

THE PLATFORM FOR  
protection and self management  
OF YOUR RIGHTS

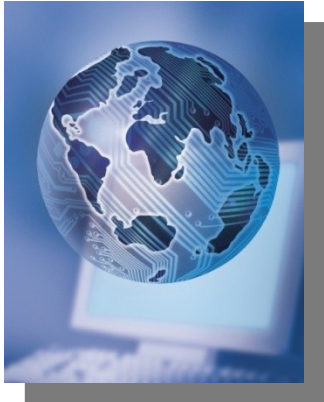
safe creative 

A global copyright registry of digital works



# Why Safe Creative?

From traditional copyright models to a free use and free distribution of works



The collage features several prominent video-sharing and social media platforms:

- Google Video España:** Shows a search bar and a list of popular videos such as "Arab drift accident" and "zoom in tilt down woman".
- MyspaceTV.com:** A beta site with a navigation menu and a video player.
- Yahoo! Video:** Includes a search bar, navigation tabs, and a featured video for Miley Cyrus' "St All Over".
- YouTube:** Shows the classic red play button logo and a video player interface.
- Spike:** A channel page for Spike TV, featuring a "Rambo" video.
- v:social:** A social media platform with the tagline "share. connect. engage." and a video player.
- Crackle:** A video player interface with a cartoon illustration of two figures holding hands.
- Dailymotion:** A video player interface with a navigation menu and a featured video.
- Mashroom:** A video player interface for a video titled "FEMME FATALE ON".

Video + Social Media Sharing Tools + User-Generated Content =

Viral, word-of-mouth Promotional Campaigns that encourage consumers to upload videos and win a prize.... **SIMPLE.**

... but as a license or contract establishes the rights, does not solve many other problems

- Changes on the **content**,
- Changes on **licenses**,
- Proof of **authorship**

# How it works?

Worldwide, online, easy, neutral and free registry

Self-management of creators exploitation rights: copyright, GNU, Creative Commons



## Technology

Advanced identification systems

Encryption of communications



Database storage complies ISO 17001



## Two different hash functions from every work



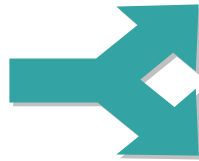
**MD5 Encrypted Hash:**

c822c1b63853ed273b89687ac505f9fa

**SHA1 Encrypted Hash:**

759730a97e4373f3a0ee12805db065e3a4a649a5

## Two different hash functions from every work Time stamping



**MD5 Encrypted Hash:**

c822c1b63853ed273b89687ac505f9fa

**SHA1 Encrypted Hash:**

759730a97e4373f3a0ee12805db065e3a4a649a5



**Metadata**





Two different hash functions from every work

Time stamping

Certification of registry's content digitally signed



MD5 Encrypted Hash:

c822c1b63853ed273b89687ac505f9fa

SHA1 Encrypted Hash:

759730a97e4373f3a0ee12805db065e3a4a649a5



Metadata





# Registry tools: bookmarklets



The screenshot shows the 'Safe Creative Register' tools page. A red arrow points from the 'Safe Creative Register' button in the browser's toolbar to the instructions on the page. The instructions are divided into two sections: 'Internet Explorer users:' and 'Firefox users:'. In the 'Internet Explorer users:' section, the 'Safe Creative Register' link is circled in red. In the 'Firefox users:' section, the 'Safe Creative Register' button is circled in red. The page also features the Safe Creative logo and navigation links like 'Go To Home' and 'Tools'.

