



B E R N S T E I N

The blockchain way to
intellectual property



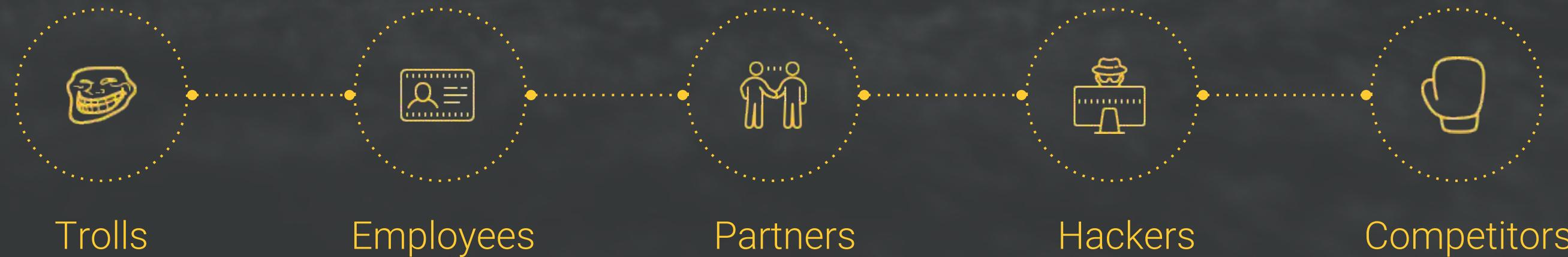
The traditional IP rights system:
too **slow**, too **fragmented**, too **expensive**

The daily challenges of innovators

Properly manage IP assets



Facing risks from multiple directions





The blockchain will revolutionize IP

How to make your company **future-proof?** 

Together with partners, create a **blockchain-based alternative** for conventional IPR that is **quicker, more transparent, impossible to manipulate**, and works without middlemen.



The blockchain offers **obvious possibilities** for IP protection and registration and as evidence, either at the registry stage or **in court**. 

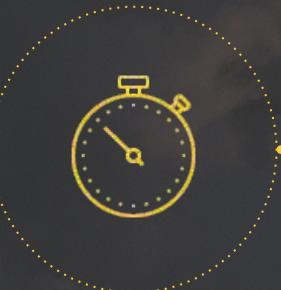


June 2018: first use of blockchain certificate in an IP **litigation case** at the Hangzhou Court 
September 2018: the Chinese Supreme Court officially recognizes blockchain certificates for all legal disputes





BERNSTEIN



|real-time



|confidential



|global scale



Blockchain & TSA certificates for securing IP

Bernstein is a web service that allows innovators to **register IP assets on the blockchain**.

Bernstein's unique protocol will create blockchain certificates that can prove:

existence, integrity and ownership.

Bernstein also provides digital certificates issued by **timestamping authorities (TSA from EU, China, ...)**.

Specific **targets**

- Industrial and scientific IP
- Small and mid-size companies

Unique **advantages**

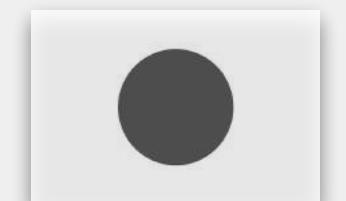
- Perfect **confidentiality**
- **Unlimited** encrypted data storage
- Certificates **independently verifiable** by third party

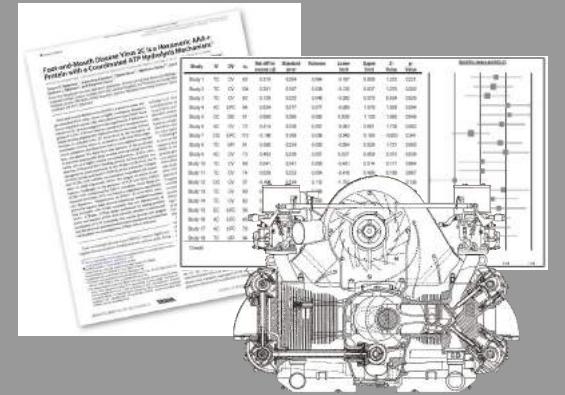
Bernstein is a **gateway** to multiple certification infrastructures

