



V-ART

Monetizing IP for brands and AI



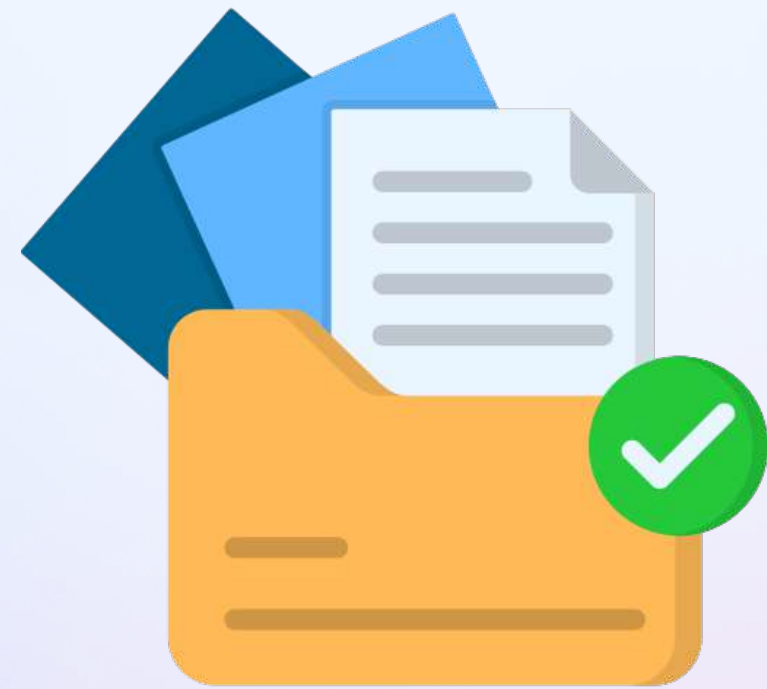
Anastasiia Glibova
CEO & Co-Founder



Website
v-art.digital

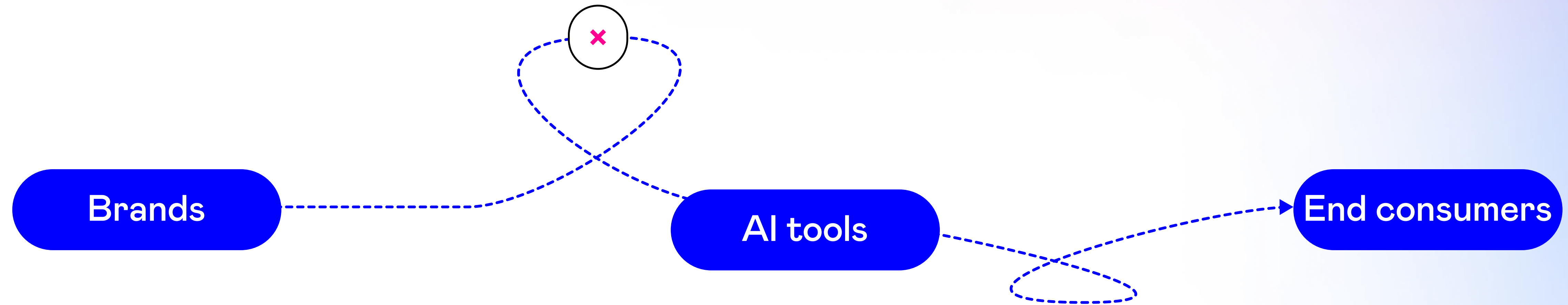
Email
anastasiia.gliebova@v-art.digital

Every product needs a license



LICENSING IS A \$275B OPPORTUNITY

IP licensing now is slow and expensive



- take months to license IP
- no traceability

- **need IP for datasets**
- **face legal risks**

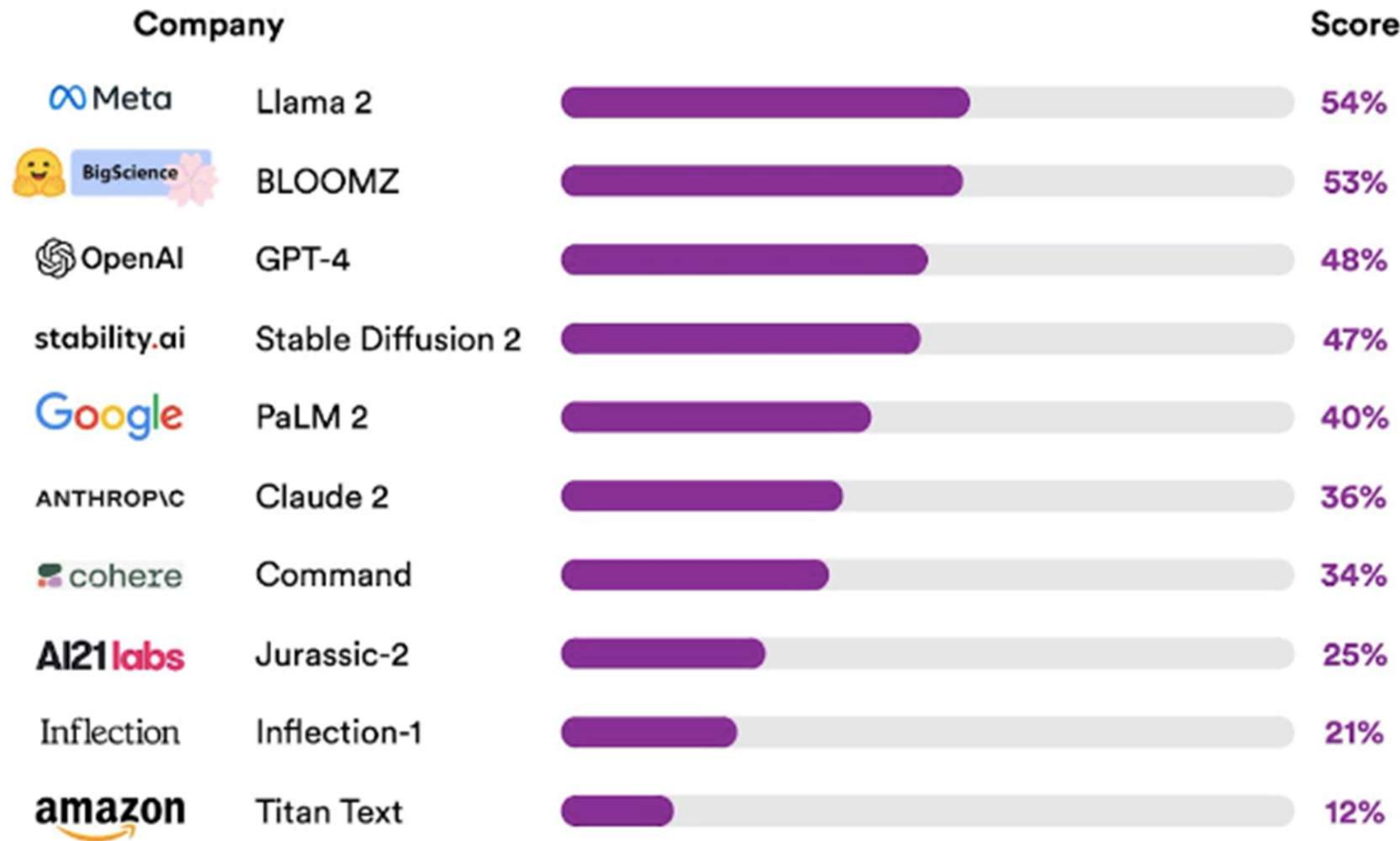
- limited usage options
- questionable value

\$50B+ OPPORTUNITY

AI tools need licenses for datasets and sales

Foundation Model Transparency Index Total Scores, 2023

Source: 2023 Foundation Model Transparency Index



But now:

- no company scores in transparency of data licensing
- 17 massive lawsuits in US alone
- **EU AI Act: generative AI systems must disclose copyright sources**

Getty Images sues AI art generator Stable Diffusion in the US for copyright infringement

\$1.8T lawsuit



/ Getty Images has filed a case against Stability AI, alleging that the company copied 12 million images to train its AI model

Study source: <https://crfm.stanford.edu/fmti/fmti.pdf>

AI & IP in Japan

10 principles AI Guidelines for Business, January 2024

Article 30-4: “A work may be exploited, regardless of the method used, in the following cases and other cases where the purpose is not to enjoy the ideas or sentiments expressed in the work for oneself or to have others enjoy the work...”



