

PROPOSAL NAME:

APE IP - The Intellectual Apes

Chinese Translation

好的，这是建议的调整：

提案名称:

APE IP - 智慧猿

团队介绍:

WebMoss

我是一名软件工程师，热衷于Web3，并致力于创建完美的软件应用程序。自2023年3月以来，我一直是ApeCoin DAO和社区的活跃成员，并撰写了[AIP 376 - Web3 Development WG](#)。

论坛: [个人资料](#) 推特: [@WebMoss](#)

在执行此AIP期间，我将与不同的社区成员、项目和Made by Apes（MBA）合作。

提案描述:

“APE IP”是一个旨在收购Yuga Labs和Mocaverse资产的项目，特别是无聊猿游艇俱乐部（BAYC）、变异猿游艇俱乐部（MAYC）、无聊猿狗舍俱乐部（BAKC）和Mocaverse系列的NFT，用于知识产权（IP）交易。目标是将这些NFT整合到与web2和web3公司、MBA和ApeCoin生态系统内其他项目的IP协议中，从而创造收入来源，并提高这些资产的可见性和实用性。

目标

- 1. 收购Yuga Labs的NFT
：购买10个无聊猿NFT（BAYC）、5个变异猿NFT（MAYC）、5个无聊猿狗舍NFT（BAKC）和5个MocaVerse NFT。
- 1. IP利用
：将收购的NFT用于与web2和web3公司及项目（包括Made by Apes (MBA)）的IP交易。
- 1. 创收
：通过IP交易创收，50%的总收入分成给ApeCoin DAO。
- 1. 推广和营销
：推广APE IP项目，吸引web2和web3公司，并推动这些NFT在各种产品中的使用。
- 1. 未来投资
：利用IP交易的收益购买更多的BAYC、MAYC、BAKC和MocaVerse NFT，以进一步增加APE IP的潜力和影响力。

NFT收购成本

NFT类型

数量

单价

总成本

无聊猿NFT（BAYC）

10

\$40,000.00

\$400,000.00

变异猿NFT（MAYC）

5

\$7,500.00

\$37,500.00

无聊猿狗舍NFT (BAKC)