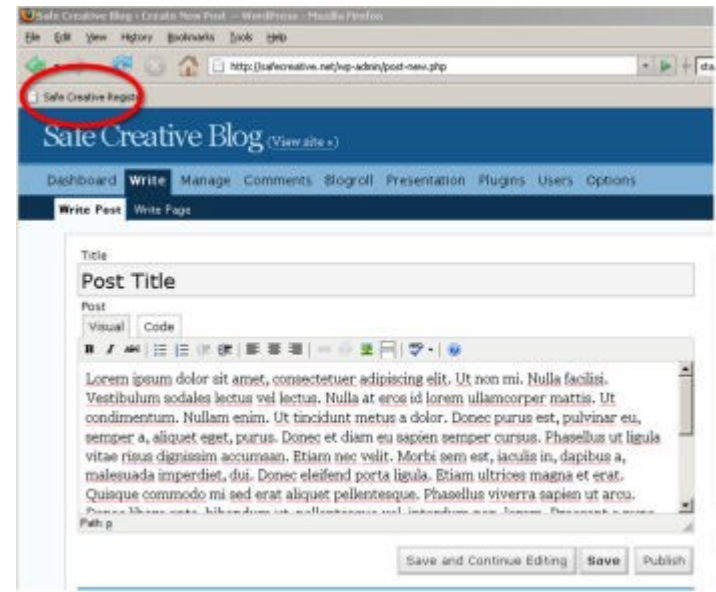
**Internet Explorer users:**

1. To install the button, right click on this button [Safe Creative Register](#) and select the 'Add to Favorites' link. You may see a warning dialog, click 'OK' to continue.
2. To register the blog post you're currently viewing or editing, just click the 'Safe Creative Register' button from within your Favorites menu.

**Firefox users:**

1. To install the button, make sure that the 'Bookmarks Toolbar' toolbar is visible in your browser. Click 'View' > 'Toolbars' and verify that the 'Bookmarks Toolbar' item is checked.
2. Drag this button [Safe Creative Register](#) to the 'Bookmarks Toolbar' toolbar.
3. A 'Safe Creative Register' button should now appear in your 'Bookmarks Toolbar'.
4. To register the blog post you're currently viewing or editing, just click the button.

Es Español | Privacy Policy | Terms Of Use | Copyright Abuses | Responsibility Clauses  
 About us | Contact Us | Press  
 Safe Creative Blog  
 Copyright 2007 Safe Creative



The screenshot shows the 'Safe Creative Blog' 'Write Post' page. The 'Safe Creative Register' button in the browser's toolbar is circled in red. The page includes a navigation menu with 'Dashboard', 'Write', 'Manage Comments', 'Blogroll', 'Presentation', 'Plugins', 'Users', and 'Options'. The 'Write Post' section has a 'Post Title' field and a 'Post' editor with 'Visual' and 'Code' tabs. The 'Post' editor contains placeholder text: 'Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut non mi. Nulla facilisi. Vestibulum sodales lectus vel lectus. Nulla at eros id lorem ullamcorper mattis. Ut condimentum. Nullam enim. Ut tincidunt metus a dolor. Donec purus est, pulvinar eu, semper a, aliquet eget, purus. Donec et diam eu sapien semper cursus. Phasellus ut ligula vitae risus dignissim accumsan. Etiam nec velit. Morbi sem est, iaculis in, dapibus a, malesuada imperdiet, dui. Donec eleifend porta ligula. Etiam ultrices magna et erat. Quisque commodo mi sed erat aliquet pellentesque. Phasellus viverra sapien ut eros. Donec ultrices bibendum ut, consectetur vel, interdum non, ipsum. Donec ultrices...'. At the bottom, there are 'Save and Continue Editing', 'Save', and 'Publish' buttons.

# Registry tools: bookmarklets

Name\*  Post Title

Type\*  Text  File

Text / File (max 15 Mb,)\*   
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut non mi. Nulla facilisi. Vestibulum sodales lectus vel lectus. Nulla at eros in lorem ullamcorper metus. Ut condimentum. Nullam enim. Ut tincidunt metus a dolor. Donec purus est, pulvinar eu, semper a, aliquet eget, purus. Donec et diam eu sapien semper cursus. Phasellus ut ligula vitae cursus dignissim accumsan. Etiam nec velit. Morbi sem est, laculis in, dapibus a, malesuada imperdiet, del. Donec eleifend porta ligula. Etiam ultrices magna et erat. Quisque conmodo mi sed erat aliquet pellentesque. Phasellus viverra sapien ut arcu. Donec libero ante, bibendum ut, pellentesque vel, interdum nunc, lorem. Praesent a nunc. Quisque quis nulla sit amet felis tincidunt theorema.

