StopTheFakes

BLOCKCHAIN
SERVICE
Anti-Counterfeit & Copyright Infringement

Foreword

We are presenting to you StopTheFakes, the world's first decentralized service designed to detect counterfeiting and infringement of intellectual property rights, copyright, and related rights. Our project aims to bring together right holders and consumers in their fight against piracy products and content. Companies will have the opportunity to detect, localize and document violations of their rights quickly and efficiently, and law-abiding consumers will be rewarded for their assistance in combating piracy.

Our team is on an ambitious mission: to create a global system facilitating the fight against counterfeiting and piracy all over the world. Our goal is to minimize the cost of detecting violations and help brand owners to come into direct contact with consumers. Fighting against violations of intellectual property rights will result in reduced advertising expenses and increased profits for law-abiding companies while hitting organized crime hard.

Our short-term plan is to build a system that will destroy the multi-billion counterfeit market. The Blockchain technology was initially developed to exclude the possibility of counterfeiting, changing or altering transactional information. Most transactions carried out in the world are related to the sale of goods and services. We want to enforce law and transparency on the global market and strive to provide small companies and private entrepreneurs with the same opportunities to fight counterfeiting that only big brands can afford now.

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...THIS ISN'T PRODUCTION FROM A BACK ALLEY GARAGE. THIS IS PRODUCED AT SPECIALLY EQUIPPED PLANTS AND MARKETED GLOBALLY.

DOUG FRANTZ, CBS NEWS

Content

Introduction

StopTheFakes is a **Blockchain-based decentralized service aiming to detect counterfeiting** and infringement of intellectual property rights, created on the Ethereum smart contract platform. Blockchain technology has been implemented by using the open source license. The project has its own token, which is the only method of payment within its framework.

Our basic idea is to build a completely transparent and reliable system that could transfer data from users to right holders. We assume responsibility for providing the necessary infrastructure and bringing together those who want to learn about any infringement of their rights and those who can provide this information due to their geographic location or other factors. We assume responsibility for ensuring that customers remunerate providers and retain part of the remuneration as a commission fee.

Tokens issued by us will be the only means of payment that customers will purchase for remuneration purposes. Their quantity is limited, and Blockchain technology principles guarantee protection against forgery. Ethereum's smart contracts ensure the fulfillment of the commitments undertaken.

The operating principles and technical specificities of the system, the total quantity of tokens, timelines for their issuance and conditions for their acquisition are described below.

Market and Industry

Throughout the centuries, humankind has invented technologies and streamlining processes to obtain more products with less efforts and resources. History can be divided into periods from one industrial revolution to another. A breakthrough occurred in the 21st century. The development of science and technology helped reduce expenses to the minimum. Companies started spending more money on advertisement than on production, and the century itself became known as the Age of Information.

Counterfeiting and infringements of intellectual property rights

Marketers estimate that companies will spend $547,370 billion on advertising goods and services in 2017. These expenses are not cost-efficient, though. According to the Organization for Economic Co-operation and Development (OECD), counterfeits worth $461 billion will be sold in the world, and this is only a low estimate. Havocscope, a project specialized in the study of the black market, reports that the volume of counterfeit medicines alone amounts to some $200 billion.

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...DRUG CARTELS IN SOUTH AMERICA ARE STARTING TO MOVE TOWARDS THE COUNTERFEITING OF CONSUMER PRODUCTS BECAUSE IT IS MORE LUCRATIVE, AND THERE IS NO NEED FOR BRIBES OR FAST PLANES OR SECRET PATHS.
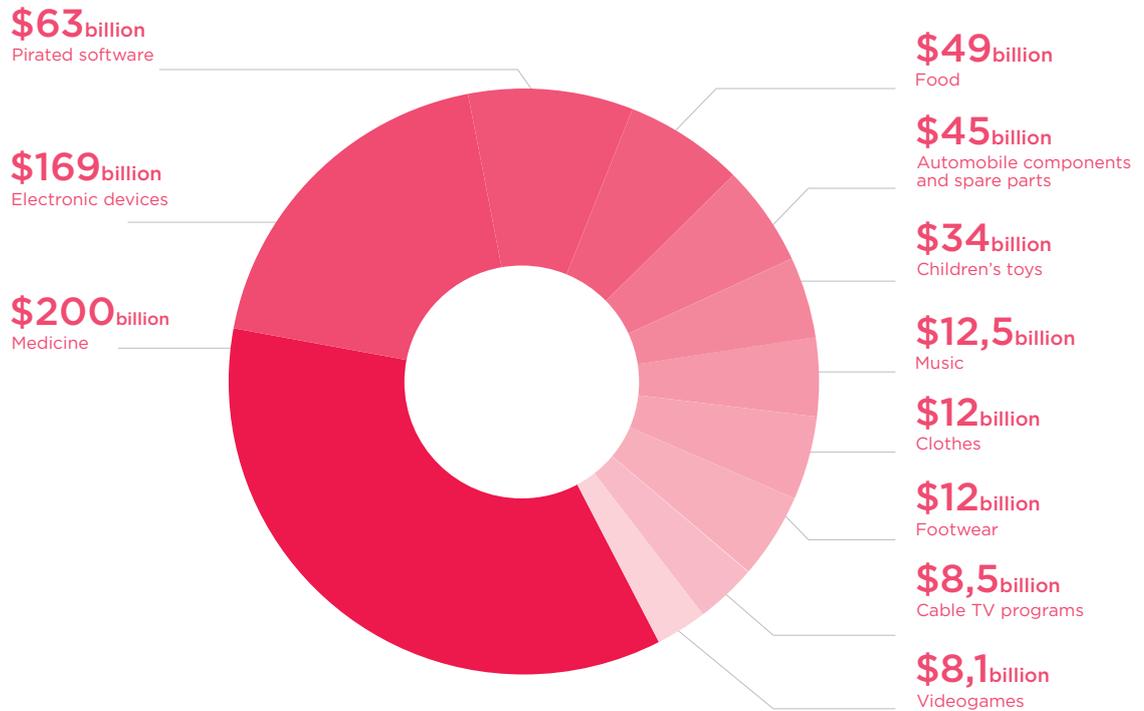
HANS SCHWAB, THE ECONOMIST

Some experts evaluate the upper threshold of losses at $1.7 trillion.

The sale of counterfeit products, copyright infringement and illicit use of commercial brand names is the primary source of income for organized crime. These activities generate income that exceeds that from drug and human trafficking, prostitution, and illegal gambling combined.

What follows are the estimates of the annual turnover of counterfeit products and infringements of intellectual property rights on a global scale:

$63billion
Pirated software

$169billion
Electronic devices

$200billion
Medicine

$49billion
Food

$45billion
Automobile components
and spare parts

$34billion
Children's toys

$12,5billion
Music

$12billion
Clothes

$12billion
Footwear

$8,5billion
Cable TV programs

$8,1billion
Videogames

Given below are the estimates of losses suffered by Great Britain only that fell short of 60.000 workplaces:

£4,2billion
Loss of profit by retailers

£8,6billion
Loss of profit by holders
of intellectual property rights

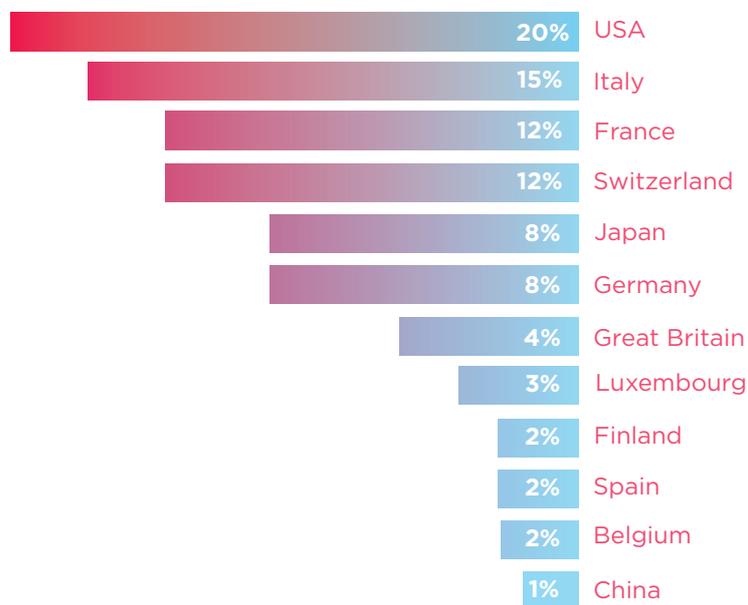**£3,8**billion
Tax losses by the government

These figures are a rough estimate, and obtaining more accurate and reliable data is impossible. This is since most trafficking in fake products and pirated content occurs on the black market and is controlled by organized crime.

