

Provenance & Digital Art

Trent McConaghy, CTO

trent@ascribe.io

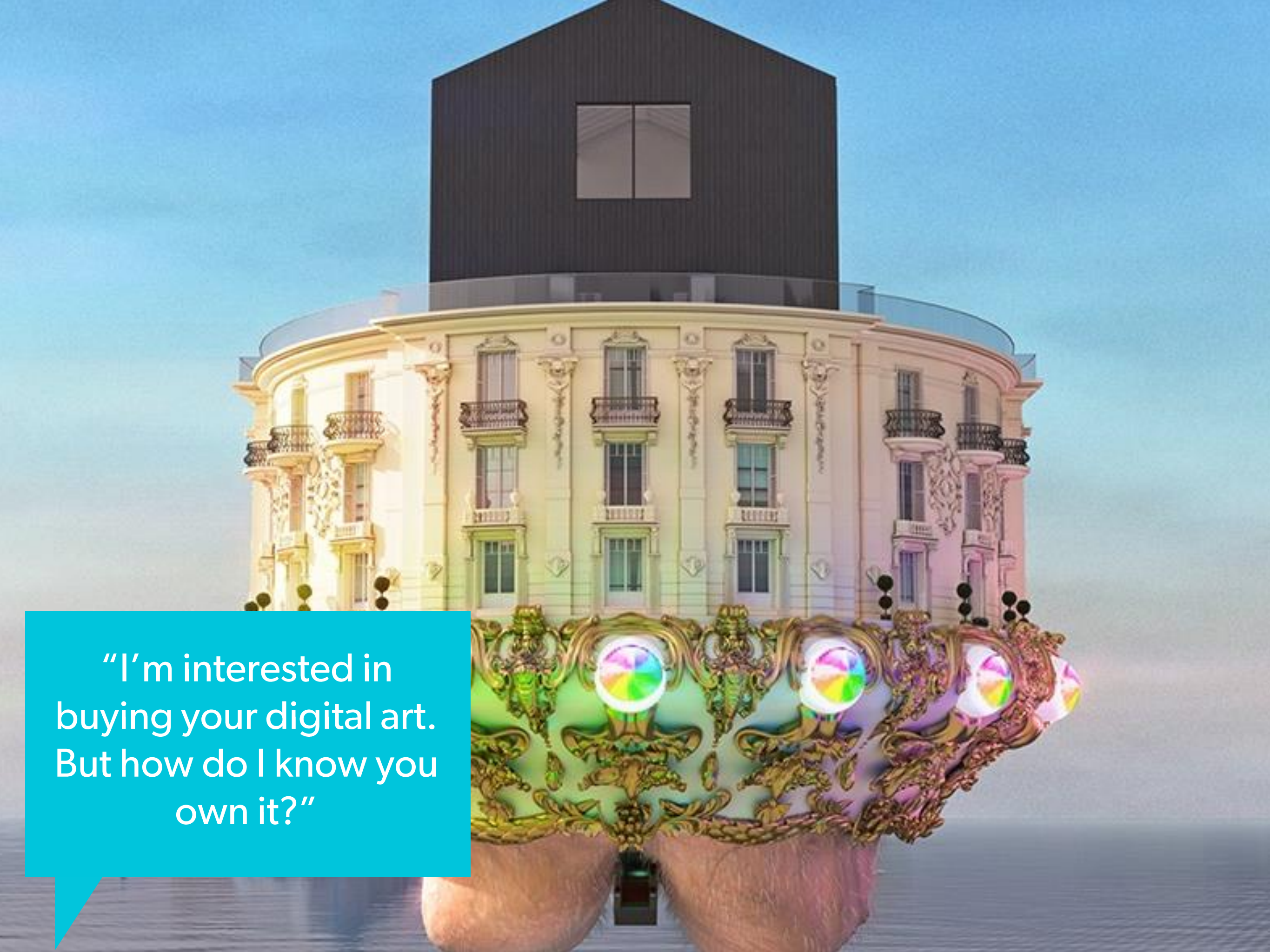
*Marcel Duchamp,
Fountain (1917)*



*Marcel Duchamp,
Fountain (1917)*



In art,
provenance is
everything



“I’m interested in
buying your digital art.
But how do I know you
own it?”