BLOCKCHAINS



TIMESTAMPING AUTHORITIES





Your browser

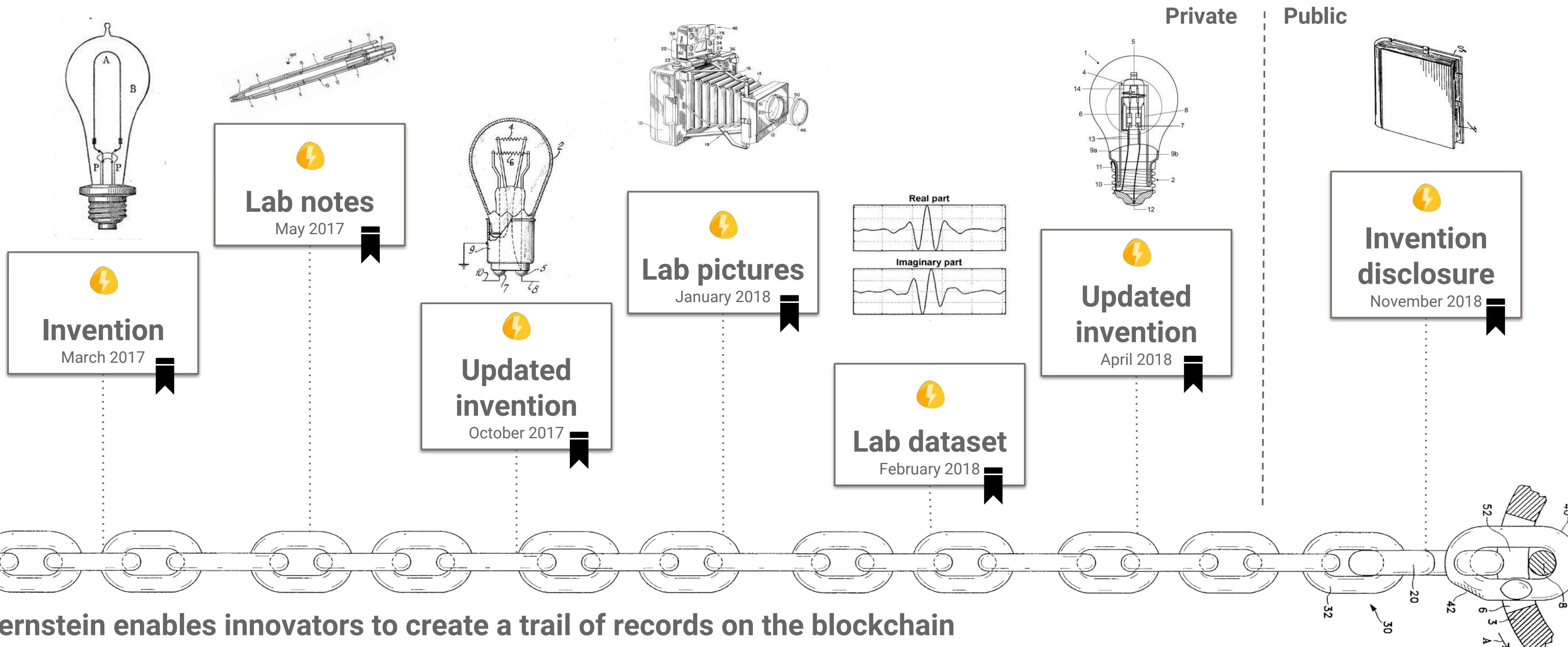
Cloud, IPFS, blockchain

invention files
upload

local
encryption

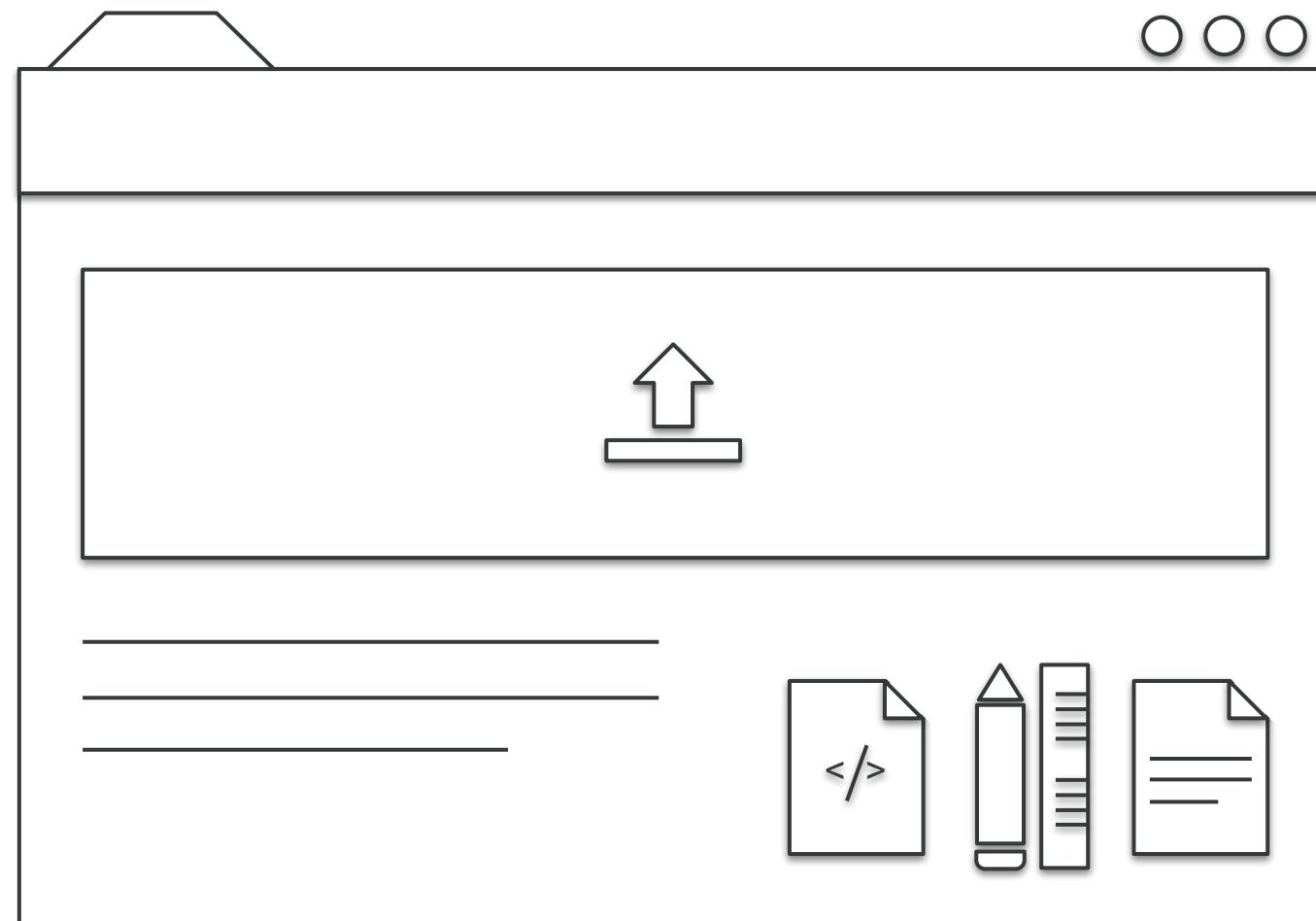
cloud and IPFS
storage

blockchain
registration



Bernstein enables innovators to create a trail of records on the blockchain

A simple web app with many applications



Drag, drop, and click to get a blockchain certificate for your IP assets.

Whatever the format, whatever the size.



SECURED TRADE SECRETS

Create thorough documentation to fulfill the requirements of a secrecy violation lawsuit.



BETTER CONTRACTS

Produce enforceable NDAs & licensing contracts that are not disclosing sensitive data.



DEFENSIVE PUBLISHING

Strong prior art creation, undisputable timestamp and provable public availability.



