

Hi All,

I've been mulling this idea over for a while now and have decided to submit for feedback. I've used the template to try and ensure I cover most aspects. Please let me know what you think!

Proposal Name: License for DAO to use BAYC asset #5569

Proposal Category: Licensing

Abstract

I would like to offer the DAO the use of BAYC asset #5569

. I believe this ape would be a superb representation for the Apecoin DAO, he's a blue, perfectly bored four trait ape. The basic idea would be that proposals which want to incorporate the ape within their idea, can do. Could be for a game, merchandise, a derivative NFT, marketing etc, being a four trait he's perfectly flexible!

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balou

631×631 76 KB

](https://global.discourse-cdn.com/apecoin/original/2X/7/76c95fefd69fe352160873788cc0e48d736f0777.png)

Author Description

I'm Balou, I was fortunate enough to spot the mint of BAYC back in April 2021 and have been around ever since. I'm a huge advocate of Apecoin and the Yuga ecosystem and my goal for 2023 is to become more involved within the DAO itself. You can find me on Twitter using the handle [@BalouBAYC](#).

Motivation

It's great that Yuga Labs have given the DAO use of the Apecoin logo - which brilliantly represents the Bored Ape Yacht Club, their first child! I think the added use of an actual Bored Ape, which mirrors the cool blue and bored-ness of the logo itself will give people some additional creative license when coming up with proposals for the DAO.

Rationale

The DAO mission statement is all about empowering the community to build - I beleive my idea only helps further that empowerment.

Key Terms

If approved, this proposal would grant the Apecoin DAO a non-exclusive license for BAYC asset #5569

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Proposals would be able to incorporate BAYC #5569

into their idea. Some possible examples:

- Creation of Apecoin DAO merchandise which could incorporate BAYC #5569
- Use of BAYC #5569

within NFT artwork distributed to holders of Apecoin

- Use of BAYC #5569

on products produced for the DAO

- Incorporating BAYC #5569

as a gaming asset

Agreement length

- 12 months from approval of the proposal by DAO members, at which point we could appoint a new DAO BAYC from the community as a new AIP.

Cost to the DAO

- Zero upfront. 750 \$APE for each proposal that passes that utilises BAYC #5569

. There will be zero cost to the DAO if BAYC #5569

either isn't incorporated in any AIP's or the proposals it is included within do not get approved.

The asset will remain within my custody throughout the term of the agreement.

If a proposal utilises BAYC #5569

but is not approved, any use of the asset must then cease. Payment and use of the asset can only be achieved through an approved proposal.

The official Apecoin DAO administering team will be allowed to use BAYC #5569

in marketing campaigns / twitter posts at zero cost for the term of the agreement.

Steps to Implement

- Creation of a licensing agreement between me and the Apecoin DAO / future AIP proposers.
- Proposal put to vote
- If approved, AIP's can then incorporate the asset within their proposals if desired.

Timeline

If initial feedback is positive I will start work on a draft licensing agreement.

If the AIP is approved by the DAO it can commence straight away.

Overall Cost

Zero \$APE upfront

750 \$APE payable to me as the holder of BAYC #5569

for each proposal which seeks to incorporate the asset and is approved by the DAO.