The image is a composite of two distinct visual elements. The upper portion shows a classical building with a curved facade, multiple windows, and small balconies. A dark, modern, box-like structure with a single window is perched on top of the building. The lower portion features a highly ornate, symmetrical fountain with intricate carvings and a central circular element that displays a rainbow spectrum. The fountain is set against a background of a clear blue sky.

"I'm interested in
buying your art.
But how do I know
you own it?"

*(What's the
provenance of
title?)*

*"my conclusion is that **whatever**
you put on the internet you
lose it. Maybe keep the rights,
but lose the power over it."*

*-user on Shapeways blog
[3d printing marketplace]*

*"my conclusion is that whatever
you put on the internet you
lose it. Maybe keep the rights,
but lose the power over it."*

*-user on Shapeways blog
[3d printing marketplace]*

*(What's the
provenance of
copies?)*

How to get
provenance
of title?

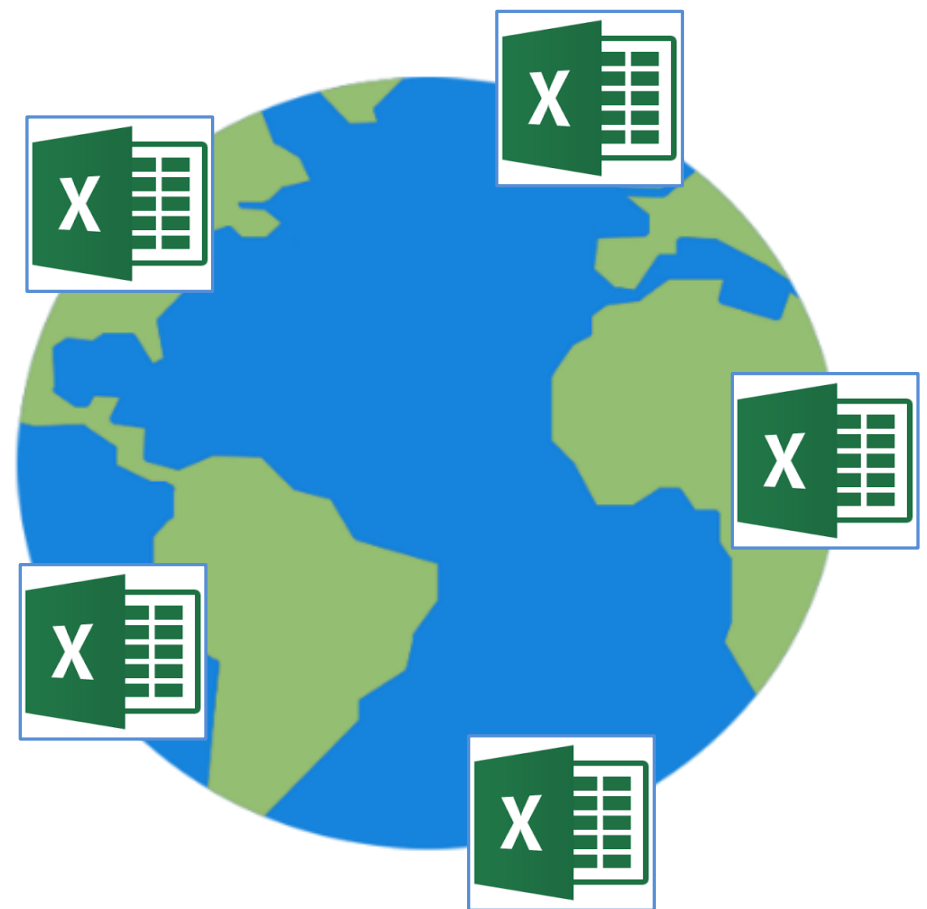
How to get
provenance
of copies?

How to get provenance *of title?*

Easy claim copyright

Easy rights transfer

On a public DB that no
one owns (blockchain)



Jonathan Monaghan
Escape Pod
2015, 3 editions

ID: 1P1EumqcJoxMMGf79WwdkFn7uCRBeNaCR8

ascribed digital
art at bit forms
NYC

<http://ascri.be/1KfMJt0>

Certificate Of Authenticity

As of 30 November 2015, 17:36:00 GMT, Masha (Maria) McConaghy is the owner.
To verify current owner, please visit <http://ascr.be/1luAOpo>



