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Business Proposal of online copyright protection platform for digital assets

Zehui Feng

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protection platform for digital assets

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I. Background on digital assets

As you might notice, data information is exploding, and growing bigger than ever. From the creation of internet in the 90s, it evolves rapidly, in a way that's almost overwhelming. Along 30 years expansion of internet, the economics was blooming benefiting from free information transfer and connection of people trading from all over the world. Without realizing it, data is part of the economics available for trading, gradually replacing the importance of real estates in economics. The era of free information is over! Online articles, arts, user data, medical data...., it's radiating on all the industries. What we refer to as digital assets include any form of content or information that exists in a digital format and has value. These assets can include various types of digital files such as documents, images, videos, audio recordings, software programs, and crypto currencies like Bitcoin.

Digital assets have become increasingly important in today's digital age, as more and more aspects of our lives are being digitized. They can be created, stored, and transferred electronically, making them easily accessible and shareable across different platforms and devices. One of the key characteristics of digital assets is their ability to be replicated and distributed without losing their original form or value. This makes them highly versatile and allows for easy dissemination and sharing of information.

Digital assets can have both tangible and intangible value. Tangible digital assets include things like e-books, music albums, or movies that can be bought and sold. Intangible digital assets, on the other hand, include things like domain names, trademarks, or patents, which hold value in terms of their exclusivity or brand recognition. High quality articles and comments are especially valuable towards large AI language models, and also the first examples that starts the era of data trading. According to the source, Reddit, announced that it would charge a third -party fee for companies using its application programming interface (API), and requests for \$ 12,000 per 50 million API requests. The data charging rules are clearly announced in April this year, Reddit announced that it will collect data usage fees from companies using API training AI chat robots, including Microsoft, Google, Openai, etc. Another example this year is Twitter, according to WIRED, Twitter announced the price of \$ 42,000 per month can access 50 million tweets. Twitter provides three sets of packages, of which the cheapest is: pay \$ 42,000 per month to access 50 million tweets. The higher the package level, the more the number of tweets obtained by researchers or enterprises: pay \$ 125,000 a month to get 100 million US dollars, and pay \$ 210,000 a month to get 200 million. According to the founder of the third -party application Apollo, Apollo made 7 billion requests last month, which means that about \$ 1.7 million is required every month, or \$ 20 million per year.

Digital assets have gained significant attention in the financial industry. With the

emergence of digital currencies and blockchain-based platforms, investors and institutions are exploring new ways to invest in and trade digital assets. This has led to the development of digital asset exchanges and investment vehicles, such as digital asset funds or tokenized securities. From the perspective of China's copyright protection environment and data copyright, publishing companies have a systematic and high-quality text content assets, especially professional science and technology academic materials, ancient Chinese books, literary magazine, economy articles and encyclopedia, etc. The quality and professional contents have higher data value, and the database is scarce in the market. Professional digital assets are more likely to be redefined by value.

Copyright protection online platform that I am proposing is a platform that provides services for clients that are interested or in need to protect their digital assets. At the same time, I am building a database of high quality data assets. This platform will offer various services such as due diligence and comparison, confirmation, certification, private customization, commercialization, trading, after trade services, etc. It's a universal platform facing global clients. Once a digital asset is copyrighted, it will benefit protection under all the WIPO Copyright Treaty binding countries. Interested parties from all over the world can use this platform to get copyright certificates and gain access to a global trading market in just few clicks. Overall, digital assets have transformed the way we create, store, and exchange value in the digital world. They have opened up new opportunities for businesses, individuals, and

investors, while also raising important questions around security, privacy, and regulation.

II. Understanding Digital Art Assets

To understand the challenges faced by digital artists in terms of copyright infringement, and to clarify the scope of subjects we are discussing on this platform, it is essential to first define digital art assets. Digital art assets encompass a wide range of artwork, including illustrations, paintings, photographs, animations, videos, video games, and 3D models. These assets are created using digital tools and software programs such as Adobe Photoshop, Illustrator, or 3D modeling software.

The internet and social media platforms have played a pivotal role in the growth of the digital art industry. Artists can now easily showcase and sell their artwork online, reaching a global audience. Online marketplaces and platforms dedicated to digital art, such as NFT (Non-Fungible Token) marketplaces, have further contributed to the growth and monetization of digital art. The Rise of Web 3.0 provides the blockchain technology to cryptolize artworks and provides a secure authentication and transaction. It enhances the protection of trading attribute of digital art. Collectors can use both crypto currencies like Bitcoin and Ethereum to buy arts on various platforms, the transaction frequency is also higher than in galleries and auction houses. We are going to talk about blockchain in later chapters since it is a critical technology we are using on our platform.

Followed by the breakthrough of generative AI, generative paintings, photos, music, even videos became even more accessible and diverse. Content creating used to require artists learning and using multiple software and different technology. Now, by simply enter some key words and everyone can have access to plenty content in distinguish styles, thanks to large AI models. Worth of notice here, AI generated artwork is not recognized as art under the definition of copyright laws, thus not legitimate for copyright protection. Never the less, this has led to the emergence of new art forms and styles, as well as the democratization of art, making it more accessible to a larger audience.

When we talk about AI generative content, it is a very good tool for ideas and inspirations, but at the same time a tornado blowing towards content creators. The reason is the basic logic of AI generative software is gathering data of current works of artists, and learn a pattern to create new works base on it. There are plenty lawsuits filed by artists against AI company for copyright infringement. I will list two examples to explain the risks faced by digital artists towards a new technology subversion.

Case study 1: According to Artnet news, on January 13, 2023, three artists jointly (Sarah Andersen, Kelly Mckernan, and Karla Ortiz) filed a collective lawsuit to the company behind the three artificial intelligence art generators (Midjourney Inc, Deviantart Inc), saying that these services violated the copyright And unfair

competition law. The plaintiff claims that artificial intelligence tools illegally steal and use their artworks in training data sets. The main thing is that the complaints of the artists pointed out that artificial intelligence generators use their artistic works without consent or compensation to establish a data training set to provide information for the platform's algorithm. In particular, these services depend on the Laion-Aesthetics dataset, which is created by a German company and commissioned by Stability A.I..

The lawsuit quoted a study and found that 47% of the Laion-Aesthetics dataset was composed of picture websites such as Shutterstock and Getty Images, and pictures of websites generated by users generated content generated by users such as Flickr and Tumblr. According to the complaint, an estimated data concentration (about 3.3 million) of each of the 50 pictures is from Deviantart. In addition, collective lawsuits claim that artificial intelligence generators allow the "style" of specific artists to generate art works, so as to "take the commission from the artist itself." Due to this "illegal theft", the plaintiff claimed that their artistic value was depreciated and diluted in images generated by a large number of similar artificial intelligence.