Work Type\*  Please Select Work Type

Language  Language Not Relevant

Registration Type\*  Public registration and download allowed  Public registration  Private registration

Rights

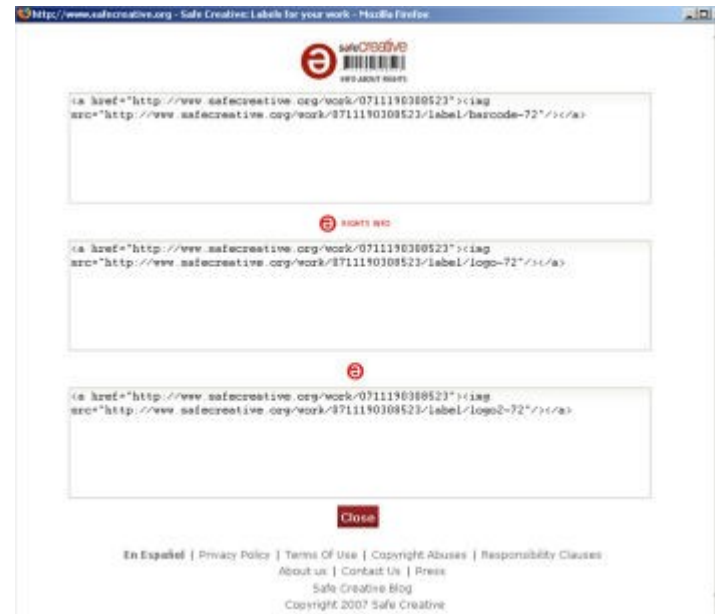
Registration\*  Authorship (I am the author)  Authorship and Rights (I am the author)  Rights of use (I am NOT the author. I am the owner of the rights)

License\*  Creative Commons Attribution 3.0

Features Selected License

- Se puede copiar y distribuir
- Se puede hacer uso comercial
- Se pueden hacer trabajos derivados
- Se debe reconocer la autoría

License Text



## Registry tools: desktop



The screenshot shows the top navigation bar of the Safe Creative website. On the left is the logo. On the right, there are links for 'You are logged in as prueba | Logout' and the slogan 'PROTECT YOUR CREATIVITY'. Below the bar, there is a 'Go To Home' link and a 'Welcome' message with a user profile icon. The main heading reads 'Welcome to Safe Creative!' followed by a sub-heading: 'From this section you can register in Safe Creative's Intellectual property registry.'



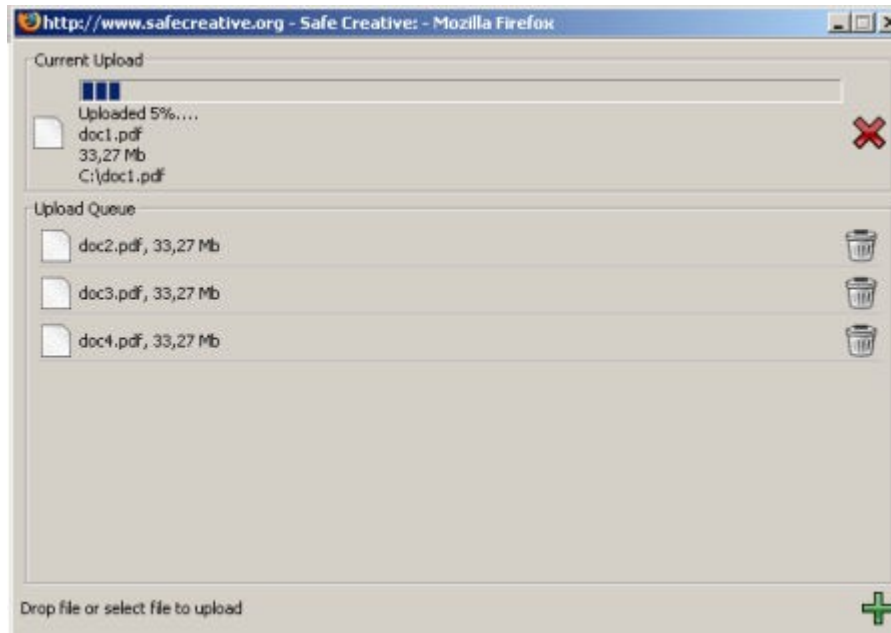
The screenshot shows the 'Preferences' section. It includes a dropdown menu for '\* Results Per Page' set to '10'. Below that are two checked checkboxes: 'Subscribe to Safe Creative e-mail bulletin' and 'Enable Labs Features', with a red arrow pointing to the latter. The 'Labels' section contains a checked checkbox for '\* I've read and accept Privacy Policy and Terms of Use', with a red arrow pointing to it. At the bottom right is an 'Update' button.