DOLLAR
EURO
SWISS FRANCS
JEFF KOONS
BITCOIN

Currency

Date: 2014

Edition: 3 of 100

Created by: Dan Perjovschi

Owner: maria.mcconaghy@yahoo.com

ARTWORK DETAILS

Artwork ID: 17uZBwSbLGfXy3vRRMWzF5PMjFVNc1tkQ2

File: currency-2014.jpg (499 KB)

PROVENANCE/OWNERSHIP HISTORY

Apr. 30, 2015, 12:36:19 - Registered by mail@cointemporary.com

May. 01, 2015, 09:46:08 - Transferred to admin

May. 08, 2015, 13:04:59 - Transferred to trent

Nov. 27, 2015, 19:35:14 - Transferred to maria.mcconaghy@yahoo.com

CRYPTOGRAPHIC STAMP

Use the summary and signature below to authenticate this certificate:
<http://ascr.be/1Sr45Q>

Summary: Dan Perjovschi*Currency*3/100*2014*2015Apr30-12:36:19

Signature: 438B24CE06182FA3AA82BC285F867D03FB73F3BCC0F73FDBA6
EC2BFF7088E011E60355B7DC75D5745A9D5CA2A8115512FF835
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68E8E07E5266620BA815948DC265605D23FAF016CB46ACD4BC
BE75F08D0DEBD7AF55E4CB085B9A0A14583F135DBB399121B24
ED1L

Blockchain-backed,
digitally signed COA

scribe®

A low-angle photograph looking up at the ornate, vaulted ceiling of a grand interior space, likely a museum. The ceiling features intricate architectural details, including ribbed vaults and decorative panels with blue and gold motifs. Several small, round, recessed lights are visible, casting a warm glow. The perspective creates a sense of height and grandeur.