PRIOR USE DEFENSE

A flexible alternative to lab notebooks to secure freedom to operate against patent trolls.

As well as strong copyright claims, employment contracts, open innovation, ...



Bernstein blockchain certificates

BERNSTEIN

MARCO BARULLI ABOUT MARCO BARULLI ▾

Secure Vault / Marco Barulli / Four blade bi-directional razor structure with flexible guard system

Summary History Settings

Cover

FOUR BLADE BI-DIRECTIONAL RAZOR STRUCTURE WITH FLEXIBLE GUARD SYSTEM

Description Single-head bi-directional razor devices having an elongated bi-directional razor head with flexible guard edges are disclosed. The razor head may be constructed as a removable cartridge if desired, and has strips are positioned within the head in a substantially common working plane, with their sharpened edges defined in part by the flexible guards, which preferably are formed as elongate pliable edges of the razor head. The first and second sets of razor blade strips may consist of one, two or three strips, and are preferably mounted for individual spring-loaded movement. The user gently presses the razor head against the skin, then moves the head in one direction for contacting blades from the first set against the user's skin for lifting the razor head from the skin, moves the head in the opposite direction so that blades from the reverse movement. The flexible guard system helps manipulate the skin to be shaved so that it is taught edges of the blade strips to engage the skin with the appropriate amount of pressure for a closer shave.

Files

Name	Size	Last modified	Type
Razor Model.cad	158.65625 KB	2 months ago	application
Technical Description.pdf	254.1953125 KB	2 months ago	application
Intro video.mp4	89.6728515625 KB	2 months ago	application
Audio notes.mp3	39.1015625 KB	2 months ago	image/png

BERNSTEIN

BLOCKCHAIN CERTIFICATE

Four Blade Bi-Birectional Razor Structure with Flexible Guard System

Project Owner Gillette Corporation **Registration Date** 23.06.-2016 18:05:38 UTC

Project Hash: 28299503e35d9d500acf21e3eb6e99952b2b6e7336c908712fcfcd6577dcd3fa0bc

TX: 02b082113e35d5386285094c2829e7e2963fa0b5369fb7f4b79c4c90877dcd3d **Block:** 2664844

Project Owner public key (A)
046ce31db9bdd543e72fe3039a1f1c047
a669ff90e28da1848f640de68c2ee9132

Project data public key (B)
046ce31db9bdd543e72fe3039a1f1c047
a669ff90e28da1848f640de68c2ee9132

Bernstein public key (C)
046ce31db9bdd543e72fe3039a1f1c047
a669ff90e28da1848f640de68c2ee9132

Multisig 3/3 → [A, B, C]

OP_RETURN → BERNSTEIN 01.01 REG 80c33821...

You can check the authenticity of this certificate at: <https://app.berniein.io/verify> or you can independently perform the verification following these instructions.



Use case - 1

Enhanced confidentiality agreements

The NDA dilemma:

- broad ⇒ unenforceable
- specific ⇒ complex, discloses trade secrets

NONDISCLOSURE AGREEMENT

1. This Nondisclosure Agreement (the "Agreement") is entered into by and between

("Disclosing Party")
and
("Receiving Party")

for the purpose of preventing the unauthorized disclosure of Confidential Information as defined below. The parties agree to enter into a confidential relationship with respect to the disclosure of certain proprietary and confidential information ("Confidential Information").

2. For purposes of this Agreement, "Confidential Information" shall include all trade secrets and confidential information designated as such by the Disclosing Party prior or at the time any such trade secret or confidential information is transmitted to the Receiving Party. Notwithstanding the foregoing, any information transmitted by the Disclosing Party to the Receiving Party concerning:

shall constitute Confidential Information.

3. Receiving Party's obligations under this Agreement do not extend to information that is: (a) publicly known at the time of disclosure or subsequently becomes publicly known through no fault of the Receiving Party; (b) discovered or created by the Receiving Party before disclosure by Disclosing Party; (c) learned by the Receiving Party through legitimate means other than from the Disclosing Party or Disclosing Party's representatives; or (d) is disclosed by Receiving Party with Disclosing Party's prior written approval.

