

Digital Contents Protocol Project Using blockchain  
A new paradigm in the IP transaction



# IPVERSE

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## Whitepaper

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# INDEX

**Disclaimer**

**Abstract**

**01 Background**

**02 IPVERSE Network**

2.1 Define

2.2 System

2.3 Blockchain

2.4 Structure

2.5 Strength

**03 IPVERSE Utilization**

3.1 IPXHOP

3.2 NFT

3.3 IPXHOP – ONFT

3.4 System

**04 IPVERSE Currency**

4.1 IPV Token

**05 Eco-system**

5.1 Eco-system\_1

5.1.1 Eco-system\_2

5.1.2 Eco-system\_3

5.1.4 Eco-system\_4

**06 Wallet**

6.1 Palleta

6.2 IP Wallet

6.3 How to Pay

**07 Vision**

**08 IPV Allocation**

8.1 Token Distribution Policy  
(Token Burn)

8.2 Use of Proceeds

**09 Roadmap**

**10 Team**

10.1 Operator

10.2 Member

10.3 Advisor

**11 Partners**

**12 Contact**

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# ABSTRACT

Currently, content is being created like never before thanks to the exchange of Intellectual Property (hereinafter referred to as IP), and as technological barriers continue to fall, the use cases of this content continues to expand. As various companies around the world are preparing to grow in line with the fourth industrial revolution, the era of stable, secure intellectual property has arrived. As a result, the size of the IP market has grown exponentially, creating new opportunities, breaking down boundaries between countries and establishing a venue for rapid exchange. However, in contrast, the intellectual property market is still very closed and most of them are not in line with the current trend of the times, such as exercising exclusive rights.

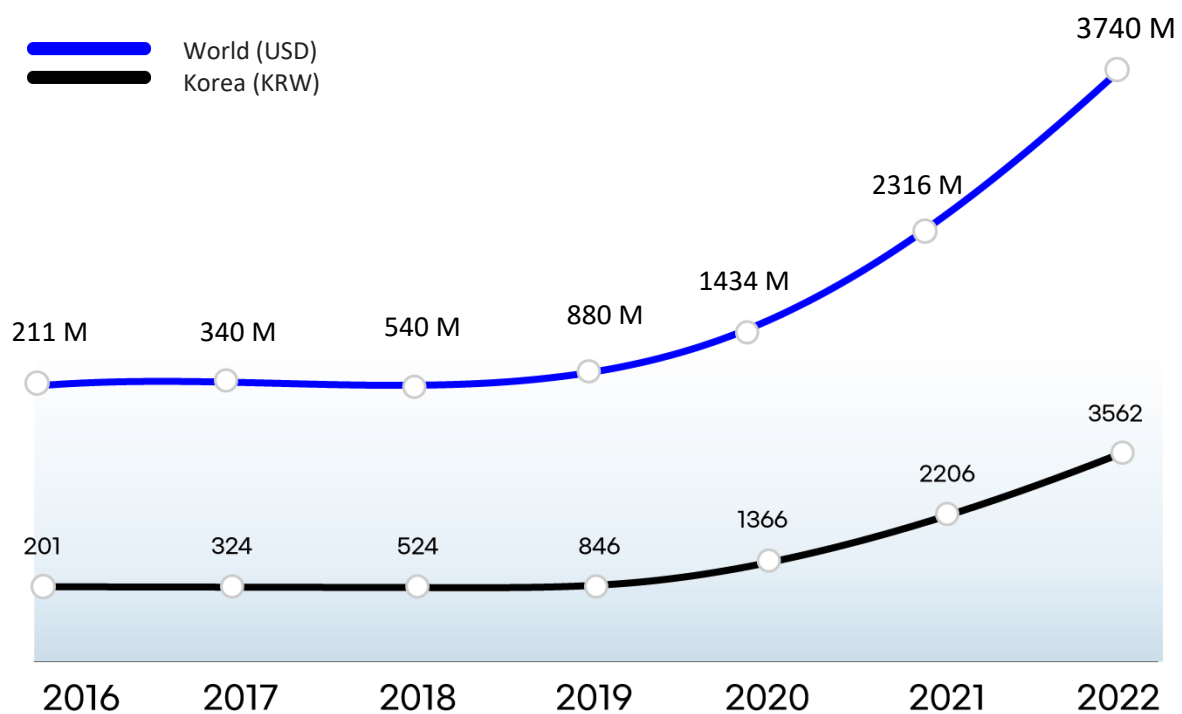
To solve this problem, intellectual property startups are emerging, but few are providing the necessary solutions. IPVERSE is a project designed to solve these problems in an integrated manner and to further expand the IP trading ecosystem. IPVERSE will be the backbone of the economy in the 4th industrial revolution. It aims to be an independent ecosystem that gives new value to intellectual property, and increases access to IP transactions by utilizing blockchain technology. IPVERSE will provide various IP platforms with access to a two-way transaction channel for content. IPVERSE provides creators with a place to list their content and gives its users a more transparent, accurate data about the IP they want to purchase. IPVERSE provides a simplified trading system for all users of IPVERSE.

In addition, IPVERSE transparently records and manages the production and release of digital content, such as sound sources, patents, characters, and artwork, by utilizing the blockchain. Through blockchain-based content registration and management systems, rights of creators can be verified, and services that conveniently connect IPVERSE users and rights holders can be provided.



# Domestic · International IP Market

As the fourth industrial revolution gradually approaches, the global IP market is expected to have grown from \$211 million in 2016 to \$2.316 billion this year, and to \$3.74 billion by 2022. The domestic market is expected to have increased from 201 billion in 2016 to 220.6 billion by this year and to 356.2 billion by 2022. An average increase of 61.5% every year. The One Source Multi Use (OSMU) nature of IP, which has been previously limited, will expand the use cases of various contents. These IP businesses are being developed one after another, at home and abroad, alongside a plethora of research being actively conducted.



Data: Korea Institute of Science and Information

Due to the widespread technical, economic, and social ripple effects possible, the 4<sup>th</sup> Industrial Revolution will be about seeking new strategies to derive existing value from the IP market at various national and corporate levels. The economy will grow in tandem with the IP economy through the promotion of the growth of and strengthening if the intellectual property market's competitiveness.



Although governments and corporations are involved in the IP market, there aren't many effective solutions being provided by them for the current problems.

Domestic IP Market Problems:

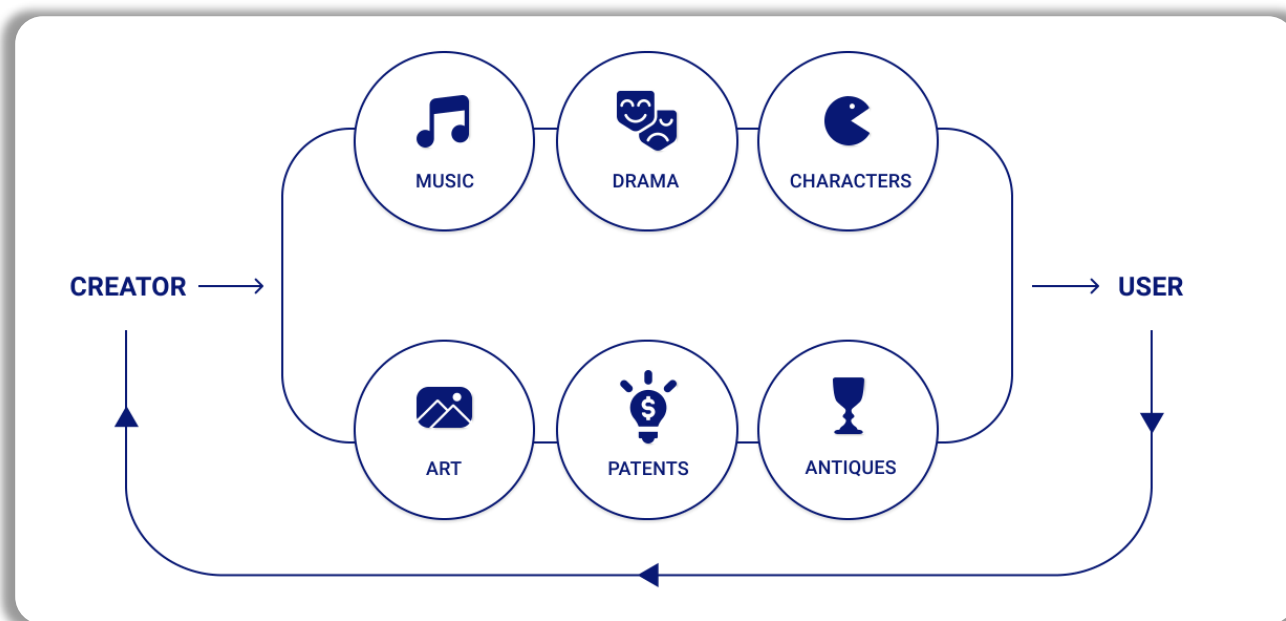
- **Lack of competitiveness in the domestic IP industry.**
- **Lack of regulation, and transparency.**
- **Lack of solutions providers.**
- **Focus of technical competitiveness-oriented between companies.**

IPVERSE provides a blockchain based IP transaction system to solve these problems. Blockchain technology is already closely intertwined with the IP industry, and allows the offering of features such as increased stability and reduced costs and information reliability. IPVERSE provides a more diverse IP service and range of possibilities through the use of blockchain. By creating an independent IP network, IPVERSE will take the lead in making IP transactions transparent and safe, as well as increasing consumer awareness about the value of IP.