152-year old art museum
MAK Vienna bought ascribed
digital art to its collection

<http://ascri.be/1datNRs>

CC licenses via Creative Commons FR

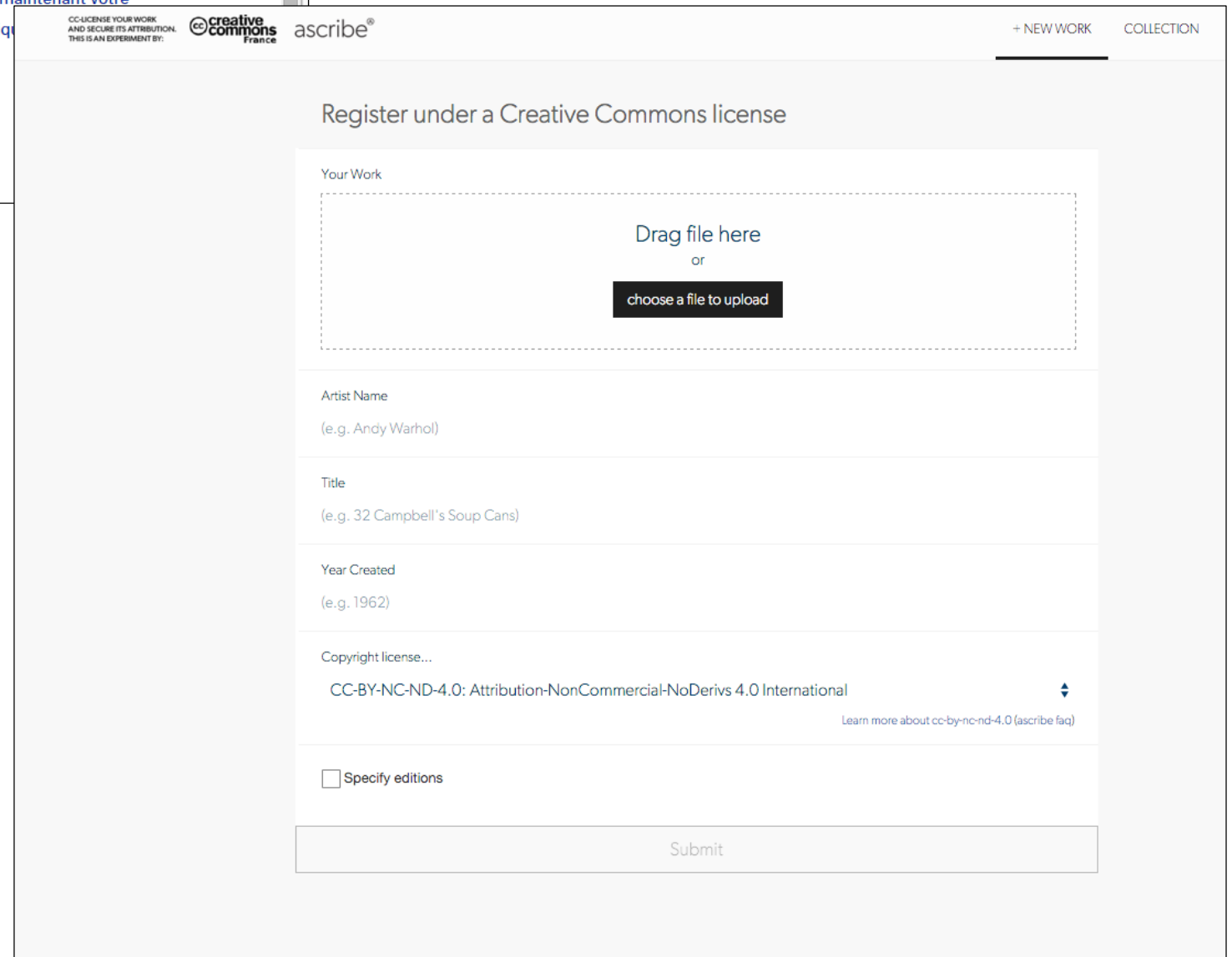


The screenshot shows the Creative Commons France website. The header is blue with the CC France logo and navigation links: A PROPOS, LICENCES, ACTUALITÉS, RESSOURCES, and PARTENARIATS. The main content area features a circular icon with a checklist and a person, followed by the heading "ENREGISTRER SON OEUVRE SUR ASCRIBE". Below this, a paragraph explains that Ascribe helps register, archive, and share digital works, and that the chosen license conditions will be recorded on the blockchain. A blue button labeled "ENREGISTRER UNE OEUVRE" is at the bottom.

ENREGISTRER SON OEUVRE SUR ASCRIBE

Ascribe vous aide à enregistrer, archiver et partager vos œuvres numériques. Lorsque vous enregistrez une œuvre sur Ascribe, les conditions de la licence que vous avez sélectionnée seront enregistrées sur le blockchain. Ascribe vous permet de partager vos œuvres librement, tout en [maintenant votre attribution](#). Pour en savoir plus sur le projet ASCRIBE Cliquez [ici](#).

ENREGISTRER UNE OEUVRE



The screenshot shows the Ascribe registration form. The header includes the Creative Commons France logo and the Ascribe logo, with links for "+ NEW WORK" and "COLLECTION". The main heading is "Register under a Creative Commons license". The form fields are: "Your Work" (with a drag-and-drop area and a "choose a file to upload" button), "Artist Name" (with an example: "e.g. Andy Warhol"), "Title" (with an example: "e.g. 32 Campbell's Soup Cans"), "Year Created" (with an example: "e.g. 1962"), "Copyright license..." (with a dropdown menu showing "CC-BY-NC-ND-4.0: Attribution-NonCommercial-NoDerivs 4.0 International" and a link to "Learn more about cc-by-nc-nd-4.0 (ascribe faq)"), and a checkbox for "Specify editions". A "Submit" button is at the bottom.

CC-LICENSE YOUR WORK AND SECURE ITS ATTRIBUTION. THIS IS AN EXPERIMENT BY: creative commons France ascribe®

+ NEW WORK COLLECTION

Register under a Creative Commons license

Your Work

Drag file here
or
[choose a file to upload](#)

Artist Name
(e.g. Andy Warhol)

Title
(e.g. 32 Campbell's Soup Cans)

Year Created
(e.g. 1962)

Copyright license...
CC-BY-NC-ND-4.0: Attribution-NonCommercial-NoDerivs 4.0 International [Learn more about cc-by-nc-nd-4.0 \(ascribe faq\)](#)

