

# APA

## ALL PUBLIC ART

WHITEPAPER

A peer-to-peer, counterfeit free, transparent  
art marketplace enabled by blockchain technology.

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# Executive Summary

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Creativity is  
intelligence  
having fun.

Albert Einstein

ALL PUBLIC ART disrupts the art market with a robust, peer-to-peer trading platform utilizing blockchain technology to eliminate counterfeiting and intermediary price manipulation.

Having been in development since 2015, this platform is perfectly poised to capture the flourishing online art market. According to a report by insurer Hiscox Ltd, the online art market is growing at an annual rate of 24% and is expected to reach \$9.58 billion by 2020.

At present, a large-scale problem in the art market is counterfeit art and fraud. All Public Art's platform solves this problem by utilizing blockchain technology to validate the authenticity of the artwork in question as well as transparently track the sales history of the artworks.

All Public Art's vision is to contribute to the growth and sustainability of the global art community by supporting the art market and igniting artist-to-collector trading based on blockchain technology and smart contracts. By creating such an ecosystem, All Public Art strives to serve the global community of artists and art lovers. This will undoubtedly continue to help the art market thrive for years to come.

# Introduction

All Public Art serves as a connection between three areas with incredible potential: art, blockchain technology and the people who create, sell or buy art. The art market's growth and development continues to thrive through the unique merging of the aforementioned areas. By combining each area into a new, disruptive model of art trading, All Public Art ensures that there is an art market that is beneficial and fair to artists and collectors alike. Supporting All Public Art means supporting a healthy future for the arts as it brings together artists and consumers, from all walks of life, who share the same common interest: to make acquiring art, enjoyable, efficient and fair for all.

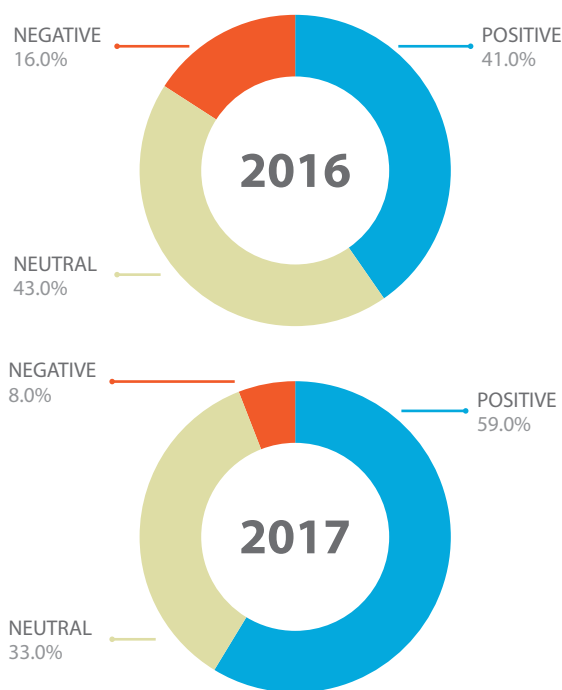
Acquiring art is a privilege that contributes to the quality of life in modern society. Households, businesses, institutions, and public spaces are all transformed when art is introduced to the environment. Over the years the art market has continued to grow and change along with the economic climate and now blockchain technology is a new exciting development that will contribute towards its continued success in the 21st century. The TEFAF 2017 Global Art Market Report announced that the global sales of art in 2016 were \$45 billion, a 1.7 percent increase on the comparable figure for 2015.<sup>[1]</sup>

Auction houses have dominated the sales in the art market; however, according to the recent reports from TEFAF a shift is now occurring. The report states that "sales are moving away from the auction houses to the private sector, both to private sales by auction houses and to dealers. In 2016, public auction sales of works of art, high-end jewelry, and decorative arts, reached \$16.9 billion globally, a drop from \$20.8 billion in 2015."<sup>[2]</sup> There is a natural desire to exclude the intermediary, avoid paying a commission price for the artwork and trade art with ease. All Public Art strives to serve the artists, sellers, collectors and consumers who desire a smooth and easy process to trade art.

Many global economic factors affect the demand for art. In the United States, which possesses the largest art market by value, the rising equity markets, as well as increasing home prices and low unemployment contribute to the purchasing power of those who possess discretionary money to purchase art. In 2017, the International Monetary Fund increased its forecasted GDP growth in the U.S. to 2.3% in 2017 and 2.5% in 2018.<sup>[2]</sup> Due to the resilience of the art market and its continued growth, there is a positive outlook for its future.

## Q: How do you feel about the OUTLOOK of the global contemporary art market in 2017?

(Source: ArtTactic Forecaster Survey 2017 - <https://artforecaster.com>)



[1] Artnet News. "Welcome to the \$45 Billion Art Market: 5 Things to Know From the TEFAF 2017 Global Art Market Report." Artnet.com, Artnet News, 4 Mar. 2017, [www.news.artnet.com/market/tefaf-2017-art-market-report-880727/amp-page](http://www.news.artnet.com/market/tefaf-2017-art-market-report-880727/amp-page)

[2] Sussman, Anna Louie. "New Report Projects Art Market Growth in 2017—Here's Why." Artsy, Artsy.net, 9 Feb. 2017 [www.artsy.net/article/artsy-editorial-new-report-projects-art-market-growth-2017/amp](http://www.artsy.net/article/artsy-editorial-new-report-projects-art-market-growth-2017/amp)

# Introduction

**Blockchain technology offers great potential and is suited to the art market as it enables direct (peer-to-peer) services for the artists, sellers, collectors and consumers, while offering transparency of the sales.**

This will minimize the number of counterfeit artworks as well as intermediary price manipulation in the market. In the past, a buyer and seller would have to trust the intermediary (auction house, art consultant or art gallery) to coordinate the trade. In addition, there would be a commission paid to the intermediary. With All Public Art's platform, there is no need to pay a commission fee and blockchain technology offers complete transparency for both parties involved in the transaction. The team at All Public Art are proud to offer you the opportunity to be a part of All Public Art. Utilizing the advantages of blockchain technology to disrupt services in the art market is an innovative and exciting prospect.

## All Public Art is Dedicated to 6 Goals



**Support artists, sellers, collectors and consumers that trade art;**



**Increase the quality of the trade process by eliminating the role of the intermediary;**



**Enable transparent, publicly auditable transactions between artists, sellers, collectors and consumers through blockchain technologies;**



