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Securities legislation in certain of the Canadian provinces provides certain purchasers of securities pursuant to an offering memorandum with a remedy for damages or rescission, or both, in addition to any other rights they may have at law, where the offering memorandum and any amendment thereto and, in some cases, advertising and sales material used in connection therewith, contain a “misrepresentation”, as defined in the applicable securities legislation. It is possible that this whitepaper may constitute an offering memorandum, although it is not intended to serve this purpose. A “misrepresentation” is generally defined under applicable securities laws to mean an untrue statement of a material fact or an omission to state a material fact that is required to be stated or that is necessary to make any statement not misleading in light of the circumstances in which it was made. These remedies, or notice with respect to these remedies, must be exercised, or delivered, as the case may be, by the purchaser within the time limits prescribed by applicable securities legislation, and are subject to limitations and defences under applicable securities legislation.

A further description of these rights, as they relate to the province of Ontario only, is provided below. You are strongly encouraged to seek independent legal advice as to your own individual circumstances.

Investors in Ontario

In Ontario, the right of action for damages or rescission described herein is conferred by section 130.1 of the Securities Act (Ontario) (the “Ontario Securities Act”). The Ontario Securities Act provides, in relevant part, that if an offering memorandum pursuant to which securities are sold contains a misrepresentation, the purchaser has a statutory right to sue the issuer and any selling security holder on whose behalf the distribution is made in order to cancel the agreement to buy such securities (known as the “right of rescission”), or for damages; however, if a purchaser elects to sue the issuer to cancel the agreement to buy these securities, there is no right to sue the aforementioned persons for damages provided that: (a) the right of action for rescission or damages must be exercisable by the purchaser not later than, (i) in the case of an action for rescission, 180 days after the date of the transaction that gave rise to the cause of action;
or (ii) in the case of any action, other than an action for rescission, the earlier of, (A) 180 days after the plaintiff first had knowledge of the facts giving rise to the cause of action or (B) three years after the date of the transaction that gave rise to the cause of action; 
(b) the issuer will not be liable if it proves that the purchaser purchased the securities with knowledge of the misrepresentation; (c) in the case of an action for damages, the issuer will not be liable for all or any portion of the damages that it proves does not represent the depreciation in value of the securities as a result of the misrepresentation relied upon; and (d) in no case will the amount recoverable in any action exceed the price at which the securities were sold to the purchaser. This statutory right to sue is available to a purchaser whether or not such purchaser relied on the misrepresentation. If you intend to rely on the rights described above, you must do so within strict time limitations.

The description of the purchaser rights set out herein is a summary only, and is subject to, and qualified in its entirety by, the express provisions of the securities legislation of the province of Ontario and the rules, regulations and other instruments thereunder. Reference should be made to the complete text of such provisions. Such provisions may contain limitations and statutory defences. The rights of action described herein are in addition to, and without derogation from, any other right or remedy which an Investor may have at law. As noted above, the above section offers a general description of the statutory rights of action under the Ontario Securities Act. You are strongly encouraged to seek independent legal advice as to your own individual circumstances.
# Protecting Your Work, Your Rights, Your Revenue.

## Table of Contents

1.0 Executive Summary .......................................................... 8
2.0 The Problem, The Solution .................................................. 12
3.0 Target Market and Opportunity Size ..................................... 15
4.0 Introducing Ureeqa ............................................................ 19
5.0 The Ureeqa Token (URQA) ..................................................... 27
6.0 Marketing ........................................................................ 29
7.0 Financial Model .................................................................. 30
8.0 Team .............................................................................. 33
9.0 Development Roadmap ......................................................... 35
1.0 EXECUTIVE SUMMARY

“The desire to create is one of the deepest yearnings of the human soul. No matter our talents, education, backgrounds, or abilities, we each have an inherent wish to create something that did not exist before.”

- Dieter F. Uchtdorf

To protect their work, creators face an existing system that involves bureaucratic government entities, lawyers, and processing times of 4-7 months. Yet still, the existing registration agencies do not validate two important things: 1) that the creative work is original and 2) that the creative work was created by the person(s) submitting the application.

Another issue that creators face is third parties infringing on their creative work. Finding infringements has become increasingly difficult in the digital age. If a creator finds an infringing party, the creator typically must involve a lawyer to build a case that the content is in fact theirs.

These issues are more prevalent in developing nations where barriers for protecting creative work are higher than developed nations. For example, there are 40x more copyright registrations annually in the US than India, despite India having nearly 3x the population.

This has paved the way for a new, decentralized platform to emerge. A platform which harnesses the power of this generation’s blockchain technology for creators to protect, manage and monetize creative content.