Case study 2: According to Artnet news, Getty Images claimed that it found more than 15,000 pictures in the Stable Diffusion data set and filed a separate lawsuit against Stability A.I, saying that it violated copyright protection law. In an interview with The Verge, Getty Images CEO Craig Peters said that the picture giant is not seeking financial compensation or stopping the development of artificial intelligence,

but in law to "clarify" the rights of creators and entities. In the past year, Stable Diffusion and other text to image generation AI tools, including Midjourney and Lensa, have developed rapidly in the use of generative image software. The images generated by artificial intelligence quickly flooded social media, art sharing website and at least one art competition. Although platforms such as Deviantart's Dreamup tried to establish the protection of creators' rights, artists emphasized that infringement began with training data sets, and the protected images have been searched and stolen.

To conclude from the two cases I mentioned above, despite the numerous opportunities presented by the digital art industry, digital artists face several challenges when it comes to protecting their work from copyright infringement. These challenges include:

- Unauthorized Use:

One of the primary challenges faced by digital artists is the ease with which their artwork can be downloaded, shared, and used without their permission. This can lead to the loss of control over their work and potential financial loss if others profit from their art without proper licensing or attribution.

- Difficulty in Proving Ownership:

Unlike traditional art forms, digital art can be easily replicated and manipulated, making it challenging for artists to prove their ownership and protect their rights. The digital nature of the artwork makes it difficult to establish a clear chain of ownership, which can hinder legal action against copyright infringers.

➤ Lack of Awareness and Education:

Many individuals may not fully understand copyright laws and unintentionally infringe on an artist's rights. This lack of awareness can make it difficult for artists to enforce their copyrights and protect their work. Educating both artists and the general public about copyright laws and best practices is crucial in addressing this challenge.

➤ Global Nature of the Internet:

The internet allows for the global distribution of digital art, making it challenging for artists to monitor and enforce their copyrights across different jurisdictions. Copyright laws vary from country to country, and navigating the legal landscape can be complex and costly for artists.

III. Overview of Copyright Protection in the Digital Art Industry

Copyright laws are a set of legal regulations that protect the rights of creators and owners of original works, including digital art assets. These laws grant exclusive rights to the creators, allowing them to control the reproduction, distribution, display, and adaptation of their works. Here is an overview of copyright laws and their application to digital art assets:

- Copyright Protection: Copyright protection automatically applies to original works of authorship, including digital art assets, as soon as they are created and fixed in a tangible form. This means that the moment an artist creates a

digital artwork, they hold the copyright to it.

- **Ownership and Rights:** The creator of a digital art asset is generally the initial owner of the copyright. They have the exclusive right to reproduce, distribute, display, and adapt their work. These rights can be transferred or licensed to others through agreements like contracts or licenses.

- **Registration:** While copyright protection is automatic, registering the copyright with the relevant copyright office provides additional benefits. Registration creates a public record of ownership and allows the copyright holder to sue for infringement and claim statutory damages.

- **Fair Use:** Fair use is a legal doctrine that allows limited use of copyrighted material without permission from the copyright holder. It is a subjective concept and depends on factors such as the purpose and character of the use, the nature of the copyrighted work, the amount used, and the effect on the market for the original work.

- **Digital Millennium Copyright Act (DMCA):** The DMCA is a U.S. law that provides a framework for addressing copyright infringement on the internet. It includes provisions for takedown notices, which allow copyright holders to request the removal of infringing content from online platforms.

- **Licensing:** Copyright holders can grant licenses to others, allowing them to use their digital art assets under specific conditions. Licensing agreements can be customized to define the scope of use, duration, and any applicable fees or royalties.

- **International Copyright Protection:** Copyright laws vary across countries, but many countries have reciprocal agreements that recognize and protect copyrights from other countries. International treaties, such as the Berne Convention and the WIPO Copyright Treaty, provide a framework for copyright protection globally.

- **Enforcement and Infringement:** Copyright holders can enforce their rights by taking legal action against individuals or entities that infringe upon their copyrights. Infringement occurs when someone uses a copyrighted work without permission or in a way that exceeds the scope of any granted license.

It is important for digital artists to understand copyright laws and protect their rights by properly marking their works with copyright notices, registering their copyrights, and using licensing agreements when sharing or selling their digital art assets. However, there are several limitations and shortcomings associated with current copyright protection methods:

- Global enforcement challenges: Copyright laws vary across different countries, making it difficult to enforce copyright protection globally. Infringement can occur in one jurisdiction while the copyright holder resides in another, leading to jurisdictional complexities and challenges in pursuing legal action.
- Digital piracy and infringement: With the rise of digital technology, it has become easier for individuals to copy, distribute, and share copyrighted content without permission. Online platforms and file-sharing networks facilitate the unauthorized dissemination of copyrighted works, making it challenging to control and prevent infringement.
- Difficulty in proving infringement: In some cases, it can be challenging to provide concrete evidence of copyright infringement, especially in the digital realm. Digital manipulation and alteration of works, as well as the ease of copying and sharing content, make it difficult to establish a clear chain of infringement.
- Limited protection for certain types of works: Copyright protection primarily focuses on traditional forms of creative works such as literature, music, and visual arts. However, emerging forms of expression, such as software,

databases, and digital media, may not receive adequate protection under existing copyright laws.

- High costs and time-consuming legal processes: Pursuing legal action against copyright infringement can be expensive and time-consuming. Small creators or copyright holders with limited resources may find it challenging to enforce their rights due to the high costs associated with litigation and the lengthy legal processes involved.

Addressing these limitations and shortcomings requires a comprehensive approach that combines legal reforms, international cooperation, technological advancements, public awareness campaigns, and education on copyright laws and their implications. We are going to go through some case studies that happened recently

IV. The Need for a Copyright Protection Platform

People often believe that when they create a work, it automatically enjoys copyright protection under the law, so why bother going through the trouble of engaging in a series of copyright protection measures? Even if a copyright dispute arises, simple evidence such as the date on a photograph or annotations on a phone would be sufficient to prove the originality of the work. However, people fail to realize that such evidence is not standardized and may not hold much weight in a

legal battle.

In reality copyright infringement lawsuits, simple evidence is often insufficient to fully prove the originality and ownership of a work. In legal terms, copyright protection requires certain procedures and formalities to be followed. If creators do not register their copyright or take other relevant protective measures, they will face significant challenges and risks in the event of a copyright dispute.

The existence of a copyright protection website is aimed at addressing these issues. It provides a convenient and standardized way to register the copyright of works, ensuring their legality and protection rights. By registering their works on the website, creators can obtain official copyright certification and protection, effectively preventing others from infringing upon their works.

One of the elemental benefits of using a professional copyright protection platform is that we provide a safe copyright protection mechanism. In order to protect the copyright of digital assets, we will establish a safe copyright protection mechanism. This mechanism will adopt advanced encryption technology to ensure the safe storage and transmission of digital assets. At the same time, we will establish a copyright registration system so that digital asset owners can easily register and protect their copyrights. In this way, the copyright of digital assets will be effectively protected.

Example: A photographer can upload and register his work through our platform to ensure that the copyright of his work will not be violated. If someone uses the work without authorization, our platform will provide corresponding evidence and legal support to help photographers protect their legitimate rights and interests.

