

# RedCoin<sup>®</sup> IP



A platform to buy and sell registered trademarks

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

Have you ever wondered what you can do with your old trademarks? The ones you registered for a project that never developed, or the product that you stopped using years ago? The ones that you used for an advertising campaign or registered for a defensive reason but no longer want or use? Have you ever wondered what you can do with those redundant marks? RedCoin IP can be the answer.

RedCoin IP is a new platform where you can sell and therefore monetise and recycle valid trademarks, recouping costs and potentially making profit in the process. You can either set up an account and manage the process yourself, or ask your IP representative to manage the process on your behalf.

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



## **STEP 1 – uploading**

Simply upload old or unwanted trademarks singularly or in bulk onto the RedCoin IP platform.

Verify them 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.



### **You have complete control**

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

### **Simple fee and commission structure**

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

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.



**RedCoinIP.com**  
**info@RedCoinIP.com**