



BRAND PROTECT

LIGHT PAPER.



ABOUT US



BrandProtect is a brand company, which embodied technologies of block chain and cryptoprotection in real sector of the economy.

We use block chain technology to ensure the protection of intellectual property rights of trademark owners, prevent counterfeiting and protect consumers from counterfeit goods.

We create an ecosystem that provides the creation and functioning of hardware and software packages of products, interaction platforms with logistic robots, network and geolocation monitors, smartphone apps marking.

BrandProtect platform allows generating the necessary for the user apps and program products, crypto markers for products (digital or QR code), branded smartphone application from any part of the world within minutes. As well as to launch and use all the functionality embedded in them.

The information about the origin of items, its characteristics, and properties, terms of its usage, transportation is written in the block chain and stored within the distributed roster ensures immutability, availability, transparency and full replication of data.



PROBLEMS



We live in the world of consumerism.

People want to get as much as they can. Every moment can provide a great number of manufacturing goods and foodstuffs.

1

- Producers spend huge amount of money for new brand creations, raising its recognition. New technologies are not stable. We should always remember, that demand causes supply. Manufacturers try to produce the replication of packages, create similar products. Why do they do this? The answer is simple: it costs less than to create an original product, a new one with good quality. The protection of author's rights on their trade mark has turned into a big and expensive problem.

2

- Customers want to be guaranteed with the originality of the goods. Even if it is the bottle of whiskey or a handbag from a famous trade mark, customers want to be sure, that they don't waste their money and are going to get the product of the expected quality.

3

- The buying and selling of counterfeit goods are generally seen as a victimless crime, but oftentimes the profits go toward funding some of the shadiest criminal elements from around the world, including terrorism, human trafficking, and child labor. Government loses significant amount of tax revenue as the result of counterfeit sales. Money, obtained from counterfeit sales, is used for financing the smuggling of alcohol and cigarettes, prostitution, weapon and drug trafficking. Great part of counterfeit economy constitute child and slavery labor.

SOLUTION

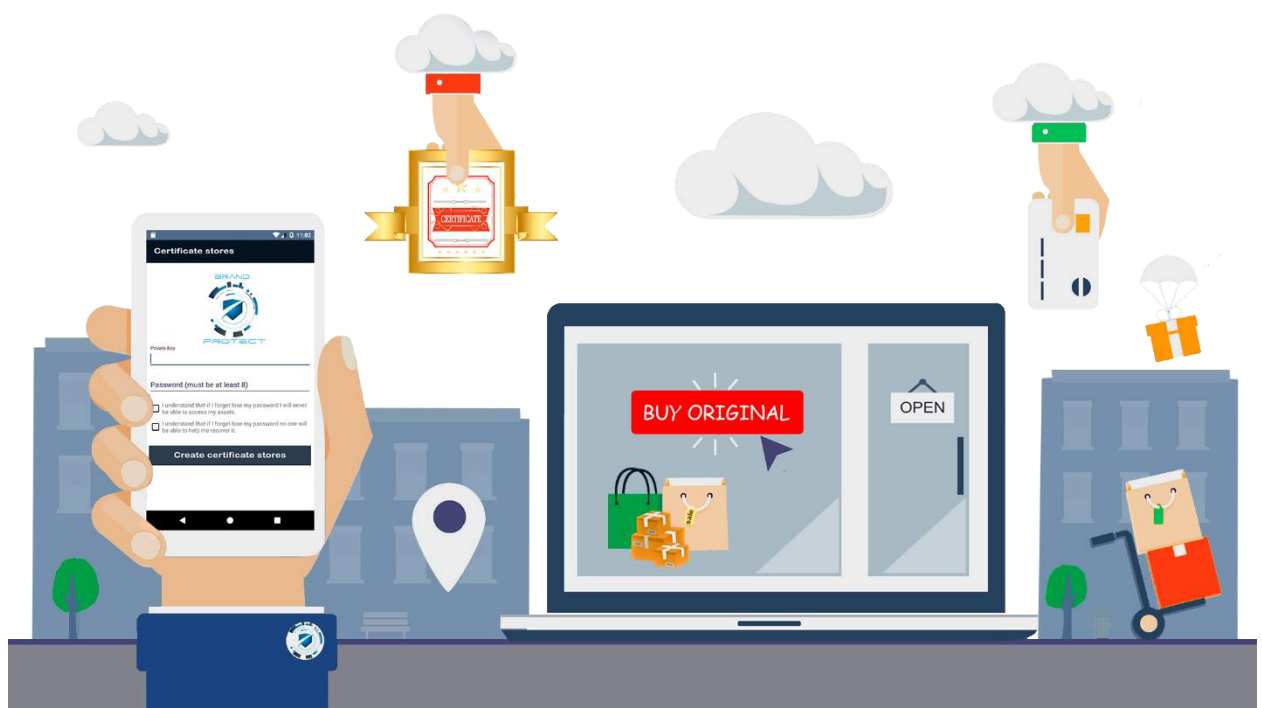


The Brandprotect platform creates the ecosystem of block chains, which is going to protect the property rights, transparency, replication and efficient use for sellers and buyers.