The big problem is that a considerable part of counterfeits is sold at reduced prices. Holders of intellectual property rights not only lose part of the turnover but are also affected by price competition on the part of the violators.

The Organization for Economic Co-operation and Development details the geographical distribution of losses from infringements of intellectual property rights (% of total counterfeit sales by country) as follows:

Percentage	Country
20%	USA
15%	Italy
12%	France
12%	Switzerland
8%	Japan
8%	Germany
4%	Great Britain
3%	Luxembourg
2%	Finland
2%	Spain
2%	Belgium
1%	China

Specialists at the OECD estimate that up to 2.5% of all goods carried by water, air, railway and automobile transport are fakes. These figures go up to 5% in EU countries. Click here to view the full report of the OECD on counterfeiting.

The Cryptocurrency Market

In 2017, the most successful (as of today) cryptocurrency, Bitcoin, reached several times its all-time highs in fiat currency exchange rate. An explosive-like growth in popularity of 'virtual money' resulted in the de-facto recognition of this trend's viability in financial technologies by government bodies and public institutions.
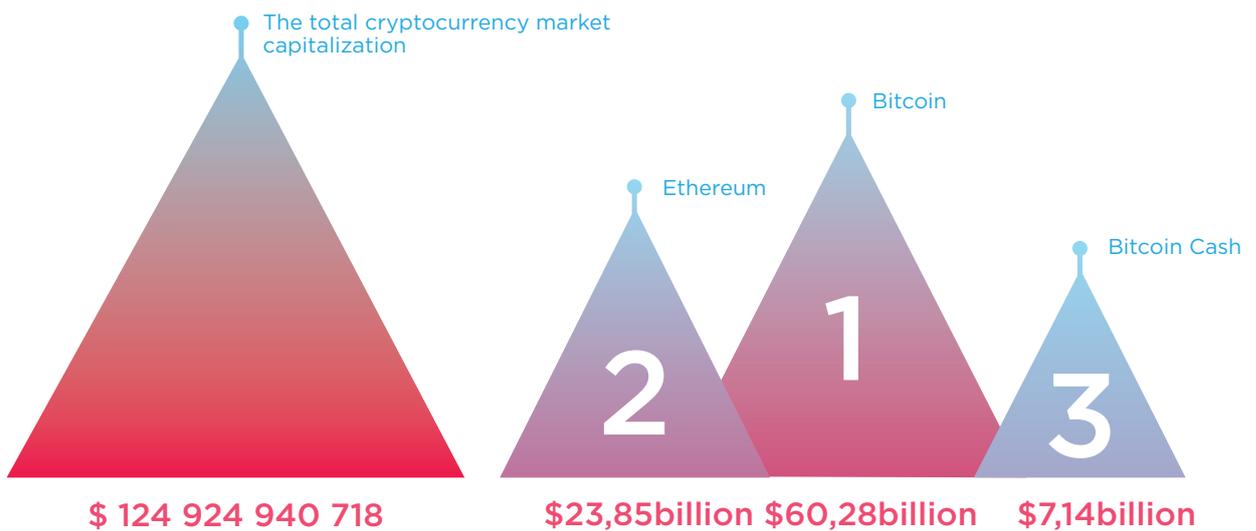
Initially, cryptocurrencies were the prerogative of geeks, developers, and enthusiasts, which lead to the spread of numerous myths. To discard these misconceptions and deal with reliable, scientifically proven figures, all data on the cryptocurrency market presented in this document are taken from The Global Cryptocurrency Benchmarking Study, a research study by Dr. Garrick Hileman and Michel Rauchs, published by the Cambridge University in April 2017. VISA helped these researchers in their work. Data from other sources is indicated separately.

Currently, the number of active cryptocurrency wallet users varies from 2,900,000 to 5,800,000 people all over the world. They own 5,800,000 to 11,500,000 wallets.

Cryptocurrencies

Bitcoin was the first decentralized cryptocurrency operating since January 2009. It was followed by Namecoin, launched two years later, in April 2011. Now, thousands of various cryptocurrencies are in existence, but only a small fraction of them are actively traded on exchanges and exchanged for fiat currency.

As of March 2017, the total cryptocurrency market capitalization surpassed $25 billion. With some $18 billion, Bitcoin captures the lion's share of this market. A dramatic growth followed, and the market grew five-fold in less than six months. According to the data from coinmarketcap.com , as of September 16, 2017 the figures stand as follows:

The total cryptocurrency market capitalization

Ethereum

Bitcoin

Bitcoin Cash

2

1

3

$ 124 924 940 718

$23,85billion $60,28billion $7,14billion

A total of
866
cryptocurrencies

5500
Exchanges/markets

Cryptocurrencies as a means of payment

Since we intend to use tokens as a means of remuneration for customers to pay for the doer's services, we will now examine this aspect of using them.

The key advantages of cryptocurrencies over fiat currencies as a means of payment are the following:

- Payments can be made 24/7, 365 days a year.

- Considerably less time is required to make a transaction.

- There are no legal or geographical barriers to transactions.

- Low cost of transactions, an absence of extra commission fees or intermediaries.

The factors mentioned above make most payments in cryptocurrencies transnational. Up to 46% of all transactions vary from $100 to $1,000, and 34% of transactions exceed these amounts.

A problem to be fixed

This is exactly a kind of system that we will create. It will help industries minimize copyright protection and anti-counterfeiting expenditures, followed by growth in sales proceeds and higher profits for right holders.

Future directions for the cryptocurrency market

Given the spectacular growth of the cryptocurrency market, most growth forecasts are highly optimistic. Although some financial analysts have been talking about the "bubble that is about to explode" since the very first exchange of Bitcoin for fiat currency, the number of skeptics is decreasing from day to day.

An [article] by Robert Hackett, published in *Fortune*, a magazine specializing in economics, is the most popular of all the forecasts related to the future of the cryptocurrency market. The author interviewed seven renowned experts, such as Elena Kvochko, Head of Global Information Security Strategy and Implementation at Barclays, or Nicko van Someren, Chief Technology Officer at Linux Foundation.

These specialists agreed that Blockchain technology is a decentralized security-enhanced solution most suitable for financial transactions. Many of them are simple solutions, while others are fully functioning, powerful, plain in terms of design and, most importantly, cost-efficient.

Rather, this innovative solution will save a lot of money, time and effort compared to existing technologies. Its implementation will speed up some processes or slow them down to zero, saving this sector much of its current expenditures.

Today, this technology is still at its nascent stage. It has great potential, but the industry is only getting ready for its full integration into the current financial system. Some existing cryptocurrencies are likely to go down in price or will leave the market altogether. However, many new promising tokens will appear at the same time.

How are companies and states fighting offenders?

States

The sale of counterfeit products has a major impact on companies' revenues and, consequently, decreases tax liabilities. The U.S.A is actively involved in fighting pirates, but this fight is far from successful, despite their serious intentions and the scope of the undertaken measures.

On November 29, 2010, the US Department of Homeland Security shut down 82 websites selling counterfeits, which was timed to coincide with Cyber Monday, a holiday season for online shopping. Shortly afterwards, the US Congress made amendments to the Intellectual Property Law providing for security lockouts to foreign websites selling counterfeits. US Immigration and Customs Enforcement offer supplementary trademark registration as part of its program for intellectual property protection.

The above figures on the turnover of counterfeits show that these measures have not affected criminals too much. The counterfeit market is growing dramatically, and the USA suffers from this growth more than any other country.

The fight against counterfeiting went international when on October 1, 2011, the governments of eight countries, including Japan and the USA signed the Anti-Counterfeiting Trade Agreement (ACTA) intended to protect intellectual property rights. The agreement was signed one year after intense negotiations between nine countries: Australia, Canada, the European Union, Japan, South Korea, Morocco, New Zealand, Singapore and the USA. Mexico, Switzerland, and China have not signed the agreement yet, so the document is considered to be ineffective by critics.