Another benefit would be legal evidence and support when copyright infringement happens. In addition to the copyright protection mechanism, our platform will also provide efficient legal support services. Once someone is found to infringe the copyright of our client's digital assets, digital asset owners can submit applications for rights protection through our platform. We will cooperate with relevant legal institutions and professional lawyers to provide legal support and rights protection services for digital asset owners. In this way, digital asset owners will be able to more conveniently safeguard their copyrights.

Example: A music producer found that his work was stolen. He can use his registered copyright certificate and submit a right to defending rights through our platform. We will cooperate with professional lawyers to help music producers provide efficient evidence and pursue reasonable compensation. The copyright proof that music producer applied through our platform will provide a strong protection for digital asset owners.

V. Design and Functionality of the Copyright Protection Platform

Our mission for this platform is to provide a highly convenient and user-friendly experience for artists and creators. We aim to make it effortless for individuals to upload their work from their phones or computers and access a range of services such as confirmation, authentication, and licensing.

To ensure convenience, we will develop a user-friendly interface that allows artists to easily navigate through the platform. Uploading their work will be as simple as selecting the file from their device and clicking a few buttons. We will provide clear instructions and prompts to guide users through the process, making it accessible to individuals with varying levels of technical expertise. For example, artists can upload their digital art files directly from their smartphones by using our mobile app. They can take a photo of their artwork or select the file from their gallery, and our platform will guide them through the necessary steps to upload and protect their work.

In addition to convenience, our platform will facilitate the trading of copyright. Artists will have the option to list their artwork for sale or licensing, and interested parties can easily browse and make offers. We will provide a secure and transparent transaction process, ensuring that both parties are protected and the copyright transfer is executed smoothly.

As part of our mission to provide a convenient and user-friendly experience, we

recognize the importance of integrating with existing digital art platforms and marketplaces. By doing so, we aim to expand the reach and accessibility of our services to a wider audience of artists and creators.

Integration with existing platforms will allow artists to seamlessly connect their accounts and artworks, streamlining the process of protecting and managing their copyright. Through secure APIs (Application Programming Interfaces), we can establish a connection between our platform and popular digital art platforms, enabling artists to easily import their existing artworks and associated data. For example, if an artist already has their artwork listed on a popular digital art marketplace, our integration would allow them to import their listings, including images, descriptions, and pricing, into our platform with just a few clicks. This eliminates the need for artists to manually re-upload their work and ensures consistency across platforms.

Furthermore, integration with existing marketplaces will enable us to provide additional services such as confirmation, authentication, and licensing directly within those platforms. Artists can conveniently access our services without the need to navigate between multiple platforms, enhancing their overall experience. By integrating with existing digital art platforms and marketplaces, we aim to create a seamless and interconnected ecosystem that empowers artists to protect, trade, and monetize their digital assets with ease. This integration will not only benefit

individual artists but also contribute to the growth and vibrancy of the broader digital art community.

Overall, our mission is to create a platform that streamlines the copyright process, offers convenient services, and provides a secure environment for artists and creators to protect, trade, and monetize their digital assets. Through clear instructions, user-friendly interfaces, and stringent security measures, we aim to make copyright management and trading accessible and worry-free for all users.

VI. Implementation and Technical Considerations

Implementing an online copyright protection platform requires consideration of various technical requirements and infrastructure. Firstly, the platform needs a robust database to store all copyright information. This database needs to have high security and stability to prevent data loss or tampering. We can work with third party corporation to Secondly, the platform needs a user-friendly interface so that users can easily upload and manage their digital assets. In addition, the platform also needs an efficient search engine so that users can easily search for and verify copyright information. Lastly, the platform requires a powerful server to support a large number of user accesses and data processing.

To achieve the technical requirements and infrastructure for the platform, we will be leveraging a combination of in-house development and partnerships with third-

party suppliers.

- For the robust database, we will be using a combination of SQL for structured data and NoSQL for unstructured data. This will allow us to handle a wide variety of data types and ensure high performance, scalability, and security. We will be implementing stringent security measures including encryption, regular backups, and access controls to prevent data loss or tampering.
- The user-friendly interface will be developed in-house by our team of experienced UX/UI designers. They will ensure that the platform is intuitive and easy to use, even for users who are not tech-savvy.
- For the efficient search engine, we will be partnering with a third-party supplier that specializes in search engine technology. This will allow us to leverage their expertise and ensure that users can easily search for and verify copyright information.
- The powerful server will be provided by a leading cloud service provider. There are many professional suppliers such as Baidu, Google, we want to choose someone that's the most cost efficient. These providers offer scalable, reliable, and secure cloud services that can support a large number of user

accesses and data processing. By leveraging these technologies and partnerships, we aim to build a platform that meets all the technical requirements and provides a seamless and secure experience for users.

To address concerns about data security, we will implement robust encryption and privacy measures. Artists can rest assured that their digital assets and personal information will be safeguarded from unauthorized access or theft. We will also comply with relevant data protection regulations to ensure the highest level of security for our users.

- To protect the security of copyright assets, we will implement blockchain technology. Blockchain is a distributed database that can record all transaction information, and this information is immutable. Through blockchain technology, we can create a transparent and fair copyright registration and transaction environment. When users upload and register their digital assets, this information will be recorded on the blockchain, forming an unalterable proof of copyright. We will build a team dedicated to the functioning of the blockchain technology, ensuring it's safe against hackers. This will greatly enhance the security and reliability of assets protection.

I will make an example explaining how blockchain is going to help our clients

keep their digital assets safe and helping them to trade with buyers more easily.

Let's say a musician named Sarah who wants to protect her original compositions and ensure that she retains the rights to her music. She decides to use our platform, which utilizes blockchain technology for copyright protection. Sarah creates an account on the platform and uploads her music compositions, providing all the necessary details such as the title, lyrics, and audio files. When Sarah uploads her compositions, the platform automatically generates a unique digital fingerprint for each composition using cryptographic hashing algorithms. These compositions are then registered on the blockchain, creating an immutable record of Sarah's copyright ownership. The blockchain stores information such as the composition's title, Sarah's ownership details, and the digital fingerprint. This registration process ensures that Sarah has a timestamped proof of her copyright ownership.

Now, let's say a music producer named John discovers Sarah's compositions on the platform and wants to use them in a commercial project. John can search the platform's database and verify the authenticity of Sarah's copyright claims by comparing the digital fingerprint of the compositions with the information stored on the blockchain. This provides John with confidence that Sarah is the rightful owner of the compositions. If John wants to obtain a license to use Sarah's compositions, he can initiate a transaction on the platform. The transaction is recorded on the blockchain, indicating that John has obtained a license to use Sarah's music. This transaction is

transparent and cannot be altered, providing a clear record of the agreement between Sarah and John.

In the future, if any disputes arise regarding the ownership or usage of Sarah's compositions, the blockchain serves as an indisputable source of truth. The timestamped records and digital fingerprints stored on the blockchain provide strong evidence of Sarah's copyright ownership, making it easier to resolve any conflicts. By implementing blockchain technology in this manner, our platform ensures a secure and transparent copyright assets mechanism. It empowers artists like Sarah to protect their intellectual property rights and provides a reliable and immutable record of copyright ownership and transactions.

