



colletrix

**REVOLUTIONIZING
THE
IP INDUSTRY
VIA TOKENIZATION**

Whitepaper V4.0
Revised release, 2019.5

Website : <https://colletrix.io>
Facebook : <https://www.facebook.com/colletrix.io/>
Twitter : <https://twitter.com/colletrix>
Linkedin : <https://www.linkedin.com/company/colletrix>
Telegram : <https://t.me/colletrix>

Reader reminder: This document is a working draft and subject to continuous change. Please do not distribute to any party.

Contents

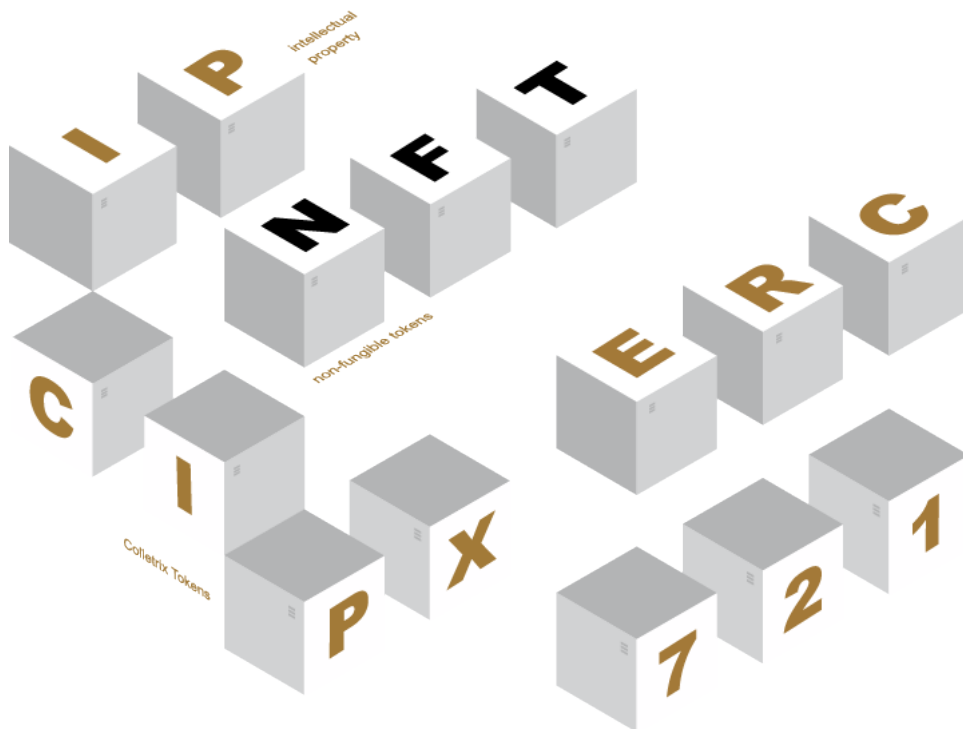
Abstract	4
Company Overview	5
1. Introduction	7
1.1 For IP Owners	9
1.2 For Merchandisers	9
1.3 For Collectors	10
1.4 For Holders of CIPX	11
2. Existing Issues	13
2.1 Lack of popularity for blockchain technology	13
2.2 Recession of value and revenue for IP Owners	14
2.3 Merchandise counterfeiting	15
3. Mission	17
4. Vision	19
5. Colletrix Solution	21
5.1 Colletrix NFT	21
5.2 IP Owner Licensing Benefits Program	22
5.3 NFT Trading Marketplace	22
5.4 CIPX Pairing	23
5.5 Merchandise Marketplace	23
5.6 Launch Roadmap	24
5.7 Token Pairing	25
5.8 User Interface Preview	25
5.9 User Story Flow	28
5.10 IP Resources and Roadmap	29
6. CIPX Tokenomics	32
6.1 Colletrix Token Adoption	33
6.2 Roadmap and Milestones	36
6.3 IEO Valuation	37
6.4 IEO Schedule	37
6.5 Token Sales and Release Schedule	38
6.6 Funds Management from Token Sales	39
6.7 Use of Token Reserve	39

7. Token Holder Benefits	41
8. Mid-Range Plan	43
8.1 First half of 2019: NFT initiates	43
8.2 Second half of 2019: NFT trading begins	43
8.3 2020: NFT gamification begins.....	44
9. Project Team	46
9.1 Robert Tran: Chairman, CEO & Co-founder.....	46
9.2 Michael Young: Chief Merchandising Officer & Co-founder	46
9.3 Raymond Hung: Chief Marketing Officer & Co-founder	47
9.4 Comver Liang: Chief Architect	47
9.5 Joe Szeto: Chief Developer	47
10. Advisory Team	49
10.1 Bryan Wu	49
10.2 Henry Yu	49
10.3 Gin Takashi Mizuoka	49
10.4 Yat Siu.....	50
10.5 Ethan Law	50
10.6 Ricky Ng	51
11. Company Background	53
11.1 UNDONE	53
11.2 Bitwork.....	53
11.3 Animoca Brands	54
11.4 Future Arena	54
12. Risks	56
13. Disclaimer.....	74