4. Receiving Party shall hold and maintain the Confidential Information in strictest confidence for the sole and exclusive benefit of the Disclosing Party. Receiving Party shall carefully restrict access to Confidential Information to employees, contractors, students and third parties as is reasonably required and shall require those persons to sign nondisclosure restrictions at least as protective as those in this Agreement. Receiving Party shall not, without prior written approval of Disclosing Party, use for Receiving Party's own benefit, publish, copy, or otherwise disclose to others, or permit the use by others for their benefit or to the detriment of Disclosing Party, any Confidential Information. Receiving Party shall return to Disclosing Party

Blockchain enhanced NDA:

- simple, strong, private

Blockchain-enhanced NDA

Between "Legal person or entity A" hereinafter referred to as "**Inventor**" and "Legal person or entity B" hereinafter referred to as "**Recipient**"

Whereas:

Inventor and Recipient intend to collaborate on a joint project and, in order to define the nature and content of the collaboration, the Inventor wishes to share technical and/or commercial information of a confidential nature with the Recipient that will ensure that the same remain confidential. Now, therefore, it is hereby agreed as follows:

1. For the purposes of this Agreement "Confidential Information" shall mean such technical and/or commercial information as univocally identified by Annex A, a blockchain certificate issued via Bernstein Technologies GmbH, the specific certificate number being xxxx-yyyy-wwwwww-zzzz.

2. Additional information disclosed by the Inventor to the Recipient during the collaboration should be considered part of the Confidential Information only if:

- a. the new information is identified by a new blockchain certificate logically linked to the one mentioned in 1. (see Annex 2 for technical details)
- b. the new blockchain certificate is transmitted to the Recipient along with the new information.

Use case - 2

Defensive publishing



A new publishing media for prior art creation!

- ✓ robust and indisputable timestamp
- ✓ proven public availability
- ✓ optionally anonymous
- ✓ convenient and inexpensive
- ✓ not just for documents (datasets, visuals, ...)

The collage includes:

- IBM logo
- RESEARCH DISCLOSURE logo (with a lightbulb icon)
- Xerox logo
- XEROX DISCLOSURE JOURNAL logo
- ip.com logo
- Prior Art Publishing logo (with a lightbulb icon)
- BERNSTEIN logo (yellow lightning bolt)
- A sequence of black silhouettes illustrating the evolutionary process from a primate to a walking human.

Text elements in the collage:

- EN884-0149 JZB P200 52-720 71-310 71-312
D. J. Ashley and L. Hassebrook
- IBM Technical Disclosure Bulletin Vol. 29 No. 11 April 1987
- Proposed Classification U.S. Cl. 355/221 Int. Cl. G03g 15/02
- VERTICAL ASSEMBLY PIN SCOROTRON
Brant Braegees Kathleen M. Johnson Richard L. Forbes



Early supporters



“Application of Blockchain technologies can benefit intellectual property protection and will help architects secure their copyrights.”
-- *Gabriele Seitz, Referatsleiterin Digitalisierung, Bundesarchitektenkammer*



“Bernstein could nurture open innovation initiatives and give corporations an agile and effective way to implement defensive IP strategies.”
-- *Catarina Martins, Community Lead, Nokia*



“A very convenient tool that I would strongly recommend to our clients. Way better than what the market is offering today.”
-- *Christophe Saam, Managing Director, P&TS Intellectual Property Ltd*



Legislators are paving the road for blockchain records



B E R N S T E I N



QUARTZ

Sweden's blockchain-powered land registry is inching toward reality

By Joon Ian Wong

April 03, 2017

Delaware is Drafting Law That Recognize Blockchain Records

Garrett Keirns (@garrettkeirns) | Published on March 15, 2017 at 21:00 BST

Delaware is inching closer to using blockchain as a means to create and manage corporate records.