> **THERE ISN'T AN INTERNATIONAL LEGAL OR ENFORCEMENT FRAMEWORK WITH WHICH TO CONFRONT THE PROBLEM.**
>
> CANDICE LI, VICE-PRESIDENT OF THE IACC, THE ECONOMIST

Companies

Private business often relies on state institutions to fight intellectual property rights violators. However, as we have seen, this leads to increased costs, some of which have already become systematic, instead of producing the desired outcomes. The total amount of losses suffered by enterprises from these infringements is about to reach $500 billion, and all other related costs are impossible to estimate. Money is being spent on legal support and advertising, but infringements of rights incur the largest expenditures.

Small companies that have no funds to fight against piracy and other violations of intellectual property rights suffer the most. Startups, private enterprises, and new companies simply refuse costly protection and either try to develop their business in such a way as to minimize losses from infringements or go out of business.

How much does it cost to identify an infringement of intellectual property rights?

Identifying infringements is the most expensive stage in the process of protecting intellectual property rights. Since violators are always working on expanding their business, right holders have to spend more and more effort and money.

Our service will open new horizons: even medium-sized business would be able to afford anti-counterfeiting measures like Vietnamese government.

To reduce their expenses, companies put pressure on governments lobbying increased spending on supervisory bodies. Expenditures go sky high, but the amounts of money collected from fines do not cover even some of these expenses. As an example, 1,633 infringements of this kind were detected in Vietnam in 2016, and the total number of fines amounted to some $750,000. The cost of detecting these infringements is difficult to estimate, since several public services worked this case together.

Going forward, we are proud to say that detecting one infringement of your rights will cost you only $19 with our service. It turns out that the Government of Vietnam would have needed as little as $31,027 to identify and document all those crimes, and it could have directed the money collected on fines into their economy.

A solution exists

Not only right holders, but also consumers – that is, you and I – suffer from violations of intellectual property rights. No perpetrator will invest into the production of fake goods and the subsequent quality control as much money as the originator.

When buying famous brand products, we go after the high quality of the product rather than the brand name. However, if we stumble across a fake, we end up wasting our money. Perpetrators make profits, the right holder loses money and we get a costly low-quality product.

The situation can be improved by bringing together consumers and right holders. There is no way criminals could oppose such a union. However, the following problems need to be dealt with in order to carry out this plan:

- Provide both consumers and right holders with a reliable communication system
- Protect the consumer and absolve him or her from excessive responsibility
- Give right holders an opportunity to reward and incite consumers
- Create a system that would completely rule out the possibility of playing around with the results

Taking into consideration the above-mentioned facts and drawing inspiration from the untapped potential offered by Blockchain technology, we decided to create a project that would provide answers to all of the above questions.

We want to create not only an operating system, but a new market sector that would take the protection of intellectual property rights to a whole new level. The final outcome of our work is, in our view, a radical change in the situation resulting in new patterns of relations, in which the right holders' expenses decrease and revenues grow, while crime rates decrease and consumers purchase more high-quality products at an affordable price.

Who will benefit?

Violating intellectual property rights is a crime. We propose a solution that will make it possible to detect and cut short criminal activities. Furthermore, as this fight becomes more effective, the offender will have to pay more and more, which will lead to a significant decrease in the crime rate in the intellectual property domain. Right holders, consumers, and states will all benefit from this.

Right holders

Our service will facilitate the enforcement of the US Digital Millennium Copyright Act (DMCA) as much as possible. This legislative instrument takes into consideration the latest advances in science and technology and takes the fight against the illegal proliferation of copyrighted content to a new level. The rights holder is entitled to demand that providers, search engines and other services block access to pages and even websites that infringe copyright standards.

The system fully complies with the requirements of Article 512(c)(3) of the DMCA regulating offending site blocking order submission procedure. After obtaining the necessary information with the help of our service, the rights holder will be able to submit a Request to the violator and, should the latter not respond, to submit another Request to search engines, providers and other companies and organizations giving users access to information on the Internet.

The Act extends to all copyrighted data, including films and videos, pictures, music and audio files, open-source software, software distribution packages, video games and more.

The existing enforcement practices of the DMCA indicate that searching for infringements is the only investment that the right holder has to make. Our service will help minimize search-related costs while attracting as many human resources as possible.

Producers and retail, brand owners

They will be able to detect and stop the sale of counterfeits quickly. They will be provided with a map of violations that will enable them to improve their marketing policy. The cost of counterfeit detection and documentation will be considerably lower for them than before, resulting in complete eradication of this violation; or at least its sizeable reduction in densely populated areas.

Network owners (affiliations, franchises)

They will be able to supervise their representative bodies and affiliations remotely and with minimum expenditure. They will reduce the budgets of domestic monitoring services and will enhance the efficiency of merchandising and monitoring of violations. This will lead to an increase in sales and will improve the profitability of the networks.

Film studios

They will be able to track pirated copies at an early stage. For having found a pirated copy on the Internet a user will have a chance to get remuneration if he informs the rights holder. In the past, film studios fought against piracy mostly on the Internet, but from now on they will be able to track movie theaters screening the illegal versions of films or violating the intellectual property rights when screening legal versions.

Computer game developers and publishers

They will be able to track the distribution of pirated games and content elements. Our service will make them reject the idea of creating their own departments that would keep track of violations. The whole process will be computerized and studios will focus on game development only.

Musicians and labels

Searching for bootlegged music is a costly and complicated task requiring a large number of people. Our service deals with this challenge and right holders will have an opportunity to attract numerous users to track pirates.

Independent right holders

Importantly, our service will enable not only big companies, but also small companies, entrepreneurs and even private individuals to detect offences and to assert their rights. Freelance photographers, independent studios, architects and designers will protect their intellectual property to increase their incomes eventually. Consequently, this will enable them to invest more money in creating high-quality original content.

All other holders of intellectual property rights

Our service will be available to all those having the rights to:

- Logos
- Trademarks
- TM signs
- Brand names
- Copyright photographs
- Designer developments
- Paintings or other original pictures
- Patents for inventions
- Videos
- Software

Consumers

People who purchase goods, view photos and videos and play games on a daily basis will get licensed content at lower costs. The quality of products will improve, because it will be easier for trademarks to protect themselves against the illegal use of their products and counterfeits. Consumers will buy their products without doubting their quality or effects on health.

Governments

Governments will considerably reduce expenses on supervisory bodies and redirect these funds to social needs or other important objectives. Less harm will be done to ecology, since there will be less fake goods produced in clandestine workshops and plants that fail to comply with basic rules and regulations.

Public organizations

There is no doubt that numerous public organizations and movements will join the project. Environmental activists will be interested to find illegal plants producing counterfeits and polluting the environment. These enterprises will be of interest to those who oppose human trafficking and juvenile labor.

StopTheFakes.io – Philosophy and Working Principles

The service aims to track illegally used logos, trademarks and brand names and to detect fake products and other infringements of intellectual property rights.

The service is not confined within territorial boundaries and is accessible to users from any country.

Terms used

A **Requestor** is any person or entity interested in tracking counterfeit products and/or violations of his copyright and intellectual rights acting for his own benefit or for the benefit of a third party. The Requestor submits a Request, verifies the following alerts and bases his decision on them.

A **Doer** is a person searching for information about violations of the Requestor's rights by third parties. The Doer sends the Requestor alerts related to violations from his or her mobile device or PC and is remunerated for this service.

Reviewing refers to a careful examination of requests submitted by Requestors for the search of counterfeits or other infringements of intellectual property rights. This procedure also refers to the preliminary examination of Alerts coming from Doers.

STFCoin Token is the only means of payment in the service that is used by Requestors to pay for the services of Doers.

It is envisaged that the Token may be converted to any other fiat or cryptocurrency. It will also allow Requestors to get access to Big Data and analyses based on it. Tokens are not investment tools and are created only for payment purposes within the service. Right holders who purchased Tokens during Pre-Sale/Token Sale and used them to pay for our services will enjoy extra discount.

The number of tokens is limited. No additional issuances are planned at this stage.

A **Request** refers to a formal request to trace infringing activity, submitted by the Requestor using our service. It is available in the website's general search.

An **Alert** refers to the information about an infringement reported by the Doer in response to a specific Request.

Basic principles of the service

When detecting infringement, the Doer sends an Alert to the service via an app in his mobile device by taking photos and/or videos or via his PC by making a screenshot through a browser extension. This information is retained in the Blockchain-based system, stored and transferred immediately to the rights holder.

The use of Blockchain and the decentralized data storage guarantee the security of the hashes, hence their inalterability and authenticity.

The information received gives the rights holder an opportunity to take action against the Offender.