Creators can harness Ureeqa’s patent pending processes to protect, manage and monetize creative work.
Creators can protect their work on Ureeqa in three primary ways:

1. Creators can choose to post their creation on the Ethereum blockchain through Ureeqa, within minutes. This creates an immutable and public timestamp for the creation.

2. Creators can then add more protection by submitting their creation to the Ureeqa Premium Protected Collection. Before work enters the Ureeqa Premium Protected Collection, a network of certified Validators will work to validate two very important things: 1) the point in time that the Creator’s work originated and 2) that it is the Creator’s unique creation. In a gig-like fashion (think Uber), Validators will be notified of a submission and the first certified Validator to accept the notification gets the work.

3. Creative work in the Premium Protected Collection will also have the support of Protectors. Protectors, in a gig-like fashion, will work to find unauthorized use of a Creator’s work and notify the Creator. Creators can use the evidence provided by Protectors and the evidence of validation to form a package of proof against infringing parties. Ureeqa will provide the infrastructure for Creators to issue demand letters, collect payments, and otherwise remedy situations with infringing parties.

The Premium Protected Collection represents a safe home for validated creations, where Ureeqa’s platform works to protect creations, one inspired work at a time.
Manage
With Ureeqa, any creator can upload and store their content, free of charge. This provides Creators with a platform to store their creative content in one secure location. Creators can then choose to protect their work when they think the work is worthy.

Creative content that is protected on Ureeqa will have unique profile pages. Creators will also have their own pages to display their creations. These profile pages will allow users to showcase their creation, tell the world what inspired the creation, and allow other users to like, comment and direct message to collaborate.

Each time a creative work is validated on Ureeqa, a Non-Fungible Token (NFT) is minted for that creation. This NFT is the Creator’s immutable claim to the creation, thanks to the power of blockchain. Tied to each NFT is a Creator’s package of proof, stored on the blockchain. The package of proof documents all the steps taken to validate that the creation is theirs and that it is original.

Monetize
Creative work that has been validated and stored in the Premium Protected Collection can be monetized in several ways on Ureeqa:

• Sell or transfer ownership
• License
• Complete legally compliant securitized token offerings (STOs) whereby Creator’s can sell all or part of their work

Each NFT will also be visually represented as a QR code and validation number. This symbol can be published on the Creator’s work (e.g. book, website) as a seal of validation, which can be scanned to take the user to the profile page on Ureeqa. This provides Creators another avenue to drive monetization of their content.
Total Addressable Market

There are 178 countries that have identified the importance of copyrightable work. In just two of these countries, the US and China, there were a combined 4 million copyright registrations in 2018. Based on standard fees per registration, this represents more than $400 million USD in annual revenue opportunity from these two countries. The global addressable market is significantly larger.

Ureeqa has the opportunity to expand into adjacent verticals like patents, trademarks, and industrial designs. There were more than 17 million patent and trademark filings globally in 2019. These additional markets represent more than $10 billion USD in global annual revenue opportunity for Ureeqa.

Ureeqa will generate revenue from these markets in several ways:

- One-time fees per creation posted on the Ethereum blockchain.
- One-time fees per creation validated by Validators.
- Recurring revenue for regular monitoring by Protectors.
- One-time fees for supporting Creators to issue demand letters, collect payments, and otherwise remedy situations with infringing parties. Ureeqa will also collect a percentage of fees collected by Creators from infringing parties.
- Transaction fees for transactions that occur within the Premium Protected Collection.
- Recurring revenue from Creator memberships.

Validators, Protectors and Tokenholders

For their work, Validators and Protectors will earn URQA tokens. URQA tokens will be implemented as ERC20 tokens and are the digital asset of the ecosystem.

A portion of revenue generated by Ureeqa will be used to purchase URQA tokens on the open market. These tokens will be transferred to the Community Enrichment Wallet. Ureeqa will have a decentralized voting system that will allow tokenholders to vote on how to allocate URQA tokens in the Community Enrichment Wallet, like payout tokens to wallet holders, create staking campaigns, or re-invest in Ureeqa in other ways.