**Reduce counterfeit art in the market through modern identification methods and blockchain tracking technologies;**



**Leverage new and exciting technology to help artists;**



**Connect the global community of people who love art.**

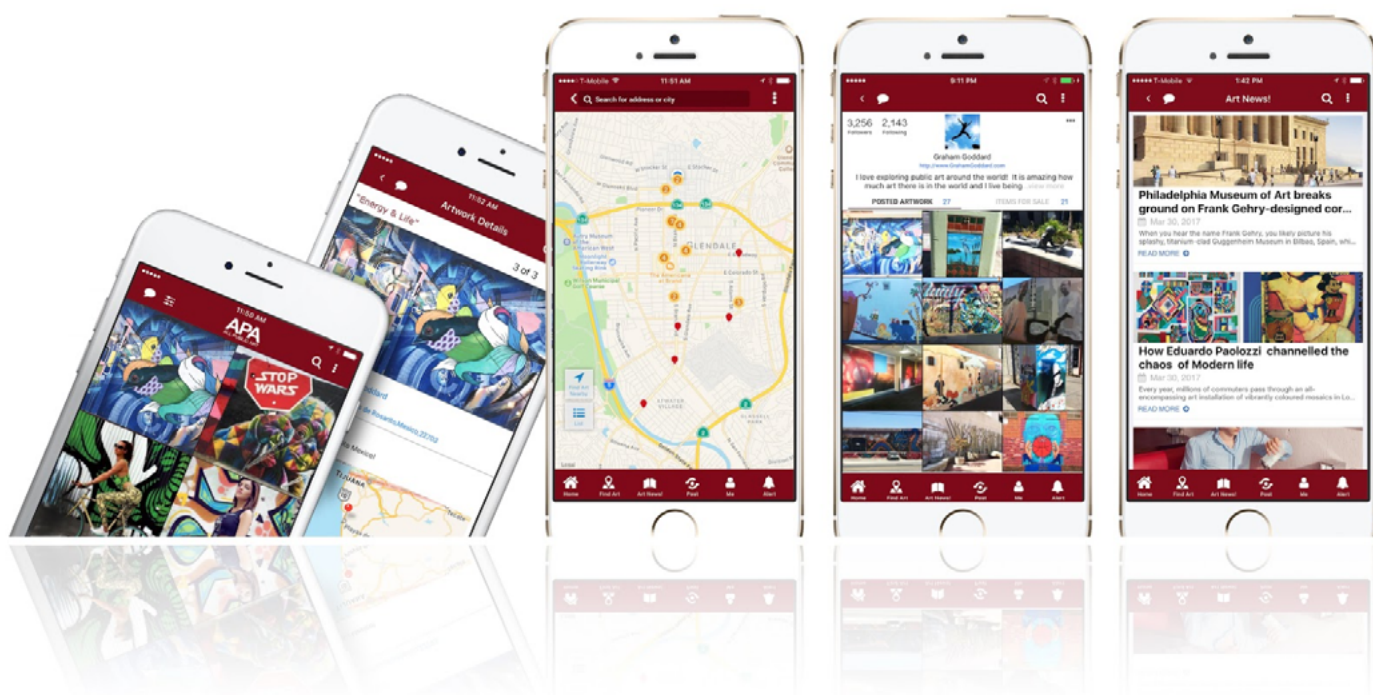
All Public Art aims to create a thriving community of people who purchase and sell art with the advantages of blockchain technology. All Public Art's team is excited to execute ideas that will integrate blockchain technology into the art market, improve art trade services and increase the economic and social benefits in the art community on a global scale. The funds we gather will enable us to develop and implement a variety of innovations that we are planning for the art market. This is an opportunity with the potential to reward all participants; the collector/consumer will not be dependent on an intermediary demanding a commission from the sale. Artists and sellers alike will receive better compensation for the art they produce/sell. Both parties will be able to enjoy complete transparency during trade through smart contracts utilizing blockchain technologies.



# Introduction

## The Public Art App

All Public Art's mobile app and website has been a success since its launch in 2015. Thanks to our ever-growing community of active users, great art has never been easier to find and share anywhere in the world. Great reviews from artists and art fans have continued to come in as we have continued to develop the app over the years. Follow people whose artistic taste you like, browse artworks, catch up on art news and find art events you can attend. Artists and art enthusiasts from all around the globe can be a part of our community by registering on the app or the website, **AllPublicArt.com**. The momentum we have gathered from all our members and the positive feedback has kept us striving to improve on our previous successes. There could not be a more perfect time for us to capitalize on this momentum and user base to implement our blockchain enabled, transparent, peer-to-peer marketplace.



# Opportunity

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**For a number of years, the All Public Art team has been involved in the art market and the Internet Technology field. Our team is therefore equipped with the relevant knowledge and experience which will contribute to the service that we will execute on our platform with blockchain technology.**

Since 2015, All Public Art's team has been working towards building a robust platform that is equipped to grow with the thriving online art market. In December last year Bloomberg reported on the rapid growth of the art market, stating: "The online art market is growing at an annual rate of 24 percent and expected to reach \$9.58 billion by 2020, according to a report by insurer Hiscox Ltd. At Sotheby's, Internet buyers spent \$155 million in 2016, up 20 percent from a year earlier, and about half of all online bidders were new to the auction house. Christie's doubled the number of its online-only sales this year. The young, global, tech-savvy audience of startup Artsy participated in 41 auctions of its partners such as Phillips and Sotheby's -- and the company expects to quadruple such collaborations in 2017." [3] There is no doubt with regards to the potential of the art market. All Public Art strives to serve the global art community by providing a platform that will successfully contribute to the art market's growth.

The introduction of blockchain technology into the art market, cuts out the need for an intermediary which is more cost effective for everyone involved. What is a smart contract and why is it beneficial for buying and selling art? A smart contract is a blockchain-based program that due to its transparency, will bring trust and security to the art trading process. Smart contracts also reduce additional transaction costs normally associated with selling art. The smart contracts are executed immediately after the buyer and seller agree, which saves time and is an added convenience during the transaction. When connecting cryptographic infrastructure with the art sector, an opportunity is created for business process optimization, as well as more transparent and efficient functioning within the art market. One of the more useful aspects of smart contracts is their ability to help buyers track the data of the transactions made. As a result, buyers are able to collect data from the trades to minimize the risks of counterfeit art, fraud and market manipulation.

[3] Kazakina, Katya. "Art Market Trends Poised to Captivate Investors Next Year." Bloomberg.com, Bloomberg, 23 Dec. 2016  
[www.bloomberg.com/news/articles/2016-12-23/these-art-market-trends-are-poised-to-captivate-investors-in-17](http://www.bloomberg.com/news/articles/2016-12-23/these-art-market-trends-are-poised-to-captivate-investors-in-17)

# The Counterfeit and Fraud Problem

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In the art market, counterfeiting and fraud has been a problem for numerous years. All Public Art has a solution: to use the power of blockchain technology to reduce illegal activities in the art market by implementing a system in our platform that will validate the authenticity of artworks by tracking their data. The complexity and opacity of the art market today, makes it easier for those committing fraud to avoid detection and prosecution. Activities such as illegal price manipulation, collusion and kickbacks can be costly to investigate and extremely difficult to prove.

On All Public Art, each artwork and every artist will have a unique ID, allowing each transaction to be verified through smart contracts. The implementation of this verification process will allow anyone to confirm the authenticity of the IDs, resulting in a safer and more secure marketplace. As the transactions are conducted, information about the various artworks will also be gathered. Blockchain technology prevents anyone or any organization from attempting to manipulate facts, numbers and data.

On All Public Art, artists will also have the perfect platform to ensure their authenticity to collectors by associating their ID with every artwork that they decide to offer to the market. *AllPublicArt* tokens will be used for transactions, the community will be able to see the scope of an artist's growth and assess their artwork's market value on the All Public Art platform.

Artists will also be given the opportunity to assign a multi-step verification process to their artwork, which will allow the owners of the artwork to confirm the work's legitimacy. Each artwork may have various authentication steps that can be confirmed by a collector or institution, this will increase the validity of the work. Assessing the authenticity of artwork has always been difficult. Fraud examiners who specialize in tracing title histories of physical assets such as real estate, planes and boats understand the unique difficulty in establishing provenance of sculptures and paintings. In many cases, paper trails of artwork are non-existent and cannot be easily traced through public records. Through blockchain technology, All Public Art's API will be uniquely equipped to ensure that data is verifiable and transparent for everyone to see. While the identity of collectors will be protected, the transaction data and the artwork history will be available for institutions, law enforcement, collectors and art galleries to view. This transparency will provide a marketplace that ultimately contributes to the prosperity of artists and collectors.



# The Vision

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The primary objective and long term goal of All Public Art, is to have the *AllPublicArt* token be the go-to peer-to-peer trading tool in the art market. For that vision to be achieved in the art market, the **All Public Art's marketplace** has been executed. The art market and blockchain technology will merge perfectly due to the combination of these fundamental features of the program:

## Simple Communication

With blockchain technology, the rules are autonomously proposed and communicated, therefore, the use of smart contracts enables the art buyer and seller to trust the technology instead of relying on one another or a third party to orchestrate the deal. This eliminates human error, potential business manipulation and uncertainty, while improving the efficiency of the process.