The rights holder will be able to demand that the Offender remedy the violation, by sending a formal written request containing the unique ID (or a permanent link to the service's webpage), under which this infringement is registered and which the Offender can check on the website. This will reduce the time needed for infringement remedy to several hours.

Doers are remunerated for their search for information about infringements.

Furthermore, the service will create a database using Big Data analytics to identify:

- Geographical zones/areas with most infringements of rights
- Sources of large-scale counterfeits and marketing channels
- Intrinsic properties of infringements and their frequency
- Problem areas in the intellectual property domain abused by offenders
- What products and brands are most popular among offenders, and many more.

Therefore, the functioning system will perform the following tasks:

- Respond more quickly to infringements of rights

- Report a series of infringements to law enforcement agencies

- Suppress illegal activities

- Stay one step ahead of the offenders

- The service will also act as a warning against infringements of other people's rights

Every Offender will be aware that the Requestor may add information to the service and that his involvement in copyright violation would be disclosed. The Offender will also be able to view the request on the website, which will incite him to put an end to this infringement.

Mode of operation

STAGE 1

- The Requestor creates a Request by specifying his search query which may include a logo, a brand, signature style elements, etc. The Doer's task is to find this information.

- The Requestor adds as much information as possible (what kind of infringements are of interest to him, countries, cities, etc.)

- The submitted Request goes to Reviewing (if necessary, the moderator asks and/or recommends to provide clarifications or to fill out other fields). The moderator's work is done in the background and remains invisible to other users.

- When ready, the Request goes immediately to the Requests catalogue and is made viewable for Doers.

- The Requestor can indicate the desired number of Alerts by transferring the appropriate amount to the account.

- The Doer creates an account.

- The Doer provides brief information about himself by filling out the required fields (language, location, wallet number and other information). The Doer verification is not obligatory but rather preferable.

- The Doer's personal data is stored in the service and processed by moderators. Neither the Requestor, nor the Offender can view this information. Under no circumstances does the service disclose the Doer's personal information or leak it to third parties.

- The verified Doer can send Alerts to Requestors and receive confirmation that the remuneration will be reserved on the Requestor's account for the next 12 hours. The graphic interface used by the verified Doer provides him with an opportunity to accept a Request with the remuneration on reserve.

- The Doer cannot reserve more than two Requests simultaneously.

- Should the Doer not have provided any Alert during 12 hours, his rating in the Service goes down.

- Should an unverified Doer send an Alert, the money on the Requestor's account will be reserved only at the time of this Alert.

- The Requestor can post permanent Requests that will receive Alerts until the Requestor has enough money to pay for services on his account.

- An Alert that comes after the closure/suspension of a Request, is kept in the system. The Requestor can create a new Request or renew the old one and accept this Alert or decline it. The Requestor is informed of the Alerts coming after its closure, but cannot view the information contained therein.

- Doers can view all available Requests in their interface. A search is available to help Doers choose appropriate Requests.

- The Doer downloads an app or a browser extension to his or her cell phone or PC respectively and enters it with the relevant registration data.

  The Doer is involved in the active/passive search.

- When the Doer detects an infringement, he or she chooses the appropriate request via the app, takes a picture and/or makes a video, leaves a text message and provides the address of the infringement. This information is then compared to the data from the mobile GPS device, registered by the app at the time of the recording.

- The Alert is automatically directed to the server, is assigned a unique ID and the information about the time it was recorded and sent, its coordinates and other information.

- This data is recorded with Blockchain technology; it cannot be deleted or modified in any way, and its authenticity is confirmed.

- The Doer's personal computer records his or her geodata, IP address and other features of the Doer's technical equipment. It also records the version of the browser and the address of the open website used to make the screenshot.

- Should the mobile device have no access to the Internet, the data is stored in the device's memory and transferred to the server as soon as there is a stable Internet connection. The sending time is also recorded.

STAGE 3

- The received Alert is redirected to the preliminary reviewing to check if it contains any prohibited material, such as pornography or graphic violence.

- When the reviewing stage is over, the Doer's Alert goes to 'Request with alerts'. Alerts containing all the details are added under the Request on this page.

- The Requestor receives an email inviting him or her to consider the new Alert.

- The Requestor decides on the Alert within a specific time limit.

- Based on the Requestor's decision the signal is then assigned one of the three statuses:

  1. The Alert is accepted. In this case, the Doer gets remuneration.
  2. The Alert is being checked.
  3. The Alert has been canceled. In this case, the Doer is not remunerated, and the Requestor must state the reason for declining the Alert by selecting one of the options from the menu and specifying in a text file why the Alert has not been accepted.

Permanent request or brand request: A subscription plan most suitable for the Requestor.

The Requestor can submit a permanent Request limiting its effect regarding space or time. A permanent Request implies that the Requestor will receive a great number of Alerts from Doers that meet the specified requirements. As an example, the Requestor asks for information about infringements of rights concerning a trademark in one specific city or country for a year.

Another option is a brand Request. The Requestor suggests that Doers find all the infringements of his legally owned brand. In this case, Doers will search for violations, regardless of the time and place.

Both of the above patterns are the most popular, user-friendly and effective. We hope that most users will opt for working with them on a long-term basis. Big brands will be able to monitor how well their intellectual property rights are observed, and small companies will be able to quickly find and counteract the very first illegal actions violating their property rights.

STAGE 4

An infringement is detected.

Two scenarios are possible:

1. The Requestor works with the alerts received independently (gets in touch with the offender, law enforcement agencies, etc.), or

2. The Requestor moves to the next stage and generates a complaint. The system generates a complaint, taking into consideration the scope and nature of the infringement and the legislation of the country, in which it has been detected.

Again, two scenarios are possible when the system generates a complaint:

1. The Requestor receives a completed legal document (Complaint) and takes action independently, or

2. The Requestor moves to the stage, at which the system generates a Complaint. The system files the Complaint in a specific order, taking into consideration the jurisdiction of the country, in which the infringement has been committed. A separate Complaint is generated for each address.

- The Complaint is sent to the offender.

- The Complaint is sent to the hosting provider servicing the offender's website.

- The Complaint is sent to search engines. Accessible in 5 days following filing Complaint to the hosting provider.

- The Complaint is sent to the domain registrator with a view to re-delegate the domain name rights. Accessible in 5 days following the sending of the Complaint to the hosting provider.

A final report indicating all addressees, infringements and measures taken to eliminate them is emailed to the requestor.

This procedure can remedy up to 92% of all copyright infringements on the Internet. At the same time, it is in full compliance with the clauses of the Digital Millennium Copyright Act (DMCAA) supported by most Internet services, domain name registrars, search systems and hosting providers.

We are fully aware that law enforcement agencies or judicial institutions will have to be involved in certain cases, but they will do so much less often as DMCA will resolve most cases automatically. Should the Requestor file a suit nonetheless, the Service will provide him with all the necessary documents attesting to copyright infringement detection and filing a complaint in accordance with the established procedure.

Throughout Stage 4, the requestor will be able to obtain all the necessary information and use it as he pleases or let the Service get the job done.

Prevention of copyright infringement

Criminals and potential offenders will be able to enter the Service and see the publicly available information. They will learn that many brands are actively fighting for their rights and get the upper hand. This will discourage them from investing into illegal enterprises and serve as a wake-up call to go into legal business.