Through this model, Ureeqa simultaneously achieves two goals: 1) to do social good by protecting and promoting creativity and 2) to enrich a global base of Creators, Validators, Protectors and tokenholders.
2.0
THE PROBLEM, THE SOLUTION

“Ureeqa empowers the individual to protect and showcase their creative work, regardless of geography or economic status”

<table>
<thead>
<tr>
<th>Problem</th>
<th>Solution</th>
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<tr>
<td>Registration for protecting creative work is slow. The typical registration processing time by traditional US agencies is 4 to 7 months.</td>
<td>Ureeqa’s platform allows Creators to stake their claim to their creative work through a system that is faster and simpler. Ureeqa’s solution records the claim as a public, immutable record on a blockchain within minutes.</td>
</tr>
<tr>
<td>Copyright registration agencies in many developed nations, including the US, do not conduct searches to determine whether the work is original or has previously been registered or whether the work belongs to the Creator. The below excerpt is from the Compendium of U.S. Copyright Office Practices, 2017.</td>
<td>With Ureeqa, Creators can choose to have their most prized creations validated to help determine whether the content submission is original using Ureeqa’s technology and global network of trained Validators.</td>
</tr>
</tbody>
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602.4(D) No Searches or Comparison of Works

When examining a claim to copyright, the U.S. Copyright Office generally does not compare deposit copy(ies) to determine whether the work for which registration is sought is substantially similar to another work. Likewise, the Office generally does not conduct searches to determine whether the work has been previously registered.
2 - The Problem, The Solution

**Problem**

- Content Creators want to focus on creating, not enforcing. However, Creators regularly have their content infringed upon by others, often in ways they don’t approve of.
- Showcasing and monetizing creative work is a fragmented space.
- The issue of protection for Creators is even more pronounced in lower income countries. The US has 40x as many copyright registrations as India, despite India having nearly triple the population.

**Solution**

- Ureeqa’s Protectors will work to find unauthorized use of Creator’s work across the world and notify Creators of infringements. Through Ureeqa’s platform, Creators can issue demand letters or otherwise contact infringing parties to seek damages.
- The Ureeqa Premium Collection and Premium Protected Collection offer a safe home for Creators to showcase their creation, tell the world what inspired the creation, and allows users to like, comment and direct message to collaborate. Users can also use the Premium Protected Collection as a tool to license, buy or sell the rights to the creative work.
- With Ureeqa, Creators can stake their claim to their creation for a fraction of the cost of traditional registration agencies. For no additional cost, Creators can showcase their creation on Ureeqa’s platform. Ureeqa’s patent pending processes enable economic opportunity for Creators globally, regardless of economic status.

The need for a Ureeqa-like service was outlined by the World Intellectual Property Organization (WIPO). WIPO is a global agency for intellectual property services that represents 193 member countries. WIPO identified the appeal of a blockchain-based platform:

“Blockchain platforms create a transparent and (arguably) immutable (i.e. unchangeable) chain of information. These characteristics could provide intellectual property (IP) offices with an opportunity to transform the registration of IP rights by making the process more cost effective, faster and more accurate and secure. Further, the technology could provide an opportunity to transform the efficiency and transparency of rights management.”
WIPO went on to outline that:
“one could deploy a smart contract on a blockchain... Such a contract could provide evidence of a time stamp of first or subsequent use of a trademark, which could then be presented (if accepted) to the court/Registry as evidence... by circumventing the usual reliance on accounting and other records... and archived paper records, the costs of proving use may be dramatically reduced. This could, in turn, lead to a reduction in the risk of challenges to trademark registrations.”

Further demonstrating the need, WIPO stated:
“blockchain technology can also potentially assist with creating a register of unregistered IP rights such as unregistered design rights and copyright as it can easily provide evidence of the time of creation.”

Moving to the transferring of ownership of rights, WIPO noted that:
“the Registry would not just record but would also facilitate transaction of IP rights... as the number of users increases... the system could become even more valuable and able to attract a wider user base.”
The market for creative content is global. Examining the scale of the market for creative content underscores the problems detailed above: Each country has its own systems for reporting on registered creative content and within those countries there are different offices and governing bodies depending on the type of creative content. In other words, there is no global source for creative content.

Looking at the two largest markets alone, the United States and China, there were 4 million copyright registrations in 2018. This includes creative content like literary works (manuscripts, books, poetry), musical work (music, beats), visual and performing art and others. In 2018, the United States Copyright Office administered 560,013 claims for registration,\(^2\) up 24% year over year. The breakdown by type of registration is shown to the right.

Based on typical fees per registration, this equates to more than $400 million USD in annual revenue opportunity just from these two countries.

On a global scale, the number of copyright registrations per year is significantly larger. According to the copyrighthouse.org there are 178 countries, including the US and China, that have signed a treaty\(^2\) identifying the importance of copyrightable work.
Developing countries underscore the barriers to protecting creative content: India had only 14,000 copyright registrations in 2019 despite having nearly triple the population of the US. If no solution is implemented, citizens of developing nations like India will be unnecessarily prevented from acting on their creative work. Furthering the importance, 55% of India’s population is less than 30 years old, making it one of the youngest populations on the planet and an abundant source of creative ideas.

