

Rational Data - Digital Property Overview

Digital Safe Haven Policy

A Digital Safe Haven Policy provided by the Digital Property Framework accomplishes two primary objectives.

First, it safeguards the intellectual property of participating individuals, companies and organizations. The policy not only protects this proprietary information, but defines how participants may safely share information in a collaborative digital property space.

Second, it establishes the property rights that accompany the collaborative digital property space and sets the overall ground rules for the space itself. It delineates how each participant may use information that is generated in a digital space. Parties may adopt standardized Digital Safe Haven Policy language, or may customize these rights and rules as necessary. Once participants agree on the language, they are encouraged to register this document with the Digital Property Registry.

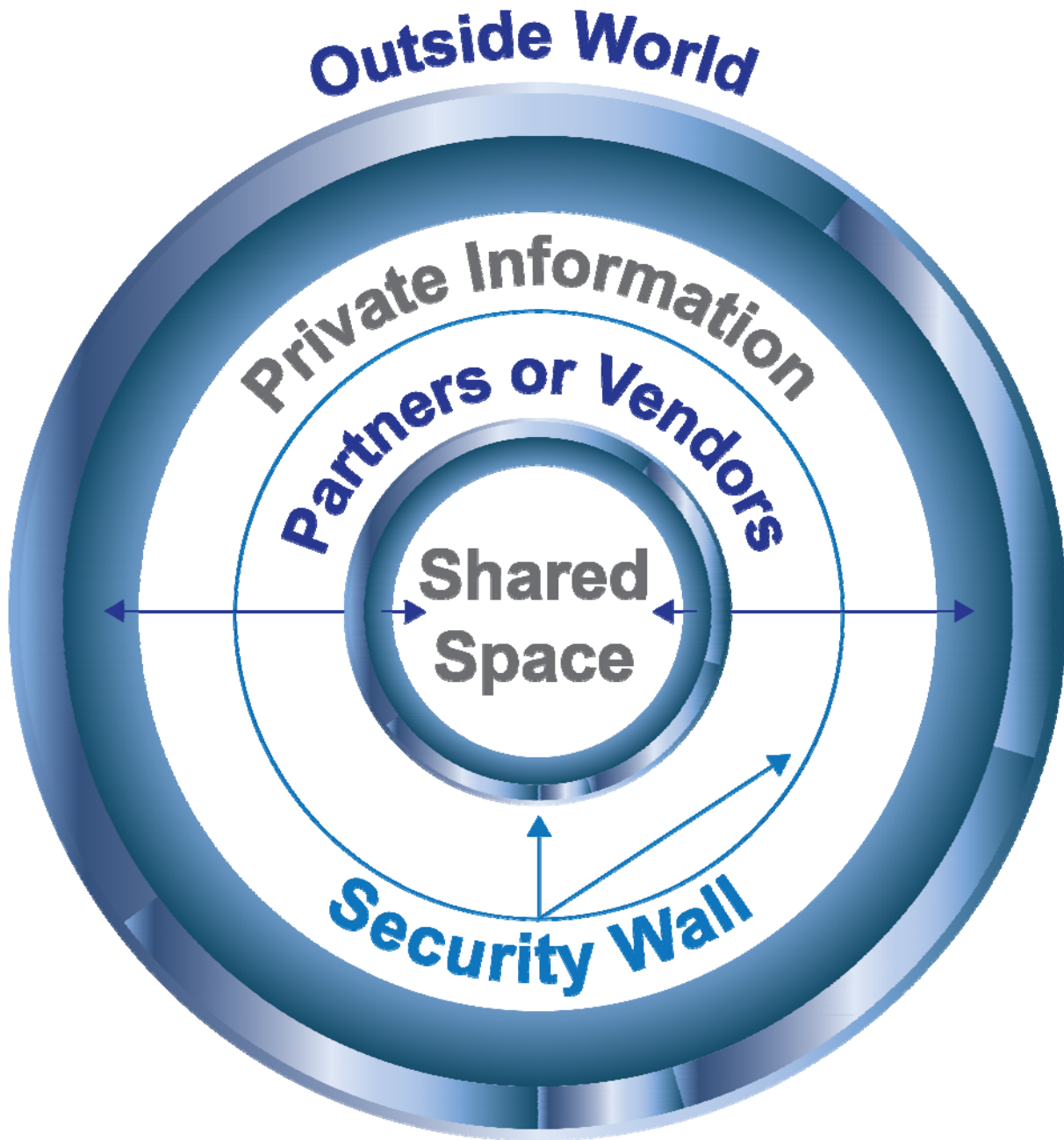
Participants who enter into a collaboration protected by a Digital Safe Haven Policy and who provide access to their unique dataset can reap several value-added benefits.

Because the data from each participant is shared and aggregated in one database, all participants gain by having access to a much larger and more comprehensive dataset. This concept runs counter to many traditional business models and protectionist policies, which isolate information. But a more comprehensive dataset provides a much wider venue for literature-based discovery, sector insight, meta-level business logic and for market discovery and opportunity.

The digital collaboration process facilitates transformational business modeling and provides an operationally safe space for adaptation and innovation. Sharing information translates into additional revenue streams and provides highest service leadership roles for participating organizations.

As the ideas for new markets, products or technologies emerge, participants will find themselves naturally migrating to the opportunities for which they are the best fit – organizationally, technologically, financially and philosophically. As this process occurs, each participant will have the opportunity to emerge as the leader in a new market segment or in a completely new business venture.

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See left page for explanation of the Digital Safe Haven Policy