

## Cognate's Blockchain Based System enables Businesses to Timestamp, Permanently Record and Monitor Trademark Use and Protect their Rights of Ownership



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**CEOCFO: Mr. Collen, what is the idea behind Cognate?**

**Mr. Collen:** Trademark owners need to be able to prove their trademarks use in order to protect and enforce their trademark rights. The current systems for proving your trademark use are really complicated and costly, especially if you go through a government trademark registration process. Companies can also choose to keep and maintain their own records of trademark use – records can be something like an invoice, advertisement, or promotional material – but using this method makes it hard to unequivocally prove that your trademark was in use at a particular time or in a particular location. It's also difficult to keep track of these physical and digital records – they're not always easily accessible and admissible in a court of law.

Cognate helps companies prove and protect their trademark rights by creating time-stamped, permanent records of trademark use. To do that, we use something called blockchain technology. The decentralized and cryptographic nature of the blockchain enables us to create a time-stamped and permanent records of someone's trademark use at a certain time or in a certain location.

**CEOCFO: What does someone have to show to prove that a trademark is actually in use? What do they have to provide other than saying, "We did it; here it is?"**

**Mr. Collen:** There are many things that prove trademark use. Proof can range from a screenshot showing something for sale on a website, or an invoice, or a bill of sale, or an advertising campaign. There are a variety of things that have been accepted to prove "actual use" of a trademark. We take those proof files and log them within the blockchain-based system, along with other relevant information about the use of our customer's trademark.

**CEOCFO: How do we know these trademarks are going to be universally accepted? What is the standard of proof?**

**Mr. Collen:** The courts have accepted many things to prove use over the course of time. We are not making any warranties that what is submitted to us is legally valid proof. We are making a record of specimens that people are submitting to us, which they think prove their trademark use. If someone submits something to us, that they think proves their use at a certain time or a certain location, we make a record of that. We are not counseling them saying, "You should upload this as opposed to that," because we are not a law firm. We are not offering any legal advice. However, trademark owners can easily find what has been accepted to prove use in the past, and we help people make really strong, indisputable records of what they think proves their rights.