## 2.1] DEFIEN

IPVERSE is a secure and reliable **Digital IP Transaction Network** that establishes an IP transaction blockchain network of IP and solves the IP transactions opacity problem.



The functions of IPVERSE are as follows:

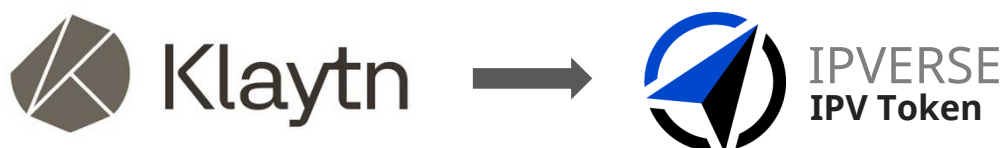
- **Providing services that assign a value to trades of intangible assets.**
- **Providing solutions for smooth transactions and platform use.**
- **Protecting the rights of IP ownership and supplying information about them.**
- **Establishing an IP transaction ecosystem through blockchain.**
- **Establishing a currency base for international IP activity.**

IPVERSE utilizes the currently available blockchain and NFT technology to give new value to IP and to IP information sharing. Through continuous R&D, IPVERSE is building a blockchain platform for reducing the opacity in the IP industry, and for protecting creators' rights.



## 2.2] SYSTEM

Blockchain-based IPVERSE uses a decentralized record-keeping and management method, preventing forgery and alteration of information by verifying the validity of the block, an IP information storage unit, without a centralized system. The IPVERSE project will build a blockchain-based platform market and launch customized services through sustainable transaction records of customers. To this end, the ERC-20 based IPVERSE is designed so that everyone may participate in the consumption of IP content.



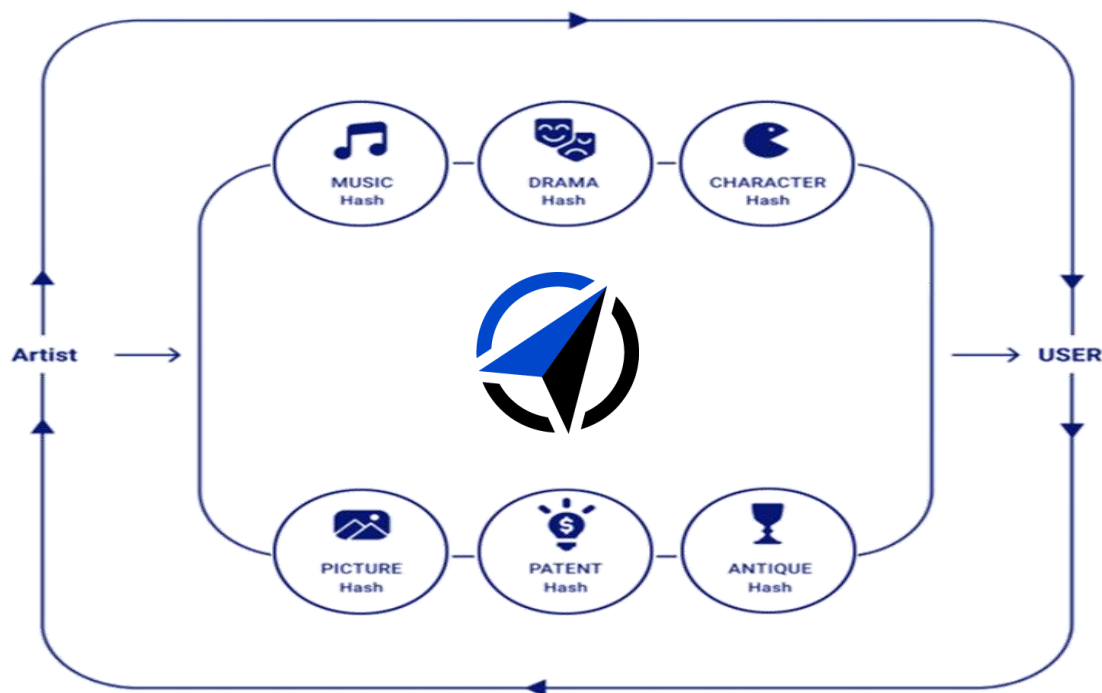
IPVERSE provides a module for trading IP and for transparent data without requiring users to have specialized knowledge about the blockchain. Anyone can easily trade and register IP content without restriction. Users can verify the quality of information they share, and promote a cycle of high-quality IPs. IPVERSE allows for the sharing intellectual property between users and creators, creates a digital asset called an IPV Token and provides an environment for more creative activities using that token.





## 2.3] BLOCKCHAIN

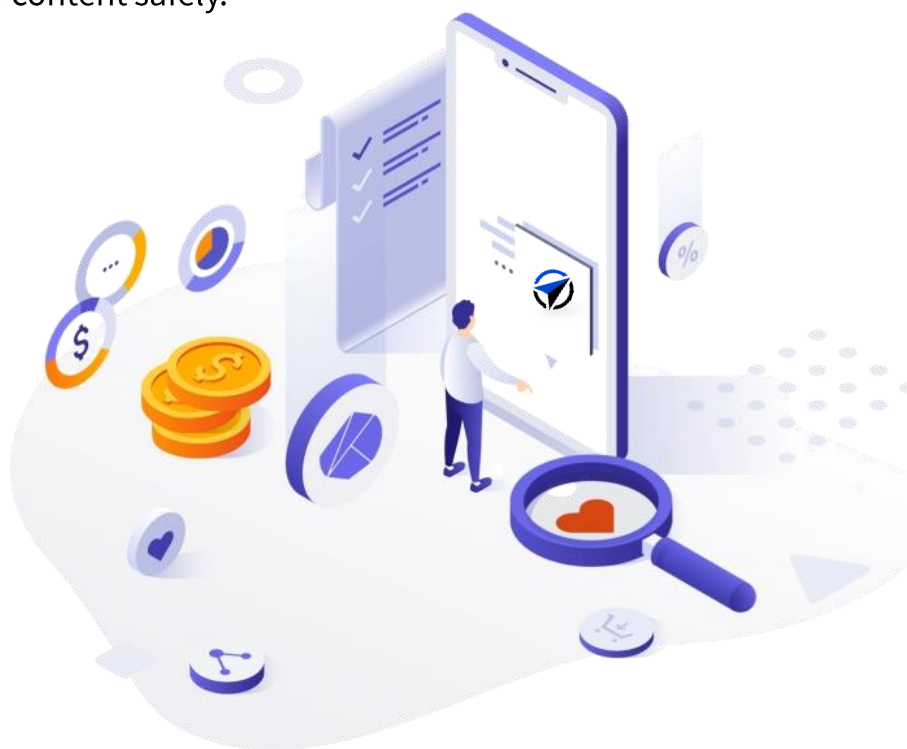
When a creative work is registered, a block containing the ownership and value of that work is also created. A digital ownership certificate is created. By utilizing the blockchain, the rights and security of the creator are guaranteed. It is easy to track information such as the source, issuance time, ownership, and details of the work are disclosed on the blockchain. Additionally, users can increase the value of their work by constantly sharing new information.



By establishing a network infrastructure suitable for each asset, such as sound source IP, creative works IP, webtoon IP, and character IP, information can be stored in a blockchain server as a hash value and stored permanently and invariably. All the information is disclosed and provides an environment of continuous sharing. Each creation generates N seconds or N minutes blocked within the IPVERSE blockchain and applies in security. In addition, dual encryption is implemented using a private key and a public key to increase complementarity as well as provide each creator a private key so that they can freely register their creations.



The IPVERSE ecosystem aspires to "contain every IP in every field." IPVERSE is developing a blockchain-based IP comprehensive data service platform that provides and protects creations, information, and personalized data under the mission of "creating a world where everyone can easily trade IPs in various fields such as art, culture, and technology." At its base, IPVERSE creates an ecosystem where creator-centered data is collected, managed, and utilized. Problems with fees and participation methods experienced in IP transactions will be resolved through IPVERSE, and will ensure that creators and users have the right to enjoy content safely.



IPVERSE is a public blockchain with independent networks of internet protocols. On the IPVERSE blockchain, the content is recorded and verified based on receiving confirmation from the nodes, so once successfully registered, content cannot be forged or altered. The core function of IPVERSE is to record hash values for IP data in IPVERSE and to verify the integrity and ownership of IP content data. This can be used smoothly based on its own cryptocurrency (IPV Token), which is the economic medium of the IPVERSE ecosystem.



## 2.4] STRUCTURE

### ◆ dApp Structure

The dApp Structure is the same structure as the Public Structure, and it is a structure in which IP data and interlocking information with external IP-related services are filled out to provide linked dApp services to users. One example is the accessibility of virtual currency used by IPVERSE, i.e., IPV Talk, which makes it easy for anyone to transmit and store through the Wallet service, show users directly, and use it conveniently.