Though the process is in the early stages, a group within the Delaware State Bar Association's Corporation Law Section has released [a proposed piece of legislation](#) that would establish a legal basis for using the technology for this purpose. Specifically,

South China Morning Post EDITION: INTERNATIONAL ▾

China accepts blockchain verification for evidence in courtroom

Courts have traditionally depended on third-party notary organisations to authenticate evidence

China has made blockchain records admissible in court as authorities step up measures



DUBAI BLOCKCHAIN STRATEGY

The Dubai Blockchain Strategy, launched by His Highness Sheikh Hamdan, i

Dubai Future
logy innova
efficient, a



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Sport

Weather

Shop

Earth

Travel

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NEWS

Technology

Government urged to use Bitcoin-style digital ledgers

ping the fu
Blockchain
n Mohamm
ai the happy



BERNSTEIN

Current status: private beta

20+ Clients



MINDFIRE



6 Awards - 30K EUR total prizes



Blockchainhub Graz



Handelsblatt

2 Accelerators



2 Investors

MOTU VENTURES

Partners of
ARNOLD & RUESS

Market and business model



1. Direct clients - SaaS

- ✓ **Target:** high-tech companies
- ✓ **Industries:** machinery, biotech, pharma, fashion, ...



2. Partner clients - White label

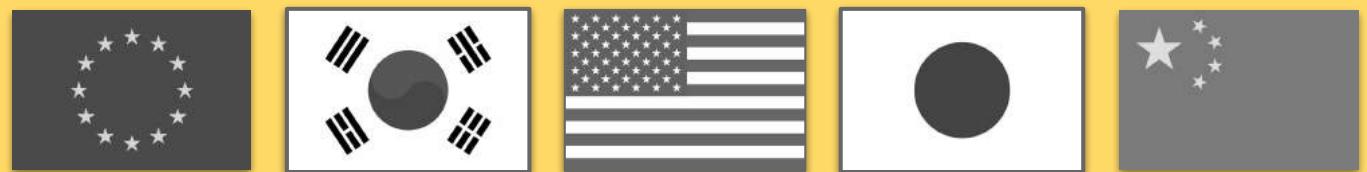
- ✓ **Target:** Law firms, research institutions, business consortiums,

High-tech SMEs in the EU

750,000

Source: EU Commission

Target markets



**A global, growing
multi billion market**



Pricing

1. Direct clients

SaaS, pure web app, flat rate subscription plans.

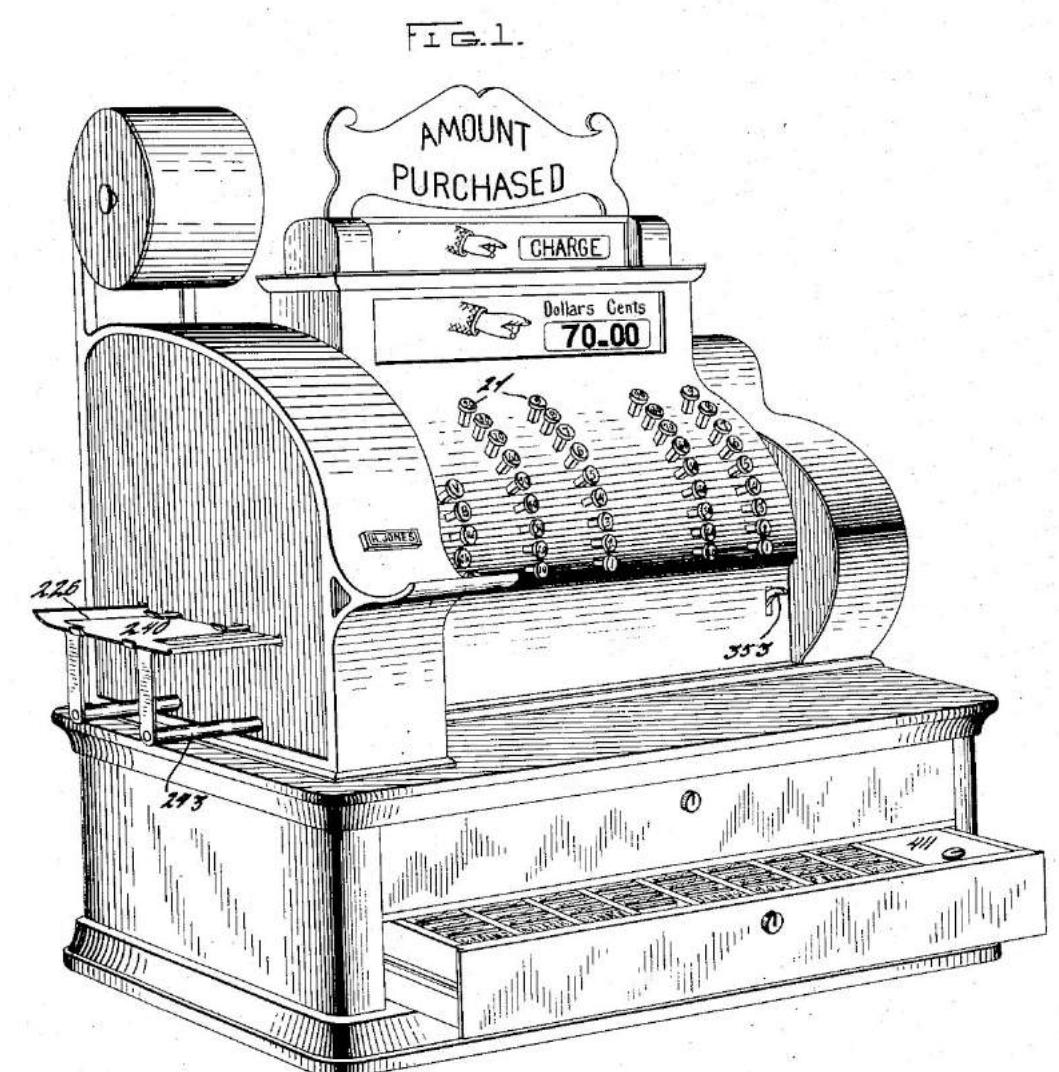
Flex	Silver	Gold	Platinum
€9	€99	€399	€1,199
19€/cert	10 certs/mo	50 certs/mo	200 certs/mo