The above market data is for registered copyright work only. This excludes significant market opportunities for Ureeqa, including:

- The market for people who want to copyright work, but don’t, is orders of magnitude larger than the data shown above.

- Other creative content like patentable material, trademarkable work (logos and taglines), industrial designs and others. There were more than 17 million patent and trademark filings globally in 2019. The U.S. Patent Office generates more than $3 billion USD in revenue each year. These markets equate to more than $10 billion in global annual revenue opportunity.

- Revenue generated from the protection of creative content in Ureeqa’s Premium Protected Collection through Ureeqa’s network of Protectors.

- Revenue generation opportunities through buying and selling, or licensing of creative content on the Ureeqa Premium Protected Collection.
The crypto industry is, on its own, a large market for Ureeqa. There is demand for Ureeqa-like services from Decentralized Autonomous Organizations (DAOs) and Creators within the crypto space as they struggle to stake their claim to things like websites, source code and whitepapers. For example, the legal status of DAOs remains unclear as blockchain-based technologies have evolved faster than applicable legal frameworks. With traditional corporate entities, the entity typically holds the intellectual property. Because it is not certain whether DAOs are legal entities, it is not clear how to hold creative content like websites, source code and whitepapers through traditional means. This example demonstrates the need for the ability to stake a claim through non-traditional means and tokenize the claim to that creative content. With Ureeqa, this process would involve the DAO initially staking the claim to their creative content on the Ureeqa system. After validation, an NFT would be generated which would be owned by the DAO.
Ureeqa will initially focus on the creative content market for work like: musical work (music and beats); video productions (movies and videos); written works (eBooks, manuscripts, websites, whitepapers); digital art; and software source code (smart contracts). **This market is at least 4 million registrations per year and $400 million in annual revenue opportunity and growing, based on typical fees paid per registration.**

Ureeqa will be able to scale even further with planned expansions into assets like: patents, trademarks, industrial designs, and many others, which is more than a **$10 billion annual revenue opportunity.** The full suite of stakable content and total addressable market will continually expand as the Ureeqa platform grows.
4.0

INTRODUCING UREEQA

**Ureeqa will be the world’s go-to platform for users to protect, manage and monetize their creative content.**

Ureeqa will harness the true power of blockchain, rather than those projects that are built on blockchain for hype. The Ureeqa ecosystem will combine the immutability of the blockchain with a decentralized ecosystem built on community engagement and distribution of economic rewards.

The Ureeqa platform will be built to allow content Creators to protect and showcase their creative work. The initial Ureeqa platform will protect and showcase content similar to:

- Musical work (music and beats)
- Video productions (movies and videos)
- Written works (ebooks, websites and whitepapers)
- Digital Art
- Software Source Code (smart contracts)

“Legacy copyright registration agencies in many developed nations, including the US, do not conduct searches to determine whether the work is original or even whether it has previously been registered”

Creators can upload and store their content on the Ureeqa platform for free. For those who seek additional protection, Creators can protect their creations in three primary ways:

1. **Ureeqa creates an immutable record on the blockchain that permanently and publicly timestamps the creation.**
2. **Ureeqa’s technology and global network of trained Validators work to determine whether content submissions are original.** This is a key advantage of the Ureeqa platform. Existing agencies do not work to validate whether the work is original or not.
3. **Ureeqa’s Protectors work to find unauthorized use of Creator’s work across the world and notify Creators of infringements.**
As the Ureeqa platform expands, network effects will drive growth in the value of the platform: the more attractive it is for others to join. Over time the platform will grow into an ecosystem that drives credibility, new customers and increases customer retention.

As the platform matures, Ureeqa will expand to become the preferred source for protecting, managing and monetizing creative work in the world.

The Ureeqa ecosystem will be completely open to both crypto and non-crypto users. Users will have the ability to navigate the ecosystem through either fiat currency or cryptocurrency.

Through the Ureeqa platform, Validators, Creators and Protectors enter the sharing economy where the community shares in the economic value of the system, rather than paying a traditional, centralized organization.

Through this platform, Ureeqa simultaneously achieves two goals: 1) to do social good by protecting and promoting creativity and 2) to enrich a global base of Creators, Validators and Protectors.
Introducing Ureeqa
The Ureeqa Ecosystem

Creators

Within the Ureeqa platform, those who contribute creative content to the platform are known as Creators. Ureeqa adds value to Creators through the following services:

- Any Creator can upload content to store on Ureeqa free of charge. This option allows Creators to store their content in one secure location, and only stake the content when it is worth it.

