

## CTMI Media Release - February 2020

Vancouver and Paris - CTMI and its World Chambers Network division are excited to announce new packages for University Industrial Liaison office and business incubators

Whether a NEW or an EXISTING business, online commerce in the 21st century translates into a much wider range of potential customers, competitors and partners in domestic and foreign markets...

...with an expanding set of 'new words' and real challenges unique to the digital commerce world...

Yet the age-old need for TRUST is ranked higher than ever... Along with global business data EXPOSURE for your sales and commercialization needs, trust tools for your online commerce and intellectual property protection are a fast-expanding requirement for any business

In the modern, technologically connected, world and knowledge based economy, information and knowledge (aka Intellectual Property, or "IP") is the currency - and key asset - in research & development, in commercialization, for more and more businesses, as well as for other creators and innovators, such as writers and performers.

All of those innovators and creators need to both protect their IP and to be able to share it with others, without losing their proprietary interests. That sharing may often occur in the normal course of business - contract bids, RFPs, shared research, commercialization of ideas and other industrial liaisons, pitches to potential partners and investors, and so on. In today's connected world, IP ideas know no political or geographic borders.

But traditional, paper based, IP protection, especially where it covers multiple jurisdictions (and it all does) involving patents or trademarks (and even, but less so, with copyrights) is often time consuming, complicated, bureaucratic and expensive.

CTMI has developed a trusted, easy to use, world-wide accessible, system to enable creators and innovators to maintain a permanent and electronic record, verified by a trusted third party, of every version of their creations, including (or especially) those versions shared with others, and regardless of country or other jurisdiction. This system is referred to as ChamberTrust-eVault ("CeV"), is based on a hybrid blockchain model and has a proven history for well over a decade as a trade documentation and shipping manifest service developed for the world's largest, oldest business organization.

CeV is, of course, a high-security IP protection systems that includes automatic digital receipts, is

complex-multi-lingual capable and also has an automatic file comparison process that will not allow duplicates to be loaded, even if renamed - an important factor for IP protection. And this is all done in cooperation with the world-wide chamber of commerce system (13,000 communities in over 160 countries, encompassing over 40 million members). Chambers of Commerce have been respected parts of business communities around the world for over 400 years. CTMI has been working with the world chambers network (WCN) for over 20 years to build this system. Now it is commercially expanding beyond chambers and their members.

In addition to CeV, CTMI also has services to host and advertise businesses (including newly commercialized ones) to a global business-oriented audience, complete with a global media room for participants. This also lends itself to business incubation and business partner search.

So any innovators or creators hoping to maintain a verifiable record of their IP, and in turn, to maintain evidence and some protection of the commercial value of their IP, should consider investing in the protections provided by CTMI. The same holds for commercialization roll-outs.

CTMI has multiple pricing options and even franchise opportunities available for universities and incubators. For more information, or any questions you might have, please feel free to contact us.

**[www.chambertrust.org/CeV.aspx](http://www.chambertrust.org/CeV.aspx)**

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