2. Partner clients

- + Fixed monthly fee (€599)
- + Tiered pricing based on certificates volume

All plans include:

- **unlimited users**
- **unlimited storage**





Competitive landscape

Blockchain-based



Blockchainyourlp



stampery



Binded

Token-based



Vaultitude



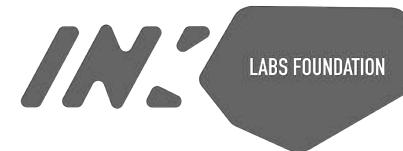
po.et



RiteCoin



COPYTRACK



Why is Bernstein better

- ✓ perfect confidentiality
- ✓ decentralized design
- ✓ unlimited encrypted storage
- ✓ optimized UX/UI for IP portfolios

- ✓ enterprise design (user access rights, ...)
- ✓ multiple certificates (blockchain, TSAs, ...)
- ✓ no cryptocurrency, no tokens required
- ✓ lower costs



Financial projections

		2018	2019	2020	2021
Direct clients		20	215	700	1,361
Partners clients		13	80	176	295
Revenues	€	70,432	880,533	2,810,608	5,595,418
Cost of goods sold	€	8,713	160,503	522,654	1,025,797
Client acquisition	€	9,417	36,400	62,400	93,600
Employees	€	143,203	706,945	1,440,188	2,045,741
Other opex	€	50,880	120,170	169,884	209,515
EBITDA	€	-141,781	-143,484	615,482	2,220,766



