

IP is a journey 知识产权之旅

the blockchain and encrypted storage
are your best travel companion!

区块链与加密存储是您的最佳旅伴！

Public blockchains are a new common 公共区块链是一种新型“公地”

{Common: a resource accessible to all members of a society,
including natural materials such as air, water and a habitable earth.

These resources are held in common, not owned privately.}

（“公地”：全体社会成员均可获取的资源，包括空气、水及宜居土地等自然资源。这些资源为公共所有，非私人所有。）



The background image is a photograph of a large, historic library. It features a series of high, arched wooden vaults that create a sense of depth and grandeur. On either side of the central aisle, there are tall, dark wooden bookshelves that reach up to the ceiling, filled with numerous books. The lighting is warm and focused, highlighting the architectural details and the vastness of the collection. The overall atmosphere is one of intellectual pursuit and historical significance.

Blockchain: the perfect, universal public registry 区块链：完美、通用的公共登记册

with very unique features
功能独特

WELCOME TO THE FUTURE OF IP 欢迎来到知识产权的未来

Secure and manage the entire innovation process with a blockchain-based trail of records proving the **existence, integrity** and **ownership** of any intellectual property asset.

利用基于区块链的记录轨迹，证明知识产权资产的**存在性、完整性与所有权**，进而保护、并管理整个创新过程。



easy to use
易于使用



globally valid
全球有效



confidential
保密

Daily management of IP assets

知识产权资产的日常管理

Innovators are regularly dealing with IP assets in their daily operations.

创新者在日常运营中需定期处理知识产权资产。

Bernstein helps them to neutralize the risks they are exposed to.

Bernstein帮助创新者应对其面临的风险

From attackers both inside and outside of the company.

应对来自公司内部外的攻击者



Hiring
雇佣



Partnerships
合伙



Licensing
许可



Fundraising
筹资



Theft of trade secrets
盗窃商业机密



Copyright Infringements
侵犯著作权



Trademark Abuses
滥用商标



Loss of freedom to operate
丧失自由实施权



Patent trolls
专利流氓



Employees
员工



Partners
合作方



Competitors
竞争对手

The solution 解决方案

Bernstein.io, one-click certification of IP assets

Bernstein.io, 一键认证知识产权资产

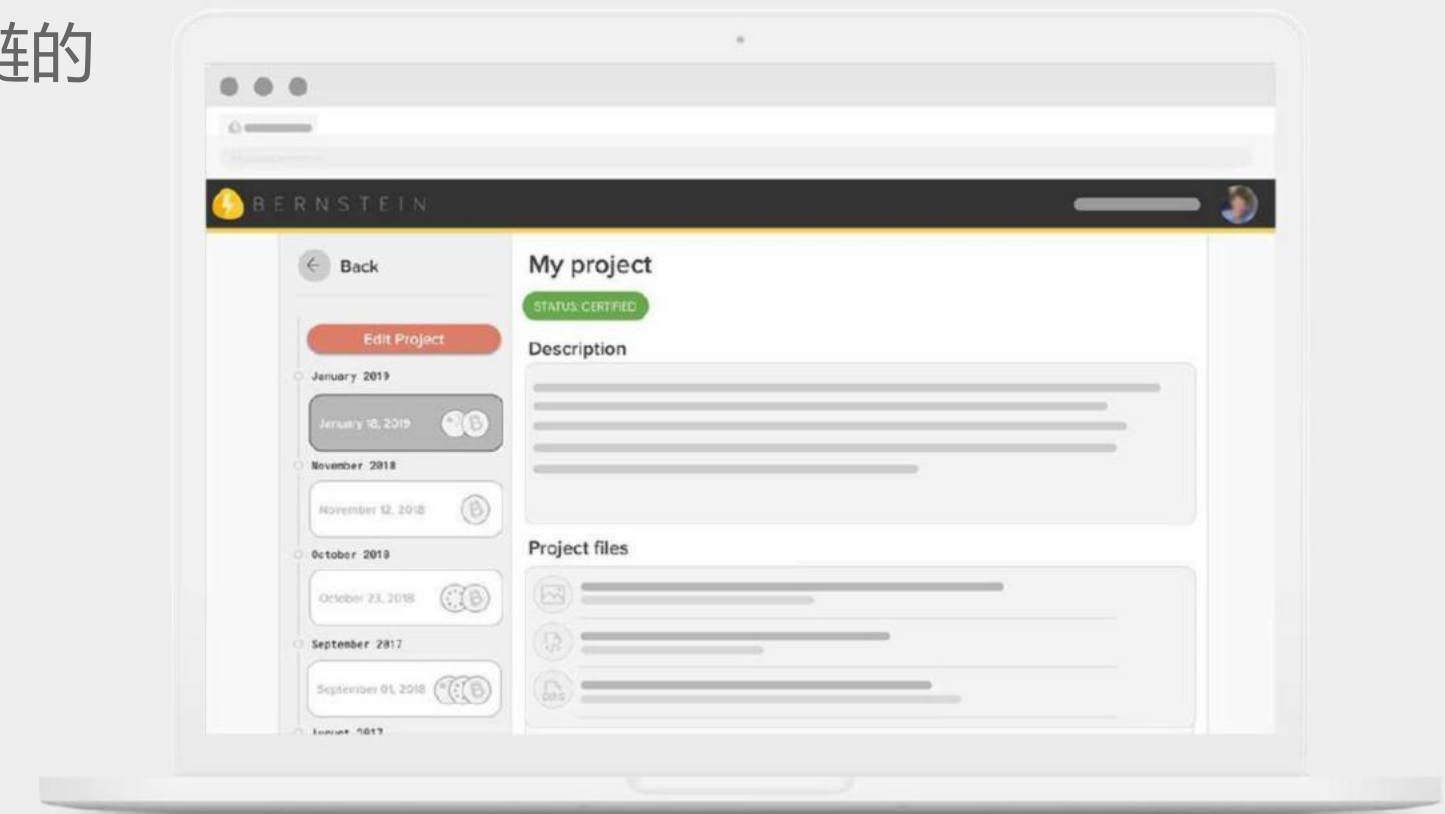
Bernstein.io is an easy-to-use web application allowing companies to manage and secure their entire innovation process by generating a blockchain-based trail of records. Bernstein.io是一款易于使用的**网页应用程序**，能够生成基于区块链的追踪记录，帮助企业管理和保护整个创新过程。