☐ Specify editions

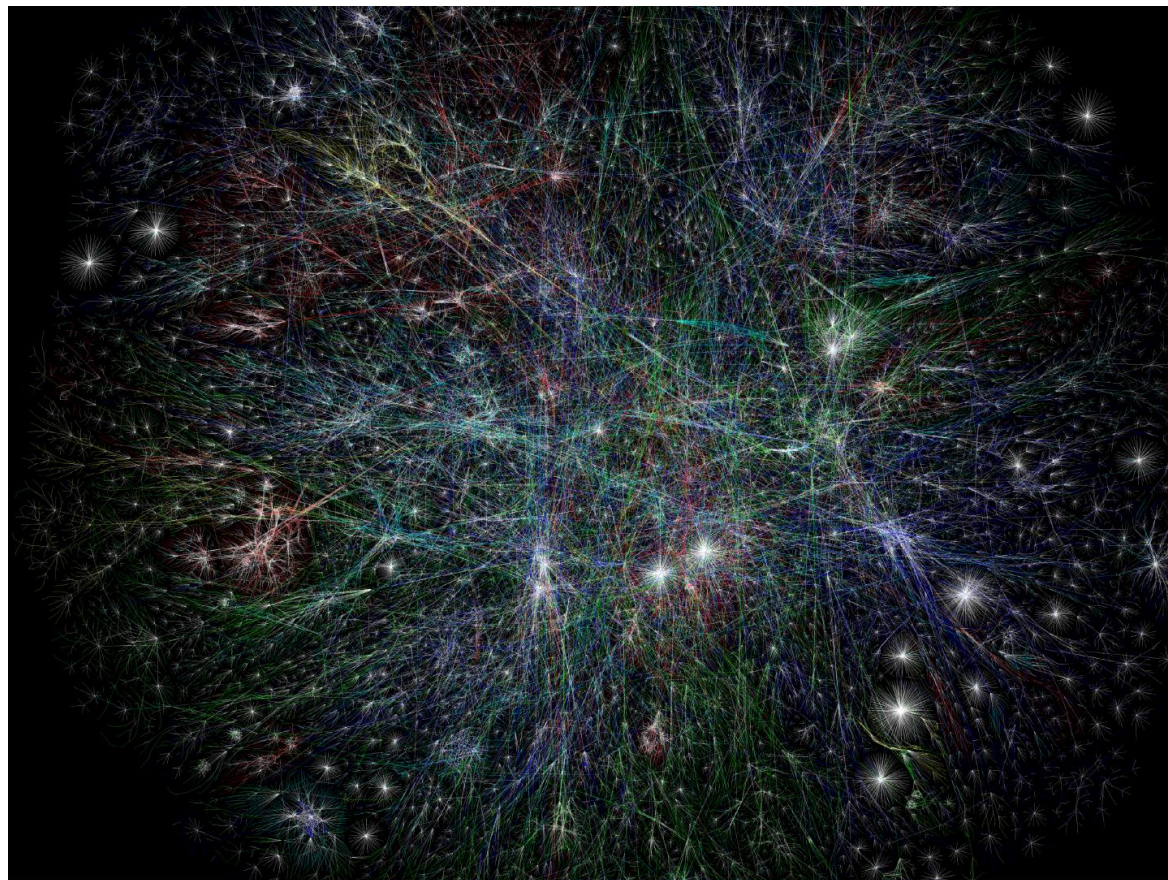
Submit

ikonoTV

Creators register content via ascribe,
then license it to ikonoTV

(300M TV viewers, 100K+ app users, top app)

