Art Hound: The Police Dog for Artists In the NFT Age

Tracking Art Theft by Scent

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What's The Problem

- As Non-Fungible Tokens (NFTs) grow so does art theft

- Artists have taken to drastic measures to protect their art

- Some artists oppose NFTs morally

- Some artists wish to mint their art as NFTs to make money

- Not all artists know all the options available to them to protect their art against theft
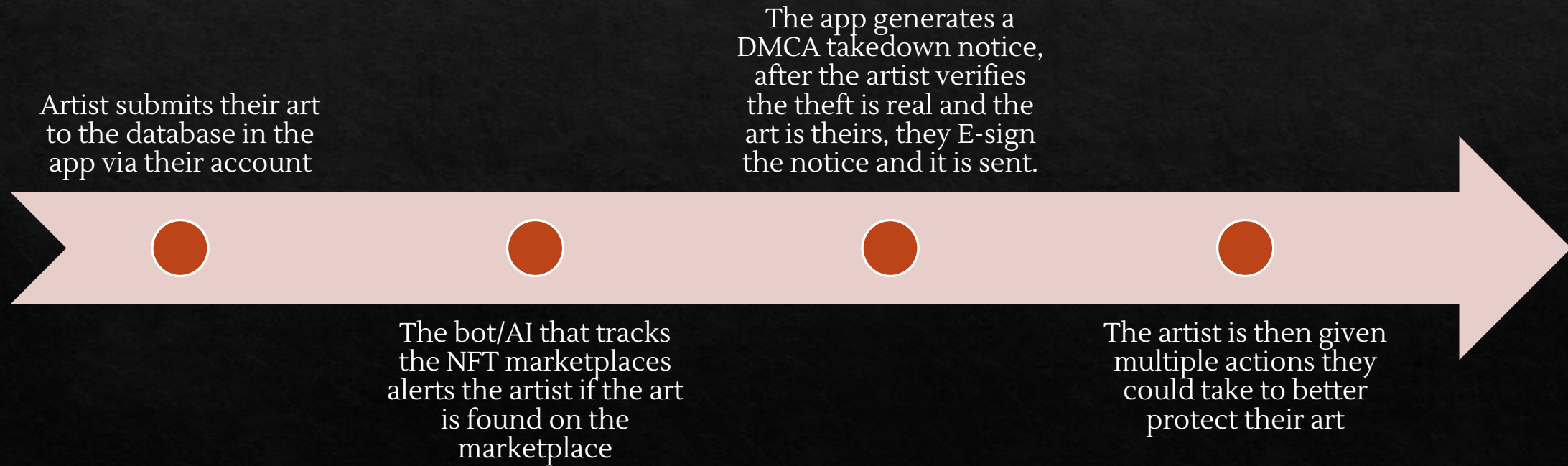
Customer Base

Hobby artists

NFT artists

Commission artists

Solution: The "Art Hound" App

The app that allows artists to make accounts, submit their art, and automatically take down any that are minted into NFTs without their consent, similar to a bloodhound searching for stolen goods.

Artist submits their art to the database in the app via their account

The bot/AI that tracks the NFT marketplaces alerts the artist if the art is found on the marketplace

The app generates a DMCA takedown notice, after the artist verifies the theft is real and the art is theirs, they E-sign the notice and it is sent.

The artist is then given multiple actions they could take to better protect their art

More Features

The app can store past sent DMCA's and keep track of what art has been stolen to help with record keeping.

The app can use data available on the marketplace to record how much the NFT was sold for, or how much it was valued at when the DMCA notice was sent.

The app can be given information about art that legitimately made into an NFT by the artist. If the art is then stolen and minted again it can alert the artist about that.

The app will also contain easy to read versions of each major marketplace's policies as well as how to send an official complaint regarding theft to each of the markets.

Concerns

Security: E-signatures require personal information

Accuracy: We need to weed out false positives from the bot

Record Keeping: if we are not keeping people's names how will we organize our records

Legal: We need to be confident that our system follows all laws

Conclusion

- NFTs have exploded in popularity and are here to stay

- Artists need help tracking their art

- "Art Hound" Will help ease artists in protecting and tracking their art as NFTs grow, providing useful information and keeping records of art theft to help in any future battles an artist might face.

Citations

1. Collier, K. (2022, January 11). *NFT Art sales are booming. just without some artists' permission.* NBCNews.com. Retrieved January 19, 2022, from https://www.nbcnews.com/tech/security/nft-art-sales-are-booming-just-artists-permission-rcna10798

2. Munster, B. (2021, March 15). *People are stealing art and turning it into nfts.* VICE. Retrieved January 19, 2022, from https://www.vice.com/en/article/n7vxe7/people-are-stealing-art-and-turning-it-into-nfts

Images

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