Labelling, creation of quality certificates and compliance with the brand, crypto markers for products (digital or QR code), hardware and software packages of products, interaction platforms with logistic robots, creation and mobile APP use for certificates and geolocation transfer have never been so easy and cheap.

The usage of block chain technology gives a way to create individual information markers for manufacture goods and foodstuffs, drugs. It helps to make it instantly, with a low price, which is very important nowadays. In addition, it provides the transactions through the individual means of communication.

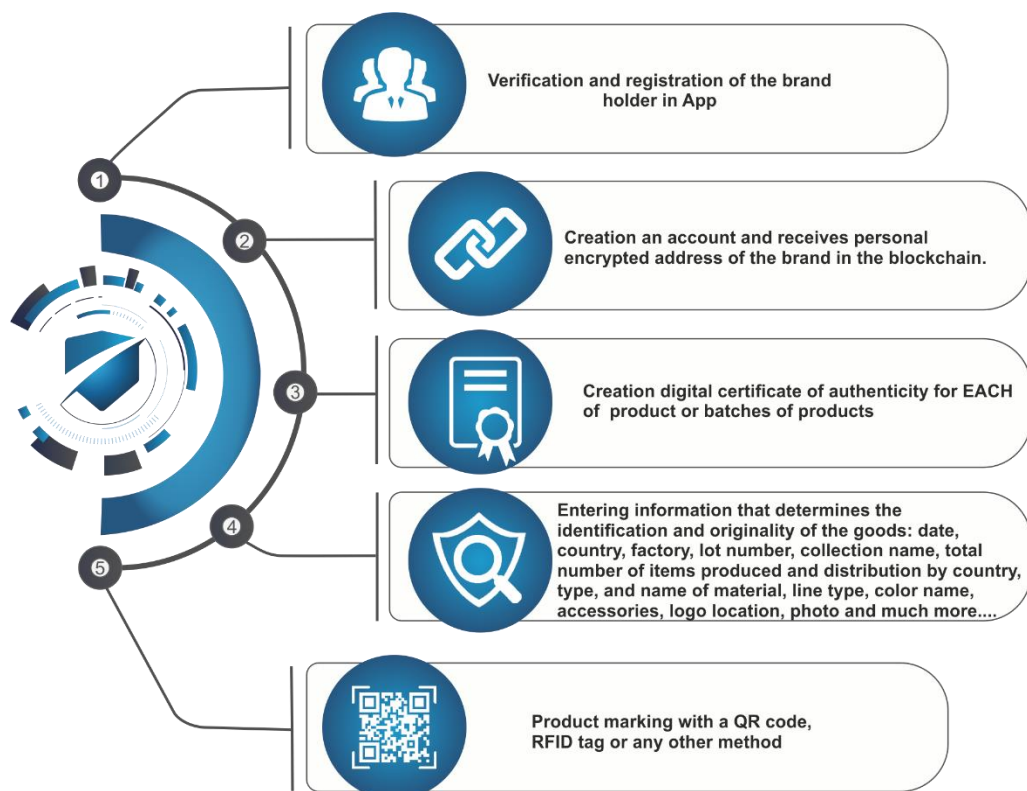
The label owner can choose the level of the platform usage, from crypto markers to the replication with their trademark. It also allows creating a corporate blockchain.



HOW IT WORKS ○○○○○ >>>>>>

BRAND`S PROTECTION ○○○●●

- The platform user using the web App in the Brandprotect`s website brandprotect.pro, registers the trademark - brand. Upon that creates an account with private key protected by the cryptographic protocol KECCAK-256.
- Under each brand, you can create a “blockchain certificates” the number of which corresponds to the number of units in the consignment, product information, release date and end date of use, as well as various additional information.
- The seller of goods, at each transaction of purchase-sale, transfers to the buyer the corresponding quantity of blockchain certificates, through the mobile application.
- The buyer sees the received blockchain certificates and information encrypted in them through his mobile App. That allows verification of brand originality for online or offline purchases.
- Further integration of our platform with payment systems gives the customer an opportunity to confirm the originality of the brand at the time of purchase automatically or block payment in the case of not confirming the originality of the product.



THE CREATION OF CONSIGNMENTS

-The platform user may not register the brand to create a commercial party “consignment”. This creates unique blockchain identifiers of the goods in the quantity of the consignment. The identifiers are coded in QR code, which allows them to be applied to each unit of the product by laser marker or sticker.

