

# Provenance & Digital Art

*Trent McConaghy, CTO*

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ascibe<sup>®</sup>

*Marcel Duchamp,  
Fountain (1917)*



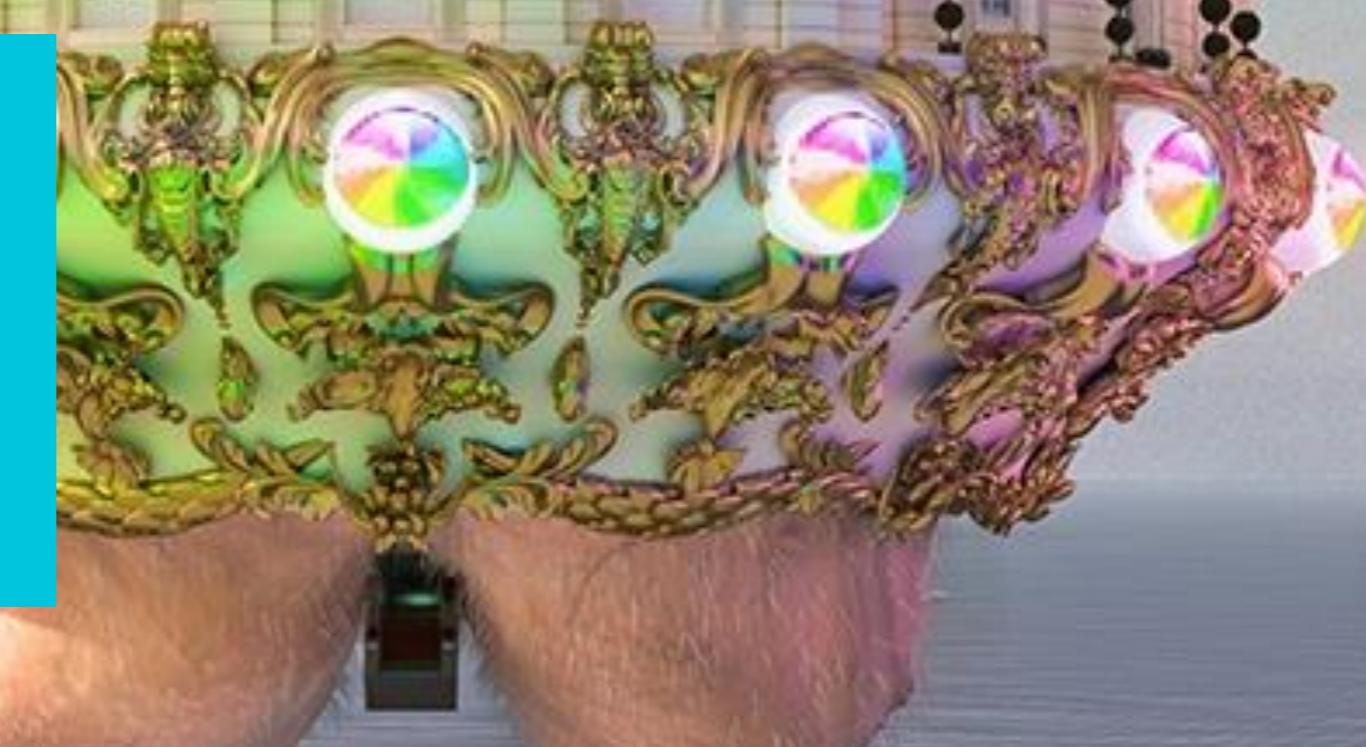


*Marcel Duchamp,  
Fountain (1917)*

In art,  
provenance is  
everything



"I'm interested in buying your digital art. But how do I know you own it?"





"I'm interested in  
buying your art.  
But how do I know  
you own it?"

