they think may be acting in bad faith – they do not have to.

The financial transactions are handled in the background by Escrow.com, the safest and most trusted online escrow service in the world, guaranteeing security for both buyer and seller.

What will it cost?

If you are a buyer, it is free to use our platform, but you will need to be able to pay—in advance—the purchase cost of the trademark, plus any fees charged by the IPO or your IP representative.

Most sellers will be part of the 20:20 Club: you will pay only £20 for a listing. After that, there are no more fees, but when the mark sells, there is a 20% commission that will be deducted from the price.

If you have more than 300 marks to sell, please contact us to discuss a better fit for you.



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