### ◆ Platform Structure

Platform Structure provides service functions used by users in dApp Structure. Therefore, it is possible to provide and utilize information and services of various IP fields within the platform. Platform API and service module are established to increase the linkage rate and to implement a structure that can provide various services to users.

### ◆ Blockchain Structure

Blockchain Structure stores many actions such as IP creation and transaction by users in Platform Structure in the blockchain. These data build a database that cannot be forged and store information that must be transparently disclosed to users, such as cryptocurrency of the platform, smart contract settlement information, and ownership/artist authority information.



In order to build a database that cannot be altered, information is contained, and tokens that can be used within the ecosystem are managed by issuing their own tokens. It also eliminates the possibility of non-compliance with contracts through smart contracts between Creator and User. The blockchain role of IPVERSE is as follows.

◆ **Accurate specification of the rights of Creator and User**

By indicating the clear right holder of IP, records of copyright ownership make it impossible to forge and falsify, and significantly lower the room for future legal disputes. Based on the IP ownership information, a system in which settlement occurs automatically is established.

◆ **Automatic settlement through Smart Contract**

All information on IP registration and IP transaction revenue of creators is stored in IPVERSE, and users using IPVERSE transparently provide all IP transaction data related to each creator information for the work. The biggest problem in the IP industry, opaque revenue allocation, can be solved by realizing smart contracts that can automatically distribute profits through IPVERSE blockchain technology.

◆ **Providing and managing the cryptocurrency Mutually Function system.**

It serves as an asset that can generate various profits in addition to legal currency as well as transmission processing. In IPVERSE, it is linked to dApp services and used as a payment method to establish a system that is not significantly affected by fees such as cards in the global market. Through this, it creates a system that can participate in platforms around the world.



## 2.5] Strength

### ◆ Revitalize the digital IP industry.

Profits from IP transactions are used to invest, promote, and support production of better IP services within IPVERSE. As the number of new digital platforms increases, IPVERSE too will become more active, and continue to expand. Furthermore, the IPVERSE digital platform is applied to all IP fields to promote global IP transactions.

### ◆ Establish an easy-to-use development environment.

Everyone can make a creative leap forward using IPVERSE. If many users trade and invest in the IP field, the increase in interest facilitated by IPVERSE access will create a wave of even more IP transactions.

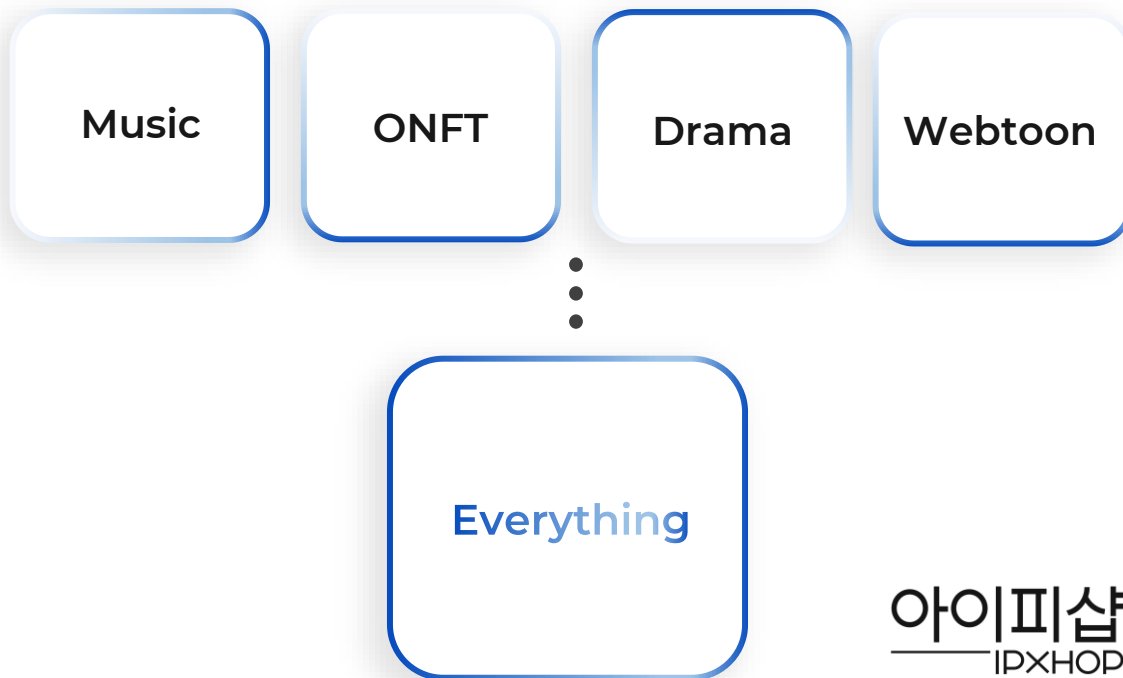
### ◆ Strengthen sovereignty through IPVERSE's own key currency

Digital IP platform users can share information on all IPs paid by continuously investing in and sharing information about the IP products they purchased safely thanks to IPVERSE's proprietary tokens.



## 3.1] IPXHOP Platform

IPXHOP is a new type of open market where users around the world can easily trade and invest in intellectual property (IP). Rather than unilaterally delivering completed content, the platform creates various intellectual property contents from pre-production to completion through two way communication with users, and enables investments and transactions via IPVERSE tokens. As such, IPXHOP can be easily used by anyone from Korea and overseas.



IPXHOP plans to operate four channels: the entertainment channel, character channel, patent channel and an antique channel. All products on IPXHOP can be traded using IPVERSE or within the IPVERSE ecosystem.



Homepage : [www.ipxhop.co.kr](http://www.ipxhop.co.kr)



<https://play.google.com/store/apps/details?id=com.ipxhop.mobileapp>



Platform : [www.ipxhop.com](http://www.ipxhop.com)

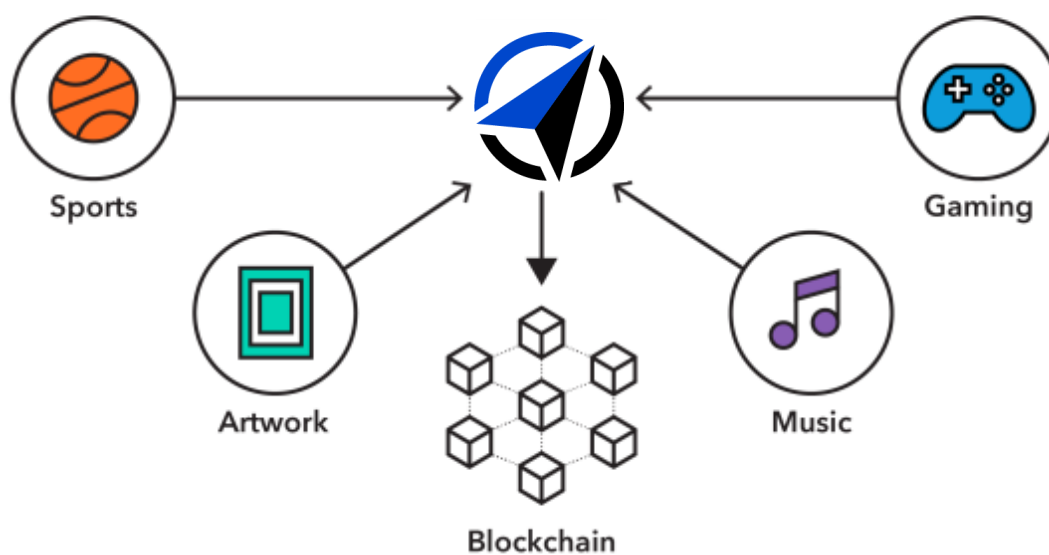


<https://apps.apple.com/kr/app/ipxhop/id1615007071>



## 3.2] NFT

It means an irreplaceable token, which represents a digital asset that is not replaceable and has scarcity at the same time. These tokens serve as unique data units that can be stored, tracked, and traded in the blockchain. Unlike existing virtual assets, NFTs are characterized by their uniqueness, and because each has a unique signature. Therefore, by being able to clarify ownership of intangible assets, they are used as a means of digital tokenization of intangible assets such as games, artworks, and photographs.