*(What's the  
provenance of  
title?)*

*"my conclusion is that whatever you put on the internet you lose it. Maybe keep the rights, but lose the power over it."*

*-user on Shapeways blog  
[3d printing marketplace]*

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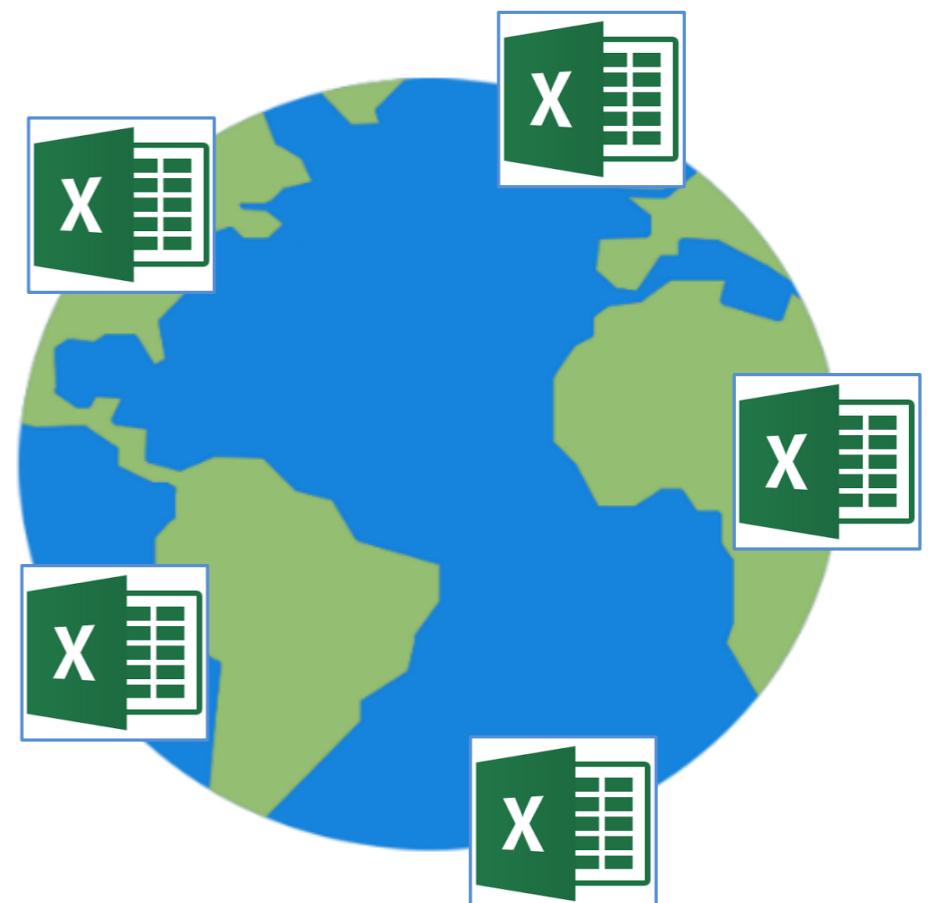
*(What's the provenance of copies?)*

How to get  
provenance  
*of title?*

How to get  
provenance  
*of copies?*

# How to get provenance *of title?*

Easy claim copyright  
Easy rights transfer  
On a public DB that no  
one owns (blockchain)



Jonathan Monaghan  
Escape Pod  
2015, 3 editions

ID: 1P1EumqcJoxMMGf79WwdkFn7uCRBeNaCR8

ascribed digital  
art at bit forms  
NYC

<http://ascri.be/1KfMJt0>

# Certificate Of Authenticity

As of 30 November 2015, 17:36:00 GMT, Masha (Maria) McConaghy is the owner.  
To verify current owner, please visit <http://asci.be/1luAOpo>



DOLLAR  
EURO  
SWISS FRANCS  
JEFF KOONS  
BITCOIN

## Currency

Date: 2014

Edition: 3 of 100

Created by: Dan Perjovschi

Owner: maria.mcconaghy@yahoo.com

## ARTWORK DETAILS

Artwork ID: 17uZBwSbLGfXy3vRRMWzF5PMjFVNc1tkQ2

File: currency-2014.jpg (499 KB)