Fundraising

July 2018 seed round

- ✓ 270K EUR
- ✓ Led by Motu Ventures

MOTU VENTURES
Partners of
ARNOLD RUESS

Next round

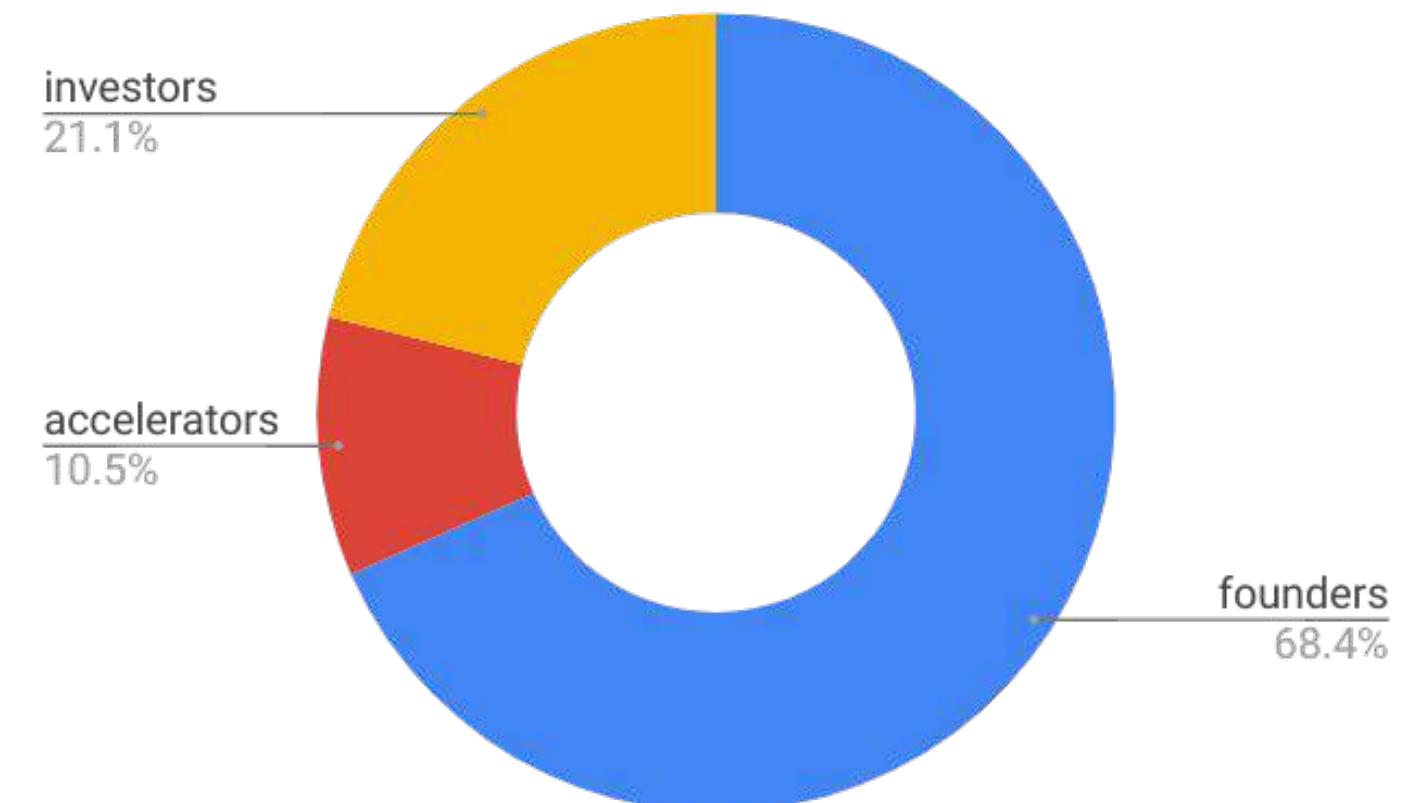
Additional funding for:

- growing sales and tech team
- international expansion and partnerships

Target
1M EUR

Expected closing
Q1 2019

Bernstein Technologies GmbH
München HRB 229129



Team



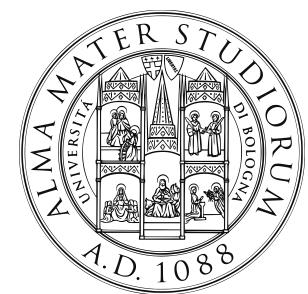
Marco Barulli
Managing Director



Paul Reboh
Chief Technology Officer



Jean-Maxime Rivière
Business Development



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80538 Munich - Germany

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Bernstein® is a EU registered trademark
Reg. N. 016136871



EUIPO
EUROPEAN UNION
INTELLECTUAL PROPERTY OFFICE

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Tankred Hase
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Sevim Süzeroglu
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