- For a small fee, Creators can then choose to submit any or all of their creative work to the Ureeqa Premium Collection, which posts an immutable record on the Ethereum blockchain, creating a permanent and public timestamp for the creation.

- For those creations that Creators are especially protective, Creators can submit their creation to the Ureeqa Premium Protected Collection. Before work enters the Ureeqa Premium Protected Collection, a network of certified Validators will work to verify whether submissions are original or not. Although Ureeqa is not a form of, or a replacement for, formal country by country copyright registration, once the Creation is deemed valid, it establishes two very important things: 1) the point in time that the form of a Creator’s work was created and 2) that it is the Creator’s unique creation.

- Once validated, items will enter the Premium Protected Collection. Evidence of the steps taken to validate content will be posted on the Ethereum blockchain to give creations more rigorous protection and credibility.

- Creators will also have the support of Protectors, who will work to find cases of infringement of Creators’ work. Creators can use any evidence of infringing content to issue demand letters or otherwise contact infringing parties to seek damages.
Validators

Upon payment submission by Creators, URQA tokens will be held as a bounty and the submission will enter the validation queue. Certified Validators will be eligible to validate submissions. In a gig-like fashion (think Uber), Validators will be notified of a submission and the first certified Validator to accept the notification gets the work.

The Validator then works to ensure that the creative content on the Ureeqa platform is original and belongs to the Creator.

Validators will have a fixed period to complete the validation (e.g. 7 days). Traditional registration agencies have average processing times of 4 to 7 months.

Once the validation work is completed and submitted by the Validator, the community will approve or reject the Validator’s work through a consensus mechanism. All certified and activated Validators can vote to agree / disagree with the Validator’s recommendation. Once the recommendation is approved, the main Validator gets the bounty of URQA tokens, and the Validators who voted will receive a smaller bounty in the form of URQA tokens. Validations rejected by the community will be reviewed by Ureeqa and the Validator may be penalized.

Each Validator will undergo screening and training prior to being certified and activated on the Ureeqa system. After certification, Validators will receive URQA tokens as a reward. These tokens will be locked as a security deposit. When the Validator completes their first validation, this security deposit is unlocked. If the security deposit is withdrawn, the Validator will lose their status as a certified Validator.

Validators will also be assigned a Ureeqa Validator Rating (UV Rating) based on the quality of their work as a Validator. An algorithm will assign scores to Validators which will build their UV Rating. Payments for Validators will be executed using a smart contract to Validators’ connected wallets.
Non-Fungible Tokens

Prior to entry into the Premium Protected Collection, a Non-Fungible Token (NFT) will be generated. The NFT will be minted by Ureeqa using a smart contract and stored on the Ureeqa blockchain. This token is the Creator’s immutable claim to the creation, thanks to the power of blockchain.

An NFT in the Premium Protected Collection establishes two important factors for protection: 1) After reasonable attempts at validation, this is the Creator’s unique claim to the work, and 2) the point in time when the claim was staked. NFTs within the Premium Protected Collection can be bought, sold, licensed and otherwise monetized.

Each NFT will be visually represented as a QR code and validation number. This symbol and code can be published on the Creator’s work (e.g. book, website) as a seal of validation, which can be scanned to take the user of the content to the Creator’s page on Ureeqa.
Protectors

Protectors are a distributed group of users working to identify infringement of the creative content previously validated on Ureeqa’s platform. Protectors work in a gig-like fashion like Validators. Once a Protector finds unauthorized use of content and submits the information to Ureeqa’s platform, the Creator of that content is notified. The Creator can then send demand letters or otherwise contact the infringing party. These letters may contain a payment link for an amount specified by the Creator to remedy the situation. Protectors will be certified and activated through a similar on-boarding process as Validators. Protectors will earn URQA tokens for their work.

Ureeqa Premium Collection

Creators can choose to submit any or all their creative work to the Ureeqa Premium Collection. The Premium Collection represents those works that have been posted as an immutable record on the Ethereum blockchain, creating a permanent and a public timestamp for the creation. Creations in the Premium Collection will be stored as a smart contract. However, only the content that has been validated will have an NFT minted and those creations can enter the Premium Protected Collection.

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UREEQA
PREMIUM PROTECTED COLLECTION

By bridging multiple geographies, the Ureeqa Premium Protected Collection serves as an unprecedented online platform to protect, manage and monetize creative work. The Ureeqa Premium Protected Collection provides a safe home for creations allowing Ureeqa’s platform to preserve society’s creative soul, one inspired work at a time.