5

\$1,000.00

\$5,000.00

MocaVerse NFT

5

\$40,000.00

\$200,000.00

总计

\$642,500.00

IP使用示例

为了进一步说明这些NFT如何使用，以下是一个标准的IP使用示例：

示例：服装合作

一个受欢迎的服装品牌与APE IP达成IP协议，使用一个无聊猿NFT在其新服装系列中。

合同条款：

- 期限

：1年

- 用途

：无聊猿图像将印在T恤、帽子和其他商品上。

- 版税

：服装品牌同意支付总销售额的10%作为版税。

- 收入分成

：50%的版税归ApeCoin DAO，其余50%再投资于APE IP以用于进一步的收购和运营成本。

示例：游戏合作

一家游戏公司与APE IP达成IP协议，使用一个MocaVerse NFT作为其新电子游戏中的角色。

合同条款：

- 期限

：2年

- 用途

：MocaVerse NFT将成为游戏中的可玩角色。

- 版税

：游戏公司同意支付总销售额的12%作为版税。

- 收入分成

：50%的版税归ApeCoin DAO，其余50%再投资于APE IP以用于进一步的收购和运营成本。

盈利潜力

以下示例说明了每个NFT类别在典型IP交易中的盈利潜力：

无聊猿NFT（BAYC）

- 情景

：将一个BAYC NFT授权给一个服装品牌一年。

- 版税率

：总销售额的10%。

- 预计总销售额

：\$500,000。

- 年版税收入

：\$50,000。

- ApeCoin DAO的收入

：\$50,000的50% = \$25,000。

- APE IP的收入

：\$50,000的50% = \$25,000。

变异猿NFT（MAYC）

- 情景

：将一个MAYC NFT授权给一家饮料公司一年。

- 版税率

：总销售额的8%。

- 预计总销售额

：\$300,000。

- 年版税收入

：\$24,000。

- ApeCoin DAO的收入

：\$24,000的50% = \$12,000。

- APE IP的收入

：\$24,000的50% = \$12,000。

无聊猿狗舍NFT（BAKC）

- 情景

：将一个BAKC NFT授权给一家宠物产品公司一年。

- 版税率

：总销售额的5%。

- 预计总销售额

：\$200,000。

- 年版税收入

：\$10,000。

- ApeCoin DAO的收入

：\$10,000的50% = \$5,000。

- APE IP的收入

：\$10,000的50% = \$5,000。

MocaVerse NFT

- 情景

：将一个MocaVerse NFT授权给一家游戏公司两年。

- 版税率

：总销售额的12%。

- 预计总销售额

：\$800,000。

- 两年版税收入

：\$96,000。

- ApeCoin DAO的收入

：\$96,000的50% = \$48,000。

- APE IP的收入

：\$96,000的50% = \$48,000。

未来投资

IP交易的收益将再投资于购买更多的BAYC、MAYC、BAKC和MocaVerse NFT，并通过购买未提到的其他项目的不同NFT来扩大基础收藏。这将进一步增加APE IP的潜力和影响力，允许更多的IP交易和更大的创收机会。

风险管理

潜在风险包括NFT市场价格波动和获取IP交易的挑战。这些风险将通过彻底的市场研究、多样化的收购以及与信誉良好的公司的战略合作来减轻。

法律考虑

知识产权保护和合同执行等法律方面将通过咨询法律专家处理，以确保符合所有相关法规并确保IP协议的最佳条款。

结论

APE IP项目旨在战略性地收购Yuga Labs和Mocaverse的NFT，并利用它们进行IP交易以创收和扩展ApeCoin生态系统。通过与web2和web3公司合作，APE IP旨在弥合传统企业和区块链企业之间的差距，提供新的收入来源，并增加ApeCoin及其相关项目的曝光率。IP交易的潜在收益，加上对额外NFT的未来投资，展示了可持续创收和生态系统增长的可行路径。

对ApeCoin生态系统的益处：

该提案将通过以下方式使ApeCoin生态系统受益：

- 通过IP交易创造新的收入来源。
- 提高Yuga Labs和Mocaverse NFT的可见性和实用性。
- 通过与web2和web3公司的合作加强ApeCoin品牌。
- 再投资收益以购买更多NFT，进一步扩大生态系统的潜力。
- 资金请求与预期的收益一致，如财务部分所述。

定义：

- NFT

：不可替代代币，代表所有权的独特数字资产。

- BAYC

：无聊猿游艇俱乐部，独特猿NFT的集合。

- MAYC

：变异猿游艇俱乐部，变异猿NFT的集合。

- BAKC

：无聊猿狗舍俱乐部，与BAYC相关的狗NFT集合。

- MocaVerse

：具有潜在IP价值的独特NFT集合。

- IP

：知识产权，以各种形式使用创作的法律权利。

实施步骤：

NFT收购：

- 开始日期

：2024年8月1日

- 结束日期

：2024年8月31日

- 里程碑

：购买10个BAYC、5个MAYC、5个BAKC和5个MocaVerse NFT。

- 成本

：\$642,500.00

法律和营销设置：

- 开始日期

：2024年9月1日

- 结束日期

：2024年9月30日

- 里程碑

：建立法律合同和营销活动。

- 成本

：\$100,000.00

合作伙伴发展：

- 开始日期

：2024年10月1日

- 持续进行

- 里程碑

：在前6个月内确保至少3个IP交易。

- 成本

：\$50,000.00用于推广和杂项开支。

网站和广告：

- 开始日期

：2024年9月1日

- 结束日期

：2024年9月30日

- 里程碑

：启动网站和推特广告，域名，ENS以及其他小开支。

- 成本

：\$30,000.00

报告期望：

- 月度进度报告

：提供NFT收购、合作伙伴关系和收入的更新。

- 季度财务报告

：详细说明从IP交易产生的支出和收入。

总体成本：

从ApeCoin生态系统基金请求的总金额 = 822,500.00美元等值的ApeCoin

TEAM DESCRIPTION:

WebMoss

I am a Software Engineer by trade who is passionate about Web3 and thrives on creating pixel-perfect software applications. I have been an active member of the ApeCoin DAO and community since March 2023 and authored [AIP 376 - Web3 Development WG](#).

Forum: [Profile](#)

Twitter: [@WebMoss](#)

I will collaborate with different community members, projects, and Made by Apes (MBA) during the execution of this AIP.