## PROVENANCE/OWNERSHIP HISTORY

Apr. 30, 2015, 12:36:19 - Registered by mail@cointemporary.com

May. 01, 2015, 09:46:08 - Transferred to admin

May. 08, 2015, 13:04:59 - Transferred to trent

Nov. 27, 2015, 19:35:14 - Transferred to maria.mcconaghy@yahoo.com

## CRYPTOGRAPHIC STAMP

Use the summary and signature below to authenticate this certificate:  
<http://asci.be/1Szr45Q>

Summary: Dan Perjovschi\*Currency\*3/100\*2014\*2015Apr30-12:36:19

Signature: 438B24CE06182FA3AA82BC285F867D03FB73F3BCC0F73FD8A6  
EC2BFF7088E011E60355B7DC75D5745A9D5CA2A8115512FF835  
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BE75F08D0DEBD7AF55E4CB085B9A0A14583F135DBB399121B24  
ED1L

Blockchain-backed,  
digitally signed COA

scribe®



152-year old art museum  
MAK Vienna bought ascribed  
digital art to its collection

<http://ascri.be/1datNRs>

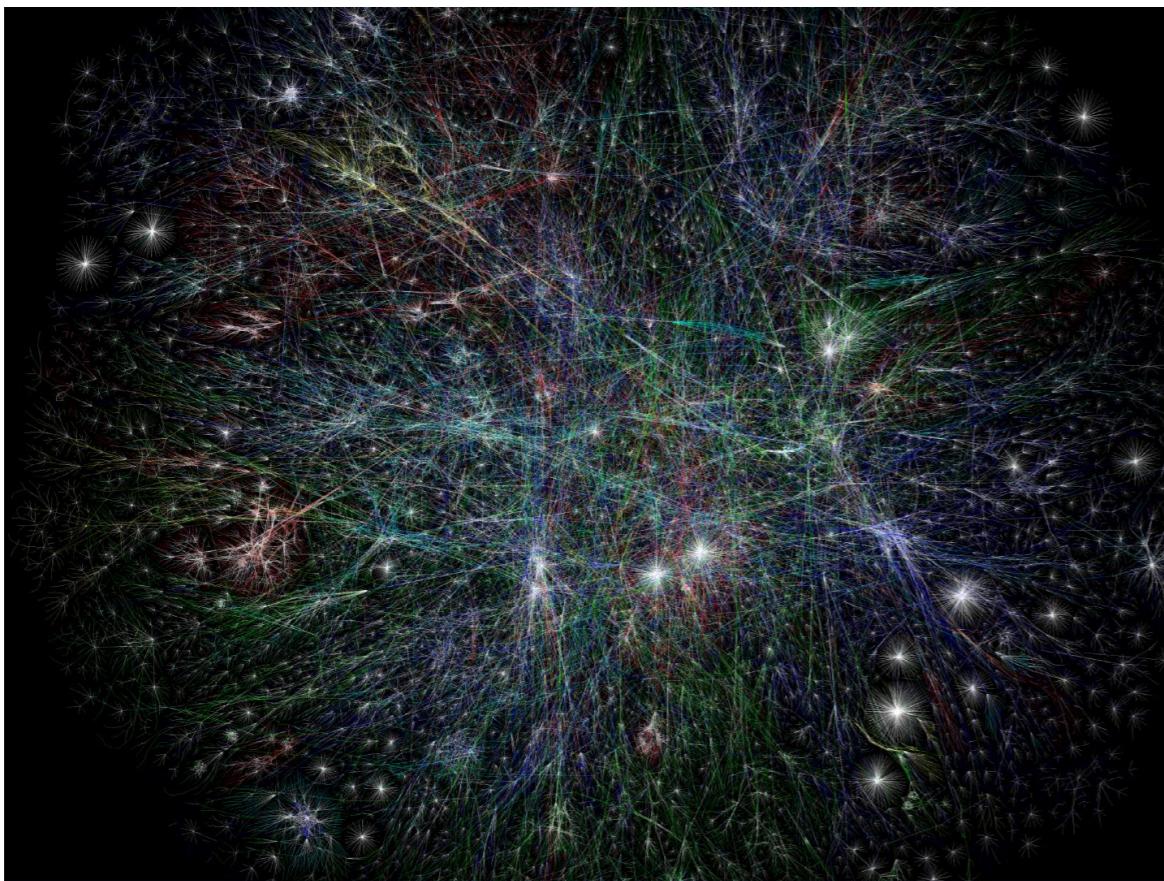
The screenshot shows a web browser window for "Creative Commons France" at [creativecommons.fr](https://creativecommons.fr). The page has a blue header with the "cc France" logo and navigation links: A PROPOS, LICENCES, ACTUALITÉS, RESSOURCES, and PARTENARIATS. Below the header, there's a section titled "ENREGISTRER SON OEUVRE SUR ASCRIBE" featuring an illustration of a person pointing at a screen with a CC logo. The main content area is titled "Register under a Creative Commons license". It includes fields for "Your Work" (with a "Drag file here or choose a file to upload" button), "Artist Name" (e.g., Andy Warhol), "Title" (e.g., 32 Campbell's Soup Cans), "Year Created" (e.g., 1962), "Copyright license..." (CC-BY-NC-ND-4.0: Attribution-NonCommercial-NoDerivs 4.0 International), and a checkbox for "Specify editions". At the bottom is a "Submit" button. The top right of the page shows "+ NEW WORK" and "COLLECTION".