## A Transparent System

On the All Public Art blockchain, all of the transactions are public (not the identity of the buyers or sellers) and cannot be altered in any way once on the blockchain. This unique feature of blockchain technology ensures a conducive business environment for the artists, sellers, art collectors and the consumers involved.

## Security and Stability

On the All Public Art blockchain, all of the transactions are public (not the identity of the buyers or sellers) and cannot be altered in any way once on the blockchain. This unique feature of blockchain technology ensures a conducive business environment for the artists, sellers, art collectors and the consumers involved.

## Empowering Artists and Art Collectors

The culture of wealthy collectors and art enthusiasts trusting intermediaries is prevalent in the art world, intermediaries would be paid exorbitant amounts to merely conduct the transaction. Auction houses, art galleries and art consultants have assisted and helped art buyers to make sound investment decisions and have contributed to the growth of the art market for years. Although the role of the intermediary has been a positive and powerful force in building the art market, many believe that decentralizing the art market from being dependent on intermediaries is a step forward in the right direction. Decentralization is the process of redistributing or dispersing functions, powers, people or things away from a central location or authority. This definition is perfectly suited to the art world and gives power back to the artists and art collectors by empowering each party to conduct their own transactions.

## A Community of Supporters

Artists rely on the support and help of people who believe in them. All Public Art has a vision of people sending artists *AllPublicArt* tokens as a means of support on All Public Art or other platforms. The token does not have to be used on All Public Art; it can be sent to an artist's wallet if they provide their wallet's information to their supporters or post its address on social media platforms, such as Twitter, Facebook or Instagram.

All Public Art's disruptive model merges the most powerful features of blockchain technology with the art market to create a new service designed to have a lasting impact. In order to achieve a successful community of peer-to-peer trading, the **All Public Art marketplace** is in the process of being established. All Public Art is proud to present art collectors, art enthusiasts, consumers, artists and art sellers an opportunity to join All Public Art as we strive to contribute to moving the art market forward.

# Workings of the Market Place

All Public Art will start by implementing *AllPublicArt* token trading services on our existing platform, as this will optimise successful art trading.

We will leverage blockchain technology on All Public Art for artists to trade with art collectors and art enthusiasts. When a user on the All Public Art platform successfully registers, they can join the marketplace. In order to trade art on All Public Art one would need to obtain *AllPublicArt* tokens. *AllPublicArt* tokens will be issued after All Public Art's APA token sale.

## Trading Process

The following is a simplified example of how the process of trading artwork for APA tokens would work on the All Public Art platform:

### 1. Registration

Artists, art collectors and anyone interested in engaging with the All Public Art community or APA's services must register on the platform. After registering and creating a profile on AllPublicArt.com or in the mobile app, an artist may post artworks and art related items in exchange for APA tokens. Art collectors interested in trading their APA tokens in exchange for artwork must also register and create a profile on All Public Art.

### 2. Unique IDs

When an artist registers on the platform they will receive a unique ID which will be used to authenticate all their transactions on the blockchain. Collectors who register on All Public Art will also receive a unique ID, however their personal information will be kept private from the artists and the public. The unique IDs assigned to artists and collectors will be seen when a transaction is documented by APA allowing the history of an artwork to be verified. When an artist posts a tradable artwork or art related item, it will also be given a unique ID by APA. Artists will be required to provide a description and images of the artworks they post on All Public Art. When an artist wants to add an artwork that can be traded on All Public Art, they will be required to choose from 1 of 4 security options for artwork identification. Each option varies according to the level of security the artist wants to apply to the artwork's ID. For example, a hand drawing or sketch on a piece of paper may only require a simple ID to be assigned in the system, while a painting created for a major art gallery exhibition may require a much higher level of identification security. There are 4 options provided:

a. **Unique ID with QR code:** When an artist registers a work of art in the system, this level of identification will assign a long ID number and a scannable QR code that they can apply to the artwork. Artists can apply the QR code and ID to the back of the piece so that the collector and anyone else may verify the code on the blockchain. They can also include the QR code and identification number on the artwork's Certificate of Authenticity. The level of security for the first option low due the ease in which a QR code can be copied. This option is ideal for those that are merely interested in documenting the history of a standard work of art, that is not valued at a very high price. Artists will be encouraged to fully document their artwork with pictures, a description, and additional information about the artwork on All Public Art.

# Workings of the Market Place

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Workings of the Market Place (cont.)

## b. Unique IDs embedded in tamper sensitive stickers and holographic stickers:

This option is designed so that if anyone attempts to remove the sticker or hologram from the back of the artwork, the owner will know that it was tampered with. This makes it harder for a criminal to steal the ID applied to the artwork. All Public Art will have the stickers available in exchange for APA tokens during the artwork registration process. When the sticker is delivered to the artist, they can apply it to the back of the artwork. Artists that desire an extra level of security can spray or paint a layer of sealant over the sticker to discourage and minimize the risk of anyone tampering with it. An owner will be able to verify the authenticity of the artwork and retrieve information about the piece by matching the ID number on the artwork with the ID number in the All Public Art system.

## c. Micro RFID chips in Adhesive applied to the artwork:

With the power of RFID technology, we can apply adhesive directly to a very small section under or on the back of an artwork and embed an RFID micro chip within it, similar to a thin layer of paint. Considered the smallest RFID chips on the market, the size of each micro chip is 3mm x 3mm, with a thickness of 0.7mm. The adhesive, which is applied directly to the back or under the artwork, secures the chip and is very difficult to remove after it cures on the selected surface. With the approval of the artist or owner of the artwork, All Public Art will send a qualified professional to conduct the process of applying the RFID micro chip and adhesive to the artwork. The representative will use a transponder to register the artwork directly onto the Blockchain. All Public Art will provide this service and assist in the registration process in exchange for APA tokens. This option is ideal for valuable works of art that require a sophisticated level of secure identification.

## d. RFID tags (Radio Frequency Identification chips):

RFID chips allow us to confirm an artwork's authenticity via RFID and NFC (Near-field communication) readers, which are available as apps on mobile phones or devices for computers. In exchange for APA tokens, artists will be given a RFID tag (each containing a small chip) that can be securely applied to the back of an artwork. The size of each tag is 1" x 2" and can be subtly placed behind or under a work of art. When the artist completes the registration of the artwork on All Public Art, each chip assigned to the artwork will be registered to the APA system and blockchain. To confirm that the RFID tag is assigned to the artwork, an artist can simply use the All Public Art system to type in the Unique ID on the tag or scan the tag with an NFC reader app in their mobile phone. The artist, owner or possessor of the artwork can also track the history of the artwork with the RFID chips. All Public Art will provide customer service support to artists, owners and institutions to assist in the process of securing the chips to the artworks and registering them in the APA system. The process of assigning an artwork to the blockchain was successfully completed on October 26, 2016 by Bitland when they registered the first work of art on the blockchain with RFID chips to prove that household items could be easily insured by the blockchain.<sup>[4]</sup> With the simple touch of an NFC reader, anyone can verify the details of an artwork that were originally provided by the artist during its registration. With blockchain technology, anyone will be able to view the detailed information about the artwork to verify its authenticity and its history.

[4] Gencer, Yasemin. "Bitland Registers First Properties onto Blockchain in October and Competes in Fincluders Start-up Challenge in Berlin in November." Steemit.com, Steemit, 8 Nov. 2016  
[steemit.com/bitland/@yasemin-gencer/bitland-registers-first-properties-onto-blockchain-in-october-and-competes-in-fincluders-start-up-challenge-in-berlin-germany-in](https://steemit.com/bitland/@yasemin-gencer/bitland-registers-first-properties-onto-blockchain-in-october-and-competes-in-fincluders-start-up-challenge-in-berlin-germany-in)

# Workings of the Market Place

Workings of the Market Place (cont.)