- **Validate**: Through the minting of an NFT on the Ethereum blockchain and Ureeqa’s validation process, a Creator’s work becomes a part of the world’s premium collection of protected content. Traditional registration agencies do not validate that a Creator’s claim is original or previously registered, which makes the Premium Protected Collection unique.

- **Protect**: Creators want to create, not enforce. Creative work in the Premium Protected Collection provides Creators with a network of Protectors searching for infringing parties.

- **Act**: All steps taken to validate the creative content will be stored by Ureeqa. Combining this evidence with evidence generated by Protectors gives the Creator a package of proof to issue demands to infringing parties.

- **Monetize**: Holders of an NFT within the Premium Protected Collection can sell the NFT to a buyer or license the creative work.

- **Collaborate**: Each creative work will have its own profile page on Ureeqa. This page allows Creators to showcase their creation, tell the world what inspired the creation, and allows users to like, comment and direct message to collaborate.

- **Seal of Validation**: All NFTs will have a unique QR code that can be printed on books, displayed on websites, or otherwise displayed. When scanned, this code will take the user to the creative work profile page, where it is stored, protected and showcased.

The Ureeqa Premium Protected Collection will utilize smart contracts to drive interactions between stakeholders on the Ureeqa platform. The Premium Protected Collection will be built to cater to both crypto and non-crypto users and will harness trusted crypto and fiat payment systems.
The Ureeqa ecosystem consists of Ureeqa-to-stakeholder interactions (primarily in the form of Validator, Protector and other stakeholder rewards), and user-to-user interactions (primarily in the form of buying/selling, monetizing and collaborating). This ecosystem is powered by the URQA token, the digital asset of the ecosystem.

The URQA token is an ERC20 compatible token on the Ethereum blockchain. Ureeqa’s NFTs will be implemented as ERC721 tokens. Full Ethereum deployment was selected based on Ethereum’s broad adoption by investors and community stakeholders. The compatibility with the ERC20 token leverages Ethereum’s development tools, wide wallet and exchange adoption, and developer expertise. Depending on the outcome of the Ethereum 2.0 launch, Ureeqa may contemplate providing interoperability with other blockchains.

The tokenization of the network allows users and tokenholders to not only benefit from rewards within the community but also participate in Ureeqa’s growth. The demand for the URQA token can be expected to grow in-line with platform adoption leading to a token economy where all Ureeqa stakeholders benefit. Ureeqa aims to achieve a double dividend of both social good for creators and economic good for tokenholders.

Community Enrichment Wallet:
A portion of revenue generated by Ureeqa will be used to repurchase URQA tokens on the open market. These tokens will be transferred to Ureeqa’s Community Enrichment Wallet. The Community Enrichment Wallet provides tokenholders with a say in the Ureeqa ecosystem. Ureeqa will have a decentralized voting system that leverages cryptography to allow URQA tokenholders to vote on what to do with URQA tokens in the Community Enrichment Wallet. For example, the community can opt to payout URQA tokens to wallet holders, create special campaigns (staking rewards, validator / protector bonuses), or re-invest in the Ureeqa ecosystem in other ways.
URQA Token Distribution

URQA tokens will be distributed according to the chart shown below.

<table>
<thead>
<tr>
<th>Category</th>
<th>Allocation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Private Sales</td>
<td>27.0%</td>
</tr>
<tr>
<td>Validator / Protector Payments</td>
<td>20.0%</td>
</tr>
<tr>
<td>Team</td>
<td>12.5%</td>
</tr>
<tr>
<td>Business Development &amp; Operations</td>
<td>12.5%</td>
</tr>
<tr>
<td>Marketing</td>
<td>12.5%</td>
</tr>
<tr>
<td>Advisors</td>
<td>7.5%</td>
</tr>
<tr>
<td>Community Enrichment Wallet: Starting Balance</td>
<td>5.0%</td>
</tr>
<tr>
<td>Staking Rewards</td>
<td>1.5%</td>
</tr>
<tr>
<td>Exchange Liquidity</td>
<td>1.5%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>100.0%</strong></td>
</tr>
</tbody>
</table>

*Seed Capital was provided by the Team and Founders
The long-term vision is for Ureeqa to be the platform to protect, manage and monetize creative content in the world. With this aim in mind, marketing and business development efforts will be focused on identifying and forming relationships with Creators, users of creative content, and Validators and Protectors, globally.