- accountability**
- fair competition**
- fairness human centric safety**
- innovation transparency**
- ensuring security**
- education/literacy**




V-ART PROTOCOL



Solution for IP licensing

 Automate

 Track

 Monetize

Trusted by:

 Meta

L'ORÉAL

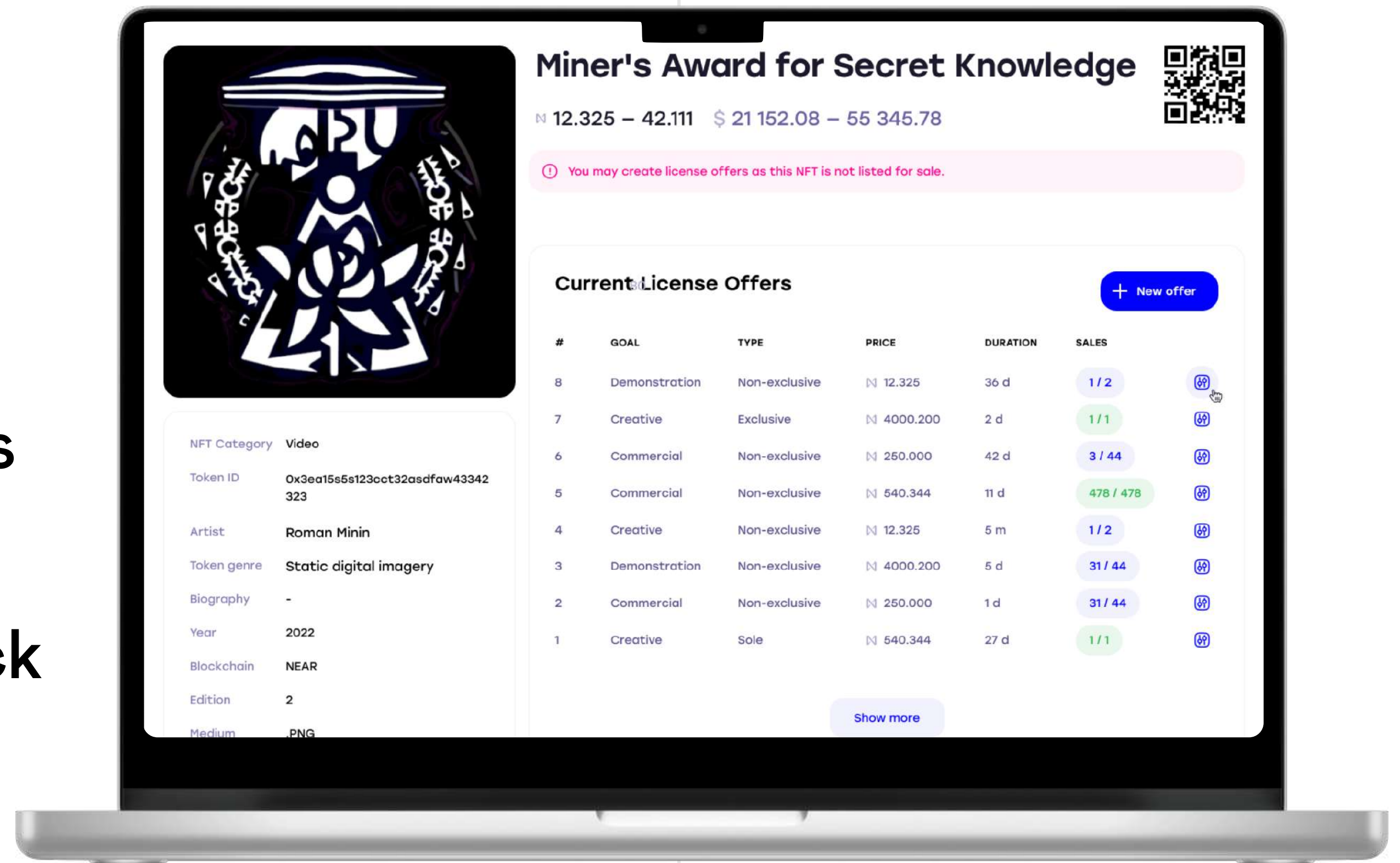
 NEAR

1 admin panel for all IP

Step 1 Install and customize a panel, upload files

Step 2 Select terms and publish offers

Step 3 Buyer purchases IP in 1 click

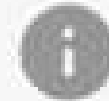


Plans

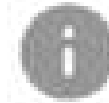
PRO

ENTERPRISE

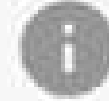
Full installation package to use and customize for your business



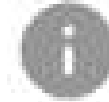
Unlimited amount of licenses



Suitable and customizable for all kinds of IP



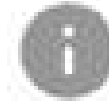
No commission fees



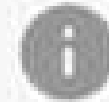
Track your IP in a single dashboard



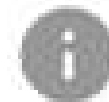
Custom reports



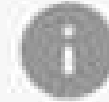
Personal tech and business support, incl. Integration and consultancy



Advanced product updates



Exclusive early access to new features



Use case: brands & tech companies

- 1 tool to manage & track IP and licenses
- Cutting operational expenses up to 5x
- Opening new markets & growing revenue

The screenshot displays the V-ART web application interface for creating a new licensing offer. The top navigation bar includes the V-ART logo, 'Licenses', and 'Digital assets' tabs, along with a 'New license' button and an 'Admin' user profile dropdown. The main heading is 'Create new licensing offer'.