For each of the identification options, more than one ID may be assigned to an artwork that is made up of multiple parts, such as triptychs or sculptures that consist of multiple separate pieces. There are a variety of artworks constructed and designed in many different ways and All Public Art understands that there are works of art that may be uniquely designed in ways that would make it difficult to apply physical identification methods such as QR codes, tamper sensitive stickers, RFID tags and RFID micro chips. The artwork identification options provided are designed for the artworks that are typically traded and shipped in the art market. When there is a case where a physical identification method cannot be applied to a work of art, an All Public Art customer service support representative will assist the artist or owner with registering the artwork with detailed documentation that can be included in the APA system during the registration of an artwork. We are dedicated to ensuring that artists and collectors have the appropriate option to protect their artwork and verify the authenticity of it as it is traded in the art market.

## 3. Trading

Artists will list their artwork for the exact amount of tokens that they are willing to trade the artwork for. When an art collector finds an artwork that they want to trade tokens for, they may simply click on the “Acquire Artwork” button on the “Details page” of the artwork. Once the button is clicked, the trade process is initiated. The smart contract associated with the trade will be coordinated with All Public Art’s API to document the details of the transaction on the Blockchain as well as transfer the APA tokens to a temporary address and lock them until the artwork is confirmed as received.

## 4. Shipping

Artists have 2 shipping method options to choose from on All Public Art. In order to give artists and collectors the option to choose the type of shipping they want (From specialized Fine Art shipping service companies to standard USPS shipping), the shipping transactions are done separately from the artwork trade process. Shipping artwork can vary depending on the requirements of the transaction. For example, some artworks need to be insured with special criteria, some have unique sizes and weight characteristics that require special attention, which Fine Art shipping companies specialize in. Some of the artworks, such as small prints that are sold at a low price may only need to be shipped via FedEx, UPS or the United States Postal Service (USPS). Artist’s usually rely on art galleries and museums to handle this part of the process once an item is sold or acquired. We believe in making the process simple and helping the artist to take control of how their art is sent to their collectors. All Public Art provides 2 shipping options in the trading process:

**a. Fine Art Shipping Affiliates:** Fine Art usually requires special handling, insurance and packaging by a qualified shipping company that specializes in transporting artwork. All Public Art is partnering with a list of approved shipping companies, in various metropolitan cities around the world, that are the best in the industry to serve the shipping component of the

trading process. Artists and collectors will have a list to choose from and must agree on a shipping company to transport the artwork. All Public Art does not take a percentage or commission from the shipping transaction. When the shipping company arrives to pick up the artwork the company representative will confirm the contents of the parcel with images provided by the artist on All Public Art. The images provided by

# Workings of the Market Place

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Workings of the Market Place (cont.)

the artist will also be included in the documentation for the blockchain so that it can be used for verification and history records in later transactions and inquiries. The artwork will also be assigned a unique ID which will function as a digital Certificate of Authenticity. Once the contents of the package are confirmed by the shipping service representative, they will acknowledge acceptance of the package on the All Public Art platform, which will automatically be documented for the transaction records. When the parcel arrives at the art collectors location, the shipping representative will confirm the parcel contents with the collector and confirm the delivery of the package on the All Public Art Platform. The collector will also be required to confirm the delivery of the parcel with the shipping representative. When the collector confirms delivery, the Smart Contract will unlock and release the APA tokens to the artist. The details of the transaction will not be available on the blockchain or All Public Art until the shipping process is complete. The addresses and locations of all parties involved in the shipping process will never be available for the public to see. If there is a dispute or issue during the shipping process, such as damage to the artwork, the shipping company will be responsible for resolving it. The shipping company will coordinate all the required documents and assist with insurance, special handling and delivery. The shipping company will collect all fees and payments separately from All Public Art and will be responsible for the entire shipping process.

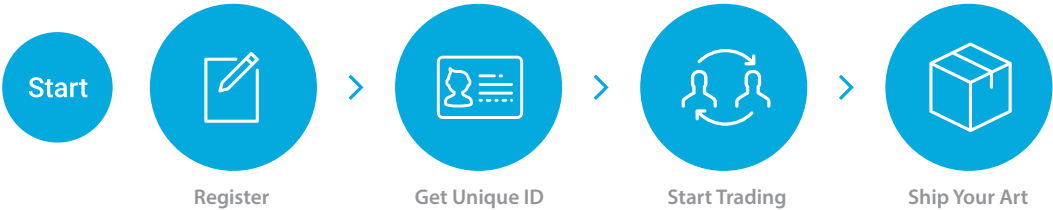
**b. Standard Shipping:** Shipping via the USPS, FedEx, UPS and other popular services are ideal for simple trades. Usually simple trades with small artwork and items, such as small prints and art related merchandise, can easily be shipped by the artist through popular shipping services and companies normally used by the public. Similar to a normal shipping process from an artist's website, artists and collectors will be responsible for the coordination and transaction of the shipping process and the contents. When an artist ships the artwork through a standard shipping source, such as the USPS, they must confirm the shipment on the shipping details page of the artwork on All Public Art with the tracking number and delivery confirmation number provided by the shipping service chosen. When the package arrives at the shipping destination, the collector will be required to sign a delivery confirmation which can be confirmed by either party (artist or collector) on All Public Art. If the collector does not confirm delivery on the platform, the artist may check the delivery confirmation number provided to them to confirm its status. Once the delivery confirmation sets the status of the package as "received," the artist will be required to contact All Public Art's shipping confirmation representative to confirm that the delivery confirmation number, attached to the transaction, shows that the package has been received. The collector has 5 days in which to confirm that they received the package on All Public Art. If they do not notify All Public Art of any delivery issues within 5 days of the delivery confirmation date, All Public Art will release the APA tokens that are temporarily locked. All Public Art does not assist in confirming the contents of the packages sent through public shipping services or conduct services to resolve disputes. All Public Art's shipping Confirmation representative will only verify that the shipping delivery confirmation is confirmed as "received" in order to release the APA tokens. The artists and collectors will be responsible for conducting the shipping process at their convenience.



# Workings of the Market Place

Workings of the Market Place (cont.)

Once the trading process is complete, the data and information from the transaction will be available for the All Public Art community, art institutions and art gallery professionals to view. Our mission is to ensure a transparent marketplace where artists and collectors are treated fairly with a reliable source of information to justify market pricing and the authenticity of the artworks.



## Art Appraiser Affiliate Services

Certified appraisers provide professionally researched opinions about the authenticity and value of pieces of art that do not have a presence or history on the blockchain yet. With extensive knowledge of art history and the international art marketplace, an appraiser can help a cautious collector on All Public Art to determine the fair market value of an artwork. All Public Art will offer a list of certified appraisers for collectors to choose

from. Certified appraisers in the All Public Art affiliate network will be selected from the main accrediting bodies including the International Society of Appraisers (ISA), the Appraisers Association of America (AAA) and the American Society of Appraisers (ASA). All Public Art will not request tokens, compensation or a commission for the affiliate appraisers services. The list of art appraiser affiliates is provided to the All Public Art community, so that the community has options that will contribute to successful trading in the All Public Art marketplace.

## Controlling Network Abuse

All Public Art is focused on ensuring that the authenticity and immutability of the records processed during transactions that occur on our platform are protected. There will be individuals who attempt to manipulate and exploit the system by creating dubious account profiles, posting artworks they do not own and attempting to generate fraudulent transactions on the platform. Chicanery on All Public Art will be

controlled and minimized with the various security measures mentioned in the Trading Process section of this Whitepaper, and through a reporting function on the platform that allows the community to assist in exposing suspicious or prohibited activity on All Public Art. The Report function will alert the All Public Art team to investigate the accounts involved and assess whether any action should be taken. All Public Art will remove content, disable accounts, and work with law enforcement when we believe there is a genuine case of misuse on the platform.