## Registry tools: desktop



The screenshot shows the user profile page for 'prueba'. The page has a red header with the safe creative logo and the text 'You Are Signed In As prueba | Logout' and 'PROTECT YOUR CREATIVITY'. Below the header, there is a navigation bar with 'Go To Home Main' and 'User Profile' with a user icon. The main content area has two tabs: 'Personal Information' and 'Blogs'. The 'Blogs' tab is active, showing a table with columns: 'Entry Date', 'Code', 'Name', 'Type', and 'View Edit'. The table contains one entry: '4/15/08 10:27 AM UTC', '0804150025360', 'Profile 1', 'Blog', and 'View Edit Bulk Register Profile'. The 'Bulk Register Profile' link is circled in red. Below the table is a 'Register Blog' button.

Entry Date	Code	Name	Type	View Edit
4/15/08 10:27 AM UTC	0804150025360	Profile 1	Blog	<a href="#">View Edit Bulk Register Profile</a>




The screenshot shows the upload interface in Mozilla Firefox. The address bar shows 'http://www.safecreative.org - Safe Creative: - Mozilla Firefox'. The interface has two main sections: 'Current Upload' and 'Upload Queue'. The 'Current Upload' section shows a progress bar for 'doc1.pdf' (33,27 Mb) with a red 'X' icon. The 'Upload Queue' section shows three files: 'doc2.pdf, 33,27 Mb', 'doc3.pdf, 33,27 Mb', and 'doc4.pdf, 33,27 Mb', each with a trash icon. At the bottom, there is a text box with the prompt 'Drop file or select file to upload' and a green plus icon.

# ccREL: web pages

## Registration Details

**Code** 0711150304756  
**Name** Phasellus sed augue  
**Entry Date** 11/15/07 3:02 PM UTC  
**Author** Nombre Apellido  
**Excerpt** t faucibus ligula. Proin justo augue, ornare vitae, sed, tempus ac, elit. Phasellus nec neque eget li  
**Type** Literary: Other  
**Downloads counter** 5

## Registered Rights

**License** Creative Commons Attribution 3.0  
**Features Selected License** Se puede copiar y distribuir  
 Se puede hacer uso comercial  
 Se pueden hacer trabajos derivados  
 Se debe reconocer la autoría  
 License Text  
**Recent License History** 11/15/07 4:22 PM UTC Creative Comm

```
<span property="dc:title">
  Phasellus sed augue
</span>
...
<span property="dc:date"
  content="2007-11-15 03:02 PM UTC">
  11/15/07 03:02 PM UTC
</span>
...
<a rel="cc:attributionURL" href="...">
  <span property="cc:attributionName">
    Nombre Apellido
  </span>
</a>
...
<span property="dc:description">
  t faucibus ligula...
</span>
```



```
<a rel="cc:license"
  href="http://creativecommons.org/licenses/by/3.0/legalcode">
   License Text
</a>
```

# ccREL: labels

Go To Home Main Work View

## Labels for your work

72dpi 150dpi 300dpi



```
<a href="http://www.safecreative.org/work/0801290404567"
xmlns:cc="http://creativecommons.org/ns#" rel="cc:license">

</a>
```



```
<a href="http://www.safecreative.org/work/0801290404567"
xmlns:cc="http://creativecommons.org/ns#" rel="cc:license">

</a>
```



```
<a href="http://www.safecreative.org/work/0801290404567"
xmlns:cc="http://creativecommons.org/ns#" rel="cc:license">

</a>
```



```
<a href="http://www.safecreative.org/work/0801290404567"
xmlns:cc="http://creativecommons.org/ns#" rel="cc:license">

</a>
```



```
<a href="http://www.safecreative.org/work/0801290404567"
xmlns:cc="http://creativecommons.org/ns#" rel="cc:license">

</a>
```

Done

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Latest registered works  
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