The buyer scanning the QR code receives all the information about the product made while creating a consignment.



SKANNING ...
50%



WHO IS IT FOR

The BrandProtect is a B2B & B2C platform.

BrandProtect.pro is created for all participants of the consumer market.

The latest information technologies, blockchain and cryptography technologies make this market transparent, protecting the interests of buyers and sellers.



Our team has performed a great job within the last 18 months. We created a technological platform, which is a practical use of blockchain technologies and IOT in an actual sector (production, trade, logistics, and consumer).

Currently, the platform is functioning in TRON blockchain network. Considering risks of TRON network usage and potentially great development, prospects we decided to launch our own blockchain network BrandProtect.

The implementation of Brand Protect in the world economy is our next goal.

Registration of trademarks, legal entity in the Swiss jurisdiction, marketing activities require substantial funding.

15,000,000 BRAND tokens are issued for our project financing.

First stage. Pre-Sale of BRAND tokens.

7 % of total amount of BRAND tokens are put on sale.

Number of tokens for sale = 1,050,000 BRAND tokens

Start bonus – 33%

Starting price - \$ 0.5 for 1 BRAND token

The second stage of financing will be held through IEO on a few stock exchanges.

For now, we already have approvals from two stock exchanges.

14 % of coins will be put on sale.

Number of tokens for sale = 2,100,000 BRAND coins

Early investors get the opportunity to fix the profit or continue their participation in our project.

Third stage of financing

This stage is held on the background of our platform incorporation into marketing plans of different enterprises. Announcing partnerships will be a good sales engine for the third stage of financing.

30% of coins will be put on sale.

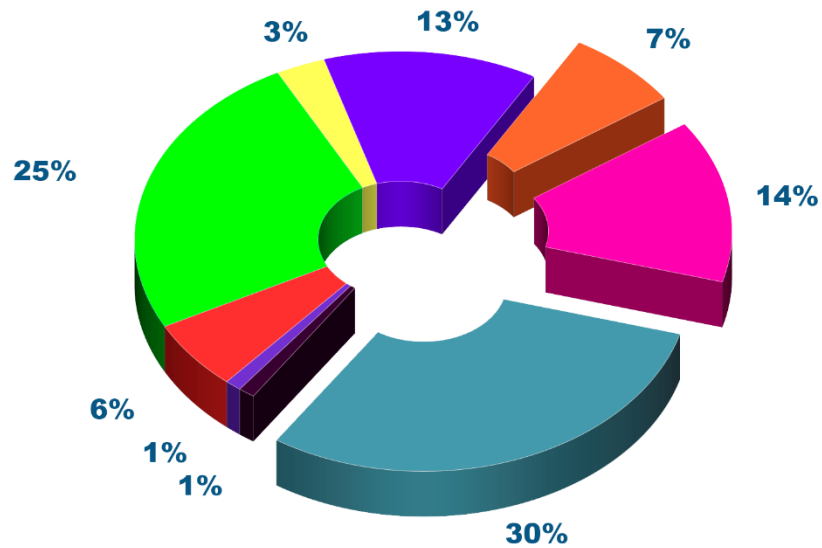
Number of coins for sale = 4,500,000 BRAND

IEO STRUCTURE

Pre-Sale Starts	07/28/2019
Pre-Sale End	02/23/2020
Pre-Sale Cap	\$525 000
Pre-Sale Bonus	33%
IEO Starts	04/24/2020
IEO End	05/24/2020
Soft Cap	\$520 000
Hard Cap	\$1,365,000.00
Token Symbol	BRAND
Total Number of Tokens	15,000,000.00
Exchange Rate	1BRAND=0.5 USD
Minimum Purchase	fiat currency
	crypto currency
	\$50 \$10
Accepted fiat	yes
Accepted Cryptos	BTC, ETH,EOS,TRX
Listing	BRAND tokens will be listed on cryptoexchanges
Token Holder Benefits	BRAND you can use to pay for services on BrandProtect platform.

TOKEN DISTRIBUTION

Pre-Sale IEO stage 1 IEO stage 2 Bounty AirDrop
Marketing Bonus Team Advisors Privat Sale