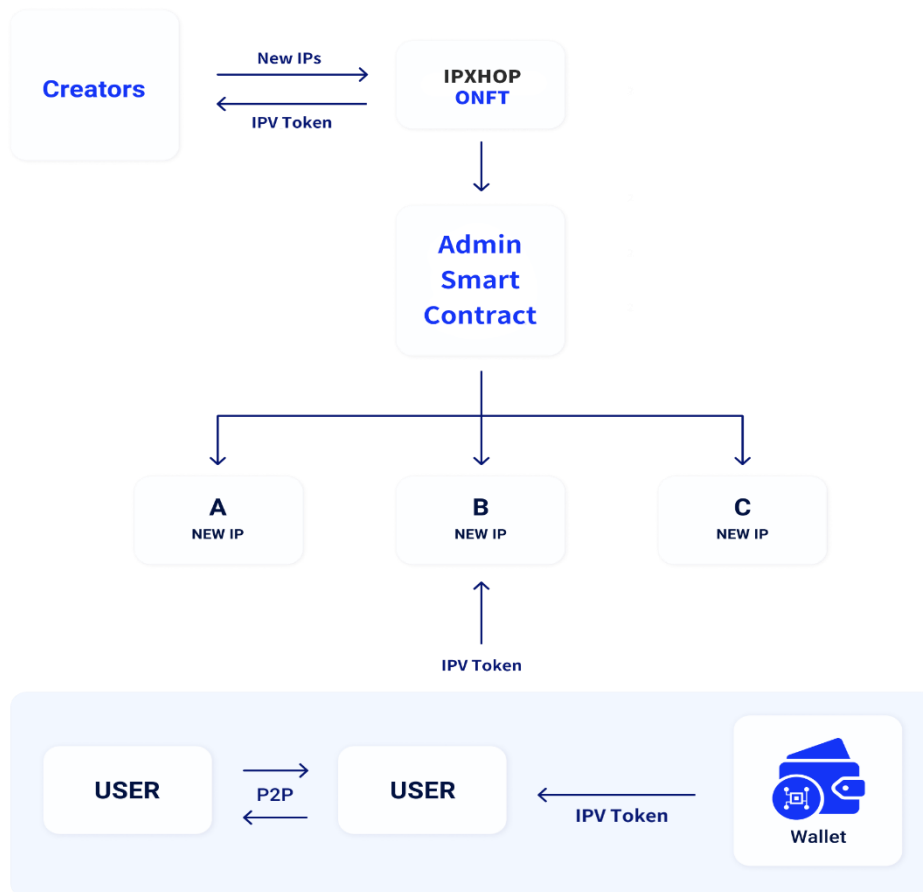


For example, applying an NFT to a work of art generates a single digital certificate. The NFT of the artwork contains the original work and its ownership information, so it is easy to share information about the work to other users on the blockchain. IPVERSE establishes a system of trade for IPs in all fields, imposes an irreplicable unique identification to the asset that is generated by the blockchain, and gives all intangible assets a unique value to ensure stability and reliability in all IP transactions.



### 3.3] IPXHOP - ONFT

ONFT is an NFT MALL available on the IPXHOP platform. ONFT is a portmanteau of the Korean word "ON," which means "everyone, or everything," and NFT; creating a word that means "NFT for everyone." In addition, ONFT aims to create a new ecosystem of investment by establishing a differentiated ONFT MALL in which proven artists and proven works are distributed.



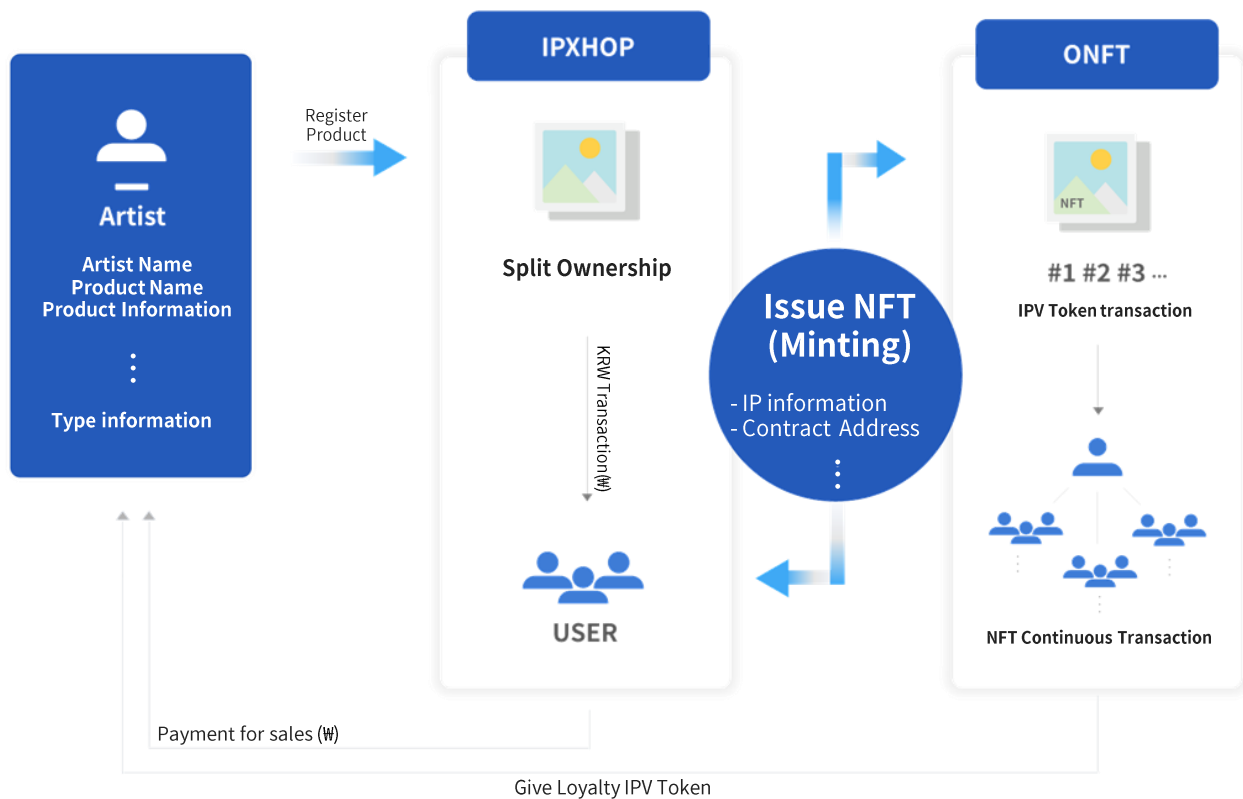
The exclusive currency traded on ONFT consists of the IPV Tokens of IPVERSE. They serve as an asset that can generate profit, as a means for transaction, as well as for payment processing, and can be linked to a dApp service within the IPVERSE ecosystem. All creators using ONFT reside in an environment of creative acceleration where sharing and trading of IP with users is possible, and where accumulation of new NFT assets through owning IPs generates more value.





### 3.3] SYSTEM

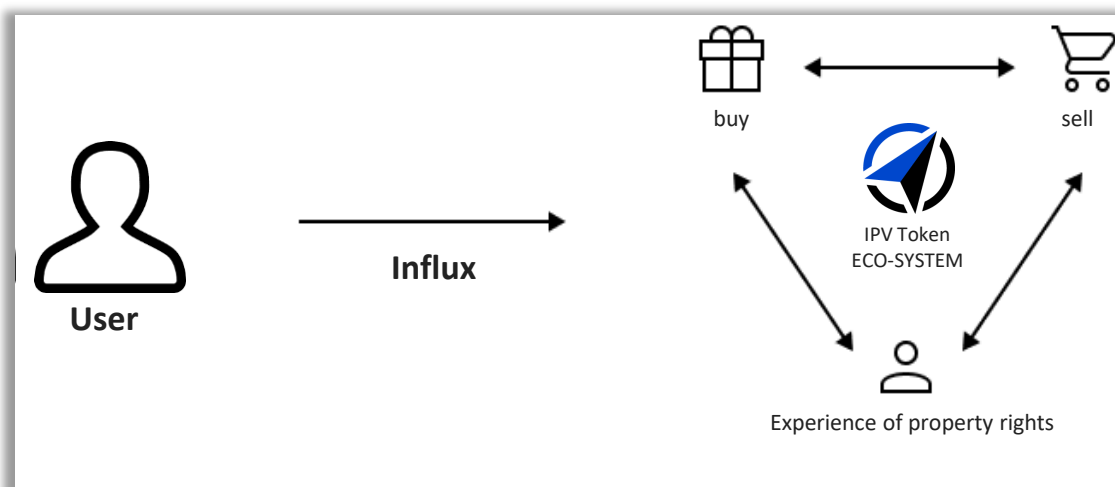
Based on the distribution structure of the existing art market, IPXHOP sells split ownership of desired works by artists, galleries, etc. Works purchased from ONFT can form a new value from real works to digital works through USERS' Minting (Writing <Proof of Ownership, IP Information, etc.> in the process of creating digital NFT assets). The sale price of real works purchased as partial ownership on the IPXHOP platform is paid to the artist in won, but Korean NFT works are characterized by a continuous payment of a certain fee to the artist when the purchase is completed in the form of copyright on ONFT.



NFT can be issued as much as the split ownership was purchased at IPXHOP, and transactions can be made at ONFT in various ways, such as auction and IP sales, and continuous transactions can be made with IPV Token obtained through this. Starting with artworks, it will expand to trade various IP fields such as sound sources, patents, and characters within the IPVERSE ecosystem, and this ecosystem has reasonable validity for all three parties, Creator, User, and IPVERSE to coexist.

## 4.1] IPV Token

IPV Token serves as an asset that can generate profit, as well as provide transaction processing by utilizing the strengths of blockchain-based services. It also provides the platform with the capability for expansion and maintenance and public interest functions for all users to own and create new IPs.