How to get provenance *of copies?*



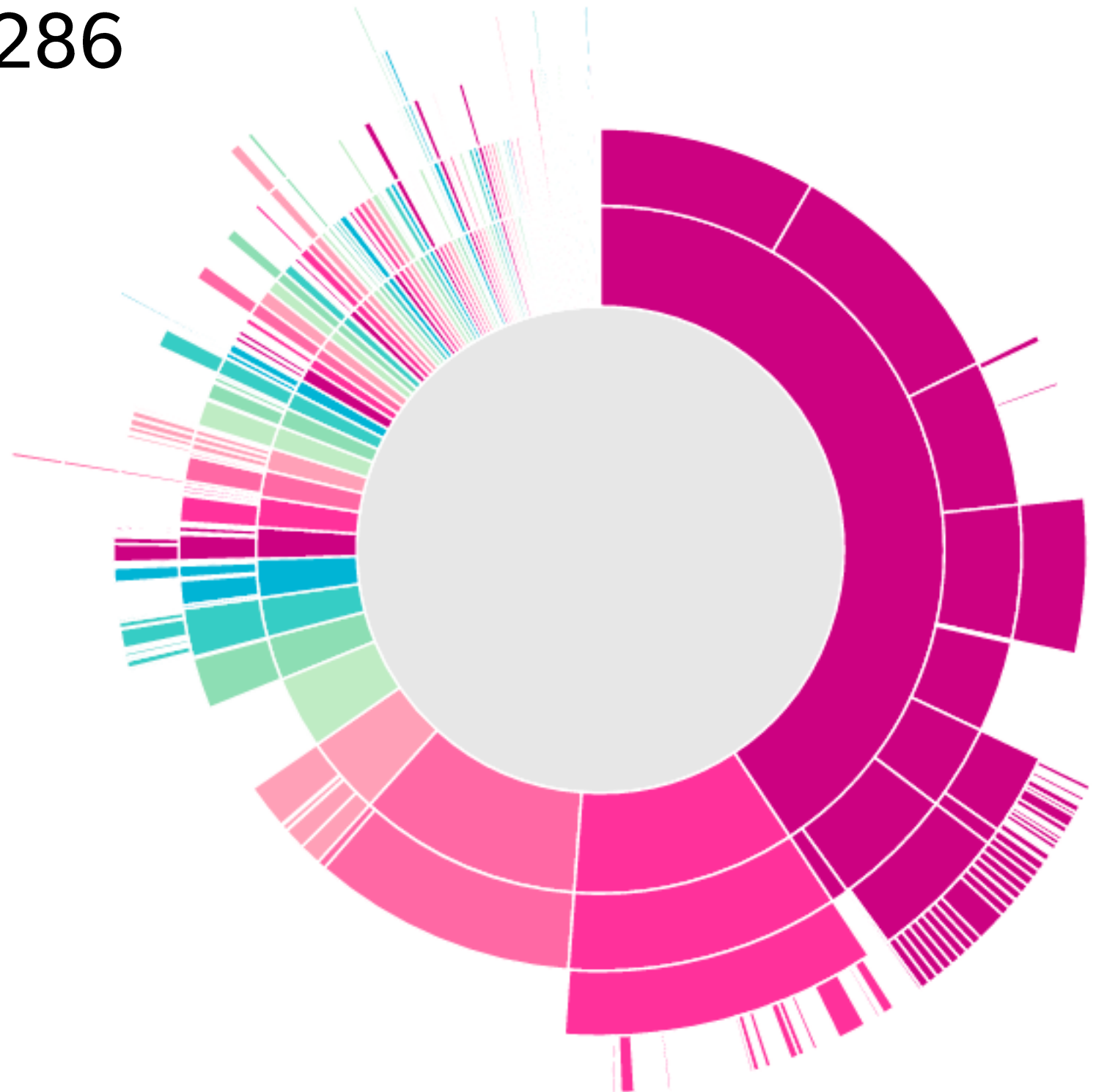
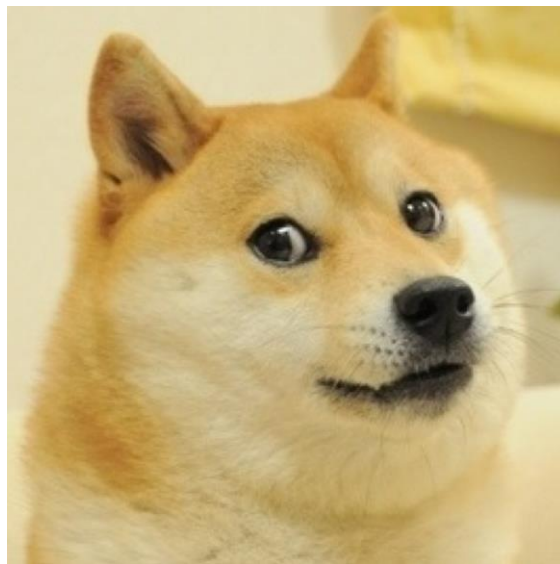
Swallow the web
ML image search
Analytics