Innovators and creatives are using Bernstein to:
创新与创意者利用 Bernstein:

- insert in a blockchain transaction the cryptographic fingerprint of an IP asset 将知识产权资产加密指纹以区块链交易为载体进行嵌入
- Submit the IP asset to the official digital timestamping authorities of EU and China 将知识产权资产提交中欧的政府数字时间戳记录部门

Bernstein certifications prove the existence, integrity, and ownership of any IP asset - globally.

Bernstein证书可证明全球任何知识产权资产的存在性、完整性及所有权



The solution 解决方案

Bernstein.io, the perfect vault for digital IP assets

Bernstein.io, 数字知识产权资产的完美保险柜

Bernstein is also a secure and encrypted repository where innovators can store any kind of IP asset.

Bernstein还是创新者可存放任何类型知识产权的安全加密存管处

Private 隐私保护

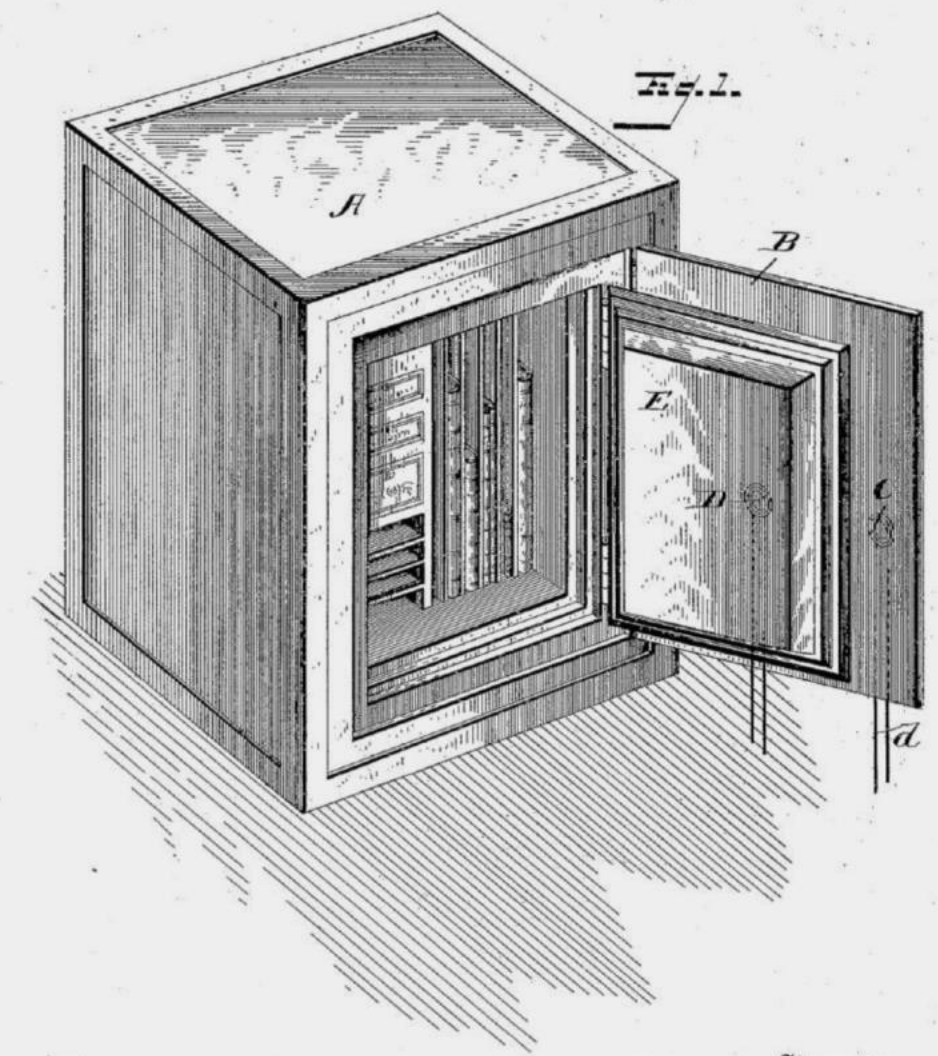
No information is disclosed, not even to Bernstein itself, thanks to a unique zero-knowledge architecture. “零知识架构”可确保无信息披露，即便Bernstein也无法获得客户信息。