BOUNTY



Facebook



Twitter



Telegram



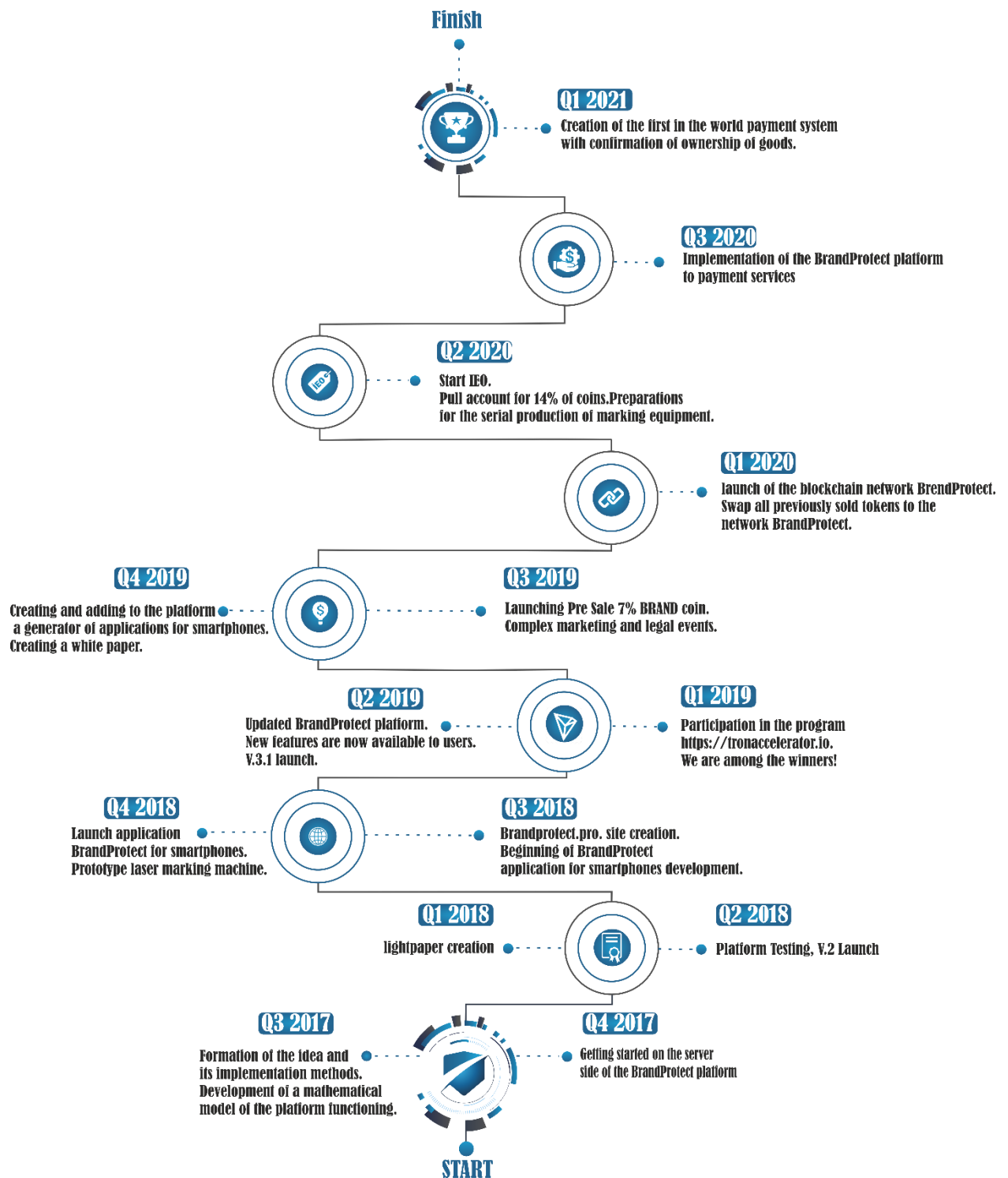
Reddit



YouTube



ROAD MAP

We have developed a software and hardware environment for the operation of the BrandProtect platform. The stages of our work are reflected in this road map. Join the embodiment of the future!



TEAM ○ ○ ● ●

Meet our team. Further development of the project will allow us to increase the number of developers and marketers:

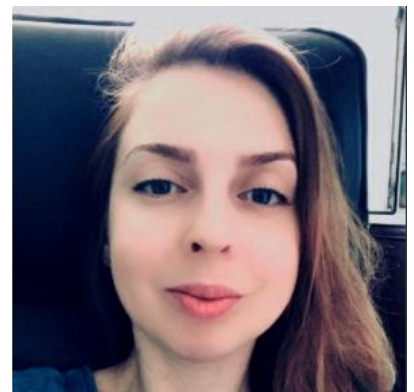
-  Vorobyov Serg : CEO, Founder
-  Max Robotko: Web Designer
-  Hanna Iv: Content manager
-  Vlad Shchelco: Backend developer
-  Maxim Chzhen: Advisor. CEO at Intellectus studio
-  Victor Ten: Advisor. CEO and Founder in QUEENSLAND lighting Design



SERG VOROBYOV
CEO, Founder



MAX ROBOTKO
Web Designer



HANNA IV
Content manager



VLAD SCHELCO
Backend developer



MAXIM CHZHEN
Advisor, CEO at Intellectus studio



VICTOR TEN
Advisor, CEO and Founder in QUEENSLAND
Lighting Design