PROPOSAL DESCRIPTION:

“APE IP” is an initiative aimed at acquiring Yuga Labs and Mocaverse assets, specifically NFTs from the Bored Ape Yacht Club (BAYC), Mutant Ape Yacht Club (MAYC), Bored Ape Kennel Club (BAKC), and Mocaverse collections, to be used for Intellectual Property (IP) deals. The goal is to integrate these NFTs into IP agreements with web2 and web3 companies, MBAs, and other projects within the ApeCoin ecosystem, thereby creating revenue streams and increasing the visibility and utility of these assets.

Objectives

1. Acquire Yuga Labs NFTs

：Purchase 10 Bored Ape NFTs (BAYC), 5 Mutant Ape NFTs (MAYC), 5 Bored Ape Kennel Club NFTs (BAKC), and 5 MocaVerse NFTs.

1. IP Utilization

：Utilize the acquired NFTs for IP deals with web2 and web3 companies and projects, including Made by Apes (MBA).

1. Revenue Generation

：Generate revenue through IP deals, with a 50% gross revenue share going to the ApeCoin DAO.

1. Promotion and Marketing

：Market the APE IP initiative to attract web2 and web3 companies and promote the use of these NFTs in various products.

1. Future Investments

: Use proceeds from IP deals to purchase additional BAYC, MAYC, BAKC, and MocaVerse NFTs to further increase the potential and reach of APE IP.

NFT Acquisition Costs

NFT Type

Units

Cost per Unit

Total Cost

Bored Ape NFTs (BAYC)

10

\$40,000.00

\$400,000.00

Mutant Ape NFTs (MAYC)

5

\$7,500.00

\$37,500.00

Bored Ape Kennel Club (BAKC)

5

\$1,000.00

\$5,000.00

MocaVerse NFTs

5

\$40,000.00

\$200,000.00

Total

\$642,500.00

IP Usage Examples

To further illustrate how the NFTs can be used, here is a standard IP usage example:

Example: Apparel Partnership

A popular clothing brand enters into an IP agreement with APE IP to use a Bored Ape NFT in their new clothing line.

Contract Terms:

- Duration

: 1 year

- Usage

: The Bored Ape image will be printed on t-shirts, hats, and other merchandise.

- Royalty

: The clothing brand agrees to pay a 10% royalty on gross sales of the merchandise featuring the Bored Ape.

- Revenue Split

: 50% of the royalty goes to the ApeCoin DAO, while the remaining 50% is reinvested into APE IP for further acquisitions and operational costs.

Example: Gaming Partnership

A gaming company enters into an IP agreement with APE IP to use a MocaVerse NFT as a character in their new video game.

Contract Terms:

- Duration

: 2 years

- Usage

: The MocaVerse NFT will be a playable character in the game.

- Royalty

: The gaming company agrees to pay a 12% royalty on gross sales of the game.

- Revenue Split

: 50% of the royalty goes to the ApeCoin DAO, while the remaining 50% is reinvested into APE IP for further acquisitions and operational costs.

Earning Potential

The following examples illustrate the earning potential per NFT category based on typical IP deals:

Bored Ape NFT (BAYC)

- Scenario

: Licensing a BAYC NFT to a clothing brand for a year.

- Royalty Rate

: 10% of gross sales.

- Estimated Gross Sales

: \$500,000.

- Annual Royalty Earnings

: \$50,000.

- Revenue to ApeCoin DAO

: 50% of \$50,000 = \$25,000.

- Revenue to APE IP

: 50% of \$50,000 = \$25,000.

Mutant Ape NFT (MAYC)

- Scenario

: Licensing a MAYC NFT to a beverage company for a year.

- Royalty Rate

: 8% of gross sales.

- Estimated Gross Sales

: \$300,000.

- Annual Royalty Earnings

: \$24,000.

- Revenue to ApeCoin DAO

: 50% of \$24,000 = \$12,000.

- Revenue to APE IP

: 50% of \$24,000 = \$12,000.

Bored Ape Kennel Club NFT (BAKC)

- Scenario

: Licensing a BAKC NFT to a pet products company for a year.

- Royalty Rate

: 5% of gross sales.