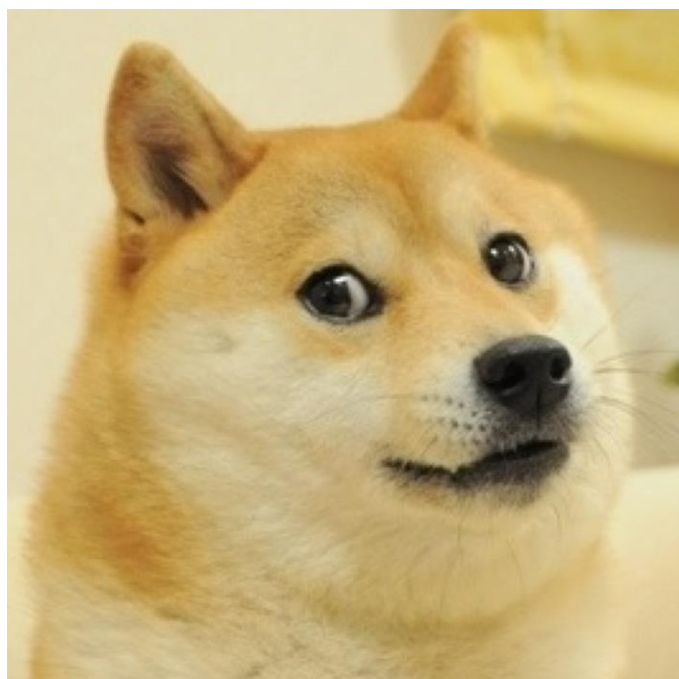
A close-up photograph of a Shiba Inu dog's face. The dog has light tan fur with white markings on its muzzle and chest. Its dark, almond-shaped eyes are looking slightly to the right. The dog's mouth is slightly open, showing its teeth. A bright blue speech bubble is overlaid on the bottom left of the image, containing the text "Where's doge?".

Where's
doge?