The use case of the IPV Token is as follows:

- **Protect the ownership and legitimacy of transactions by utilizing the blockchain.**
- **By sharing and protecting IPs, anyone who participates in the network can communicate, connect, and expand them, making IP transactions safer than before.**
- **Reduce the time and cost required for IP transactions by utilizing the blockchain.**
- **Enable P2P transactions that utilize monetary integration that is decentralized and free from financing fees (such as overseas exchange rates and remittances) on a global scale.**



## 5.1] Eco-System

### ◆ IP tokenization and smart contract construction

Using IPVERSE, creators are incentivized to maximize content production for increased trading of the IPV Token. As users engage in P2P transactions for their works, rewards continue to compound. Using this, the possibility of liquidity is increased through ONFT content and IP tokenization, and users can provide creators with an infinite creative environment through continuous trading activities, and creators can present better quality works to users.

### ◆ Blockchain-based content registration.

dApp services provided on the IPVERSE platform can be filled with the content of creators by being uploaded to the platform. All related information is stored and can not be altered after release.

### ◆ Create an environment where users can easily trade IPs.

Users' trading and investing on the platform can play a pivotal role in financing creative opportunities. By removing the complex process of the traditional payment gateway system from the equation and registering a creator's IP through IPVERSE, a new token symbolizing the IP work can be issued. By registering and trading that new content or IP through the IPVERSE network, both creators and users can participate in a win-win service.





## IPV Token

IPVERSE, used in IPXHOP, expands the IPV Token functionality by implementing a developer friendly environment with various plug-ins. Accordingly, IPVERSE can provide a user-friendly interface with an infrastructure that can be expanded within the system network.



## CREATOR

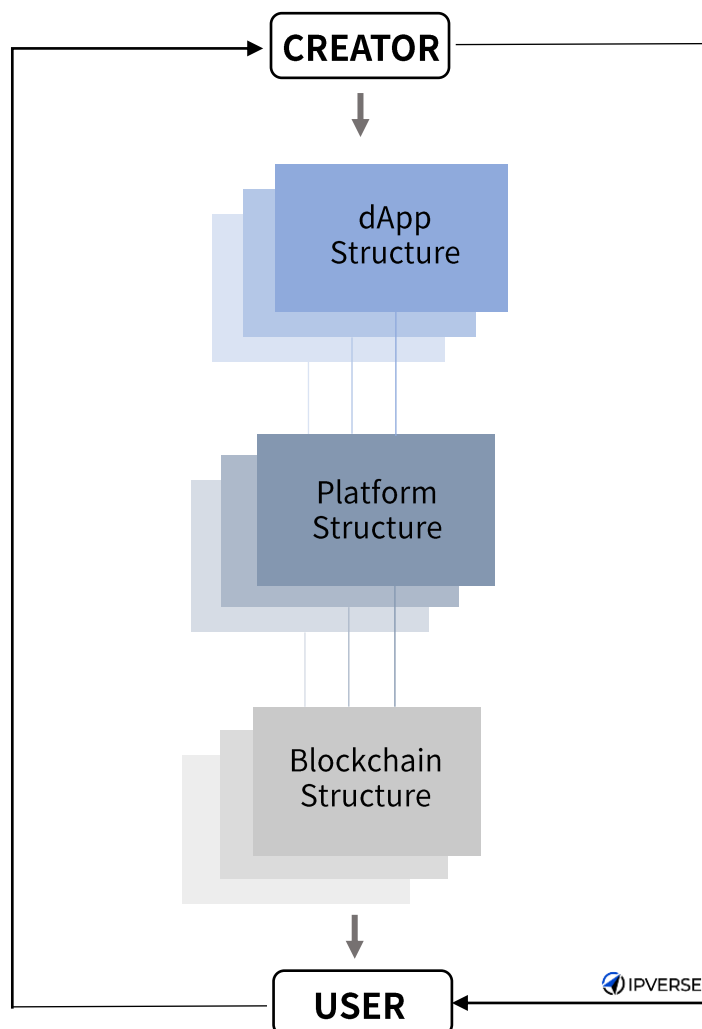
All creators around the world can create and register their own IP in the IPVERSE ecosystem. IPVERSE deals with all intangible assets, allows users to introduce a variety of IP, and provides all creators an equal opportunity to receive funding. It also creates an environment where you can create more IP with the profits earned from other IP on IPVERSE.



## USER

The IPXHOP platform is built for global users, and even more digital IP content will be added in the future thanks to the power of entertainment combined with ONFT. By expanding the intellectual property transaction medium, all users around the world can gain access and trade IP with the IPV Token.

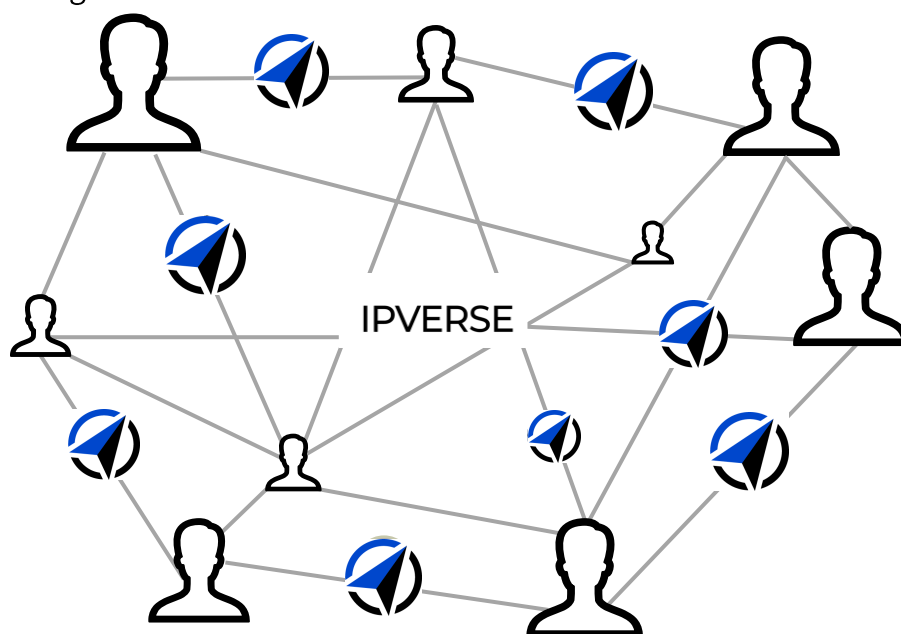
Since IPVERSE is organically connected to the configured structure, the ecosystem of IPVERSE is formed. Beyond the scope of using only sight and hearing, such as music, art, and webtoons, it provides a new IPVERSE ecosystem that can revitalize artists' creative activities through continuous IP transactions and accumulate assets for users.



IPV Token is a representative currency of IPVERSE required for all services and processes, including IP information registration, IP creation, and revenue distribution, within the structure, and creates a token ecosystem that can be connected not only in Korea but also between global creators and users. Building a new paradigm in the IP market through the IPVERSE ecosystem and IPV Token based on blockchain technology, and creating a safer and fairer market.



IPV Token is a key currency for the IPVERSE ecosystem that is used in all dApp services and platform processes, including registration of IP information, content production and profit distribution, and funding activities within the platform. This ecosystem freely creates IP for all creators and makes it easy for users to purchase them. It is also used for transactions on the blockchain distributed books, allowing for transparent management. It is also used as a medium for providing accurate IP data and distribution data to creators, and can provide user-friendly interfaces by utilizing IPVERSE's various networks.



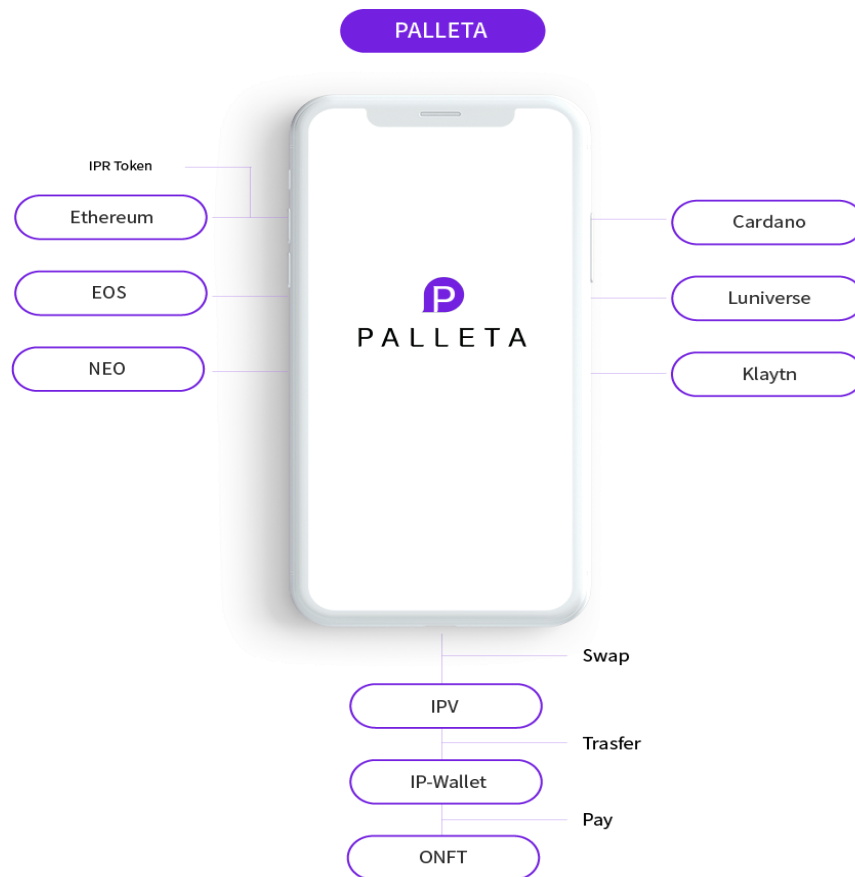
The new IP blockchain ecosystem to be provided by IPVERSE has the following characteristics.

