Title: Unpopular Opinion: Gamestop needs a way to verify ownership of art, or they'll have an even bigger hurdle making NFTs more mainstream.
Author: leafyrustic42
Created 2022-06-09 06:16:14 UTC
Permalink: /r/GME/comments/v8a9sm/unpopular_opinion_gamestop_needs_a_way_to_verify/
Url:
https://www.reddit.com/r/GME/comments/v8a9sm/unpopular_opinion_gamestop_needs_a_way_to_verify/

TADR: Author Joanna Penn suggested a blockchain where we upload things before minting them, to verify we are the original creators. This could cut art theft by a lot, and legitimize Gamestop's NFT marketplace.

I'm smooth-brained and working hard to understand NFTs--but art theft is a huge hangup for me. We all know artists who've had their stuff stolen and profited from with NFTs. Whenever I try to pitch Gamestop's marketplace, my artist friends recoil in horror because OpenSea and others aren't doing anything to verify ownership. They just don't care.

Gamestop has the chance to do better. I really hope they take it.

I was reading an article about minting novels as NFTs (which is my personal area of interest), and author Joanna Penn had a very cool solution. She argues that we need an **identity blockchain** to verify art ownership. [\[Read the article here.\]](https://www.thecreativepenn.com/2022/03/16/creativity-collaboration-community-and-cash-nfts-for-authors-joanna-penn/)

>\--what we want is the digital identity of the rights holder to be verifiable and their wallet to be verifiable for that particular situation... Then we have some kind of IP registration blockchain, and this is where we register our intellectual property.
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>So, the point being that I can upload my book before I send it anywhere. And this may help prevent piracy and all of this stuff because, hopefully, with the IP registration, we will have a registration number on a blockchain which then does truly represent the first publication of that book and that will help protect the future of that IP.

So by my smooth-brained comprehension, she's suggesting an **Intellectual Property blockchain** **where we independently upload our art BEFORE distributing it online.** This proves that we had access to the content first, before any thief could have gotten a hold of it. It also means that with registration on this IP blockchain, we'd receive a code that anyone can double-check to prove we're the true artists.

She goes on to discuss the following:

>Then, of course, what we would like next is publication. It could be exactly the same sites, something like Amazon, Apple, etc., but they will **check the IP against this other blockchain. And this will prevent plagiarism, piracy, fraud**, and all these other things that plague authors, rights holders, publishers.

Easily verifiable ownership--on every level.

I think this is a great idea, and would temper a lot of very valid arguments against NFTs that exist right now. Gamestop has blown me away so far, but I really hope this is something they're thinking about.

What do you guys think?

(I can't post on Superstonk, but feel free to cross post if this is worth anything to anyone.)

Edit: added TADR to the top