# Consumers

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## Artists and Art Traders

Artists are passionate about the artwork they create and deserve to be rewarded for their work. Traditionally, artists have trusted galleries and art consultants to sell their artwork to interested buyers on their behalf. Since artists willingly give the art businesses the power to do business for them, artists more often than not have limited control regarding how to price their artwork. When artists allow an entity to conduct the sale for them, their position and power to negotiate is weaker. By joining the All Public Art, artists are inherently in a position to be better compensated for their artwork and have full control of who they sell to and how much they sell their art for. Artists will receive *AllPublicArt* tokens, which can then be traded on an exchange outside of All Public Art for fiat currencies.

All Public Art's mobile app and website is currently in its open beta stage. The All Public Art team is proud to be able to build a stable, user friendly platform full of artists and art lovers who enjoy the user community benefits. We look forward to implementing the *AllPublicArt* token and blockchain technology into the business. To be part of the All Public Art community you simply have to register through [AllPublicArt.com](https://AllPublicArt.com) or the All Public Art app available in the Google Play Store and in Apple's App Store. Once the registration is complete you will automatically join the All Public Art community and can immediately enjoy all the benefits offered, as an artist, an art buyer or both.

## Art Collectors and Art Enthusiasts

The All Public Art community thrives because of our art collectors and art enthusiasts, who offer encouragement and support to the artists in our community. The APA community is a collective of people who respect and appreciate creativity. All Public Art has made it easy for art collectors and enthusiasts to get involved. Registration through [AllPublicArt.com](https://AllPublicArt.com) or the All Public Art mobile app (Currently available on the Google Play Store and in Apple's App Store) is necessary for art collectors and art enthusiasts to conduct trades on All Public Art. Registration is fast and easy and when the blockchain is implemented, All Public Art will enable quick and simple smart contract signing. This is all you need to do in order to start obtaining art from the All Public Art platforms. If a user already has an *AllPublicArt* token from their participation in the token sale, (s)he/it can simply use them to obtain artwork that is being presented on All Public Art. Other users will have to buy *AllPublicArt* tokens on external exchanges outside of All Public Art in order to trade on All Public Art. The All Public Art website and mobile app will allow this trade to happen automatically.

## Patrons and Supporters

Anyone will be able to use *AllPublicArt* tokens to support artists anywhere in the world by sending them the tokens directly. Artists who accept *AllPublicArt* donations can simply announce it on their All Public Art profile, Facebook, Twitter, Instagram, or any other social media platform. When a fan sees an artist's work that they love, in addition to showing their appreciation by "liking" and "following" the artist on social media, the person can easily send *AllPublicArt* tokens to the artist's wallet address directly from a mobile phone or computer, which can then be used on All Public Art to get art related items such as studio materials and art supplies. Support is a critical aspect of developing a successful career for artists and with the help from patrons, artists will be in better positions to focus on creating artwork.

# AllPublicArt (APA) Token Sale

When you participate in the token sale you will receive *AllPublicArt* tokens. The only cryptocurrency we accept in the token sale is Ethereum. A maximum of 800 million *AllPublicArt* tokens will be created. In the token sale, we will be selling no more than a total of 400,000,000 *AllPublicArt* tokens, worth a total of \$30,000,000 (token sale cap).

If a total of 400,000,000 *AllPublicArt* tokens are not issued before the end date of the token sale, the system will only issue the amount sold during the tokensale and it will burn the rest. After the token sale, 400 million APA tokens that are not being issued for the token sale will be minted. Of the 400 million APA tokens being minted after the token sale: 38% (152,000,000 *AllPublicArt* tokens) will be allocated for All Public Art team members and advisors, 2% (8,000,000 *AllPublicArt* tokens) will be allocated for token sale incentives and opportunities, and 60% (240,000,000 *AllPublicArt* tokens) will be reserved for platform incentives and partnerships with institutions and organizations in the art community during the Phase 2 (they will be locked for a period of 12 months after the end of the token sale).

Details on how to purchase tokens will be provided on <http://allpublicart.io>. The public will have full transparency regarding the amount and type of funds All Public Art gathers on <http://allpublicart.io>.

*The token sale is broken down into a token pre-sale phase and token sale phase.*

## Token Pre-Sale Phase

The pre-sale phase will run from March, 26 2018 to April, 1 2018. The goal of this phase is to build momentum for the token sale in a short period of time, and to encourage early investment.

A bonus will be issued depending on the amount of tokens contributed. A minimum contribution of \$10.5k worth of ETH is required to participate in this phase unless you are a registered artist. The details of this bonus are:

Minimum Contribution	Bonus
*\$15 worth of ETH minimum for Artists	25%
\$10.5k worth of ETH	25%
\$30k worth of ETH	30%
\$150k worth of ETH	35%
\$300k worth of ETH	40%

An individual may not purchase more than 16,666,666.7 AllPublicArt tokens, which equals \$1,250,000 USD worth of ETH. Therefore, an individual may purchase tokens for a maximum value of \$1.25 million worth of ETH (Ethereum).

\*Artists pre-sale: Whitelist requirements: Visual artists that are registered on All Public Art and have their artwork and their artist website listed on [www.allpublicart.com](http://www.allpublicart.com) will receive a 25% bonus with a minimum contribution of \$15 worth of ETH.

## Token Sale Phase

The token sale phase will run from April 2, 2018 to April 30, 2018. Early participants will receive bonus tokens to reward them for joining earlier. The sooner you join, the greater the bonus that will be given to you

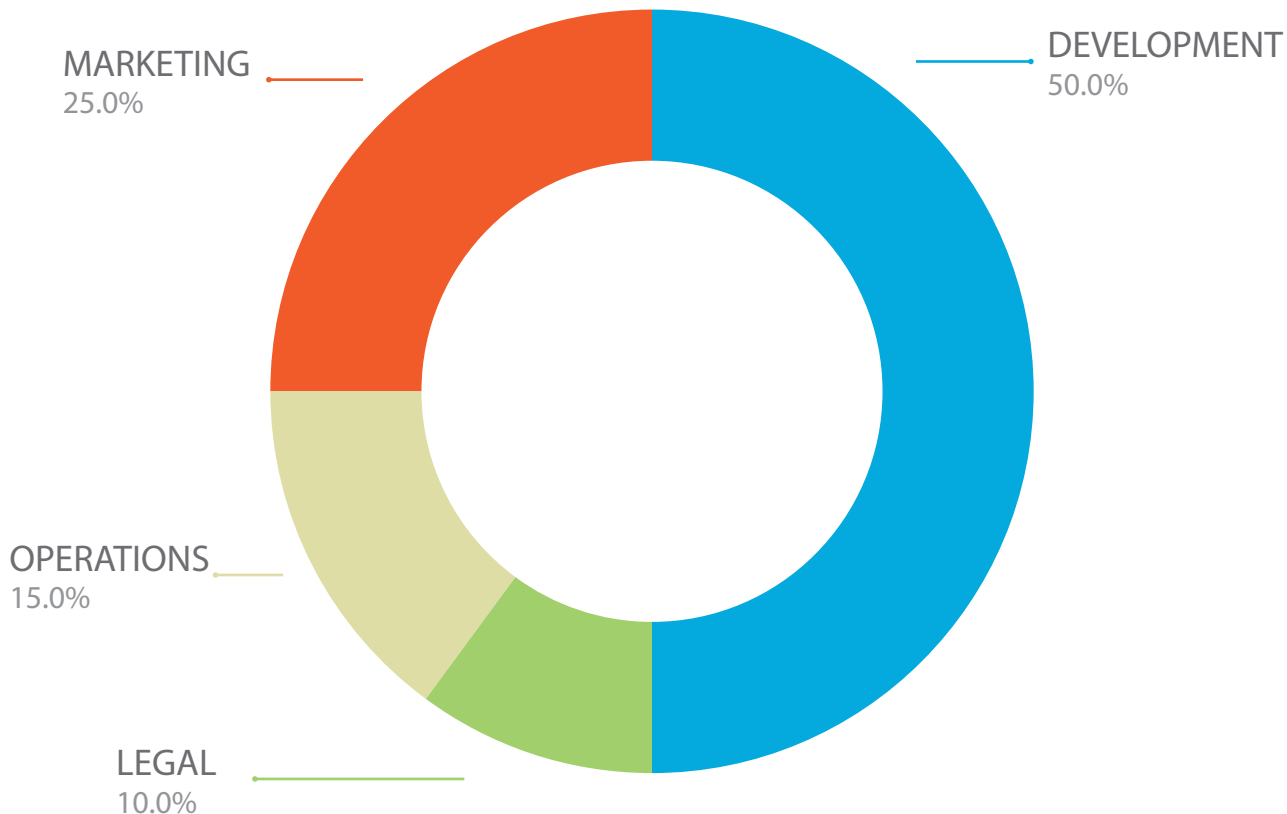
Week	Bonus
1 <sup>st</sup> (First) Week	20%
2 <sup>nd</sup> (Second) Week	15%
3 <sup>rd</sup> (Third) Week	10%
4 <sup>th</sup> (Fourth) Week	0%