- **Efficiency – Automation of copyright fee distribution based on smart contracts.**
- **Transparency – Visible copyright fee use and settlement / Transparency of IP information**  
**Remove opacity of IP transactions through smart contracts.**
- **Scalability – Establishment of a global IP network.**
- **Circulation – Creating an IP transaction culture in which creators and users coexist.**



## 6.1] PALLETA

Palleta was born by reinterpreting the meaning that can contain all colors. It is IPVERSE's dApp Wallet service that is developed based on various mainnet and can swap issued tokens and accept them. Palleta not only swaps with tokens available in IPVERSE and IPV tokens, but also accommodates all existing mainnet to support SWAP functions with various tokens. Currently, there is a limit to the mainnet that accepts swap pools in the market. Palleta chose a virtual asset wallet rather than a blockchain-based one to overcome these limitations. IPVERSE was initially issued as an Ethereum-based token called IPR, but later, was re-issued as KLAYTN-based IPV. Palleta will be used to swap all IPR Tokens to IPV Tokens.



<https://play.google.com/store/apps/details?id=io.palleta.app&hl=ko>



<https://apps.apple.com/kr/app/%ED%8C%94%EB%A0%9B%ED%83%80/id1599044764>



## 6.2] IP Wallet

In time for the service advancement, IPVERSE will build its own virtual wallet called the 'IP Wallet'. IP Wallet acts as an extended dApp that can accommodate Ethereum-based tokens, securely store and manage various NFTs, and freely transfer tokens in conjunction with other virtual wallets in the future. It will also expand the liquidity of other tokens and the IPV Token by accommodating other tokens beyond Ethereum-based tokens, and expanding them to provide more diverse services by installing advanced functions, such as integrated digital asset management services in the future.



Presenting the total number of tokens and market price information.



User's IP transaction history. List provided



IPV Token Remittance and purchase



Connected to external currency exchanges

The main functions of IP Wallet are as follows.

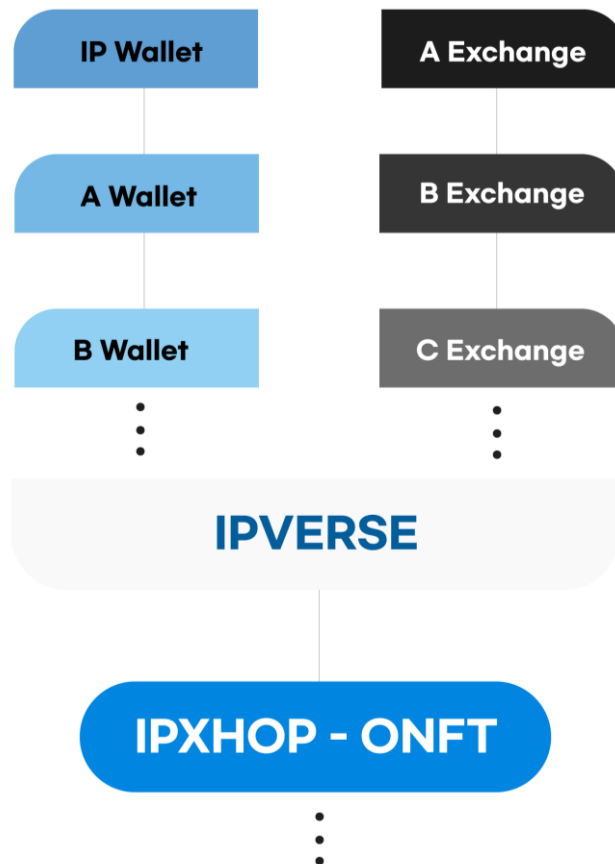
- **INTERCHAIN, which can be exchanged for other tokens, is possible.**
- **Present the total number of tokens you have and market price information.**
- **Provide IP transaction details of User.**
- **Remittance and purchase of IPV Token.**
- **Connect with other currency exchanges.**





## 6.3] How to Pay

User can freely trade IP using IP Wallet developed by IPVERSE and easily trade by seeking to exchange other tokens with IPV Token by implementing the ability to swap with each Token. In addition, all services provided by the IPVERSE ecosystem can be used by purchasing IPV Token through external virtual asset exchanges and external virtual wallets.

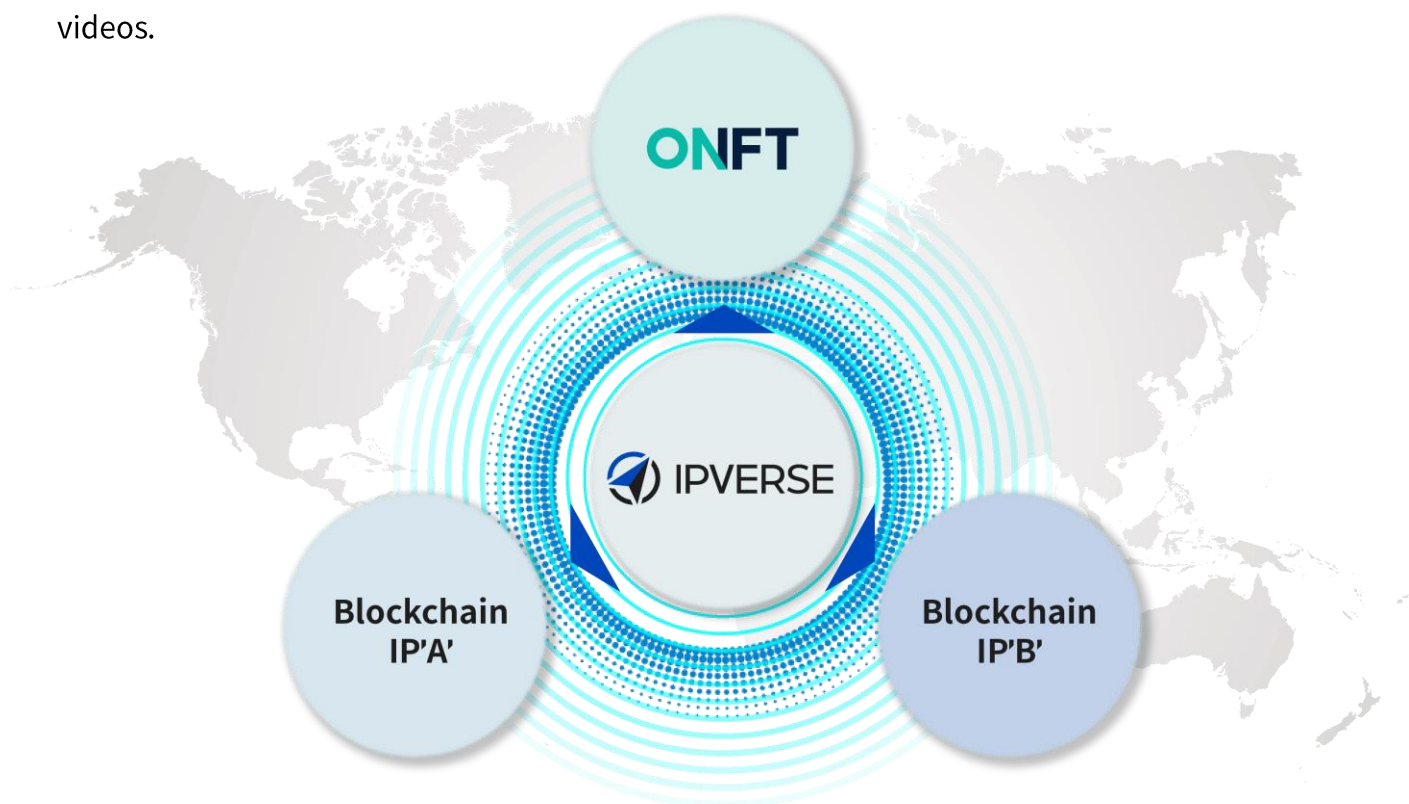


In addition to simple IP transactions, you can use services that transfer your assets to others or manage your assets. If the service provider wants the user's KYC information, information registered in the IPVERSE ecosystem is transmitted. Payment and remittance are possible one-stop through IP Wallet, and all payment data processing is carried out within the IPVERSE blockchain, so it is more objective and highly reliable.



## 7.1] Expansion

As the node of IP transactions using IPXHOP expands, an IP transaction ecosystem is created by establishing IPVERSE's MAINNET. Starting with ONFT MALL, it will expand networks with various IP trading platforms and other NFT MALLs and establish an operating system where creators in all fields where IPs are traded can easily raise their own IPs. In addition, IPVERSE's ecosystem can be expanded by enabling registration and transaction of contents such as photos, pictures, and videos.