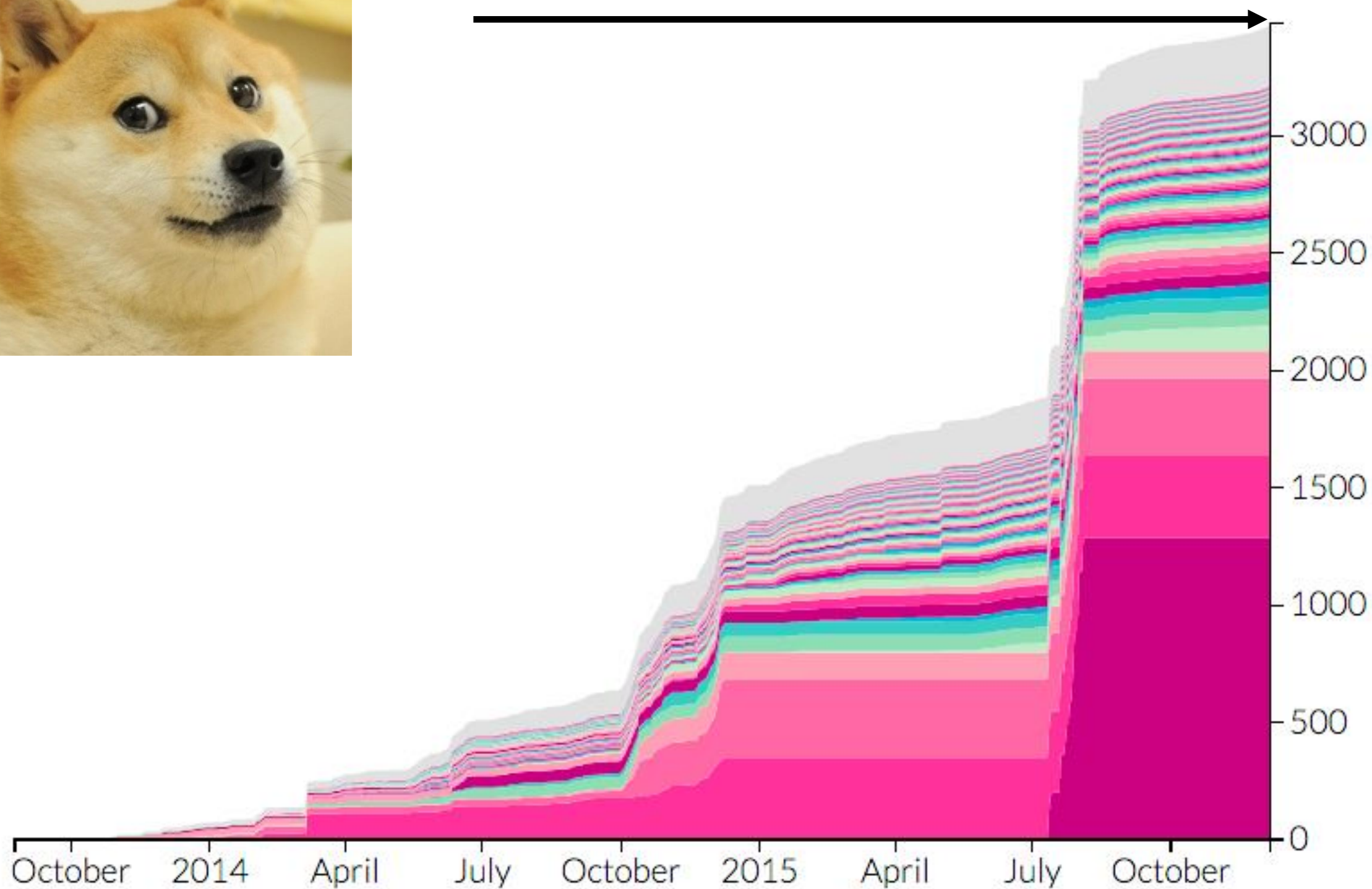
Website: sc2tv.ru

Occurrences: 1286



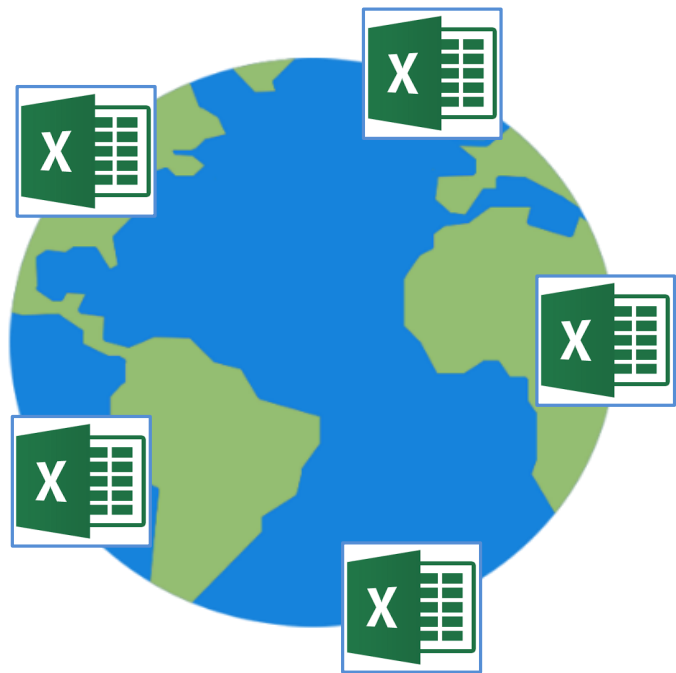


4000 copies



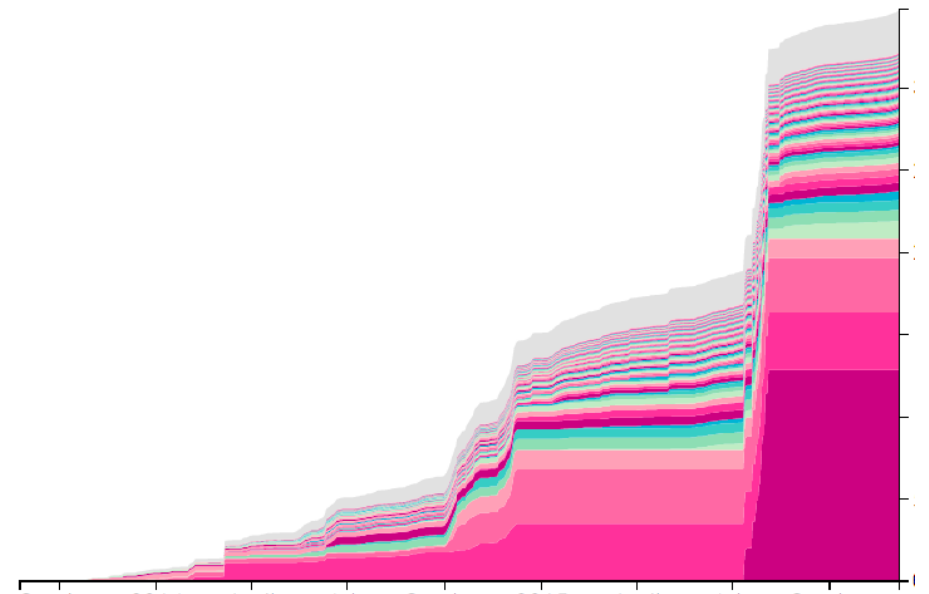
In Art, Provenance is Everything. We can now get it for digital!

Provenance
of title (IP)



ascribe.io

Provenance
of copies



whereonthe.net