An individual may not purchase more than 16,666,666.7 AllPublicArt tokens, which equals \$1,250,000 USD worth of ETH. Therefore, an individual may purchase tokens for a maximum value of \$1.25 million worth of ETH (Ethereum).

\*AllPublicArt tokens will be distributed to token sale participants no later than 30 days after the conclusion of the token sale.

# How Funds Will Be Used

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The funds will be used for development, marketing, operations, legal, governmental duties and other expenses that will occur in next few years. These funds are necessary for developing and running the *AllPublicArt* token project in All Public Art.

- 50% Development
- 25% Marketing & Sales
- 15% Operations
- 10% Legal

# Implementation

## PHASE 1: Adding APA Tokens & Blockchain to All Public Art

All Public Art’s website and mobile applications are in their open beta stage and are successfully being used by the All Public Art community. The platform is currently designed to socially connect artists and art sellers with art collectors, enthusiasts and consumers. Once the additional *AllPublicArt* and blockchain technology functionality is developed and implemented, users will be able to easily trade art directly with *AllPublicArt* tokens. Once the token sale is completed, and the system to trade *AllPublicArt* tokens is executed on All Public Art, *AllPublicArt* tokens will be the only available currency used to trade on the platform. The artist will determine the asking price of the artwork; then, once the consumer agrees to trade it for *AllPublicArt* tokens, the smart contracts will do the settlement.

## PHASE 2: Increasing Market Share

Once the All Public Art platform is fully established our goal will be to engage with new partners in the art sector. We would like them to use a robust business model while contributing to a broader use of the blockchain within the art market. Our ultimate goal will be to increase the use of APA tokens through additional partnerships in the art world.

COMPLETION %		Phase 1	Phase 2
APA Platform 10%	Implementing blockchain technology on APA	5%	
	Implementing AllPublicArt trading on the APA platform	5%	
Marketing 10%-20%	Marketing on national level	10%	
	Commercializing on international level		10%
Growth 20%-70%	Increase the trading volume of the APA platform with additional functionality and user engagement		20%
	Increasing market share, acquisitions and expansions		10%
	Further APA e-commerce market development		10%
Solidification 70%-100%	Broaden the use of APA tokens and Blockchain in art		15%
	Cultivate partnerships in the art world		15%

Phase 1Q1 2018-Q4 2018

Phase 2Q1 2019-Q4 2020



# Conclusion

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All Public Art is comprised of a phenomenal international team of professionals that come from a diverse range of backgrounds and have extensive and relevant experience in a variety of fields such as IT, finance, blockchain, marketing, law and the art world. We thrive on developing creative ideas, pride ourselves in implementing innovative visions and are passionate about ensuring that All Public Art is a platform that serves the global art community with excellence in the way it deserves. We believe that implementing blockchain technology on a platform is a brilliant move toward a thriving future for the arts in a digital age. All Public Art is one of the first companies to merge the crypto-world and the art world and this is an opportunity that you should be a part of.

We are ready to positively impact the lives of artists around the world and we are proud to empower the art community with this movement where Blockchain meets art. Join us as we eliminate long standing problems in the art marketplace, and contribute to the next chapter in art history.

# Legal

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## General Information

The sale of the *AllPublicArt* token is final and non-refundable. The *AllPublicArt* token does not have the legal qualification of a security, since it does not give any rights on dividend or interest. The *AllPublicArt* token is not a share in All Public Art, LLC and does not grant any degree of ownership in All Public Art, LLC. The purchase of *AllPublicArt* token does not give any right to participate in the general meeting of All Public Art, LLC. The purchase and use of the *AllPublicArt* token shall not be done for speculative usage or investment purposes. The purchaser of the *AllPublicArt* token is aware that national securities laws, which ensure that investors are sold investments that include all the proper disclosures and are subject to regulatory scrutiny for investors' protection, are not applicable.

Any person purchasing any *AllPublicArt* token, expressly acknowledge and represent that (s)he/it have carefully reviewed this white paper and fully understand the risks, costs and benefits associated with the purchase of *AllPublicArt* token as indicated in the white paper and in the terms and conditions.

## Knowledge Required

The purchaser of *AllPublicArt* undertakes that (s)he/it understands and has significant experience of cryptocurrencies, blockchain systems and services, and that (s)he/it fully understands the risks associated with the Token Sale as well as the mechanism related to the use of cryptocurrencies (incl. Storage).

All Public Art, LLC shall not be responsible for any loss of *AllPublicArt* token or situations making it impossible to access *AllPublicArt* token, which may result from any actions or omissions of the user or any person undertaking to acquire *AllPublicArt* token, as well as in case of malicious third party (hacker) attacks.

## Risk

Acquiring *AllPublicArt* token and storing it involves various risks, in particular that All Public Art, LLC may not be able to launch its operations and provide the services promised. Therefore, and prior to acquiring *AllPublicArt* token, any User should carefully consider the risks, costs, and benefits of acquiring *AllPublicArt* token within the Token Sale, and, if necessary, obtain any independent advice in this regard. Any interested person being not in the position to accept nor to understand the risks associated to the activity (incl. the risks related to the non-development of All Public Art, LLCs network and operations) or any other risks as indicated below, should not acquire *AllPublicArt* token, at this stage or ever later.

All Public Art, LLC is a relatively new company. The Company is not registered with the United States Securities and Exchange Commission, the Commodity Futures Trading Commission, the state of New York under its BitLicense, or any other foreign, federal or state regulatory agency. The Company is not subject to any public reporting or filing, has little operating history for purchasers of APA Token or Network users to review. **APA TOKENS MAY NOT BE AVAILABLE FOR PURCHASE IN EVERY JURISDICTION, AND WILL NOT BE SOLD IN NEW YORK, CHINA, SINGAPORE, OR ANY JURISDICTION WHERE SUCH SALES ARE PROHIBITED.**

# Legal

## APAToken Risk Factor



You should carefully consider and evaluate each of the following risk factors before deciding to participate in an APA Token distribution events (each, a "Token Sale"). To the best of the Company's knowledge and belief, all risk factors which are material to you in making an informed judgment to participate in the Token Sale have been summarized below. If any of the following considerations, uncertainties or material risks develops into actual events, the business, financial position and/or results of operations of the Company and the maintenance and level of usage of the APA network and the APA Tokens could be materially and adversely affected.

## Risks Relating to Participation In The Token Sale

**There is no, or a limited, market for APA Tokens and the Token Sale may not result in an active or liquid market for the APA Tokens:** There is no, or a limited, market for the APA Tokens. Although the Company may use reasonable endeavors to seek the approval for availability of the APA Tokens for trading on a cryptocurrency exchange, there is no assurance that such approval will be obtained or maintained. Furthermore, even if such approval is granted by a cryptocurrency exchange, there is no assurance that an active or liquid trading market for the APA Tokens will develop, or if developed, will be sustained after the APA Tokens have been made available for trading on such cryptocurrency exchange. There is also no assurance that the market price of the APA Tokens will not decline below the original purchase price (the "Purchase Price"). The Purchase Price may not be indicative of the market price of the APA Tokens after they have been made available for trading on a cryptocurrency exchange. The APA Tokens are not being offered or sold as an investment. Any expectation that the value of the APA Tokens will increase is purely speculative.