How it works
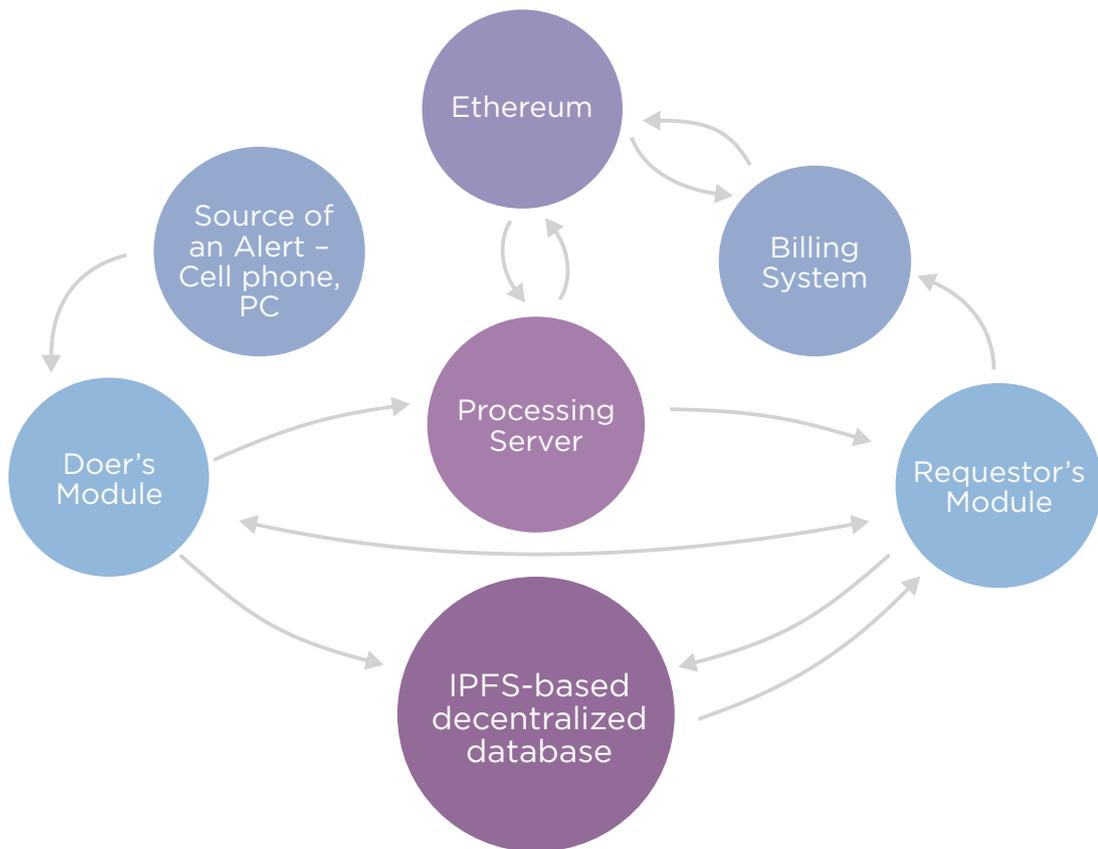
We would like to clarify some of the unintuitive points featured in the figure above as they are critical for understanding the project's structure and inner workings.

The system configures HS, a hash amount of the files received from the Doer in the Alert, which records not only their quantity, but also their size and the name of each file for additional recording and comparison purposes.

In addition, the Doer's Module configures a block to be sent to Blockchain, which contains information from the Alert, namely:

- Date and time of recording;
- Date and time of sending;
- GPS coordinates of infringement;
- Doer's ID;
- Request's ID;
- HS entry and more.

We use IPFS (Inter Planetary File System), a content-targeted, peer-to-peer hypermedia communication protocol. IPFS network knots generate a distributed file system to store large amounts of data.

This architectural solution will help reduce transaction costs when working with the distributed service StopTheFakes.io.

An internal billing system is developed to make external payments and to allow Doers and Requestors to create SUB wallets. As a result, one click will suffice to audit the internal payments and transactions by referring to smart contracts created in Blockchain Ethereum.

Rating system

In our opinion, our main challenge is to deal with low-quality or irrelevant data provided by Doers. Therefore, we are introducing a rating system to minimize Reviewing expenses and to improve the quality of Alerts.

Data processing is a costly and arduous process, so we intend to maximize Doers' involvement. Ratings will not only influence the level of earnings, but they also gamify the whole process. Introducing a game element incites competitive spirit and motivates Doers to work more productively.

General principles

- The Service keeps track of the Doer' rating and updates it in the online mode

- The rating system applies to Doers only

- Doers receive or lose points for specific actions

- The more points a user has, the higher his position and earnings

- Both Doers and Requestors can view the rating of any Doer, the number of points he earned and the latest modifications.

Points crediting system

A rating system of Doers is introduced to improve the quality of the obligations to provide information, to which Doers have committed themselves

- 1 point is awarded for an accepted alert
- Refusals:

  1 0 points are awarded for an Alert notifying of an already known infringement

  2 0 points are given if the infringement was not confirmed

  3 the Doer loses 1 point if the Alert contains inaccurate data

Should a Doer be caught cheating, his account will be deleted without the possibility of renewing registration.

In the case of a complaint against the Doer, the Administration makes its decision on a case-by-case basis, which includes blacklisting the account.

Benefits for the Doer

- Having earned a specific number of points, the Doer gets a one-off payment in tokens and extra payments for every accepted Request.

- For example, after achieving a 100-point rating, the Doer gets a one-time reward and +3% of the specified amount of remuneration: 250 points - +5%, 500 points - +8%, 1000 points - +10%.

- The Doer progresses to the next level.

- Biweekly distributions of tokens take place among doers who obtained most points of all.

- Doers with high ratings are the first to be informed about new Requests.

1000 points

500 points

250 points

100 points

3%   5%   8%   10%

Technology

An app for popular mobile platforms and a browser extension are being developed for the project. Our team is developing it, but when the ICO is over, we plan to get other developers involved in the project thus expanding our team.

There are plans to launch new versions on a regular basis. Updates will be downloaded and installed automatically.

After the service's main features have become fully functional, the next stage will focus on expanding its possibilities and increasing the number of the available functions. With a huge database constantly growing in real time, we will gather statistics, analyze the information received and carry out scientific and marketing research.

Information that does not contain personal data and data protected by intellectual property rights will be sold to third parties. The latest Big Data processing technologies open up great prospects for the service. Not only rights holders, but also retailers will be able to benefit from the processing of a huge amount of personal, geographic and marketing data. It makes sense to create a new brand fully compliant with consumers' demands if a large number of counterfeits of a specific type of merchandise is found in this or that region.

Hosting and Cloud technologies

We operate with Azure, a secure and failure-resistant platform that allows us to scale the project as it grows. Most of the technologies that we use (for instance, SQL Server) are also owned by Microsoft, which is why there can be no doubt that our system's hosting, cloud storage, cloud services and other components are fully compatible with each other.

The server

The server is configured using ASP.NET CORE, the most user-friendly cross-platform framework on the market. We are developing our own microservice architecture designed to support high loads. We give preference to C#, an object-oriented programming language ideally suited to writing the code for server

solutions in accordance with the selected framework, which also results in reducing the time to write the server portion of the site.

The database

Microsoft SQL Server. We use Dapper for the Object Relational Mapping for Microsoft.NET. The reason we chose this framework is that it is the fastest solution.

We also use Azure and Redis NoSQL databases as cash, as well as Azure Queue.

Front End: the official website and web interface for Requestors and Doers

This is our own Vue.js development (to be released shortly). We plan to introduce some changes to the users' interface informed by the feedback and comments received. The current framework enables users to make these changes quickly without there being any need to rewrite a large part of the code.

Mobile app

This app is being developed to be used on all popular mobile devices and is downloadable on official repositories and services. Its functionality includes:

- Photo and video shooting

- Date and time recording

- Data storage, processing and transfer

- Notification system

- Geo data identification

- Generation of Alerts comprising 3 to 10 photographs, video, text or other data

The Doer arrives to the location where he found an infringement, opens the app on his mobile device and makes the required number of photographs or shoots a video. Then, he adds a text comment and mandatorily indicates the location and circumstances under which he detected the infringement before sending the information to the service.

In his interface, the Requestor sees:

1 Photos and/or videos taken by the Doer

2 The location of the infringement indicated by the Doer, followed by his comment

3 The exact address established via geo data obtained from the mobile device

4 For the Requestor's convenience, the address is displayed on an interactive map

If the information is transferred in full, an Ethereum-based smart contract is made to register and confirm data transmission.

If the information has not been transferred due to poor Internet connectivity or is transferred in part, it will be stored in the memory of the mobile device. The transmission of information is resumed when connection to the Internet is restored. The Alert displays the time when the infringement was both recorded and sent.

Browser extension

We are actively developing a Google Chrome browser extension. After completing it, we intend to develop extensions for Opera and Mozilla Firefox. These extensions will be available for downloading from the official repository/the official website of the service.

The extension allows users to perform the following tasks:

- Identify the Doer

- Capture screenshots of the whole screen or part of it

- Record the date and time when a screenshot is made

- Configure the Alert adding to it the screenshots and text comments selected by the Doer

- Record the address of the site opened by the Doer

As the service develops, new functions will be added to it.

When all the necessary data is uploaded to the service, the Ethereum-based smart contract will be created to record and confirm the data transmission. Only this way does the service operate.