Abstract

Project Colletrix (the “**Project**”) introduces one of the world’s first non-fungible tokens (the “**NFT**”) that is aimed to be associated with the intellectual property (“**IP**”) of designs of physical merchandises. The Project will combine IP, blockchain and merchandises to revolutionize the market of merchandises by using the NFT, a token under the ERC-721 protocol, and the ERC-20 tokens known as the Colletrix Tokens (“**CIPX**”), resulting in the creation of an entirely different ecosystem that benefits more supporters.

One part of the Project involves the development of the NFT that represents the ownership of a unique IP that is associated to a merchandise. The other part of the Project involves the development of CIPX, the circulating cryptocurrency in the Colletrix ecosystem (the “**Ecosystem**”).



Company Overview

Colletrix

Colletrix is backed by a talented team from UNDONE, Animoca Brands, Future Arena and Bitwork Accelerator. The Project aims to revolutionize the ownership of IP by introducing protection and perpetual value for IP owners through tokenization, while providing merchandisers and consumers with trust in the authenticity of their purchased products. UNDONE will bring its merchandising expertise to showcase the benefits of blockchain technology for merchandise products, Animoca Brands will introduce its vast network of IP owners and blockchain and gamification technologies, while Future Arena will leverage its strong portfolio of sports and entertainment IPs – all to create a vibrant ecosystem of IP creation, trading and physical merchandising using blockchain technology.

In 2018, UNDONE joined the Bitwork Accelerator Program that aims to support projects with adopting blockchain technology into their business, and now Colletrix will work with Bitwork Accelerator to launch the Project and provide new market value for all Ecosystem stakeholders.





colletrix

01

Introduction

Reader reminder: This document is a working draft and subject to continuous change. Please do not distribute to any party.

1. Introduction

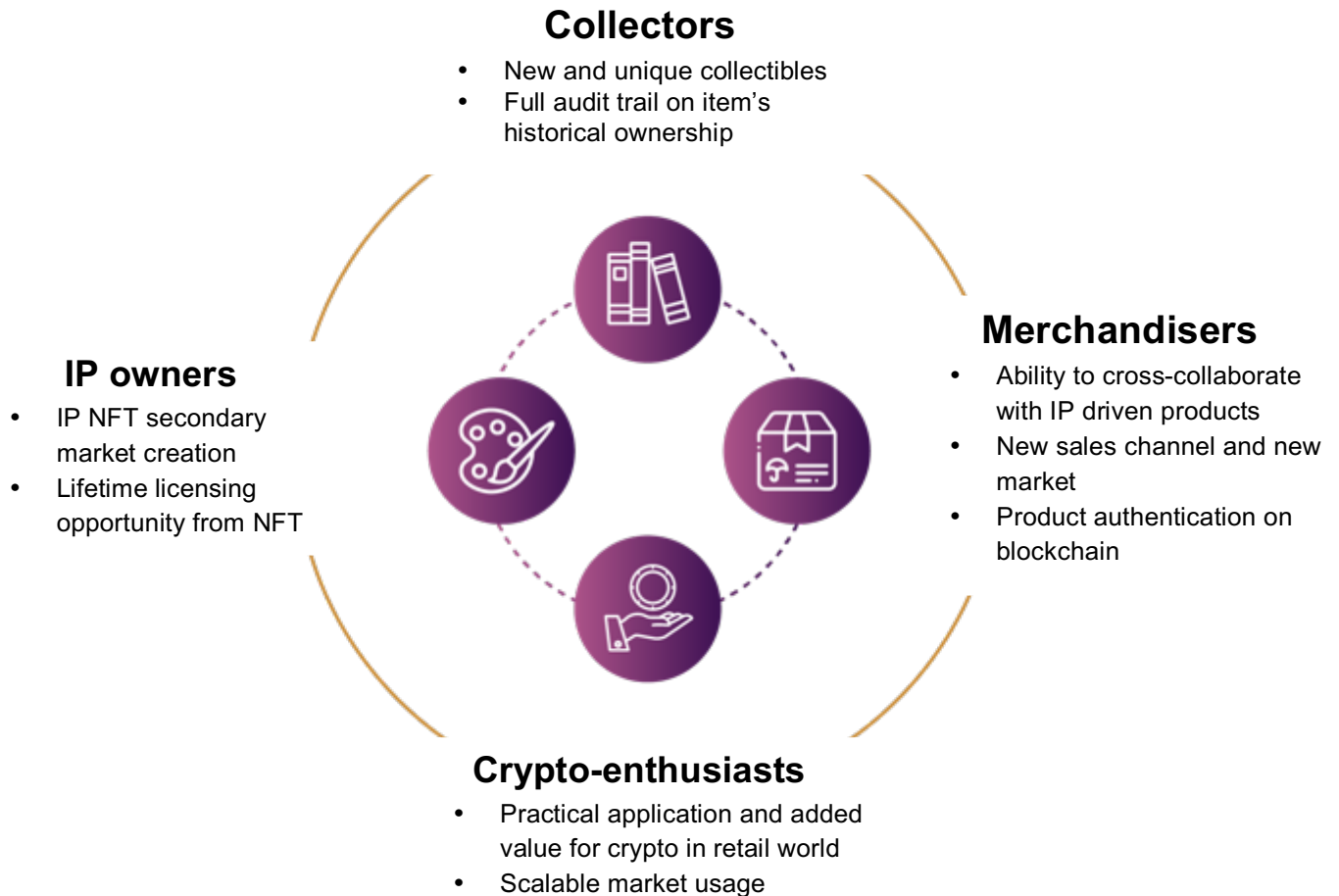
In-game digital collectibles in the form of NFTs have become increasingly popular starting with the launch of CryptoKitties in 2018 and its strong initial success. We believe NFTs carry great potential applications for the merchandise market.