The APA Tokens are not a currency issued by any central bank or national, supra-national or quasi-national organization, nor is it backed by any hard assets or other credit. The Company is not responsible for, nor does it pursue, the circulation and trading of APA Tokens on the market. Trading of APA Tokens will merely depend on the consensus on its value between the relevant market participants. No one is obliged to purchase any APA Tokens from any holder of the APA Tokens, nor does anyone guarantee the liquidity or market price of APA Tokens to any extent at any time.

Furthermore, APA Tokens may not be resold to purchasers who are citizens or permanent residents of China, Singapore, New York or any other jurisdiction where the sale or purchase of APA Tokens may be in violation of applicable laws. Accordingly, the Company cannot ensure that there will be any demand or market for APA Tokens.

**Future sales or issuance of the APA Tokens could materially and adversely affect the market price of APA Tokens:** Any future sale or issuance of the APA Tokens that increases the supply of APA Tokens in the market may result in a downward price pressure on the APA Tokens. The sale or distribution of a significant number of APA Tokens outside of the Token Sale or the perception that such further sales may occur, could adversely affect the price of the APA Tokens.

# Legal

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## Risk Relating to Participation In The Token Sale (cont.)

**Negative publicity may materially and adversely affect the price of the APA Tokens:** Negative publicity involving the Company, the APA network, the APA Tokens or any of the key personnel of the Company, regulation of cryptocurrencies in the US or worldwide, may materially and adversely affect the market perception or market price of the APA Tokens, whether or not it is justified.

**There is no assurance of any success of APA network or any Future Business Line:** The value of, and demand for, the APA Tokens hinges heavily on the performance of the APA network and the continuous active engagement of its users and success of its contemplated business lines. There is no assurance that the APA network will gain sufficient traction after its launch and achieve any commercial success. Furthermore, there is no assurance that any of the business lines contemplated by the Company will be launched and generate sufficient customer traction. Also, APA Tokens utilizes open source technology which may be revised or manipulated to create uses not intended or contemplated by the Company.

**The funds raised in the Token Sale are exposed to risks of theft:** The Company will make every effort to ensure that the funds received from the APA Token Sale will be securely held in an escrow wallet, which is a multi-signature address with access thereto by private keys held by reputable and trusted parties. Further, upon receipt of the funds from the Company, will make every effort to ensure that the funds received by it from the Company will be securely held through the implementation of security measures. Notwithstanding such security measures, there is no assurance that there will be no theft of the cryptocurrencies as a result of hacks, sophisticated cyber-attacks, distributed denials of service or errors, vulnerabilities or defects on the Company website, in the smart contract(s) on which the escrow wallet and the APA Token Sale relies, on Ethereum or any other blockchain, or otherwise.

Such events may include, for example, flaws in programming or source code leading to exploitation or abuse thereof. In such event, even if the APA Token Sale is completed, the Company may not be able to receive the cryptocurrencies raised. In such case, the APA network and the structuring and licensing of any future business lines might be temporarily or permanently curtailed. As such, distributed APA Tokens may hold little worth or value.

## Risks Relating to the Escrow Wallet

**The private keys to the escrow wallet may be compromised and the cryptocurrencies may not be able to be disbursed:** The escrow wallet is designed to be secure. Each of the holders of the three (3) private keys to the escrow wallet will use all reasonable efforts to safeguard their respective keys, but in the unlikely event that any two (2) of the three (3) keys to the escrow wallet are, for any reason whatsoever, lost, destroyed or otherwise compromised, the funds held by the escrow wallet may not be able to be retrieved and disbursed, and may be permanently unrecoverable. In such event, even if the APA Token Sale is successful, the Company will not be able to receive the funds raised.

# Legal

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## Risks Relating to APA Network

The APA network is developed, operated, and maintained by the Company. Any events or circumstances which adversely affect the Company or any of its successor operating entities may have a corresponding adverse effect on the APA network and any future business lines. Such adverse effects would correspondingly have an impact on the utility of the APA Tokens.

The Company may be materially and adversely affected if it fails to effectively manage its operations as its business develops and evolves, which would have a direct impact on its ability to maintain the APA network and/or launch any future business lines.

The art, technology and cryptocurrency industries in which the Company competes have grown rapidly over the past few years and continue to evolve in response to new technological advances, changing business models, shifting regulations and other factors. As a result of this constantly changing environment, the Company may face operational difficulties in adjusting to the changes, and the sustainability of the Company will depend on its ability to manage its operations, ensure that it hires qualified and competent employees, and provides proper training for its personnel. As its business evolves, the Company must also expand and adapt its operational infrastructure. The APA Tokens rely on the Company's blockchain-based software systems, cryptocurrency wallets or other related token storage mechanisms, blockchain technology and smart contract technology. All of these systems, tools, and skillsets represent complex, costly, and rapidly changing technical infrastructure. In order to demonstrate continued ability to effectively manage technical support infrastructure for the APA network, the Company will need to continue to upgrade and improve its data systems and other operational systems, procedures, and controls. These upgrades and improvements will require a dedication of resources and are likely to be complex and increasingly rely on hosted computer services from third parties that the Company does not control. If the Company is unable to adapt its systems and organization in a timely, efficient, and cost-effective manner to accommodate changing circumstances, its business, financial condition and results of operations may be adversely affected. If the third parties whom the Company relies on are subject to a security breach or otherwise suffer disruptions that impact the services the Company uses, the integrity and availability of its internal information could be compromised, which may consequently cause the loss of confidential or proprietary information and economic loss. The loss of financial, labor or other resources, and any other adverse effect on the Company's business, financial condition and operations, would have a direct adverse effect on the Company's ability to maintain the APA network and/or to structure and license the anticipated APA future business lines. Any adverse effects affecting the Company's business or technology are likely to also adversely impact the utility of the APA Tokens.



# Legal

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Risks Relating to APA Network (cont.)

**The Company may experience system failures, unplanned interruptions in its network or services, hardware or software defects, security breaches or other causes that could adversely affect its infrastructure network, and / or the APA network:** The Company is not able to anticipate when there would be occurrences of hacks, cyber-attacks, distributed denials of service or errors, vulnerabilities or defects in the APA network, the smart contracts on which the Company or the APA network relies or on Ethereum or any other blockchain. Such events may include, for example, flaws in programming or source code leading to exploitation or abuse thereof. The Company may not be able to detect such hacks, cyber-attacks, distributed denials of service errors vulnerabilities or defects in a timely manner, and may not have sufficient resources to efficiently cope with multiple service incidents happening simultaneously or in rapid succession.

The Company's network or services, which would include the APA, could be disrupted by numerous events, including natural disasters, equipment breakdown, network connectivity downtime, power losses, or even intentional disruptions of its services, such as disruptions caused by software viruses or attacks by unauthorized users, some of which are beyond the Company's control.

**We are dependent in part on the location and data center facilities of third parties:** The Company's current infrastructure network may in part established through servers which it owns and houses at the location facilities of third parties, and servers that it rents at data center facilities of third parties. If the Company is unable to renew its data facility lease on commercially reasonable terms or at all, the Company may be required to transfer its servers to a new data center facility, and may incur significant costs and possible service interruption in connection with the relocation. These facilities are also vulnerable to damage or interruption from, among others, natural disasters, arson, terrorist attacks, power losses, and telecommunication failures. Additionally, the third-party providers of such facilities may suffer a breach of security as a result of third-party action, employee error, malfeasance or otherwise, and a third party may obtain unauthorized access to the data in such servers and the providers of such facilities may be unable to anticipate these techniques or to implement adequate preventive measures.