When designing the platform, we need to consider its scalability and future planning. As the number of users increases and technology advances, the platform needs to be able to adapt to these changes. Therefore, we will adopt a modular design so that the platform can easily add new features and services. Ensuring the smooth operation of the different components of the platform will require a multi-faceted approach.

- Firstly, we need to implement rigorous testing procedures. Before any component is integrated into the platform, it will undergo extensive testing to identify and rectify any issues. This will include unit testing, integration

testing, and system testing.

- Secondly, we need to use monitoring tools to track the performance of the platform in real-time. This will allow us to quickly identify and address any issues that arise. We will also implement automated alerts to notify us of any potential problems.

- Thirdly, we will ensure that our team is well-trained and equipped to handle any technical issues. This will involve regular training sessions and the development of comprehensive documentation.

In terms of future development, we have several plans in place. We aim to continuously improve the platform based on user feedback. The feedback from our users can be used to guide our business model. Secondly, we plan to introduce new features and services to meet the evolving needs of our users. This could include advanced search capabilities, additional copyright management tools, and expanded support for different types of digital assets.

Finally, we aim to stay at the forefront of technological advancements. This could involve the integration of artificial intelligence to enhance our search capabilities, or the use of distributed ledger technology to further enhance the security and transparency of our copyright registration and transaction processes. By taking these

steps, we aim to ensure the smooth operation of our platform and its continued relevance and usefulness to our users.

VII. Legal and Ethical Implications

One of the key considerations in the implementation of our copyright protection platform is ensuring compliance with copyright laws and regulations. We will work closely with legal experts to ensure that our platform adheres to the relevant copyright laws in different jurisdictions. This includes understanding the requirements for copyright registration, licensing, and enforcement. By complying with these laws, we aim to provide a platform that respects and upholds the rights of copyright holders.

Ensuring the compliance of our platform with copyright laws and regulations is of utmost importance. Copyright laws and regulations can evolve over time. We will stay updated with any changes in copyright legislation and make necessary adjustments to our platform to remain compliant. This may involve periodic reviews of our policies and procedures to ensure they align with the latest legal requirements.

To ensure the smooth transaction of legal disputes, we will collaborate with copyright offices to understand their specific requirements and procedures for copyright registration and enforcement. This will help us align our platform's processes with their expectations and ensure a smooth interaction. This may include sharing data on registered copyrights, licensing agreements, and any relevant

infringement reports. By maintaining transparent communication, we can assist copyright offices in their efforts to protect intellectual property rights.

To ensure the validity of customer copyrights, we will implement verification processes. We will establish robust verification processes to validate the authenticity and ownership of copyright claims. This may involve requesting supporting documentation, such as original works, authorship certificates, or licensing agreements. We might also work with third party database to ensure the uploaded work did not violate other registered copyright works. By verifying the legitimacy of copyright claims, we can maintain the integrity of our clients.

In the realm of digital art assets, there are unique ethical considerations that need to be addressed. We recognize the importance of respecting the rights and creative expressions of artists. Our platform will prioritize the protection of artists' intellectual property and ensure that their work is not misused or plagiarized. We will also promote fair use and provide mechanisms for artists to grant licenses for the use of their work, while respecting their rights to control and profit from their creations.

The implementation of a copyright protection platform may face potential legal challenges. These challenges could arise from disputes over copyright ownership, infringement claims, or the validity of copyright registrations. To address these challenges, we will establish a robust dispute resolution mechanism that allows parties

to resolve conflicts in a fair and efficient manner. We will also work closely with legal experts to ensure that our platform is equipped to handle potential legal challenges and comply with any changes in copyright laws or regulations.

In the implementation of our copyright protection platform, we anticipate potential legal challenges that may arise. These challenges can vary depending on the specific circumstances and jurisdictions involved. Here are some examples of situations we might face and the corresponding mechanisms we are adopting:

- Disputes over copyright ownership: In cases where multiple parties claim ownership of a copyright, we will establish a dispute resolution mechanism. This mechanism will allow the parties involved to present evidence and arguments to support their claims. We will work with legal experts to ensure a fair and impartial resolution process, which may involve mediation or arbitration.

Copyright Act of 1976 stated, the owner of copyright goes to the author of the original work. The party who actually created the work, that is the person who translated an idea into a fixed, tangible expression. Exception: work-for-hire (work prepared by an employee within the scope of their employment)

Case Study 1: McClory vs. Fleming

The character of James Bond was created by author Ian Fleming. However, the

screenplay for the first James Bond film, "Thunderball," was co-written by Fleming, Kevin McClory, and Jack Whittingham. The film was based on an unpublished novel of the same name by Fleming. When Fleming published the novel "Thunderball" without crediting McClory or Whittingham, McClory sued Fleming for copyright infringement.

The court ruled in favor of McClory, granting him the film rights to "Thunderball" and acknowledging his significant contributions to the screenplay and the iconic elements of the James Bond character and franchise.

Case study 2: McClory vs. Eon Productions

This led to a complex situation where the film rights to the James Bond character were split between McClory and Eon Productions, the company that produced all other Bond films. This resulted in two versions of "Thunderball" being produced: one by Eon Productions and another by McClory. The dispute over the film rights to the James Bond character continued for several decades, with multiple lawsuits and claims of copyright infringement. It was only resolved in 2013, when McClory's estate sold the "Thunderball" rights back to Eon Productions, consolidating the film rights to the James Bond character under one owner.

This case serves as an example of a copyright dispute where multiple parties claimed ownership over a character and story, leading to a complex and prolonged legal battle. It highlights the importance of clearly defining and agreeing upon

copyright ownership when multiple parties are involved in the creation of a work.

- **Infringement claims:** If a copyright holder believes their work has been infringed upon, we will provide a mechanism for them to report the infringement. This could involve submitting evidence of the infringement, such as copies of the copyrighted work and details of the alleged infringing party. We will investigate these claims and take appropriate actions, such as issuing takedown notices or facilitating legal action if necessary.

Case Study 1 : Rogers vs. Koons

Photographer Art Rogers shot a photograph of a couple holding a line of puppies in a row and sold it for use in greeting cards and similar products. Internationally, renowned artist Jeff Koons in the process of creating an exhibit on the banality of everyday items, ran across Rogers' photograph and used it to create a set of statues based on the image.

Koons sold several of these structures, making a significant profit. Upon discovering the copy, Rogers sued Koons for copyright. Koons responded by claiming fair use by parody.

Decision of Second Circuit:

The court found the similarities between the 2 images too close, and that a "typical person" would be able to recognize the copy. Koon's defense was rejected under

the argument that he could have used a more generic source to make the same statement — without copying Rogers' work. Koons was forced to pay a monetary settlement to Rogers.

Case Outcome: On appeal, Second Circuit upholds infringement decision and addresses four fair use factors.