Development process

We've started developing apps and extensions and versions for Android mobile devices and Google Chrome are ready for pre-release. Once finalized, the program products will be launched in test mode. Fully operational releases will be launched after adjustments and debugging.

MVP version of the service will be launched on November 20. Everyone will have an opportunity to take a look at it, experience how convenient it is, leave their comments, feedback and suggestions. We will carefully analyze every comment and make the necessary adjustments in Alpha v.0.1.

Applying Big Data

Big Data Analysis will start functioning shortly after the launch of the service. All the incoming information will be classified, cataloged and analyzed. We have already started developing the appropriate software, and access to Big Data services will be available 12 to 16 months after its launch.

Big Data Analysis will allow users to do the following tasks:

1   Analyze the geographical spread of infractions

2   Analyze the timeline of infractions

3   Compare the offender's' activities by brand, region, price range, merchandise and other factors

4   Anticipate infractions

5   Conduct marketing research and identify market trends

6   Other functionality that is yet to be designed

An Outside Perspective:
How Does the System Work?

Users will view the service in different ways, the main differences being functionality and interface.

From the perspective of the Requestor

All Requestors will have the same status. Small companies and private entrepreneurs will enjoy the same benefits as large corporations. To maintain equal rights in the future, we intend to set a limit to the maximum amount payable to Doers. The amount will depend on the recording method and the difficulty level of a request, rather than the Requestor's desire to have the top priority in fulfilling Requests.

The Requestor can also view the Requests posted by other Requestors (with no detailed information), but he will not be able to select Doers or promote his own Requests. It is important that Doers take up the Requests that are best suitable for them in terms of geographical location, knowledge of languages, education and video shooting skills rather than those that are better paid.

The Requestor will not see the personal data or other confidential information on Doers.

When making a written claim against the Offender or using other ways to protect his rights, the Requestor indicates the ID (identification number) or the generated URL address of the infraction authenticated and recorded via Blockchain technology. The information about this infraction is available on the service.

From the perspective of the Doer

The Doer will view all the Requests submitted to the service and will be able to filter them by geographical location, time, language, etc. He will also have access to all the ratings and see his own standing and that of other Doers.

The Doer will find information about other Doers in the rating and its dynamics only. The Doer will have no access to their personal and other confidential information. At the same time the Doer's identity will remain anonymous both to Requestors and offenders.

Doers will be notified of new Requests in one of the following ways:

- Push notification sent from the browser extension

- Notifications sent to their mobile phone

- Digest letter sent to their email (with previously specified frequency)

- All Requests will also be available in the Doer's interface on the official website of the service

From the perspective of the Offender

Part of the official website of the service will be open to all, featuring – in addition to general information – data concerning anti-infringement measures, which is accessible upon the Requestor's consent. For instance, the Requestor wishes to give Offenders a chance to stop their illegal activities. To do that, he will be able to publish the geographical data on the identified infringements of rights. There will be an option to open only data related to location, time and quantity. All other information will be inaccessible to public.

The Offender will see no information about Requestors, Doers and other participants in the service.

The Token

Ethereum-based tokens are being created to ensure full functionality of the service. We intend to use the existing Ethereum blockchain; there are no plans to create our own blockchain. Smart contracts protect the service from unauthorized access, fraud and other illegal interventions.
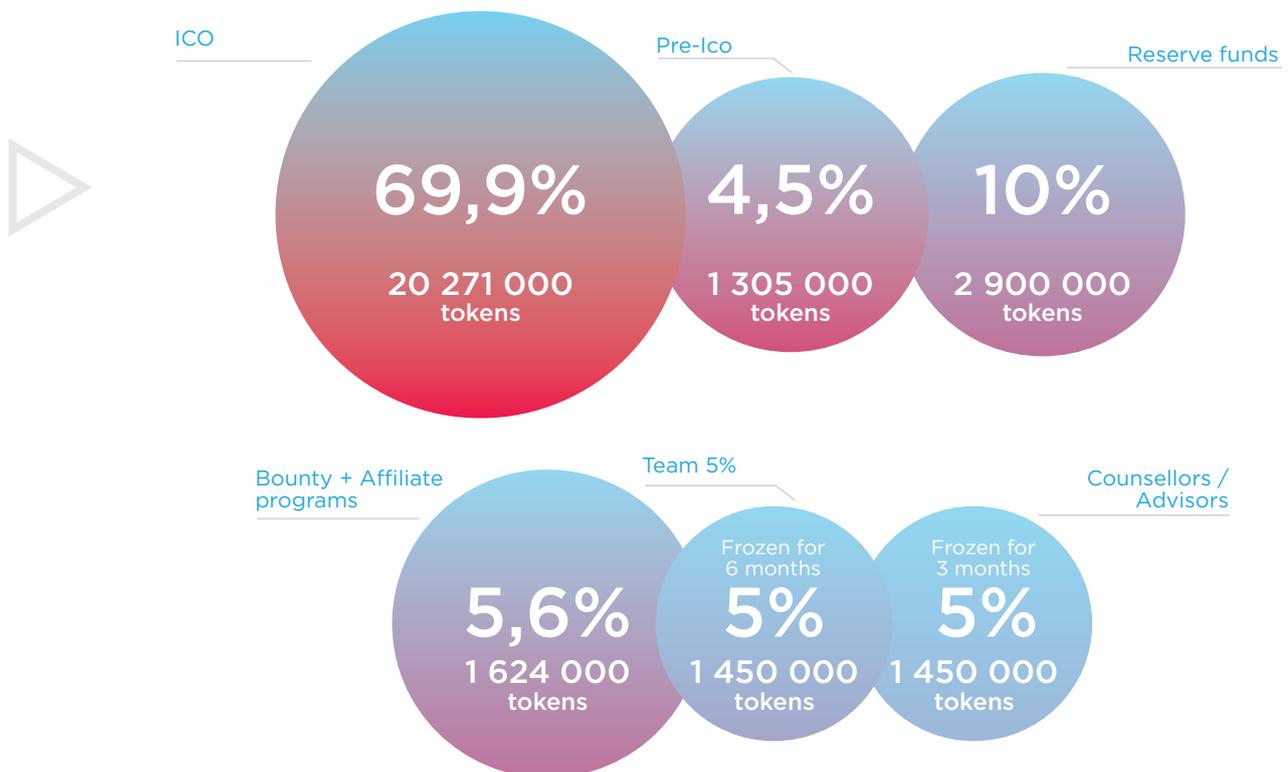
STF is a functional token specifically designed for use on the StopTheFakes.io platform. In other words, it allows participants in the StopTheFakes.io platform to receive and send signals informing of infringements.

A total of 29,000,000 tokens is to be issued. Repeated or additional issuances are not planned.

A token will be called STFCoin.

Rate of exchange: 1 Ethereum = 2400 STFCoins

Distribution of the tokens issued:

ICO

69,9%
20 271 000
tokens

Pre-Ico

4,5%
1 305 000
tokens

Reserve funds

10%
2 900 000
tokens

Bounty + Affiliate programs

5,6%
1 624 000
tokens

Team 5%

Frozen for 6 months
5%
1 450 000
tokens

Counsellors / Advisors

Frozen for 3 months
5%
1 450 000
tokens

The legal status of the STF token

- Token buyers are not investors and the token is not an investment.

- StopTheFakes token is an application (utility) token.

- Purchasing tokens means purchasing the license to access the software and data.

- Token sales are pursuant to the terms of the offer.

- The token's circulation is unlimited. Token owners are authorized to sell tokens to third parties or purchase them.

- The token is not a security or investment according to the Howey Test:

  1 The token is purchased for money or its equivalent.

  2 Organizers of a token sale are a group of people merged into one enterprise.

  3 The Token does not correspond to the third clause of the Howey Test (i.e. 'With a reasonable expectation of profits derived solely or predominantly from the efforts of others'), because:

  a Divident payments are neither made nor intended to be made to token holders.

  b The token is not a bond, and the issuer does not make any interest, coupon or other payments to token holders.

  c Efforts should be made to commercialize tokens (use software or perform certain actions inside the platform).

  d The first version of the software will be ready by the start of the token sale.

Means of exchange

Users will be able to freely buy or sell tokens for fiat or cryptocurrency both on the service and on the stock market. Circulation of tokens is not limited. Currently, we are negotiating with the leading cryptocurrency exchanges to include our token in the listing. We will be present only at the reliable and trustworthy venues. More information on trading tokens on the stock market will be provided in due course.

