



What is IPSE?

IPSE's business is based on an innovative concept; the securitization of IP rights. IP covers the following areas:

- Copyright, for literary and artistic creations;
- Patent, for technical and innovative inventions;
- Trademark, for the trademark's characteristics of a company (name, logo, colours)

This is an entirely new securitization process and will be held on an entirely new division of the Stock Market. IPSE already has approval from the NASDAQ for this process and has worked with the SEC for the last 25 years to become the sole provider and exchange for this new and exciting asset class. For the first time investors will be able to invest in IP assets in the same way they would stocks in a company.

Benefits to Investors

- An entirely new asset class and market to invest into
- IP's can be invested into with or without a company attached to them
- You can invest into an IP directly – effectively investing into a specific idea or project
- Diversification – investors can diversify their portfolios beyond traditional stocks and bonds
- Reduced risk – ups and downs in the stock market are generally felt across the market as a whole. The individuality and effective isolation of IP negates this overall market trend.
- Income Generation – things like royalty payments can provide a steady income stream, particularly attractive in low interest rate environments
- You can have ongoing cashflow through royalty payments attached to the IP
- These royalty payments can then be traded on the IPSE exchange
- IP can be bundled as pass-through securities to ensure monthly payments
- Potentially tax deductible
- Support technology, science, art, culture and entertainment
- Can receive both fractional income and/or ownership

Benefits to IP Holders (Artists, Creators, Inventors etc)

- The ability to raise funds from the largest pool of money available on Earth (the US capital markets)
- Money can be raised with or without a company attached to the IP – this can lead to significantly lower costs and less complications involved with raising money
- *For worthwhile projects, IPSE can help an IP Holder to finance the cost of valuation and preparation*



- *The amount of money raised can be between \$20 Million and \$100 Billion*
- The IP Holder can keep control of their IP, but raise money against it
- Money can be raised against an IP with or without sales
- The ability to 'crowdfund' for a project, be it against an existing IP or for a new IP
- IP can be bundled as pass-through securities to further attract and maintain investors
- Enables both monetization of existing IP, and financing of new IP creation
- IP Holders do not necessarily need to sell their IP outright to a company or entity, rather they can securitize their IP and companies can use it, but the IP remains the property of the IP Holder, regardless of the success or failure of the company using the IP
- The ability to raise money without diluting equity, diminishing cashflow or taking on debt
- Many IP assets are currently undervalued – listed as nominal amounts on company balance sheets yet with the potential for significant upside
- Can organise an IPO for an IP, without having a company attached
- Can be sold to consumers
- Direct access to public funds
- Shorter fundraising schedule
- Faster & cheaper money sourced from a much larger pool of potential investors and therefore more available capital
- Greater flexibility and control of your IP
- Protection of creative integrity and vision
- Accelerated IP development times and related project completion
- Empowers minority and under-served groups to own, finance, develop and operate intellectual property and connected projects on their own terms
- Promotes environmental and sustainability initiatives by providing a unifying platform for standardization, transparency and liquidity in a sector that is frequently segmented and disorderly