- Validity of copyright registrations: In some cases, the validity of a copyright registration may be challenged. We will implement measures to ensure the accuracy and integrity of the registration process. This may include verification procedures, such as requiring supporting documentation or conducting audits. We will comply with the copyright laws and of each jurisdiction to ensure that our registration process meets the necessary legal requirements.

For example, if our client creates a piece of work by using a generative AI software, is it a valid condition to register copyright protection? Or does such work fall under the scope of copyright protection? According to U.S. laws of copyright, works that generated by AI do not enjoy rights under the scope of copyright protection.

Case study1: Thaler vs. US Copyright Administration

According to Artnet news, a computer scientist filed a lawsuit against the US Copyright Administration, asking a federal court in the Washington Special

Administrative Region to overthrow the bureau to refuse the copyright protection of the artwork created by the artificial intelligence system he built. The work at the litigation center is called "The Recent Entrance of Paradise", which was generated by the Dabus's artificial intelligence system and was developed by Stephen Thaler, the founder of Senior Artificial Neural Network Technology Co., Ltd, Imagination Engines Incorporated.

Decision of the US Copyright Administration:

The US Copyright Administration refused twice (February 14, 2018 and 2022)

The work "lacks the identity of human author who supports copyright claims".

Steven Thaler "No evidence to prove that human authors have sufficient creative input or intervention in the work."

Case Outcome:

The Federal Court determined that the defendant's US Copyright Administration won the lawsuit.

- Regarding infringement that occurs in different countries, we recognize the complexities that can arise due to varying copyright laws and jurisdictions. To address this, we will work with legal experts and potentially collaborate with third-party law firms specializing in copyright law in different countries. These partnerships will enable us to navigate the legal landscape and effectively address infringement cases that span multiple jurisdictions. By leveraging their

expertise, we can ensure that our platform operates in compliance with the copyright protection laws of each relevant country.

Case Study 1: Rowling vs. Yemets

Yemets wrote a series of books about a young witch named Tanya Grotter, which bore striking similarities to Rowling's Harry Potter series. Rowling and her publishers sued Yemets and his publishers for copyright infringement, arguing that the Tanya Grotter series was a direct copy of the Harry Potter series.

The case was brought to court in the Netherlands, where the judge ruled in favor of Rowling. The court found that the Tanya Grotter series had copied substantial parts of the Harry Potter series, including the characters, plot, and the world in which the story is set. The court issued an injunction preventing the sale of the Tanya Grotter books in the Netherlands.

However, in Russia, where the Tanya Grotter books were originally published, the courts did not find in favor of Rowling. The Russian courts ruled that while there were similarities between the two series, these were not substantial enough to constitute copyright infringement.

This case highlights the complexities of international copyright disputes, where different jurisdictions may interpret and apply copyright laws differently. It underscores the challenges of enforcing copyright protections across different countries and legal systems.

Establishing a self-sufficient team of legal experts who specialize in copyright protection will be responsible for staying up-to-date with copyright laws and regulations, providing legal guidance to users of the platform, and handling any legal challenges that may arise. They will work closely with external legal partners when necessary to ensure comprehensive legal support for our platform and its users.

By working closely with legal experts, both internally and externally, and adhering to copyright protection laws and regulations, we aim to build a robust and legally compliant copyright protection platform. Our goal is to provide a secure and trustworthy environment for copyright holders to protect their intellectual property rights and address any legal challenges that may arise.

VIII. Analysis on Business Model

The business model of this online copyright protection platform revolves around our core services. We offer copyright registration, infringement monitoring, legal support, licensing management, and copyright trading services. These services form the foundation of the platform and cater to the needs of creators looking to protect and monetize their digital assets.

We can generate revenue through various channels. This includes service fees for copyright registration, infringement monitoring, and legal support. In order to suit

more demand, we can create multiple plans for different kind of clients. Partnership revenue and value-added services can also contribute to the revenue stream.

Additionally, we can earn revenue through transaction fees from copyright trading and licensing agreements.

- **Free Settler Plan:** This plan is designed for new users who are just starting out and want to access basic copyright protection services without any cost. Features include copyright registration, limited infringement monitoring, and basic legal support. To access these services for free, users are required to watch targeted ads displayed on the platform. The revenue is generated through advertising partnerships, where advertisers pay the platform for displaying their ads to the user.

The free settler plan allows new users to experience the platform's basic services without any financial commitment. By incorporating targeted ads, the platform can generate revenue while providing free access to copyright protection services. The ads can be strategically placed within the platform, such as during the copyright registration process or in between infringement monitoring alerts. The platform can use advanced targeting algorithms to ensure that the ads are relevant to the users' interests, increasing the effectiveness of the advertising and maximizing revenue potential. The revenue generated from the ads can be used to support the maintenance and development of the platform, ensuring the availability of free services for new settlers.

It's important to note that while this plan offers free access to basic services, users may have the option to upgrade to premium plans for more comprehensive features and an ad-free experience. This allows the platform to cater to users with different needs and preferences, while still providing a free entry point for new settlers.

- **Premium Plan:** This plan is targeted towards creators who require more comprehensive copyright protection and monetization services. Features include advanced copyright registration with priority processing, comprehensive infringement monitoring across various platforms and websites, enhanced legal support, and licensing management tools. Revenue is generated through a higher monthly or annual subscription fee for accessing these premium services.
- **Enterprise Plan:** This plan is tailored for businesses or organizations that have a large volume of digital assets and require advanced copyright protection and monetization solutions. Features include bulk copyright registration, real-time monitoring and enforcement of copyright infringements, dedicated legal support, customized licensing management, and advanced analytics and reporting. Revenue is generated through a customized pricing model based on the specific needs and scale of the enterprise.
- **Transaction Fees:** The platform can charge transaction fees for copyright trading and licensing agreements facilitated through the platform. For each successful transaction, a percentage of the transaction value is charged as a fee. This

revenue stream incentivizes creators to use the platform for buying and selling copyright ownership of digital assets.

- **Value-Added Services:** The platform can offer additional value-added services that enhance the copyright protection and monetization experience for users. Examples include expedited copyright registration processing for an additional fee, priority customer support, advanced analytics and reporting, and access to exclusive industry events or networking opportunities. Revenue is generated through fees associated with these value-added services.
- **Partnership Revenue:** The platform can establish partnerships with legal firms, digital marketplaces, content platforms, and creative communities. Revenue can be generated through referral fees or revenue-sharing agreements with these partners. We can establish partnerships with legal firms to provide legal consultation services. Collaborations with digital marketplaces, content platforms, and creative communities can also be beneficial for expanding the user base and facilitating copyright trading. For example, the platform can receive a percentage of the revenue generated when a user referred by the platform makes a purchase on a partnered digital marketplace. This service can help the platform to better integrate and create a friendly eco-system with other business in this industry.

By offering different plans tailored to the needs of individual creators, businesses, and enterprises, the platform can cater to a wide range of users and

generate revenue through subscription fees. Transaction fees from copyright trading, revenue from value-added services, and partnership revenue further contribute to the revenue streams. This diversified approach ensures that the platform can capture revenue from various sources while providing users with the flexibility to choose the plan that best suits their requirements.

