* **0. Introduction**

This note describes the system identifying all creations via a worldwide serial alphanumeric number registered on a non-fungible token.

It intends to explain why the Universal Intellectual Property (IP) Standard will become the unique standard for intellectual property worldwide.

* **1. Authorization required to publish any protected content**

Article 17 of the European Directive 2019/790 requires digital providers to obtain an authorization (license) from the rights holder prior to its posting on the Internet any content protected by copyright (creation).

This article implements of the essential requirements for legal safety of international treaties. Article 15-1-c of the International Covenant on Economic Rights stipulates that “*everyone has the right (...) to benefit from the protection of the moral and material interests resulting from any scientific, literary or artistic production of which he is the author.* "

From June 2021 this essential requirement will be mandatory for all [creative works](https://www.economie.gouv.fr/apie/propriete-intellectuelle-publications/contenus-concernes-par-droit-auteur), as the French government has recently acknowledged .

* **2. The IP Standard defines the best practice**

As a stakeholder of the directive’s implementation, the **World creators Society** has defined the Universal IP Standard to define the best practice ensuring the appropriate implementation of this obligation.

a) It lays down the evidence for the right holder to prove that he possesses the necessary rights to authorize the publication of protected content. This evidence takes the form of a creation book (**Creabook**) which allows rights holders to describe, claim and provide all the evidence about their authorship, according to the format set out by the Standard.

The cost of this new property title is highly competitive. Non-commercial use of the Standard is free. Its ordinary registration cost by WcS is € 50.

Only the **WcS** is authorized to certify:

* + - the conformity of the title to the Standard’s clauses,
    - the economic value and
    - originality of the **Creabooks**

Led by a jury composed of the best world specialists, and following a public survey conducted among Internet users, the certification of originality of the Creabook provides a superior title (cost around € 50,000).

b) The standard also defines the means to settle disputes over the ownership rights.

It obliges right holders owning a Creafree Token to include in all their contracts relating to the **Creabook** a settlement clause by arbitration from the **WcS**. Thus all disputes relating to the contract’s implementation are settled using economical, rapid and efficient procedures.

The standard is quasi-mandatory worldwide for all superior intellectual property titles insofar as it is based on best practice in terms of certification and dispute resolution.

* **3. Superiority of the Creabook over the patent**

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| --- | --- | --- |
| **Features** | **Creabook** | **Patent** |
| Contextual analysis and proof of the author's creative work | Yes | No |
| First protection free and accessible to all | Yes | No |
| Permanent public inquiry of validity | Yes | No |
| Certification by the highest scientific authorities (// Nobel, Fields Medal, Pritzker) | Yes | No |
| Lifespan of over 70 years in all states ruled by law | Yes | No |
| System of cooperation of creators and promotion of creations | Yes | No |
| Decentralized system independent of national states | Yes | No |
| World creations Cadastre (authentic identification of all creations) | Yes | No |
| Total authenticity Assurance | Yes | No |
| Amicable dispute Resolution | Yes | No |

* **4. The Universal IP Standard is protected by author's right.**

Filed under an authentic act registered by Notary Muller’s Office at Mulhouse (France) in 2017, the Universal IP Standard contains 111 articles ruling the administration of the **Creabooks**.

As stated and described in the *Association française de normalisation*’s book on "[The Copyright, Standards and the Internet](https://groupe.afnor.org/produits-editions/SagaWeb/Le%20droit%20d'auteur,%20les%20normes%20et%20internet.pdf) ", standards are protected by copyright for a period of at least 70 years worldwide. This protection may be extended beyond this limit through improvements made by its successive authors.