Initial marketing efforts will focus on building traction on the platform, which will involve creating relationships with and incentivizing various groups, including:

- **Influencers:** Onboard influencers on social media platforms like Twitter, Instagram, YouTube and LinkedIn who are well known in music, art (film, photography, paintings), authorship (books, articles, poetry), software source code, and others.

- **Strategic Partners:** Strategic partners will include companies and organizations involved in origination and/or use of creative content. Examples include universities, colleges, and innovation and accelerator centres. These partners have the potential to generate leads from individuals and early stage to mature businesses that will use the Ureeqa platform.

- **Creators, Validators and Protectors:** Finding and incentivizing Creators, Validators and Protectors will improve platform success while traction is built on the platform. For this reason, Creators, Validators and Protectors who are early-adopters of the Ureeqa platform will be incentivized through early access to token offerings, free content submissions, referral bonuses and by other means.

A significant portion of revenue generated from Ureeqa and from fundraising will be allocated to marketing of the Ureeqa platform.
Revenue Generation

Ureeqa will generate revenue in several ways:

One-time fees per creation posted on the Ethereum blockchain.

One-time fees per creation validated by Validators.

Recurring revenue for regular monitoring by Protectors.

One-time fees for supporting Creators to issue demand letters, collect payments, and otherwise remedy situations with infringing parties. Ureeqa will also collect a percentage of fees collected by Creators from infringing parties.

Transaction fees for transactions that occur within the Premium Protected Collection.

Ureeqa will collect a percentage of fees that Creators collect from infringing parties.

Recurring revenue from Creator memberships.

The following table provides examples of two potential use cases for the Ureeqa platform and potential revenue generation. The use cases are shown for example purposes only and use cases will vary by user:

<table>
<thead>
<tr>
<th>U R E E Q A</th>
<th>Use Case 1 - Occasional Creator</th>
<th>Use Case 2 - Professional Creator</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Features Selected by User</strong></td>
<td>Creator stakes creation on the blockchain</td>
<td>Creator pays annual fee to reduce costs per creation</td>
</tr>
<tr>
<td></td>
<td>Creator has the idea validated</td>
<td>Creator stakes creation on the blockchain</td>
</tr>
<tr>
<td><strong>Annual Fee</strong></td>
<td>--</td>
<td>$99</td>
</tr>
<tr>
<td><strong>Stake Creation on Blockchain</strong></td>
<td>$20/creation</td>
<td>$10/creation</td>
</tr>
<tr>
<td><strong>Validation Creation</strong></td>
<td>$30/creation</td>
<td>$15/creation</td>
</tr>
<tr>
<td><strong>Find Infringers</strong></td>
<td>None</td>
<td>$49/creation/year</td>
</tr>
<tr>
<td><strong>Fight Infringers</strong></td>
<td>--</td>
<td>$5/letter</td>
</tr>
<tr>
<td><strong>Showcase</strong></td>
<td>--</td>
<td>$0</td>
</tr>
<tr>
<td><strong>Annual Revenue Per Creator</strong></td>
<td>$50</td>
<td>$178</td>
</tr>
</tbody>
</table>
The table above demonstrates the revenue generation potential per creation.

Each year, the US and China alone process 4 million copyright registrations. The table below provides scenarios to understand the revenue generating capabilities of Ureeqa based on varying percentages (from 1% to 10%) of the 4 million registrations per year.

<table>
<thead>
<tr>
<th>Ureeqa Marketshare*</th>
<th>1%</th>
<th>2.5%</th>
<th>5%</th>
<th>7.5%</th>
<th>10%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ureeqa Annual Submissions</td>
<td>40,000</td>
<td>100,000</td>
<td>200,000</td>
<td>300,000</td>
<td>400,000</td>
</tr>
<tr>
<td>Ureeqa Annual Revenue ***</td>
<td>$4,000,000</td>
<td>$10,000,000</td>
<td>$20,000,000</td>
<td>$30,000,000</td>
<td>$40,000,000</td>
</tr>
</tbody>
</table>

* As a percentage of US and China annual copyright registrations only.
** Cost per submission is used for example purposes only. This price may change.

The above figures are based on the following assumptions.

- The total addressable market and percentages shown are based on 4 million copyright registrations in China and the US only. The actual number of global annual copyright registrations is larger.

- The 4 million market is for copyright registrations only, which includes creative content like literary works (manuscripts, books, poetry), musical works (music, beats), visual and performing arts. The table assumes no revenue is generated from creative content like patentable material, trademarkable work (logos and taglines), industrial designs and others, which is orders of magnitude larger, and will be a future area of expansion for Ureeqa.
The Ureeqa concept was formulated at KAIN Ventures and one of the top teams in all of the cryptoverse was assembled to bring it to fruition.