# CC licenses via Creative Commons FR



Creators register content via ascribe,  
then license it to ikonoTV  
(300M TV viewers, 100K+ app users, top app)

# How to get provenance *of copies?*



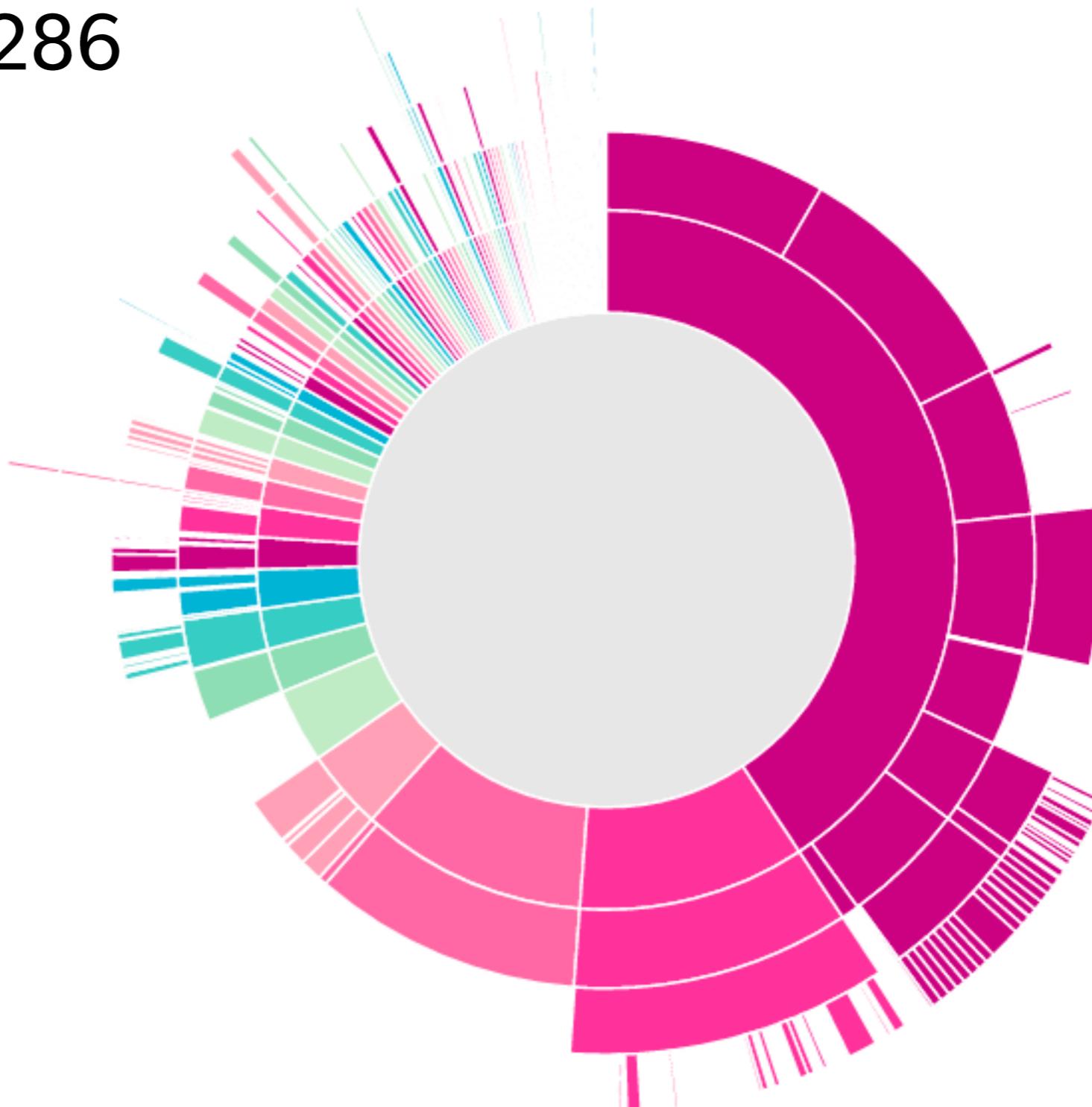
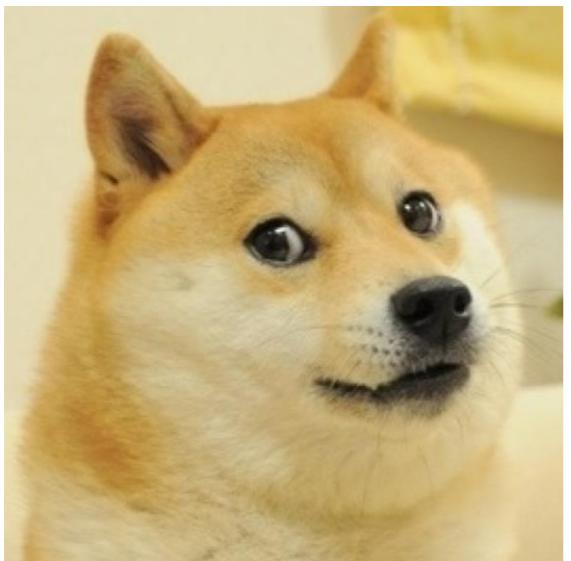
**Swallow the web**  
**ML image search**  
**Analytics**

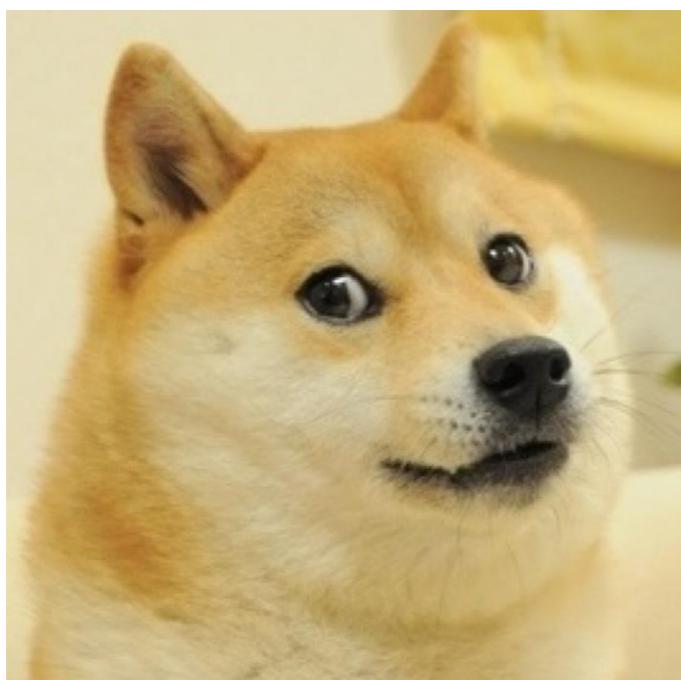


Where's  
doge?