The marketing strategy focuses on raising awareness about the importance of copyright protection and the unique value proposition of the platform. The key elements of the marketing strategy include:

- Search Engine Optimization (SEO): Implementing effective SEO strategies can help our platform rank higher in search engine results for relevant keywords. By implementing a comprehensive SEO plan that includes keyword research, technical SEO, content creation and optimization, link building, and continuous monitoring, the platform can improve its visibility in search engine results. This will help drive organic traffic, increase brand awareness, and attract relevant users who are actively searching for copyright protection and monetization solutions.

1. Keyword Research: Conduct thorough keyword research to identify relevant keywords and phrases that creators are likely to use when searching for copyright protection and monetization solutions. Use keyword research tools to identify search volume, competition, and

long-tail keyword opportunities. Prioritize keywords that have high search volume and low competition, as well as keywords that align with the platform's unique value proposition.

2. **Content Creation and On-Page Optimization:** Develop high-quality, informative, and engaging content that addresses the needs and pain points of creators. Optimize website content, including landing pages, blog posts, and service pages, by incorporating target keywords naturally. Ensure that meta titles, meta descriptions, and header tags (H1, H2, etc.) include relevant keywords and accurately describe the content. Optimize image alt tags by using descriptive keywords that relate to the image and the content it represents. Improve website loading speed by optimizing images, minifying CSS and JavaScript files, and leveraging browser caching.
3. **Technical SEO:** Ensure that the website has a clean and crawlable structure by optimizing URL structure, implementing XML sitemaps, and fixing broken links. Optimize website navigation and internal linking to improve user experience and help search engines understand the website's structure. Implement schema markup to provide search engines with additional information about the content, such as copyright registration details or authorship information.

4. **Link Building:** Develop a link building strategy to acquire high-quality backlinks from reputable websites and industry influencers. Reach out to relevant websites, blogs, and online publications to request guest blogging opportunities or collaborations. Create shareable content that naturally attracts backlinks from other websites and social media platforms. Monitor and disavow any low-quality or spammy backlinks that may negatively impact search engine rankings.

5. **Analytics and Monitoring:** Regularly monitor website traffic, keyword rankings, and user engagement metrics using tools like Google Analytics and Google Search Console. Analyze data to identify trends, opportunities, and areas for improvement. Adjust SEO strategies based on performance metrics and search engine algorithm updates.

➤ **Content Marketing:** We can create informative and engaging content, such as blog articles, whitepapers, and case studies, to educate creators about copyright protection, monetization strategies, and industry trends. This content can be shared through the platform's blog, social media channels, and email newsletters.

➤ **Online Advertising:** Utilizing online advertising platforms, such as Google Ads and social media ads, can help us reach a targeted audience and drive

traffic to the platform. This can include promoting specific services, offers, or educational content. We can actively engage with the target audience on social media platforms, such as Facebook, Twitter, Instagram, and LinkedIn. This includes sharing valuable content, participating in relevant discussions, and responding to user queries and feedback.

➤ **Email Marketing:** Building an email list of interested creators and regularly sending them newsletters, updates, and exclusive offers can help nurture relationships and keep them engaged with the platform.

➤ **Referral Program:** Implementing a referral program where existing users are incentivized to refer new users can help drive user acquisition. This can include offering rewards or discounts for successful referrals. Encouraging satisfied users to share their positive experiences with the platform through reviews, social media posts, and word-of-mouth recommendations can help generate organic growth and attract new users.

1. **Referral Incentives:** Offer a tiered reward system based on the number of successful referrals. For example: 1 successful referral: Users receive a 10% discount on their next premium plan purchase. 3 successful referrals: Users receive a 20% discount on their next premium plan purchase. 5 successful referrals: Users receive a 30% discount on their next premium plan purchase.

2. **Exclusive Features or Upgrades:** Alternatively, instead of discounts, users can earn credits that can be redeemed for additional services or features on the platform. For example: 2 successful referrals: Users gain access to a premium feature for a limited time. 5 successful referrals: Users receive a permanent upgrade to a higher-tier plan with additional features. 7+ successful referrals: Users gain access to a VIP program with exclusive benefits, personalized support, or early access to new features.

3. **Exclusive Referral Events:** Organize exclusive events or webinars for users who have successfully referred a certain number of new users. These events can provide networking opportunities, educational content, or insider updates about the platform.

4. **Referral Partner Program:** Create a referral partner program for users who consistently refer a high number of new users. This program can offer additional benefits, such as revenue sharing or commission on the referred users' purchases.

It's important to regularly communicate the referral incentives and rewards to users through various channels, such as email newsletters, in-app

notifications, and social media posts. Additionally, provide users with easy-to-use referral tracking tools where they can monitor their progress and redeem their rewards. By offering a variety of enticing incentives, the referral program can motivate users to actively refer new users and contribute to the platform's growth.

- **Events and Webinars:** Hosting webinars, workshops, or participating in industry events can provide opportunities to showcase the platform's expertise, connect with potential customers, and build brand awareness. Collaborating with influencers, industry experts, and creative communities can help our platform reach a wider audience. Partnerships with digital marketplaces, content platforms, and copyright-related organizations can also provide exposure and credibility.
- **Continuous Monitoring and Optimization:** Regularly monitoring marketing efforts, analyzing data, and optimizing strategies based on performance metrics can help ensure the effectiveness of the marketing strategy and drive continuous improvement.

SWOT Analysis

Strengths:

- **Comprehensive platform offering a range of copyright protection and monetization services:** The platform's diverse offerings provide users with a

- one-stop solution for their copyright protection and monetization needs.
- User-friendly interface and intuitive features: The platform's user-friendly interface and intuitive features make it easy for users to navigate and utilize the services effectively.
 - Strong value proposition in a growing market of digital content creators: The platform addresses a pressing need in the market, catering to the increasing number of digital content creators who require effective copyright protection and monetization solutions.
 - Potential for partnerships with current legal firms, digital marketplaces, and platforms: Collaborating with established legal firms, digital marketplaces, and platforms can enhance the platform's reach and credibility.

Weaknesses:

- Competition from existing copyright protection platforms and legal services providers: The presence of established competitors in the market may pose challenges in acquiring and retaining users.
- Need to continuously update and improve the platform: To stay ahead of technological advancements and changing user needs, the platform must invest in continuous updates and improvements to maintain its competitive edge.
- Initial challenges in building a user base and establishing trust and credibility: Gaining traction and building trust among users may be a hurdle initially, as users may be skeptical about the effectiveness of the platform.

Opportunities:

- Increasing awareness and importance of copyright protection in the digital era:
The growing awareness of copyright issues presents an opportunity for the platform to educate and attract users who are seeking effective copyright protection solutions.
- Growing market of digital content creators: The expanding market of digital content creators provides a large pool of potential users who are in need of copyright protection and monetization services.
- Potential for expansion into international markets: The platform can explore opportunities to expand its services globally, catering to a diverse user base across different countries.