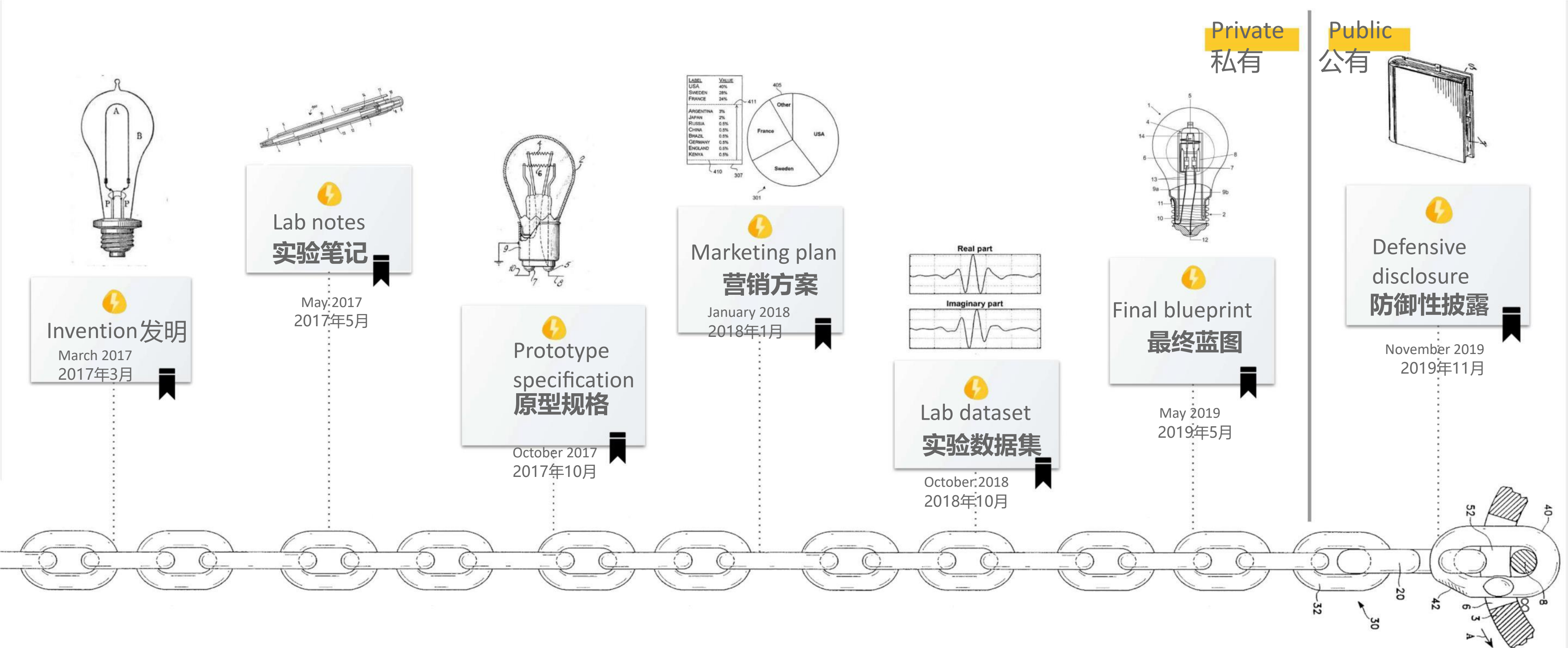
Versioned 版本控制

Innovators can move back and forth in time to prove the status of a project at a specific date. 创新者可沿**时间线回溯**，证明具体日期的项目状态。

Easy 简单易用

Works with any browser, no need to manage cryptographic keys, unlimited storage space. 支持所有浏览器，无需管理密钥，无限存储空间。

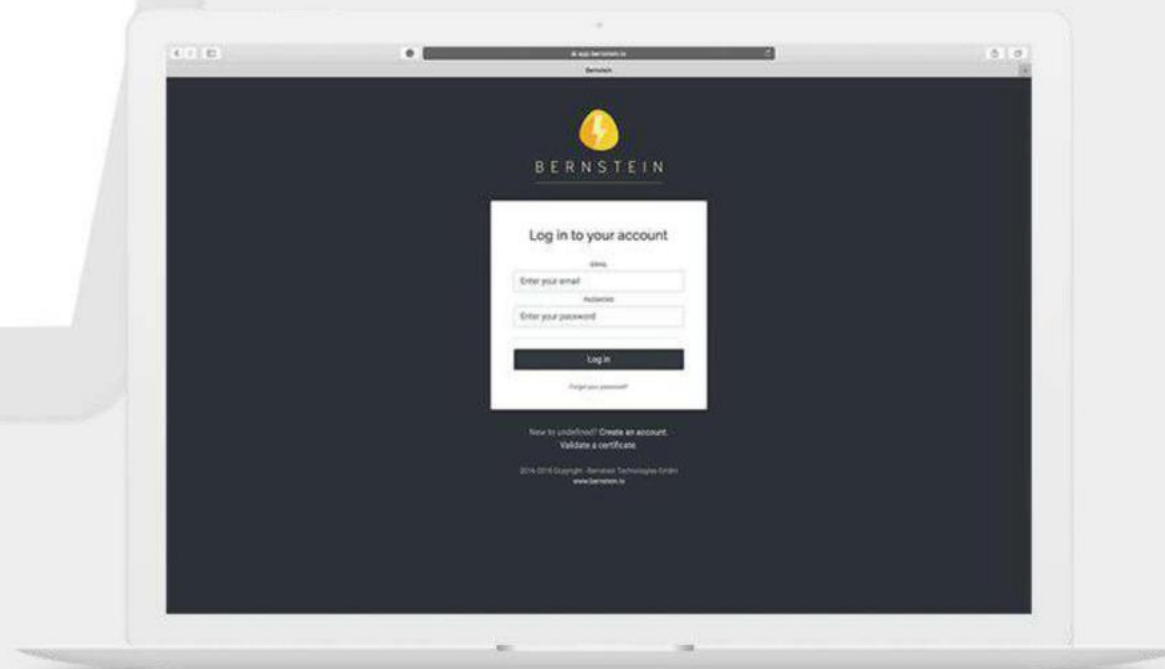




Bernstein enables innovators to easily create a trail of blockchain records for the entire innovations process

Berstein可让创新者轻松为整个创新过程创建**区块链记录轨迹**.