Functions

The main purpose of the tokens is that Requestors pay for the Doers' services and commission fees, Tokens are also needed to get access to Big Data.

Token turnover

STFCoin is the only internal method of payment for the service, and Requestors need it to receive Alerts related to infractions of their rights and to obtain additional services, including access to Big Data information analysis. Considering this, we propose the following.

STFCoin will be available for purchase both inside the service (via Coinbase) and at a number of stock markets (for instance, Bitfinex, Poloniex, Kraken, etc.). At the same time, the cost of the token inside the service will not differ from that on the stock market.

In return, the Doer who has received remuneration for the Alerts will also obtain STFCoin. He will then be able to exchange them on any stock market or inside the service.

With the number of Requestors and Doers rising, there would be an increase in demand and subsequent growth of STFCoin boosting the token's turnover at each stage shown in the table.
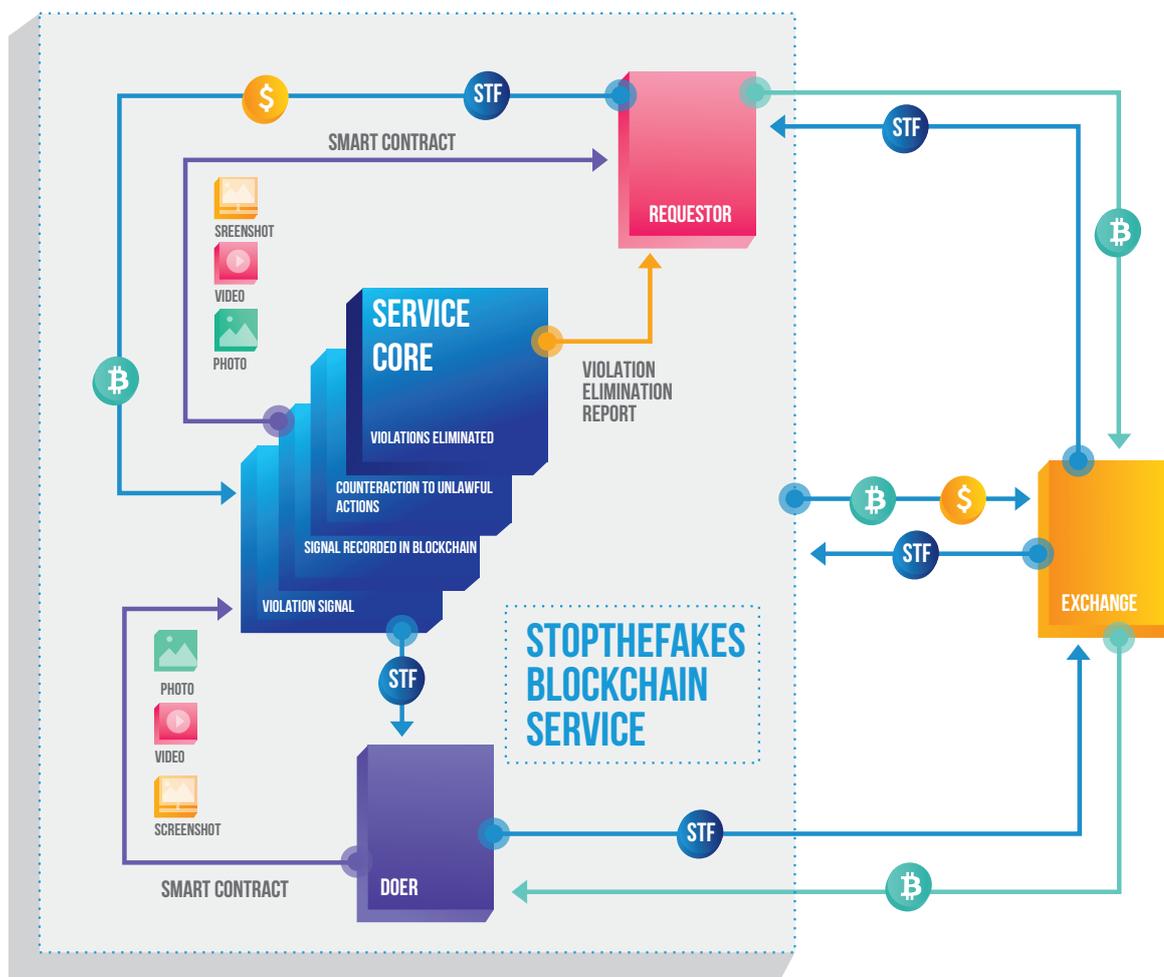
STF token's growth drivers:

- STF tokens are used to pay for all the services of the project, ranging from commission fees for alerts to the generation of a complaint, provision of data obtained after Big Data analysis, etc.

- Requestors can purchase tokens both within the system and on cryptocurrency stock exchanges.

- The more requests the Project will process, the higher the commission fee will be, the number of tokens in circulation will go down and demand for them will increase. This will result in the rise of STF against fiat money and other cryptocurrencies.

- The stronger the token will be, the more people will be willing to purchase the STF token gradually causing its deficit which will consequently lead to an increase in its rate.

- The Project's Administration reserves the right to modify the maximum and minimum amount of the remuneration payable to the Doer depending on the exchange rate of the token to fiat currencies. The aim is to stimulate demand from right holders by keeping the cost of services within a specific framework.

PR and Marketing

Launch and management of a large-scale advertising campaign on the Internet designed to attract potential Requestors and Doers. Contextual advertising in search engines, ads in apps and social networks. Launch of targeted mailing campaigns. Image promotion directed at creating a positive image of the project as a major tool and global service for detecting infringements of intellectual property rights. Launching celebrity endorsement campain and hiring celebrities as service ambassadors.

Work with digital and paper mass media. Sending a clear message to the global information space, which will announce to the general public the creation of a new system capable of changing the status quo in the fight against counterfeiting. It aims to generate interest among various strata of society leading to a growing number of Requestors and Doers.

Organization of conferences, seminars, participation in exhibitions and other events. Formation of communities and raising the number of project supporters.

Operational costs

Establishment of the project's headquarters and providing resources for its functioning. It aims to create comfortable conditions for the team to maximize its performance. Procurement of equipment and payment of wages to all permanent participants in the project.

Opening of a network of official representative bodies and offices aimed at selling the services.

1. The head office will be located in Prague, Czech Republic. The team's main place of work will be open 24/7. The customer service will be available in the main international languages: English, Spanish, Chinese, German, French and Japanese.

2. New York, USA. Sale of our services in North America. Contacts with international organizations, cooperation in the domain of intellectual property rights.

3 Guangzhou, China. The service's presence in China's industrial center is vitally important, since most counterfeits are produced here. We plan to establish a direct dialogue between right holders and producers who violate their intellectual property rights.

Research and Analysis

Involvement of leading academic communities, direct cooperation with universities and research centers in technical and legal aspects associated with the Blockchain-based protection of intellectual property rights. Building permanent research team. The team will conduct research on Blockchain technology, the decentralized data collection systems, legal practices in fighting against infringements of intellectual property rights based on the data collected by the service.

The team specialized in the analysis of the data collected using Big Data technologies starts working in 12 to 16 months after the launch of the service. This team will be an independent unit aimed at obtaining valuable marketing, legal and other information that may be of commercial interest to third parties.

Another unit will focus on studying the counterfeiting market. Researchers will analyze the specificities of counterfeit production, their traffic and system of sales, influence of counterfeiting on the economies, environment and job market. This team will be based in Guangzhou, China with a view to being as close as possible to the world's counterfeit production centers.

Legal support

Given that right holders will be the main consumers of our services, the project deems it important to create a legal support unit. A team of professional lawyers, international law, and national legal system experts will perform the following duties:

1 Provide legal support to the project

2 Provide assistance to Requestors

3 Study and analyze legal practices of Requestors

4 Promote law enforcement based on the data collected by the service in the jurisdictions of all Requestors

5 Lobby for establishing government regulation of Blockchain technology in general, and the cryptocurrency market in particular

6 Compile and attend to group claims submitted by the right holders (Requestors) to national and international courts

7 Compile and attend to group messages addressed by the right holders to national governments and international organizations

Our intention is to organize the activities of our project within the strict respect of existing legal frameworks. The team aims to engage in fruitful cooperation with state regulatory bodies, law enforcement agencies, and law-making bodies. Our objective is not only to fight against counterfeiting and other crimes but also to actively promote legislative regulation of Blockchain services and the cryptocurrency market.