Threats:

- Legal and regulatory challenges related to copyright laws and enforcement:
The platform may face legal and regulatory hurdles in different jurisdictions, requiring a thorough understanding of copyright laws and compliance.
- Rapidly evolving technology and potential for new forms of copyright infringement: Technological advancements may introduce new challenges and forms of copyright infringement, requiring the platform to stay updated and adapt its services accordingly.
- Potential negative perception or resistance from users: Some users may be

skeptical about the effectiveness of copyright protection platforms, which could pose a challenge in acquiring and retaining users. The platform must address these concerns and communicate its value proposition effectively.

IX. Major Competitors in the Industry

In the same industry, there are several well-known online copyright protection platforms, such as the Digital Millennium Copyright Act (DMCA) in the United States and the Copyright Protection Center of China (CPCC). The Digital Millennium Copyright Act (DMCA) is a law, which enacted by the United States Congress in 1998 to address copyright issues that were arising due to the increasing digitalization of media. It criminalizes the production and dissemination of technology, devices, or services intended to circumvent measures that control access to copyrighted works.

DMCA also includes a provision (often referred to as the "safe harbor" provision) that protects online service providers from liability for copyright infringement by their users, as long as they meet certain requirements. One of these requirements is that they must promptly remove infringing material if they receive a notice from the copyright holder or their agent. This has led to the creation of many online platforms and services that help copyright holders send these notices.

So, while the DMCA itself is not a platform, it has indirectly led to the creation of many online copyright protection services. These services are often collectively

referred to as "DMCA services" or "DMCA platforms," but they are not officially part of the U.S. Copyright Office or any other government agency. They are private businesses that help copyright holders protect their rights under the DMCA. These platforms provide an effective way for creators to protect their works from being illegally copied and disseminated. For example, DMCA provides a copyright infringement notice service, helping creators remove illegally copied content. The CPCC, on the other hand, provides a copyright registration service, helping creators prove their copyright ownership.

However, these platforms also have some issues. For instance, DMCA's copyright infringement notice service can sometimes be abused, leading to the wrongful removal of some legal content. The CPCC's copyright registration service requires a certain amount of time and cost, which may be a burden for some small creators.

Through the analysis of industry competitors and case studies, we can see the advantages and disadvantages of online copyright protection platforms. This provides us with valuable references, helping us to better meet the needs of creators when formulating business proposals, while also avoiding some potential problems. In the future, we will continue to conduct in-depth research in hopes of providing a more comprehensive and effective online copyright protection platform.

➤ Case Study 1: LegalZoom

LegalZoom is a well-established online legal technology company that provides a wide range of legal services, including copyright registration. They have a strong brand presence and a user-friendly platform that simplifies the legal process for individuals and small businesses. LegalZoom's strength lies in its comprehensive range of legal services, including copyright registration. However, their services are generally more generic and may not cater to specific needs related to copyright protection and monetization in the art industry.

One of the major challenges in the adoption of copyright protection platforms is building trust and credibility among users. For instance, LegalZoom overcame this challenge by offering a 100% satisfaction guarantee and 24/7 customer support. They also invested heavily in educating their customers about the importance of copyright protection and how their services work. This helped them build a strong reputation and trust among their users.

Potential Collaboration: LegalZoom could be a potential partner for providing legal services to our clients. A partnership could involve offering discounted LegalZoom services to artists, or collaborating on educational content about legal issues relevant to artists.

Learning Opportunity: LegalZoom's success lies in its ability to simplify complex legal processes and make them accessible to a wide audience. Their user-friendly platform and clear, straightforward communication could serve as a model for making copyright protection and monetization more accessible to

artists.

➤ Case Study 2: Copyright Clearance Center (CCC)

The Copyright Clearance Center (CCC) is a U.S.-based rights licensing expert founded in 1978. It provides solutions to companies, academic institutions, and other organizations that need to use copyrighted material. One of CCC's main strengths is its comprehensive range of services, which cover many aspects of copyright management. This makes it a one-stop-shop for organizations that need to manage their use of copyrighted material. Another strength is its long history and established reputation in the industry, which gives it credibility and trustworthiness. Furthermore, CCC has a global reach, with customers in over 180 countries.

CCC offers a wide range of services, including copyright licensing, content workflow solutions, and Open Access solutions. Its copyright licensing services help organizations legally use and share copyrighted material, while its content workflow solutions help streamline the process of accessing, sharing, and managing content. Its Open Access solutions help publishers and authors manage the publication process and comply with funder mandates.

However, CCC also has some weaknesses. Its services can be complex and difficult to understand, especially for smaller organizations or those new to copyright management. This can make it challenging for these organizations to fully utilize CCC's services. Additionally, while CCC's services are

comprehensive, they may not be necessary for all organizations, especially those that only occasionally need to use copyrighted material. For these organizations, CCC's services may be more than they need and not cost-effective.

Potential Collaboration: CCC could potentially be a partner for providing content management and licensing solutions. This could involve integrating CCC's solutions into your offerings to provide artists with a seamless way to manage and license their work.

Learning Opportunity: CCC's comprehensive solutions and global reach demonstrate the importance of offering a wide range of services and catering to different markets. Their focus on innovation and technology could also provide valuable insights for staying competitive in the industry.

➤ **Case Study 3: Digimarc**

Digimarc is a renowned technology company specializing in digital watermarking and identification solutions. Its flagship product, Digimarc Barcode, enables the embedding of invisible digital watermarks into various media formats, including images, audio, and video. These watermarks contain unique identifiers that can be used to track and authenticate copyrighted content. Digimarc also provides software development kits (SDKs) and APIs, allowing integration of their technology into existing platforms and workflows.

One of Digimarc's key strengths is its advanced and robust digital watermarking technology. The invisible nature of the watermarks ensures that

they do not interfere with the visual or auditory experience of the content.

Additionally, Digimarc's technology is highly resistant to tampering, making it difficult for infringers to remove or alter the embedded watermarks. Moreover, Digimarc has established partnerships with major industry players, including publishers, media companies, and retailers, which enhances its credibility and market reach.

Digimarc's expertise in digital watermarking and identification makes it a valuable case study for our online copyright protection platform. By leveraging their advanced technology and addressing their weaknesses, we can develop a robust and user-friendly platform that empowers content creators to safeguard their intellectual property rights. Incorporating Digimarc's best practices will enhance the effectiveness and credibility of our platform.

Potential Collaboration: While Digimarc's services are more focused on digital content protection, there could be potential for collaboration in providing artists with digital watermarking solutions to protect their digital artwork.

Learning Opportunity: Digimarc's focus on innovative technology solutions highlights the importance of staying ahead of technological trends and offering unique, cutting-edge solutions to customers.

➤ Case Study 4: Getty Images

Getty Images is a leading provider of visual content, offering a vast collection of high-quality images, videos, and music. In this case study, we will

explore the services provided by Getty Images, and how it can serve as a valuable reference for our online copyright protection platform.