Users can certify core achievements as well as any other correlated documentation. Bernstein supports all kinds of digital files, of any format and size. 用户可认证核心里程碑以及其他关联文档。Bernstein支持所有类型、格式及大小的数字文件。



The solution 解决方案 Also available as white-label 还可“白标”使用

The perfect solution for law firms, accelerators, open innovation platforms, company builders, ... 律师事务所、创新加速器、开放创新平台、企业发展平台.....的完美解决方案



At your side, at all stages of innovation - 1/2

伴随创新的所有阶段- 1/2



R&D ACTIVITIES

研发

Enact “reasonable measures” for trade secrets.
为商业机密制定“合理”的度量指标。

Map, define and register know-how.
规划、定义和登记专有技术。

Document the evolution of projects.
记录项目演进过程

Prove prior use and defend from patent trolls.
证明在先使用，抵御专利流氓。



COLLABORATION & PARTNERSHIPS

合作

Effective definition of background
sideground and foreground knowledge.
有效定义背景、侧景、前景知识。

Create stronger NDA and legal frameworks.
制定更有力的保密协议和法律框架。
Remove frictions in open innovation projects.
消除开放创新项目中的摩擦。

At your side, at all stages of innovation - 2/2

伴随创新的所有阶段- 2/2



HIRING AND MANAGING EMPLOYEES

雇佣管理员工

Deter unloyal behaviors by clearly identifying the knowledge shared with employees.
清楚识别分享给员工的知识/信息，遏制不忠行为。

Prove new hires work on projects where knowledge was originated in the company.
证明员工开展项目所用的知识来源于公司。



PRODUCT LAUNCH

发布产品

Maintain rights over brands with a documented and certified trail of use and reputation.
利用经记录、经认证的品牌使用与知名度轨迹，维护品牌权利

Prove authorship for designs, software and documentation.
证明对设计、软件和文档享有著作权

... and much more!
还有更多!

Use case 用例

Stronger confidentiality agreements

更有力的保密协议

The NDA dilemma 保密协议的困境

- specific ⇒ complex, data leak 具体 ⇒ 复杂、数据泄露
- broad ⇒ unenforceable 宽泛 ⇒ 执行性差

NONDISCLOSURE AGREEMENT

1. This Nondisclosure Agreement (the "Agreement") is entered into by and between

("Disclosing Party")
and

("Receiving Party")

for the purpose of preventing the unauthorized disclosure of Confidential Information as defined below. The parties agree to enter into a confidential relationship with respect to the disclosure of certain proprietary and confidential information ("Confidential Information").

2. For purposes of this Agreement, "Confidential Information" shall include all trade secrets and confidential information designated as such by the Disclosing Party prior or at the time any such trade secret or confidential information is transmitted to the Receiving Party. Notwithstanding the foregoing, any information transmitted by the Disclosing Party to the Receiving Party concerning:

shall constitute Confidential Information.

3. Receiving Party's obligations under this Agreement do not extend to information that is: (a) publicly known at the time of disclosure or subsequently becomes publicly known through no fault of the Receiving Party; (b) discovered or created by the Receiving Party before disclosure by Disclosing Party; (c) learned by the Receiving Party through legitimate means other than from the Disclosing Party or Disclosing Party's representatives; or (d) is disclosed by Receiving Party with Disclosing Party's prior written approval.

4. Receiving Party shall hold and maintain the Confidential Information in strictest confidence for the sole and exclusive benefit of the Disclosing Party. Receiving Party shall carefully restrict access to Confidential Information to employees, contractors, students and third parties as is reasonably required and shall require those persons to sign nondisclosure restrictions

The blockchain-based solution 区块链解决方案

Precisely identify the perimeter of the confidential data via a blockchain certificate. 通过区块链证书，精确识别保密数据的范围

Blockchain-enhanced NDA

Between "Legal person or entity A" hereinafter referred to as "**Inventor**" and "Legal person or entity B" hereinafter referred to as "**Recipient**"

Whereas:

Inventor and Recipient intend to collaborate on a joint project and, in order to define the nature and content of the collaboration, the Inventor wishes to share technical and/or commercial information of a confidential nature with the Recipient that will ensure that the same remain confidential. Now, therefore, it is hereby agreed as follows:

1. For the purposes of this Agreement "Confidential Information" shall mean such technical and/or commercial information as univocally identified by Annex A, a blockchain certificate issued via Bernstein Technologies GmbH, the specific certificate number being xxxx-yyyy-www-zzzz.
2. Additional information disclosed by the Inventor to the Recipient during the collaboration should be considered part of the Confidential Information only if:
 - a. the new information is identified by a new blockchain certificate logically linked to the one mentioned in 1. (see Annex 2 for technical details)
 - b. the new blockchain certificate is transmitted to the Recipient along with the new

Use case 用例

Certified proofs of use for trademarks

认证商标使用证明

A certified trail of evidence proving actual use and reputation of a trademark.
对证据链进行认证，证明商标的实际使用与知名度。