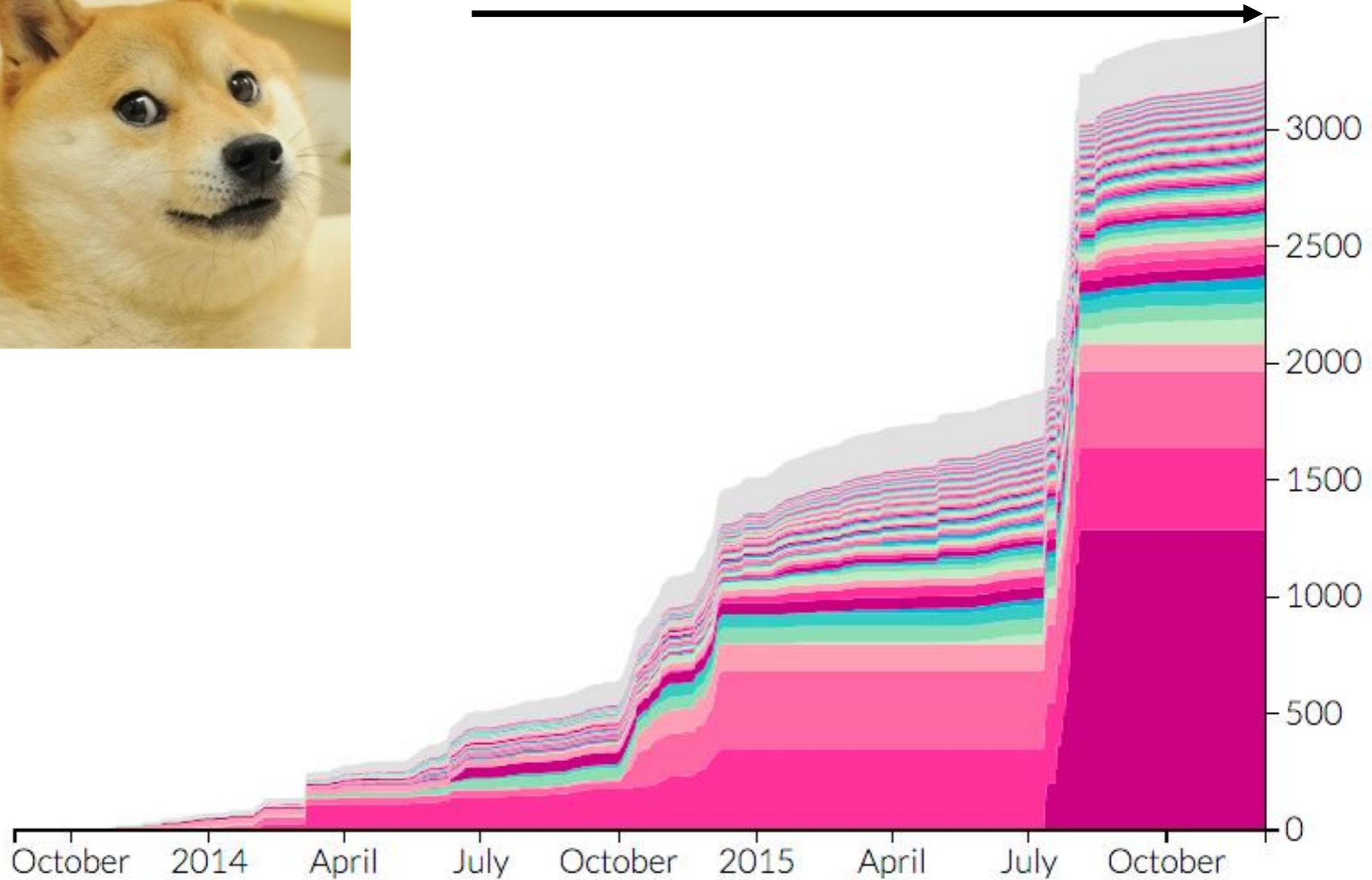
Website: [sc2tv.ru](http://sc2tv.ru)