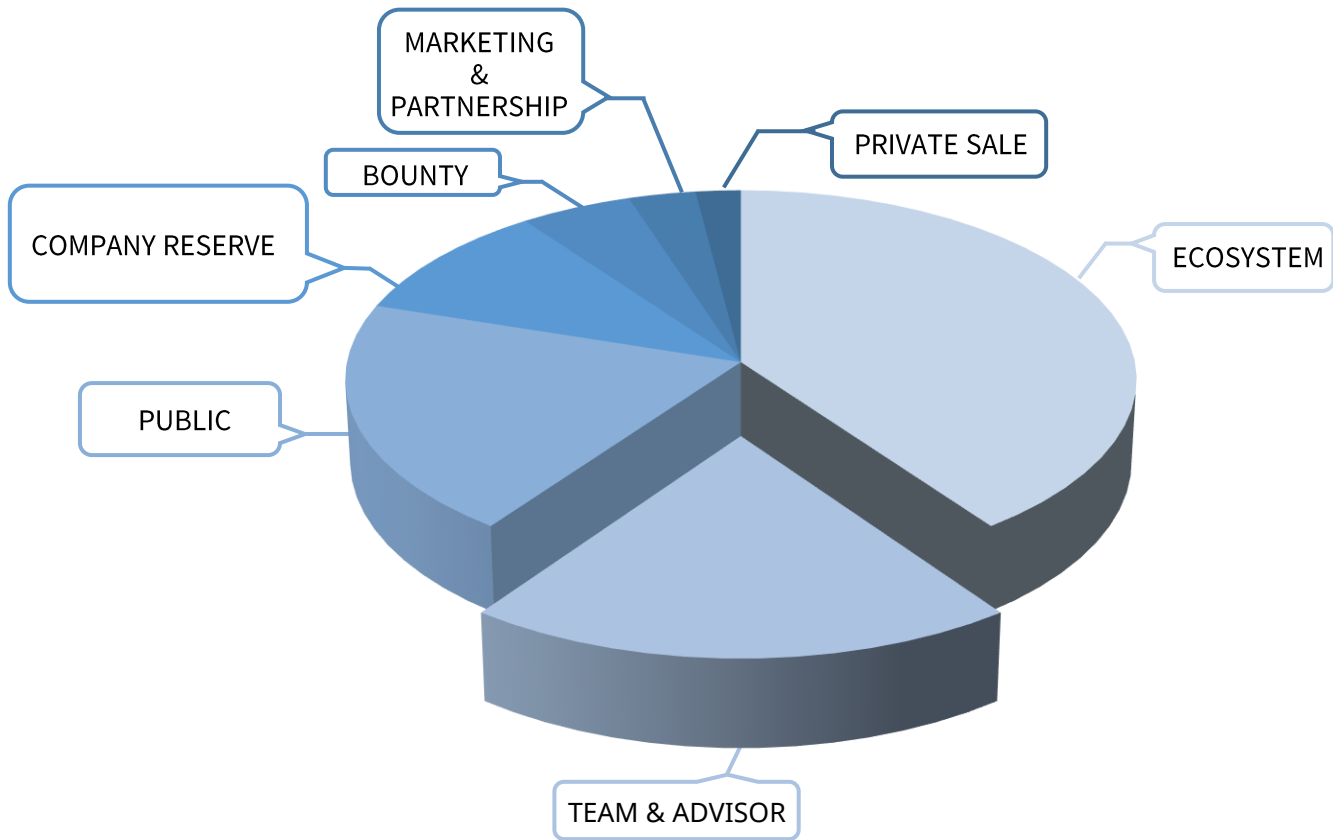


The goal of IPVERSE is as follows.

- **Providing a service that allows you to trade digital IP content conveniently and safely.**
- **Pioneering a new market for IP transactions tailored to a wide market.**
- **Maximize content revenue using blockchain technology and provide various digital IP transaction services.**
- **Securing and building a global IP transaction integrated network system.**
- **Securing a free communication channel between all global creators and users.**



# IPV Allocation



- ECOSYSTEM : 40%
- TEAM & ADVISOR : 20%
- PUBLIC : 19%
- COMPANY RESERVE : 10%
- BOUNTY : 5%
- MARKETING & PARTNERSHIP : 3%
- PRIVATE SALE : 3%



## 8.1] Token Distribution Policy(Token Burn)

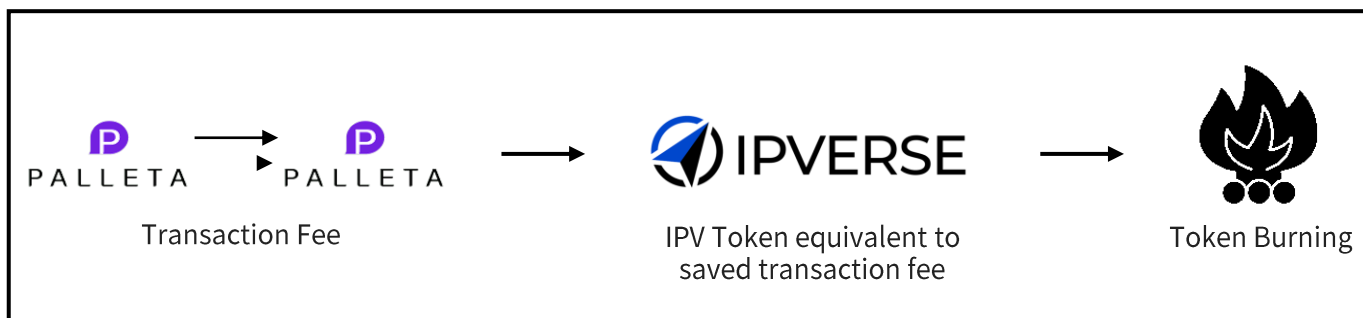
In order to build a stabilized ecosystem, IPVERSE project team has designed a following token burning policy. Every transaction fee occurred from a transaction between IPVERSE’s crypto wallet, “Palleta”, automatically secured into a separate wallet account. In a situation which it is needed to adjust the supply due to a market liquidity, saved transaction fee will undergo a phased burning process in an appropriate schedule and procedure.

The standard of determining the necessity of adjusting the token supply are the followings,

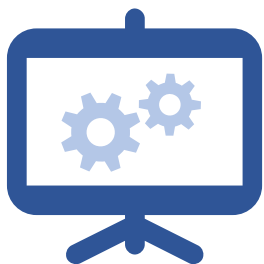
### Cases that are considered to be a necessity to adjust the token supply

1. In a case which it is suspected to have a major effect on Token ecosystem users’ profit due to a drastic fall in share prices.
2. In a case which it is suspected to have a fall in share prices due to a supply surplus.
3. In a case which it is suspected to have a fall in share prices due to an external factors.

### Token Burning Process



## 8.2] Use of Proceeds



### Advancement of IPVERSE ecosystem service 40%

The biggest key to IPVERSE is to build an IP ecosystem that encompasses IPs in all fields, and to create new content using all existing IPs. We will continue to research to provide convenient platform services to users, and they will have various experiences.



### IPVERSE Marketing 20%

IPVERSE is the world's first comprehensive IP platform that deals with IP in all fields, and is constantly striving to enter the global market. It conducts social media marketing to easily induce participation among many creators and users around the world.



### IPVERSE Management 15%

The role of teams striving to maintain/complement /develop IPVERSE is very important. It provides the driving force to build the best ecosystem by creating optimal conditions and environment. Based on the Man-power growth of team members, we always strive to produce the best results with effective and efficient work and best effort.



### IPVERSE Business expansion 25%

Value-UP & Development plays a role in expanding the ecosystem by strategically discovering new content and new industries at the same time as dealing with IP in all fields. IPVERSE always takes the lead in new changes and actively carries out strategic alliances and new business expansion to become central.