Reserve Fund

10% of all token issued, or 2,900,000 STF, are allocated to the Reserve Fund.

The Reserve Fund is set up for the following purposes:

1 To provide potential major requestors with a certain number of free alerts for promotional purposes

2 To maintain the token's balance within the Service

3 To exclude the possibility of stock market manipulations

In the future, 14% of the Service's profits will be allocated to the Reserve Fund.

The number of tokens in the Reserve Fund will be maintained within the prescribed limits:

- Minimum number of tokens: 1,450,000 STF

- Maximum number of tokens: 4,350,000 STF

Bonus for developers and founders

Funds allocated to award the idea men and the current team will be used only if the project is a success and if all deadlines are met.

Monetization and Economics of the Service

Monetization of the service will be carried out by charging commission fees on the remuneration of Doers by Requestors. As the service develops, new services will be sold to Requestors or other interested parties. The first such service will be access to non-personified processed or unprocessed Big Data accumulated over time.

Cost of service

The minimum marginal price of one Alert sent by the Doer to the Requestor in response to an Alert is set at 15 STFCoin.

The maximum marginal price of one Alert is set at 100 STFCoins.

The Requestor can determine the sum of remuneration at his own discretion without, however, going beyond the stable marginal prices. It can be neither higher nor lower.

Commission fees charged by the service vary between 15% and 25%, depending on the subject searched and the means of recording an infraction.

Commission fees are deducted from the remuneration offered by the Requestor. To receive one Alert, the Requestor has to deposit on his account registered with the service a number of STFCoins equal to the sum of Doer's remuneration and the commission fee.

The commission fees and the Doer's remuneration are withdrawn from the Requestor's account only if the Requestor has accepted the Alert. At the same time, this amount is transferred to the Requestor's account. No other additional fees are required.

Remuneration of the Doer

The actual amount to be paid to the Doer is established according to the exchange rate of STFCoin on the stock market. Based on the benchmarks mentioned above, the estimated average remuneration is as follows:

35STF
Photoalert

59STF
Videoalert

15STF
Screenshot

It appears from these calculations that, even if the rate of STFCoin exceeds the projected values, recording violations of their rights will cost rights holders much less than the price they pay for it now.

Economic feasibility

Our calculations account for the worst-case scenario assessment. The following figures represent the minimum value of what our project is going to achieve.

UNIT economics of the service	USD
Doer acquisition cost	1
Alert acquisition cost (approved)	3,76
Average ticket per request carried for 1 Alert (approved)	48,58
Share of useful Alerts	12%
The service's average return from 1 Alert (approved)	10,2
Equated interest of the service	21,00%
Requestor acquisition cost	65,44
Average ticket per Request	145,74
The service's average revenue per Alert	30,6

Taking into account these figures, we'll define the parameters of the service's operation in tokens, setting maximum and minimum amounts recommend for doer remuneration.

It's worth noting that our economic feasibility analysis is based on 2,5 year ahead calculation. Therefore, the figures below will correspond to this period:

Alert statistics	Value
Average number of Alerts	4067671 Alerts
Average number of service users	1683333 users
Average number of Alerts per use	2,42 Alerts

The service's cost structure for this period will include:

Financial plan calculation	USD
Marketing (advertisement, referral programs, conferences etc.)	-11,01 M
Research expenses	-1,67 M
Payroll budget	-3,48 M
Taxes and deductibles	-4,17 M
Development, integrations, technology modernization etc.	-8,15 M
Transaction commission	-0,08 M
Other	-4,674 M
Total sum	-33,234 M

Let us note from the start that cost funding will be done not only and not so much due to raising funds at the primary placement of tokens. The service will make profit from the first day it fully functions and these funds will cover not only the service's further development, but also the abovementioned expenses. For the sake of convenience we specify the figures for incomes with a "+" sign and figures for expenditures with a "-" sign.

Consequently, we can calculate our income from operating and other types of activity.

Income	USD
Proceeds of activity	52 M
Average monthly income	1,73 M

We are going to receive income not only for the system's basic mode operation but also for providing access to BigData, marketing and other types of research as well as providing additional services to corporate clients. The latter includes working with large scale companies that want to receive reports drafted in a certain way without having to manage the account, form the Requests and accept the Alerts themselves. In this case, all technical operations will be done by our employees who will provide only a list of Alerts waiting for approval.

And now let us present the most important figures. It's these figures that give us hope and answer the question "what are we going to do in the worst case scenario":

Financial productivity	Value
Sales profitability	33,26 %
Share of constant expenses	35,82 %
Breakeven point	USD 0,49 M
Margin of safety	66,52 %
EBITDA margin	73,88 %
Net profit margin	56,93 %
Net working capital	USD 22,45 M

Economic efficiency	Value
Net cash flow USD	USD 14,97 M
Simple payback period	2 years
Discounted payback period (DPBP)	2,25 years
Net present value (NPV)	USD 6,67 M
Internal rate of return (IRR)	78,44 %

Roadmap

June 2016	The Idea of the StopTheFakes Project
September 2016	Service concept formation
December 2016	Copyright protection analysis
April 2017	Building token sale and blockchain development team
May 2017	Negotiating on the service use terms with potential applicants
July 2017	Development of the ERC-20-based token sales official website
September 2017	Launching token distribution website
November 2017	Community development, involving experts, spreading the idea
December 2017	Launching service prototype
January 2018	Launching mobile app prototype
January 2018	Token sales promotion stage
February 2018	Alpha v.0.1 service release, its testing and debugging
March 2018	Main stage of token sales
March 2018	Main development stage
April 2018	Submitting token to the stock exchange listing. Initiating bidding
May 2018	Launching Android app available for download
July 2018	Launching Google Chrome and Opera extensions
August 2018	Security audit. Vulnerability scanning
October 2018	Service launch; hitting first 5,000 copyright violation detections
January 2019	Engaging in close collaboration with major producers. Agreement signing
April 2019	Reaching user count of 850 000 and a total of 40,000 breaches detected
October 2019	Big Data implementation. Expanding the range of services for Applicants
December 2019	Audience building. A total of 400,000 copyright infringements detected

Legal information

The present document is an extended presentation of StopTheFakes, a project created for current and future owners of tokens. It aims to disclose important information that could incite owners to gain further insight into the project and to decide whether or not to participate in Pre-Sale and/or Token Sale. This presentation is not a contract, an offering prospectus, investment or any other official document aimed at attracting funds in a manner encompassed by legislative regulation under any jurisdiction.

Pre-Sale and Token Sale offered during procedures are not securities or other types of financial tools regulated by law, which is why no legal specificities of any jurisdiction have been taken into consideration when creating this presentation. StopTheFakes is not subject to laws aimed to protect investors, and its actions are not regulated by SEC or any other government watchdog.

The following financial information is the result of economically justified calculations of potential/eventual benchmarks. Generally accepted formulas and information from reliable sources were used to forecast them, but the authors of the presentation did not take all possible risks into account; accordingly, the results may not be wholly accurate.

This document was initially written and edited in the Russian language. It was later translated into other languages, and some information may have been lost in translation, translated inaccurately or involuntarily distorted. Should such discrepancies be found between the Russian text of this presentation and other language versions, the information presented in the Russian document is to be considered correct.

Conclusion

We will have fulfilled one million Alerts in less than a year after the launch of our service - and that's only by conservative estimates. As can be seen from the research mentioned in the above studies, the market volume is huge but lacks efficient and cheap solutions. This is why our product will take on this market in no time. And not just take on it but make considerable changes to the rules of the game.
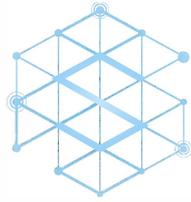
Frankly speaking, the war against piracy and counterfeiting is not waged at all. The existing system has gone to the outer limits of its effectiveness, and improving it further will require huge investments.

Criminals have almost won the war: they go into mass production, pollute the environment and get billions of profits from the fruits of other people's labor.

We refuse to put up with this situation, and we believe we have found a way out; a simple but very efficient way of fighting against violations of intellectual property rights. A decentralized system that will reduce the cost of violation detection to the minimum.

The development of our service is already underway: we are programming software, negotiating with leading experts, cryptocurrency stock markets, top lawyers and intergovernmental organizations. We believe in our success, because our idea, when realized, will change the world for the better. And this is going to happen; it's just a matter of time. Take part in our project, and you will speed up the process and write your name in the history!

StopTheFakes