Occurrences: 1286



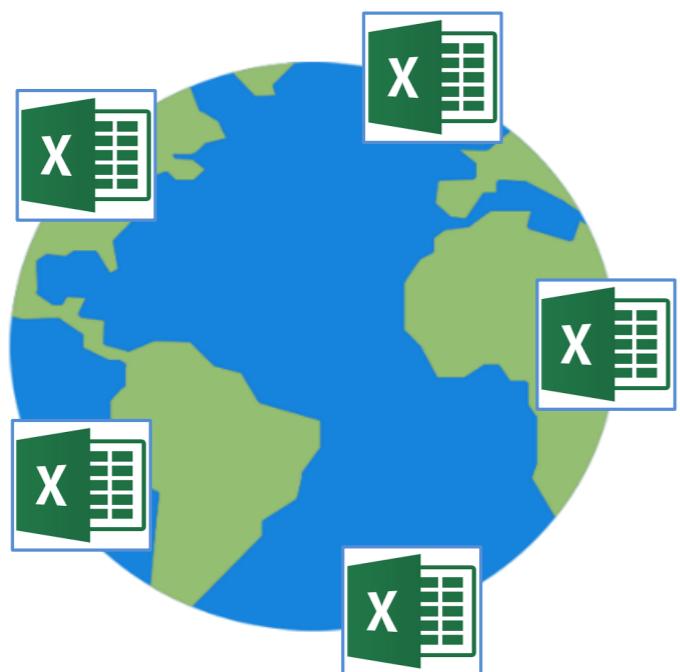


4000 copies



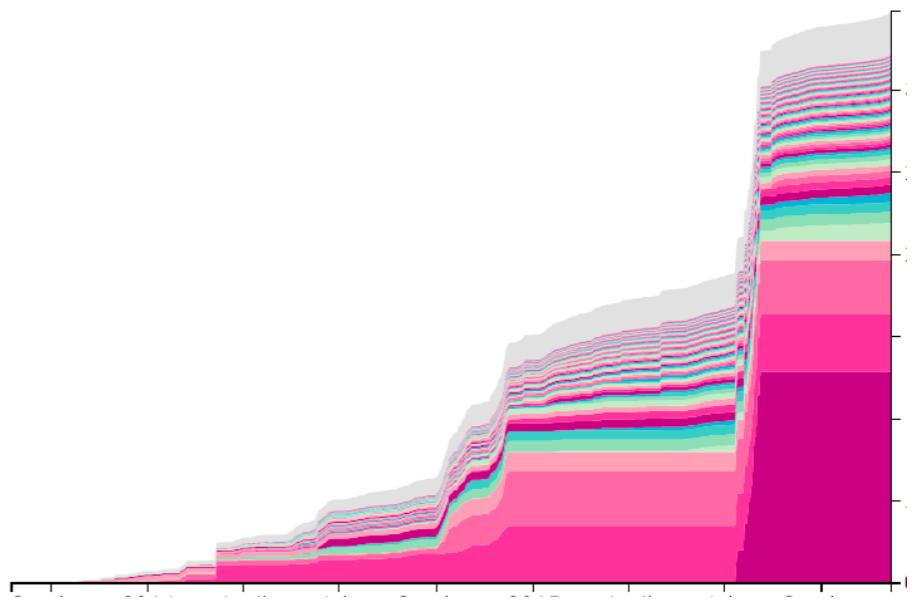
# In Art, Provenance is Everything. We can now get it for digital!

Provenance  
of title (IP)



[ascibe.io](https://ascibe.io)

Provenance  
of copies



[whereonthe.net](https://whereonthe.net)