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APPLICATION OF CAL CODES.

A **Content Authentication License** (; CAL ;) is a method of verifying the authenticity of an offline product or any form of intellectual property that can be transmitted digitally over the Internet.

As applied, it is a random unique non-serial sequence of characters that is generated by a “Code Provider* ” which is applied to each “**authorized copy**” of a product. No code is ever repeated for a product line.

A (; CAL ;) code allows an end user or consumer of a product to verify that a product is an “authorized copy” before purchasing it. Also, a (; CAL ;) code allows a consumer to view what incentives are available before purchasing that product. Additionally, a (; CAL ;) code acts as a “deed” of ownership for the consumer.

A (; CAL ;) code allows a content/product provider the ability to offer online **incentives** to end users, **control piracy**, and to geographically **track** the consumption of their product.

An end user/consumer will only need a web enabled device (cell phone, PDA, in-store kiosk, personal computer, video game console, etc...) to verify a (; CAL ;) code and to discover product incentives.

BOOKS/ MUSIC/CDs/DVDs /COMICS/GAMES/TRADING CARDS

In conjunction with a manufacturer, (; CAL ;) codes are generated by a “Code Provider” and made available to the manufacturer to be appended to each unit. Or, this process can be incorporated into the printing process itself.

Consumer Experience

When a consumer is at the point of purchase, they can use their cell phone (or in store kiosk) to type in a (; CAL ;) code and verify the authenticity of a product. Also, this will allow them to check to see what incentives are available when purchasing this product.

Examples of (; CAL ;) Online Only incentives:

Books	Audio Commentary by the Author
Comics	Additional Bonus Chapter
Music	Additional Track
Music	Rehearsal Recordings
DVD	Audio Commentary by the lead actor
GAMES	Game Pieces
CARDS	New cards before the general public.

* Code Provider – ROMANTRADE authorizes the issuance of all (; CAL ;) codes. And currently is the only authorized Code Provider.

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When a consumer decides to purchase their product, they will register their (; CAL ;) codes and get their incentives delivered to them online. Also, this will let the end user “transfer title” to the product to another user if they decide to pass it along.

Benefit to the end user, they collect (; CAL ;) points, get incentives from publishers, and verify that the product that they are buying is authentic.

Benefit to the publisher, you ensure that your legitimate products are being sold and not pirated. You are able to build customer loyalty by creating incentives for your consumers to stay within your family of products. Also you will be able to track end user demographic data.

CAL Code Requirements for Publishers.

1. A (; CAL ;) code must be visible from the outside of the packaging without the end user opening it.
2. NO SPAM policy, if the user is required (or allowed) to give their email address, then the publisher is absolutely barred from sending unsolicited emails to the user. An opt in will be allowed, but only if it is not “automatically checked” when registering.
3. Must allow an end user to buy/sell/trade their “authorized copy” of the product.

CIRCUMVENTION – Lets Play “What If”

A **Pirate** goes to a music store and copies the (; CAL ;) codes from a product and ships them off to China for unauthorized reproduction.

This is where (; CAL ;) code **support monitoring** comes in; we will **guarantee** that this “multiple copy” protection will **not exceed 24 hours** of potential registering.

How do we monitor this?

We track the frequency of inquires as to the authenticity of a particular (; CAL ;) code. We look at the location of where the registration requests originate. And most importantly offer “**Trace back**” support to locate the pirates.

What (; CAL ;) is:

A benefit to the consumer by offering extra incentives to purchase a product.

A way to combat piracy for publishers.

A third party monitor of intellectual property.

What (; CAL ;) is not:

This is not an unlock code.

This is not a serial number.

This is not a tracking number.

This is not something that you have ever seen before.

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CASE STUDY - Union of Assassins™

Union of Assassins™ is an online trading card role playing game based on Japanese Animation.

The Problem: How to prevent Piracy of Trading Cards?

Solution: (; CAL ;) codes

Union of Assassins™ allows the consumer to download directly onto their hard drive the entire offline trading card game. Once the user decides to become a collector, the only way that they can obtain an “authorized copy” of the cards is to purchase (; CAL ;) codes.

Each (; CAL ;) code acts as a “deed” for that card for trading and collecting purposes. It insures that a collector is getting an “authorized copy” of that card. Once the player collects enough points, then they gain access to incentives associated with the Union of Assassins™ brand.

For the publisher, it ensures that collectors are not buying pirated cards. Also, it allows them to track product consumption and geographic distribution.

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