**Harsch Khandelwal**  Chief Executive Officer

**HIGHLIGHTS**
- Creator of the Ureeqa Concept
- Engineering gold medalist
- Built and ran multi-million dollar businesses in various industries
- Investor in technology, real estate, private equity, and public equity

**EDUCATION**
- Bachelor of Applied Science (BASc), Mechanical Engineer, University of Waterloo
- Gold Medal – Canadian Society for Mechanical Engineering
- MBA - Richard Ivey School of Business at University of Western Ontario (Ivey Scholar)

**Robert Eccles**  Chief Operating Officer

**HIGHLIGHTS**
- Over 18 years of international experience in Technology Management roles at BP (NYSE: BP)
- Former CIO of BP Trinidad and Tobago
- Certified Scrum Master (CSM) and Certified Product Owner (CPO)

**EDUCATION**
- Bachelor of Science, Computer Science, University of the West Indies

**Shannon Powell**  Chief Marketing Officer

**HIGHLIGHTS**
- Managed and led marketing team for over 1,000 real estate units in the United States and Canada

**EDUCATION**
- Bachelor of Science, Criminal Justice and Public Policy/Business Administration, University of Guelph
Advisors

Tom Hunter  Legal

HIGHLIGHTS
- Partner at Canada’s 3rd largest law firm
- Acted on over $1.5 billion of successful founder monetization and exit transactions

EDUCATION
- University of Western Ontario, LLB
- Wilfred Laurier University, BBA

Jim Whetsone  Finance

HIGHLIGHTS
- Partner at a boutique accounting firm in Waterloo, Canada
- Former Partner at an international accounting firm

EDUCATION
- Chartered Professional Accountants of Ontario
- Licensed Public Accountant
- Wilfrid Laurier University, BBA

Matt de Jong  Investor Relations

HIGHLIGHTS
- Former professional engineer
- Investment manager for more than $100 million in assets under management

EDUCATION
- Bachelor of Applied Science (BASc)
- Civil Engineer, University of Waterloo
Advisors

Dr. Jonathan Shahen  Scientific Advisor

HIGHLIGHTS
- Over 7 Years of scientific research
- Computer security focused PhD, including research into Ethereum Smart Contract safety analysis

EDUCATION
- PhD Computer Engineering, University of Waterloo
- MASc Computer Engineering, University of Waterloo
- BASc Computer Engineering, University of Waterloo

Matthew Estabrooks  Legal

HIGHLIGHTS
- Partner at Canada’s 3rd largest law firm
- Copyright specialist

EDUCATION
- University of New Brunswick, LLB

Development Partners

KAIN LABS
SOFTWARE DEVELOPMENT • IT CONSULTING
9.0 DEVE LOPMENT ROADMAP

Q1 2021:
Closed Beta MVP (Staking Claims)
- Exit Stealth Mode
- Start Private Sale to Accredited Investors
- Complete Validator Training & Certification Program
- Pre-Register Validators
- Ureeqa KPI Dashboard
- Third Party Audits of Smart Contracts
- Launch Closed Beta MVP
- Begin Monthly Stakeholder Updates

Q2 2021:
Public MVP Launch (Validation)
- Pre-Register Validator Training / Certification
- University / Community College Partnerships for 2021 Ureeqa 100 Submissions
- Complete Protector Training & Certification Program
- Pre-Register Protectors
- Signup Creative Work Ambassadors
- Pre-Register Creators for Public MVP Launch
- Mint 1st Ureeqa Premium Protected Collection NFT
- Public MVP Launch

Q3 2021:
Protector Network (Enforcement)
- Pre-Registered Protector Training / Certification
- Launch of Staking Rewards Platform
- Rollout of Validator / Protector Early Incentive Program
- Community Voting for 2021 Ureeqa 100
- Pre-Register Trial Corporate Clients
- Launch Ureeqa Premium Protected Collection
- Activate Enforcement Dashboard
- Launch Protector Network

Q4 2021:
Embrace and Extend (Corporate Clients)
- First Vote Under Community Enrichment Wallet Program
- Cryptographically Secured Time Delayed Validation
- Launch Protected DAO Collection
- Support for WIPO / External Copyright Office Claims (BYOC)
- Ownership Update Feature for Non-Ureeqa NFT Transactions
- Launch Corporate Plan
REFERENCES


3 https://copyrighthouse.org/countries-berne-convention#:~:text=At%20present%20there%20are%20178,Afghanistan

4 https://copyright.gov.in/