The form is divided into several sections:

- Goal:** Three radio button options: 'Commercial use' (selected), 'Demonstration / Creative', and 'AI license'. A descriptive text below reads: 'Defines how specifically the licensing asset may or may not be used and related IP rights.'
- Type:** Three radio button options: 'Exclusive' (selected), 'Non-exclusive', and 'Sole'. A descriptive text below reads: 'Defines the degree of exclusivity and how many licenses may be created.'
- Platform:** A text input field with a placeholder: 'Industry, platform, website, application or tool where the licensed asset may be used'.
- Price:** A text input field.
- Duration:** A date range selector.
- Count:** A numeric input field.

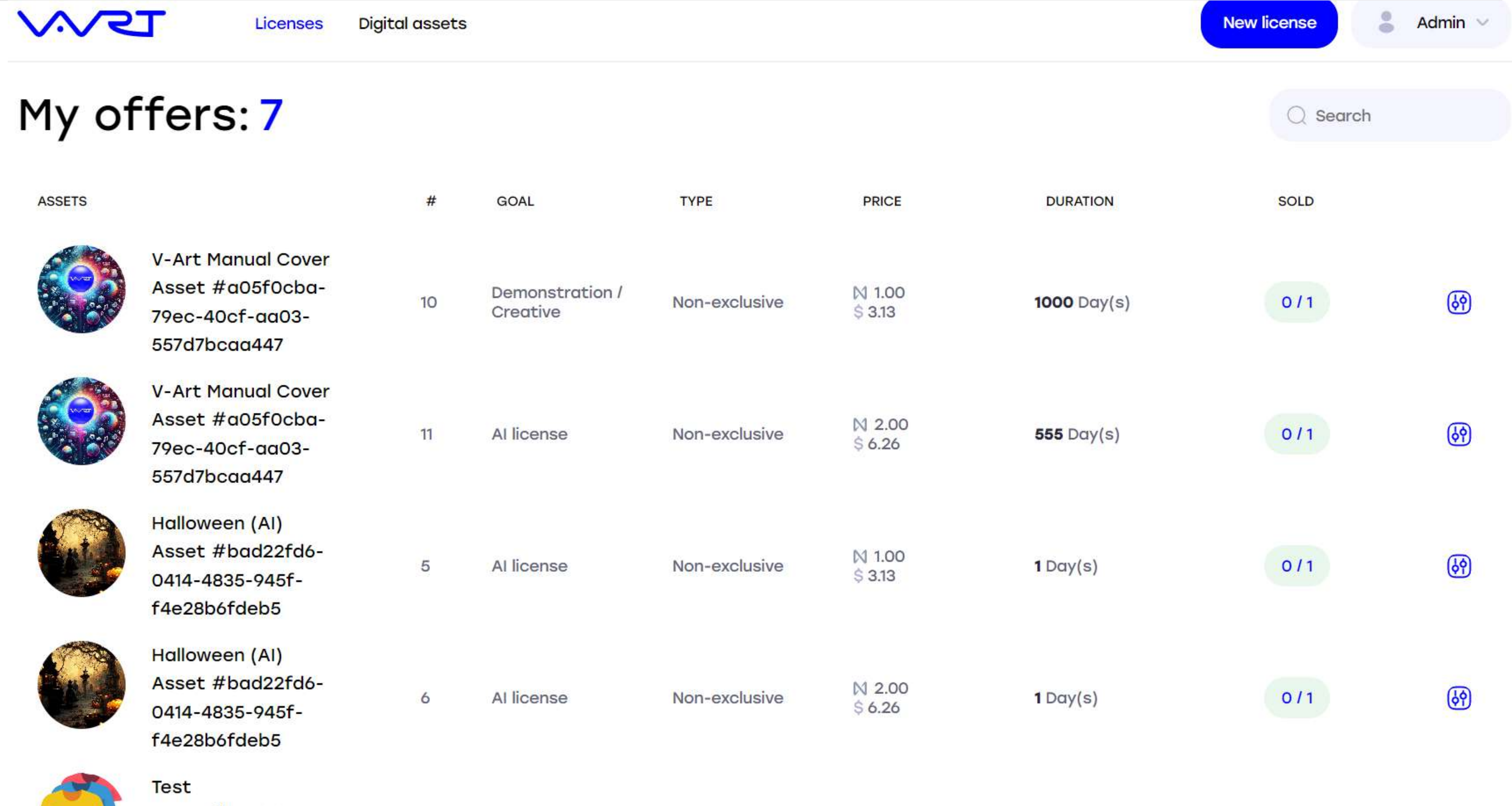
On the right side of the form, there is a circular profile picture of a globe and the name 'Submerged'. Below this, the 'Offered rights:' section includes a 'Purpose:' description: 'This license is intended for anyone wishing to use the licensed asset for commercial purposes, such as digital merchandise, advertising, and more.' and an 'Examples of Permitted Uses:' list:

- Advertising and Promotion: Use the licensed asset to create advertisements, website banners, social media posts, and similar promotional materials.
- Digital Merchandise: Utilize the asset to create digital merchandise, such as social network filters, game elements, digital clothing, or other items.
- Commercial Publications and Productions: Employ the asset in publications, productions, and other commercial use cases specific to the respective field.










The footer contains links for 'FAQ', 'Terms & conditions', 'Licensing agreement', '2023 @ V-Art Corp. All rights reserved', 'User manual', 'Contact support', and 'Log out'.

Use case: AI tools

- Full transparency of copyright sources
- New revenue streams
- Better legal compliance
- Scalability



The screenshot shows the VART interface with a navigation bar containing the logo, 'Licenses', 'Digital assets', a 'New license' button, and an 'Admin' dropdown. Below the navigation is a search bar and the heading 'My offers: 7'. The main content is a table with the following columns: ASSETS, #, GOAL, TYPE, PRICE, DURATION, and SOLD. The table lists four offers, each with a circular asset image, a description, a quantity, a goal, a type, a price in Naira and Dollars, a duration, and a 'SOLD' status (0/1). Each row also includes a small icon in the 'SOLD' column.

ASSETS	#	GOAL	TYPE	PRICE	DURATION	SOLD
 V-Art Manual Cover Asset #a05f0cba-79ec-40cf-aa03-557d7bcaa447	10	Demonstration / Creative	Non-exclusive	₦ 1.00 \$ 3.13	1000 Day(s)	0 / 1 
 V-Art Manual Cover Asset #a05f0cba-79ec-40cf-aa03-557d7bcaa447	11	AI license	Non-exclusive	₦ 2.00 \$ 6.26	555 Day(s)	0 / 1 
 Halloween (AI) Asset #bad22fd6-0414-4835-945f-f4e28b6fdeb5	5	AI license	Non-exclusive	₦ 1.00 \$ 3.13	1 Day(s)	0 / 1 
 Halloween (AI) Asset #bad22fd6-0414-4835-945f-f4e28b6fdeb5	6	AI license	Non-exclusive	₦ 2.00 \$ 6.26	1 Day(s)	0 / 1 
 Test						



Traction

\$4.9M

Pipeline value
200+ in music, art, fashion,
gaming, publishing

Live MVP

V-Art Protocol has a pilot
and ready to scale

\$1.4M

Raised up to date

\$120K

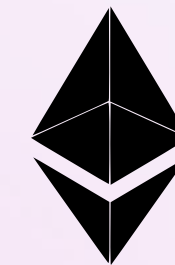
Revenue after the pivot
from B2C to B2B model

 Meta

L'ORÉAL

 HEC
PARIS

 NEAR



STATION F

dslcollection

Expertise in IP Law, Blockchain & AI



Anastasiia Glibova
CEO & Co-Founder

IP lawyer with a background in Economics. 7 years experience in creative management with 30+ projects, total worth over \$3M. Partner & co-owner at ILTI.



Olga Simson
CSO & Co-Founder

Doctor of law, IP, AI and Blockchain law specialist and researcher with 20+ years of experience in 50+ project in creative industries. CEO & co-founder of ILTI. Researcher at CEIPI.



Oleksandr Velychko
CPO & Co-Founder

Manager with 8 years of experience in 90+ projects with AR and VR. Successfully built AI company.



Petro Liubynskyi
CSA

Software Architect with more than 18 years of experience in software solutions design and development, specializing in Scaled Agile landscape.



Oleg Glovatskyi
COO

Serial founder and executive with 9+ years in SME tech companies as a change agent, leader, with strong organizational and prioritization abilities.



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