Getty Images offers a range of services related to visual content licensing and distribution. It acts as a marketplace connecting content creators, such as photographers and videographers, with customers who require licensed visual assets for various purposes. Getty Images provides a comprehensive platform for content creators to showcase and monetize their work, while offering customers a vast selection of licensed content for their creative projects.

One of Getty Images' key strengths is its extensive collection of high-quality visual content. With millions of images and videos available, it caters to a wide range of industries and creative needs. Getty Images also has a strong global presence, with a vast network of contributors and customers worldwide. This allows for a diverse and culturally rich collection of visual assets. Additionally, Getty Images has established itself as a trusted brand in the industry, known for its commitment to copyright protection and licensing compliance.

On the other hand, Getty Images lack an efficient way to help artists protect their works from copyright infringement. Remember the case which was brought on earlier in this proposal, Getty Images' properties were being used by large AI models without copyright licensing, which makes Getty Images a potential client to our platform. We can help Getty's Images to manage their copyrighted assets and track any unauthorized use of their images.

Potential Collaboration: Getty Images could potentially be a client to our

platform. We can provide rights management services and track copyright infringements for their assets. On the other hand, the licensing fees associated with using Getty Images' content can be relatively high, which may deter smaller businesses or individuals with limited budgets. We can partner with Getty's Images to release a partner plan, which might provide a discount price for users who uses both platforms.

Learning Opportunity: Getty Images' success in the digital media industry demonstrates the importance of having a strong brand, a wide range of services, and a large, high-quality content library. We can focus on curating a diverse and high-quality collection of visual assets, catering to various industries and creative needs, similar to Getty Images. accessibility and content searchability, will further enhance the user experience and make our platform a valuable resource for copyright protection in the digital era.

➤ Case Study 5: Copyscape

Copyscape provides a valuable service in detecting online plagiarism, helping to protect digital content from unauthorized use. However, their services are limited to plagiarism detection and do not cover other aspects of copyright protection and monetization.

Copyscape offers a range of services focused on plagiarism detection and content originality verification. Its primary service allows users to check for duplicate content by comparing their text against a vast database of web pages.

Additionally, Copyscape provides an API that can be integrated into content management systems, allowing for automated plagiarism checks. The platform also offers a premium service, Copyscape Premium, which provides more advanced features and comprehensive plagiarism reports.

The platform primarily focuses on text-based content, which means it may not be as effective in detecting plagiarism in other media formats, such as images or videos. Additionally, Copyscape's free service has limitations, such as a limited number of searches per day and the inability to view full plagiarism reports. This may encourage users to opt for the premium service, which comes at a cost.

Copyscape serves as a valuable case study for our online copyright protection platform, particularly in the realm of plagiarism detection. By incorporating similar features and functionalities, we can develop a platform that empowers content creators to safeguard their intellectual property rights and ensure the originality of their work. Addressing the weaknesses, such as expanding the scope of media formats and providing flexible pricing options, will further enhance the effectiveness and usability of our platform. Ultimately, our platform will contribute to a more secure and trustworthy environment for copyright protection in the digital landscape.

Potential Collaboration: While Copyscape's services are limited to plagiarism detection, they could potentially be a partner for providing a tool for our clients to check if their work are valid for registering copyright on our

platform, or has been used unauthorized by other parties.

Learning Opportunity: For our online copyright protection platform, we can draw inspiration from Copyscape's approach to plagiarism detection. By implementing a similar algorithm and database of indexed content, our platform can provide users with a reliable and efficient means of identifying instances of content duplication. Additionally, by offering an API for integration into existing content management systems, we can streamline the process of plagiarism checks for content creators. We can also consider offering both free and premium services, providing users with options based on their needs and budget.

In conclusion, while there are several major competitors in the copyright protection and monetization industry, there appears to be a gap in the market for services that cater specifically to the needs of artists and art studios. This could present an opportunity for a business that can offer comprehensive, accessible, and affordable copyright protection and monetization services tailored to the art industry.

The competitive pattern in the copyright protection and monetization industry is expected to evolve with advancements in technology and changes in copyright laws. Companies that can adapt to these changes and offer innovative, user-friendly solutions are likely to gain a competitive edge.

Moreover, as the market of digital content creators continues to grow, there is potential for increased competition in providing tailored copyright protection and

monetization solutions for this segment. Companies that can effectively cater to the needs of digital content creators and offer superior customer service are likely to see growth in this competitive landscape.

X. Conclusion

Copyright protection is crucial for digital art assets as they are easily replicable and distributable in the digital realm. Without proper protection, artists and creators face the risk of unauthorized use, infringement, and loss of control over their work. Copyright protection ensures that artists receive recognition for their creations, have the ability to monetize their work, and maintain control over its usage.

The proposed copyright protection platform aims to provide a comprehensive solution for safeguarding digital art assets. Drawing inspiration from successful platforms like Digimarc, Getty Images, and Copyscape, our platform will incorporate advanced technologies such as digital watermarking, extensive content databases, and plagiarism detection algorithms. It will offer services like embedding invisible watermarks, verifying content originality, and providing tools for monitoring and enforcing copyright compliance. The platform will be user-friendly, accessible to a wide range of creators, and integrate seamlessly with existing content management systems.

As the digital art industry continues to grow and evolve, the importance of

copyright protection will only increase. With advancements in technology, new challenges and opportunities arise. It is crucial for copyright protection platforms to adapt and stay ahead of emerging threats, such as deepfakes and AI-generated content. Collaboration between artists, platforms, and legal entities will be essential in establishing robust copyright protection frameworks. Additionally, educating creators about their rights and the importance of copyright protection will empower them to safeguard their work effectively.

In the future, we can expect to see more sophisticated copyright protection tools and technologies. Blockchain technology, for instance, has already shown promise in this area. By recording transactions on a decentralized ledger, blockchain can provide a transparent and immutable record of copyright ownership. This could help to prevent unauthorized use and distribution of digital assets, and make it easier for creators to prove ownership of their work. Moreover, the rise of non-fungible tokens (NFTs) has opened up new possibilities for digital asset ownership and copyright protection. NFTs can be used to represent ownership of unique digital assets, such as digital art, music, or virtual real estate. This could provide a new way for creators to monetize their work and protect their rights.

However, these technologies also present new challenges. For example, the use of AI and machine learning in content creation could blur the lines of copyright ownership. If an AI creates a piece of art or music, who owns the copyright? The

person who programmed the AI? The AI itself? These are questions that will need to be addressed as technology continues to evolve.

Furthermore, the global nature of the digital art industry means that copyright protection will need to be enforced across borders. This will require international cooperation and the harmonization of copyright laws.

In conclusion, the proposed copyright protection platform aims to address the specific needs of the digital art industry by incorporating advanced technologies and best practices from successful platforms. It will be a complex and challenging task, but one that is essential for the continued growth and success of the industry. By providing artists with the tools and resources to protect their digital art assets, we can foster a more secure and sustainable environment for creativity, innovation, and fair compensation in the digital art landscape.