- Estimated Gross Sales

: \$200,000.

- Annual Royalty Earnings

: \$10,000.

- Revenue to ApeCoin DAO

: 50% of \$10,000 = \$5,000.

- Revenue to APE IP

: 50% of \$10,000 = \$5,000.

MocaVerse NFT

- Scenario

: Licensing a MocaVerse NFT to a gaming company for two years.

- Royalty Rate

: 12% of gross sales.

- Estimated Gross Sales

: \$800,000.

- Biennial Royalty Earnings

: \$96,000.

- Revenue to ApeCoin DAO

: 50% of \$96,000 = \$48,000.

- Revenue to APE IP

: 50% of \$96,000 = \$48,000.

Future Investments

Proceeds from IP deals will be reinvested into acquiring additional NFTs from the BAYC, MAYC, BAKC, and MocaVerse collections as well as expanding the base collections by acquiring different NFTs from other projects not mentioned above. This will further increase the potential and reach of APE IP, allowing for more extensive IP deals and greater revenue generation opportunities in the future.

Risk Management

Potential risks include fluctuating NFT market prices and the challenge of securing IP deals. These risks will be mitigated through thorough market research, diversified acquisitions, and strategic partnerships with reputable companies.

Legal Considerations

Legal aspects such as IP protection and contract enforcement will be handled by consulting with legal experts to ensure compliance with all relevant regulations and to secure the best possible terms for IP agreements.

Conclusion

The APE IP initiative is designed to strategically acquire Yuga Labs and Mocaverse NFTs and utilize them in IP deals to generate revenue and expand the ApeCoin ecosystem. By partnering with web2 and web3 companies, APE IP aims to bridge the gap between traditional and blockchain-based businesses, providing new revenue streams and increased exposure for ApeCoin and its associated projects. The potential earnings from IP deals, coupled with future investments in additional NFTs, demonstrate a viable path to sustainable revenue generation and ecosystem growth.

BENEFIT TO APECOIN ECOSYSTEM:

The proposal will benefit the ApeCoin ecosystem by:

- Creating new revenue streams through IP deals.
- Enhancing the visibility and utility of Yuga Labs and Mocaverse NFTs.
- Strengthening the ApeCoin brand through partnerships with web2 and web3 companies.
- Reinvesting proceeds into acquiring more NFTs, further expanding the ecosystem's potential.
- The funding requested aligns with the expected benefits, as detailed in the financials section.

DEFINITIONS:

- NFT

: Non-Fungible Token, a unique digital asset representing ownership.

- BAYC

: Bored Ape Yacht Club, a collection of unique Ape NFTs.

- MAYC

: Mutant Ape Yacht Club, a collection of Mutant Ape NFTs.

- BAKC

: Bored Ape Kennel Club, a collection of dog NFTs associated with BAYC.

- MocaVerse

: A collection of unique NFTs with potential IP value.

- IP

: Intellectual Property, legal rights to use creations in various forms.

STEPS TO IMPLEMENT:

NFT Acquisition:

- Start Date

: August 1, 2024

- End Date

: August 31, 2024

- Milestones

: Purchase 10 BAYC, 5 MAYC, 5 BAKC, and 5 MocaVerse NFTs.

- Cost

: \$642,500.00

Legal and Marketing Setup:

- Start Date

: September 1, 2024

- End Date

: September 30, 2024

- Milestones

: Establish legal contracts and marketing campaigns.

- Cost

: \$100,000.00

Partnership Development:

- Start Date

: October 1, 2024

- Ongoing

- Milestones

: Secure at least 3 IP deals in the first 6 months.

- Cost

: \$50,000.00 for promotions and miscellaneous expenses.

Website and Adverts:

- Start Date

: September 1, 2024

- End Date

: September 30, 2024

- Milestones

: Launch website and Twitter adverts, domains, ENS, plus other small expenses.

- Cost

: \$30,000.00

REPORTING EXPECTATIONS:

- Monthly Progress Reports

: Provide updates on NFT acquisitions, partnerships, and revenue.

- Quarterly Financial Reports

: Detail expenditures and revenue generated from IP deals.

OVERALL COST:

Total amount requested from the ApeCoin Ecosystem Fund = \$822,500.00 equivalent in ApeCoin