The blockchain's ability to deal with all kinds of files allows for the registration of very diverse specimens. 区块链能够处理各种文件，从而支持登记非常多样化的样本。

- Print-ready PDF files of brochures, leaflets, stationery, ... 直接可打印的 PDF 格式手册、传单、信笺等
- Photographs of goods, labels, packages, ... 商品、标签、包装等的照片
- Digital designs and 3D models of packaging 包装的数字设计文件与3D模型
- Photographs and videos of exhibition stands, conference presentations, product demos, ... 展位、会议演讲、产品演示等的照片和视频
- Advertising items, manuals, website extracts, .. 广告物料、手册、网站内容等

Easily maintain a timestamped repository for each trademark.
轻松为每个商标维护带时间戳的存管库

- Global timestamps 全球时间戳
- Every document safely stored 安全存储每份文件

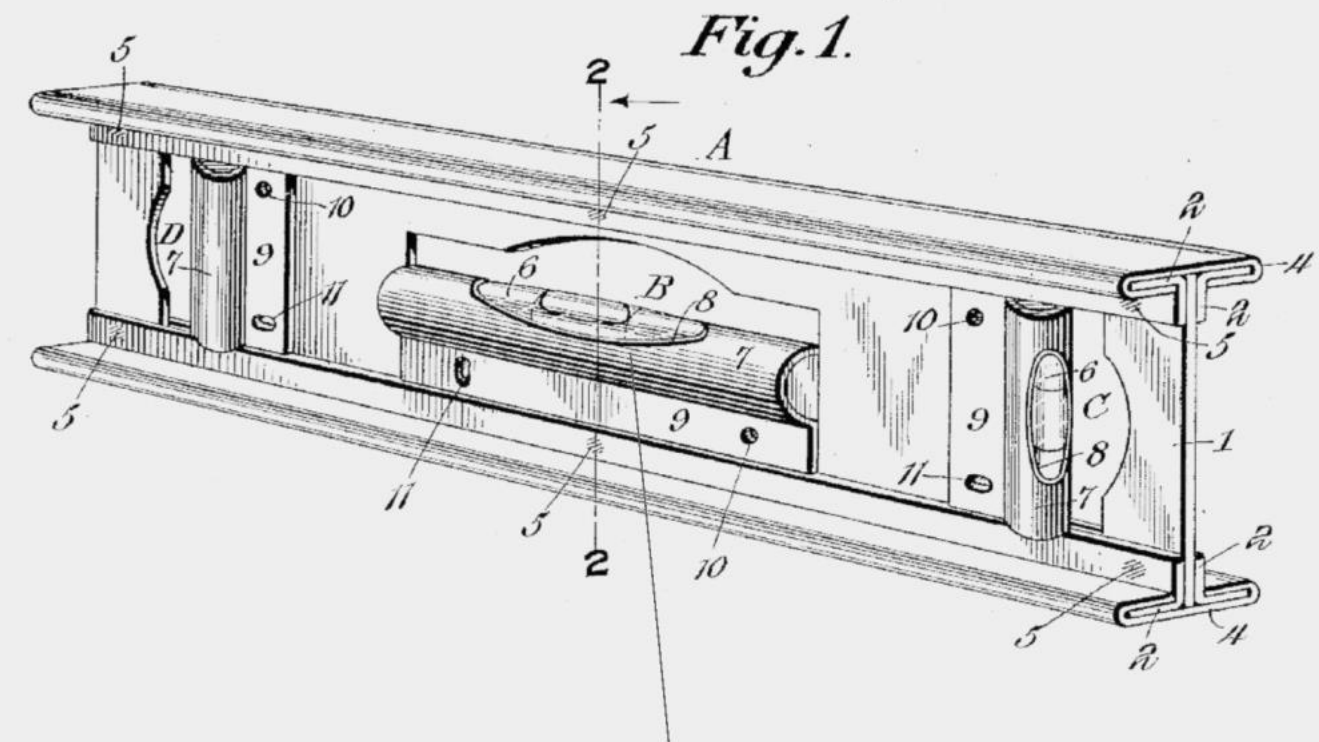


Our contacts

联系方式

Bernstein Technologies GmbH
Winthirstr. 31 c/o Barulli
80639 Munich - Germany

Web 网址: www.bernstein.io
Email 电邮: info@bernstein.io



Bernstein will level
the IP playing field
Bernstein, 营造公平的
IP竞争环境