# ROADMAP

## 2021

### 2021 1Q, 2Q

- Planning and Designing intellectual property services.
- IPVERSE Development Team about Blockchain
- IPVERSE Establishment of HongKong corporation
- IPVESER White Paper v0.5 Distribute
- IPVERSE.io Website Launch
- 'IPR' Issuing tokens
- Certification of venture companies.
- GACF. MOU
- Meta Intellectual property MOU

### 2021 3Q, 4Q

- Skiyaki MOU
- PLANHEAR Sound MOU
- C&C art MOU
- The Electronic Times MOU
- AEGISECU MOU
- Bugs Music signed a supply contract DB
- Virtual Currency Wallet 'Palleta' Launches
- Kim Jang Hoon's Music Forest concert attracting investment
- Klaytn-based 'IPV Token Publishing' for ecosystem scalability
- NHN Bugs attracting investment
- KOTRA IKMP selection of foreign investment attraction project

- Korea's No. 1 Finance Fair Participates in "2022 Seoul Money Show"
- "BLOCHAIN TODAY" MOU
- Participate in the latest technologies related to Blockchain, NFT, and metaverse and the trend expo 'metaverse expo'
- Obtain IPXHOP Platform ISMS
- Promote strategic alliances with domestic IPs
- Promote listing on the global virtual asset exchange
- IPXHOP, Gyeongin Broadcasting Corporation and NFT Agreement...Joint event at Songdo Beer Festival
- Update 'Palleta' services
- NFT's 'IPCON' in form of a 'Gifticon' launched
- Various IP transaction promotion plans

### 2022 3Q, 4Q

- Neopin-IPVERSE Ecosystem Expansion Agreement
- First dApp IPXHOP 'ONFT' service is open
- Participating in the Meta NFT Seoul 2022 Conference
- IPXHOP Patent Channel open
- IPVERSE Wallet exclusive wallet is released
- Expand dApp by linking transaction platforms in the IP field
- Promotion of 'IPCON' NFT
- 'IPV Token' List on major domestic virtual asset exchanges
- IPVERSE Global Open
- IPVERSE - Blockchain 'IP Chain' expansion
- "IP Standard" standard

## 2022

### 2022 1Q, 2Q

- IPXHOP Open
- IPVERSE White Paper v1.0 establishment
- Chosun University MOU
- Investment attraction form Angel investment group
- IPVERSE establishment of operational and improvement plans
- 'Korea Intellectual Property Journalists Association(KIPJA)' MOU
- WIPS MOU
- IPXHOP Platform Google, App Store Registration
- "IBC 2022" is the Biggest Block-Chain conference in Gwangju

## 2023

### 2023 1Q

- IPXHOP Japan Service Launch "IPXHOP\_Japan"



## 10.1] OPERATOR



### **Sung Mok Jo** CO-Founder

President of IPXHOP Co., Ltd.  
 Full-time vice president of FPSB Korea  
 (past) The 2<sup>nd</sup> Financial Services commission ‘  
 Ombudsman’  
 (past) SKLubricants Advisor  
 (past) Senoir Director of the Financial  
 Supervisory Service  
 (past) Director General of the Financial Supervisory  
 Service’s Saving Bank Inspection  
 (past) Director of the Financial Supervisory Service’s  
 Credit Inspection Office

Completed PH.D. in Economics at Kyunggi University  
 Graduate School  
 Yonsei University Graduate school of  
 Economics, Master of Economics



### **I Hyun Jeon** CFO

Auditor of IPXHOP Co., Ltd’  
 Jeong jin Serim, CEO of accounting firm  
 (past) CEO of Jeong jin Accounting  
 Corporation.  
 (past) Korean CPA, Tax accountant

Korean University Graduate School  
 Financial Economy MBA  
 Jeonbuk National University, Department of  
 Accounting





## Baik Yang COO

Vice Chairman of IPXHOP Co.,  
 Professor of Business Administration at  
 Sungkyunkwan University  
 (Major: Strategic management, Business Model)  
 (Past) President of IGM World Management  
 Research Institute  
 (Past) Director of IGM Strategic Management  
 Research Institute at IGM World  
 Management Research Institute,  
 Director of Value Management Research  
 Institute.  
 (past) An adjunct professor at Chung-Ang  
 University, College of Business and  
 Economics  
 (past) WooSong University Liberal Arts  
 Educations Center Professor  
 (Woo-Song, Head of the leadership center)  
 (past) LIMRA Int'l KOREA, CEO  
 (past) Vice President of Mercer HR Consulting  
 (past) Senior Researcher at SamSung Economic  
 Research Institute.  
 (Senior Team leader of Samsung Group's  
 Rookie Priest System)

SUNY(State University of New York, Business  
 Administration Ph.D(Major: Strategic Management)



## Ji Wook Hong CLO

Adjunct Professor at ChungAng  
 University Law School  
 Barun Partner Attorney of Law  
 Firm(Limited)  
 (past) Head of the Prosecutor's Office's  
 Prosecutor's Office  
 (past) Seoul District Court Southern  
 District Court Judge

The 16<sup>th</sup> generation of the Judicial  
 Research institute.  
 Master Degree in Law at Yonsei  
 University  
 Graduated from Seoul National  
 University College of Law





## 10.2] MEMBER



**Hyo Seong Kim** CIO  
 IPVERSE Development Team  
 (現) IPXHOP, CEO  
 (前) Wincar Development Service PM  
 (前) Conintel Planning Team Manager



**Won Sik Kim** CTO  
 IPVERSE Development Team  
 (現) IPXHOP Development Team CTO  
 (前) Peanut Tech  
 Head of development team manager  
 (前) F&S Holdings  
 Head of the development team manager



**Chang Woo Lee** CMO  
 (現) IPVERSE Strategic Planning Manager  
 (現) IPXHOP Strategic Planning Manager



**Young Pil Ahn** CSO  
 (現) IPVERSE Overseas General Manager  
 (現) Director of IPXHOP Entertainment  
 CEO of Rock Pictures  
 Tokiwa University, Bachelor of Communication



**Jin Woo Lee** CISO  
 (現) IPXHOP Management  
 Support Team Leader



## 10.4] ADVISOR

**Mun Gyeom Kim**

President of Soongsil university's  
Graduate school of Middle and Small  
Business  
President of the Global Business  
Association

**Yong Jeong Kim**

Professor of Mathematical  
Sciences at KAIST

**Deok Gi Kim**

Vice-CEO of Gyeongbuk Cultural  
Foundation  
Director of Culture and Arts Division

**Hyeong Jin Gong**

SBS 1<sup>st</sup> open recruitment talent  
Department of performing Arts at CAP  
General Arts Center

**Byeong Geol Kim**

Director of the Korea Copyright Association  
Winner of Korean Award for Most Influential  
Figures in Korea  
The 13<sup>th</sup> Korea Traditional Song Award  
The Grand Prize for the Lyrics

**Seung Guk Kim**

Chairman of Nowon Cultural Foundation  
CEO of Suwon Cultural Foundation

**An, Juyeong**

Representative lawyer of Anak Law Firm  
Director of the Seoul Bar Association  
Director of Happiness Factory



## \* Reference Materials

<https://www.yna.co.kr/view/AKR20220802044800017>

-> IPIVERS-NEOFIN, Token Ecosystem Expansion Agreement

<http://www.blockchaintoday.co.kr/news/articleView.html?idxno=23704>

-> IPXHOP works with Metaplanet... Close to global expansion

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-> "META NFT SEOUL 2022". Invite IPXHOP to deliver the future of METAverse

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-> IPVERSE-Ahnpark Legal Office, Joint Business Promotion Agreement

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-> Participating in IPXHOP 'NFT Meta Korea 2022' Speech, "We need to pay attention to the era of Web 3.0."

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-> Participate in IPXHOP 2022 Metaverse Expo

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-> [2022 Seoul Money Show Participating Company IR] IPXHOP is becoming a global platform for intellectual property (IP) transactions through creative support and transparency of distribution

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-> IPXHOP, patent information service company WIPS and MOU...Promote the revitalization of the private copyright market

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-> IPXHOP and WIPS join hands to enter patent trading market

<https://www.etnews.com/20220315000114>

-> IPXHOP and Chosun University Strategic Partnership

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-> Social contribution "Kim Jang Hoon's Forest concert" will be held 8 times from the 12th.

<https://www.etnews.com/20211014000193>

-> Signed an MOU to activate IPXHOP & Electronic Newspaper's intellectual property rights platform.

<https://www.dnews.co.kr/uhtml/view.jsp?idxno=202111151316209550990>

-> Director Ahn Youngpil of IPXHOP won the 14th Song Writers' Day Album Producer Award.

<https://www.etoday.co.kr/news/view/2099765>

-> IPVERSE launches 'Palletta', a virtual asset safety management app.

<https://www.dailysecu.com/news/articleView.html?idxno=130358>

-> ISMS-certified consulting firm AEGISECU and IPXHOP signed MOUs.

<https://www.ajunews.com/view/20211228103810137>

-> Acquired 20% stake in IPXHOP to attract NHN Bugs investment

<https://www.hankyung.com/it/article/2022011111921>

-> IP Trading Platform IPXHOP 2022/01/06 Open

[https://sports.hankooki.com/lpage/economy/202201/sp20220106142039137000.htm?s\\_ref=nv](https://sports.hankooki.com/lpage/economy/202201/sp20220106142039137000.htm?s_ref=nv)

-> IPXHOP service surpassed 170 million won in sales in 5 minutes.

<https://www.epnc.co.kr/news/articleView.html?idxno=218411>

-> IPXHOP selects KOTRA IKMP foreign investment attraction project.

<https://www.theguru.co.kr/news/article.html?no=30382>

-> IPVERSE specializing in NFT related to IPXHOP succeeded in attracting investment.



# PARTNERS



# CONTACT

## IPVERSE

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## IPVERSE

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### Community



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[ipverse@ipverse.com](mailto:ipverse@ipverse.com)



Telegram

<https://t.me/officialIPVERSE>



Twitter

[@ipverse](https://twitter.com/ipverse)



Blog

[https://blog.naver.com/official\\_ipverse/222719741150](https://blog.naver.com/official_ipverse/222719741150)



Medium

<https://medium.com/@ipverse>



Discord

<https://discord.gg/ipverse>





# IPVERSE

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