# Legal

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Risks Relating to APA Network (cont.)

**General global market and economic conditions may have an adverse impact on the Company's operating performance, results of operations, and cash flows:**

The Company has been and will continue to be affected by general global economic and market conditions. Challenging economic conditions worldwide have from time to time, contributed, and may continue to contribute, to slowdowns in the art or information technology industries at large. Weakness in the economy could have a negative effect on the Company's business, operations and financial condition, including decreases in revenue and operating cash flows. Additionally, in a down-cycle economic environment, the Company may experience the negative effects of a slowdown in usage of the APA network. Suppliers on which the Company relies for servers, bandwidth, location and other services could also be negatively impacted by economic conditions that, in turn, could have a negative impact on the Company's operations or expenses. There can be no assurance, therefore, that current economic conditions or worsening economic conditions or a prolonged or recurring recession will not have a significant, adverse impact on the Company's business, financial condition and results of operations, and hence, the APA network. Any such circumstances would then correspondingly negatively impact the utility or price of the APA Tokens.

**The Company or the APA Tokens may be affected by newly implemented regulations:**

Cryptocurrency is generally unregulated worldwide, but numerous regulatory authorities across jurisdictions have been outspoken about considering the implementation of regulatory regimes which govern cryptocurrency or cryptocurrency markets. This may impact the appeal of the APA network for users and result in decreased usage of the APA network and the APA Tokens. Further, should the costs (financial or otherwise) of complying with such newly implemented regulations exceed a certain threshold, maintaining the APA network and structuring, licensing, and launching the APA Tokens future business lines may no longer be commercially viable, and the Company may opt to discontinue the APA network, or the APA Tokens. Further, it is difficult to predict how or whether governments or regulatory authorities may implement any changes to laws and regulations affecting distributed ledger technology and its applications, including the APA network, the anticipated APA Tokens future business lines and the APA Tokens.

The Company may also have to cease operations in a jurisdiction that makes it illegal to operate in such jurisdiction, or make it commercially unviable or undesirable to obtain the necessary regulatory approval(s) to operate in such jurisdiction. In scenarios such as the foregoing, the utility, liquidity, and/or price of APA Tokens will be adversely affected.

**There may be unanticipated risks arising from the APA Tokens:** Cryptographic tokens such as the APA Tokens are a relatively new and dynamic technology. In addition to the risks included in the above discussion of risk factors, there are other risks associated with your purchase, holding, and use of the APA Tokens, including those that the Company cannot anticipate. Such risks may further appear as unanticipated variations or combinations of the risks discussed above.

# Important Disclaimer

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> This white paper shall not and cannot be considered as an invitation to enter into an investment. It does not constitute or relate in any way nor should be considered as an offering of securities in any jurisdiction. The white paper does not include nor contain any information or indication that might be considered as a recommendation or that might be used to base any investment decision on. The *AllPublicArt* token is just a currency token and is not intended to be used as an investment.

> The offering of *AllPublicArt* token on an external trading platform is not changing the legal qualification of the token, which remain a simple means for the use of the blockchain and is not a security.

> All Public Art, LLC is not to be considered as advisor in any legal, tax or financial matters. Any information in the white paper is given for general information purpose only and All Public Art, LLC does not provide with any warranty as to the accuracy and completeness of this information.

All Public Art, LLC is not a financial intermediary according to United States Law and is not required to obtain any authorization for Anti Money Laundering purpose.

> Acquiring *AllPublicArt* token shall not grant any right or influence over All Public Art, LLC organization and governance to the Purchasers.

> Regulatory authorities are carefully scrutinizing businesses and operations associated to cryptocurrencies in the world. In that respect, regulatory measures, investigations or actions may impact All Public Art, LLC's business and even limit or prevent it from developing its operations in the future. Any person undertaking to acquire *AllPublicArt* token must be aware that the All Public Art, LLC business model, the white paper or terms and conditions may change or need to be modified because of new regulatory and compliance requirements from any applicable laws in any jurisdictions. In such case, purchasers and any person undertaking to acquire *AllPublicArt* token acknowledge and understand that neither All Public Art, LLC nor any of its affiliate shall be held liable for any direct or indirect loss or damages caused by such changes.

> All Public Art, LLC will do its best to launch its operations. Any person undertaking to acquire *AllPublicArt* token acknowledge and understand that All Public Art, LLC does not provide any guarantee that it will manage to achieve it. They acknowledge and understand, therefore, that All Public Art, LLC (incl. its bodies and employees) assumes no liability or responsibility for any loss or damage that would result from or relate to the incapacity to use the *AllPublicArt* token, except in case of intentional misconduct or gross negligence.

# Representation and Warranties

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**By participating in the Token Sale, the purchaser agrees to the above and in particular, they represent and warrant that they:**

- have read carefully the terms and conditions attached to the white paper; agree to their full contents and accept to be legally bound by them;
- are above 18 years old or have reached the age in which are qualified to enter into a contractual relationship in the country of residence;
- have full authorization to act on behalf of the legal entity which will purchase the *AllPublicArt* token, if acting on behalf of an legal entity;
- live in a jurisdiction which allows the All Public Art, LLC to sell the *AllPublicArt* token through a crowdsale, the Token Sale or otherwise without requiring any local authorisation;
- will not use the Token Sale for any illegal activity, including but not limited to money laundering and the financing of terrorism;
- have sufficient knowledge about the nature of the cryptographic tokens and have significant experience with, and functional understanding of, the usage and intricacies of dealing with cryptographic tokens and currencies and blockchain-based systems and services;
- are familiar with all related regulations in the specific jurisdiction in which s(he)/ it is based in and that purchasing cryptographic tokens in that jurisdiction is not prohibited, restricted or subject to additional conditions of any kind; (Participants cannot contribute to the Token Sale if there are applicable legal restrictions in their country of residence. It is the responsibility of each participant to know these laws and take them into consideration before their participation in the Token Sale)
- are not purchasing *AllPublicArt* token for the purpose of speculative investment or usage;
- waive the right to participate in a class action lawsuit or a class-wide arbitration against the All Public Art, LLC and its Affiliate Parties.

# Governing Law and Arbitration

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All the disputes, controversy arising from or under the Token Sale shall be resolved by arbitration in in Los Angeles California in accordance with applicable United States laws in force on the date when the Notice of Arbitration is submitted in accordance with the Terms of Token Sale. The arbitral proceedings shall be conducted in English.

**For more information about our Terms and Conditions and our Privacy Policy, please visit:**

<http://allpublicart.io>



# Acknowledgments

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Many people have committed to support the *AllPublicArt* token project with their time, energy, and network. We would like to use this opportunity to express our gratitude to everyone who supported us throughout the course of development of this project. Thank you!

A special thanks to the various meetup and network groups involved. Thank you to the Ethereum team and their technology, Coin exchanges for their useful APIs and many others for their support, feedback and improvements to the All Public Art Platform. We are dedicated to improving and contributing to the growth of the global art community and we are excited, humbled and immensely grateful that you are on this journey with us.

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### **Office and Mailing Address**

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Los Angeles, CA 90017

### **Phone & Email**

Toll Free: +1 (877) 275-7011  
Local: +1 (213) 283-2498  
[contact@allpublicart.com](mailto:contact@allpublicart.com)

### **Website**

<http://www.AllPublicArt.com>

### **Token Sale website**

<http://www.AllPublicArt.io>

Facebook: [Facebook.com/allpublicart](https://www.facebook.com/allpublicart)  
Twitter: [twitter.com/allpublicart](https://twitter.com/allpublicart)  
Instagram: [Instagram.com/allpublicart](https://www.instagram.com/allpublicart)  
YouTube: [YouTube.com/allpublicart](https://www.youtube.com/allpublicart)