Leveraging the appeal of crypto-collectibles, the Project will be one of the first to integrate the new economy with the old economy, creating a whole new business model. The Colletrix platform (the “**Platform**”) will be one of the IP industry’s first platform whereby original owners of IP can grant new lifetime licenses through tokenization. We are applying the NFT technology to construct a brand new business model that will be mutually beneficial to the IP owners and consumers. By doing so, we embark on the first step to expand and enhance the blockchain community ecosystem. The Platform will be the milestone of a new era for the merchandise market and IP industry.

We proudly introduce Colletrix, the blockchain project to unify the elements of IP, blockchain and merchandise to create new market value powered by the world-leading smart contract system, Ethereum.

Through the Platform, we dynamize collectors’ interests; we maximize the franchisee’s benefits; and we eternize the IP owners’ benefits.

The Colletrix Ecosystem: a business model like you've never seen before



The Platform is a newly fashioned business model consisting of mutually beneficial relationships between four parties: the IP owners, the merchandisers, the collectors, the crypto-enthusiasts, and you may be any of these parties.

1.1 For IP Owners

The Project aims to provide original IP owners with the access to an opportunity to grant lifetime licenses through the adoption of NFT. The unique masterpiece designs of the IP owners will be incorporated into their unique NFTs, and consequently lead to the creation of an IP-NFT secondary market (the “**NFT Marketplace**”). IP owners will be rewarded with a fixed percentage of the trade price of the NFT created by the IP owner, and such trade price is generated as a result of all the trading of the NFT taking place on the NFT Marketplace. Given that each NFT will only be related to a specific IP tied to a merchandise, their demand will increase as the IP plus merchandise becomes more popular, and the trading of them will be active and intense in the NFT Marketplace. The active trading of NFT implies a high trading volume of CIPX at the same time (as further set out below).¹

1.2 For Merchandisers

The Project is bringing multiple benefits to merchandisers through this new model. With the incorporation of the NFT, we are introducing a whole new level of product uniqueness brought by the ability to cross-collaborate with different IP designs. The merchandisers will be able to produce merchandises that are one-of-a-kind through being granted the IP license by holding the NFT (each NFT can be used a limited number of times to produce merchandise and will have certain restrictions on creating further NFT for the protection of the IP owners). We believe this will be appealing to collectors around the world.

¹ For the avoidance of doubt, the IP owner will only be entitled to the trading price relating to the NFT created by the IP owner but will not be entitled to any other trading price from other IP owners' NFTs or any NFTs being traded on the secondary market, thus stimulating creativity amongst merchandise designers.

It will also open up an entirely new sales channel and market online in the blockchain industry. Furthermore, in addition to IP ownership, the NFTs have the possibility to prove product authentication via blockchain, as they can prove the historical ownership and the authenticity of the merchandise as long as it contains the NFT information, thereby providing multiple benefits to merchandisers.

1.3 For Collectors

With the addition of popular IP designs to the appeal of one of the world's first crypto-physical product integration, the NFT and unique merchandise will be of powerful appeal to collectors, whether they are NFT collectors or merchandise collectors. As the NFT and the physical merchandise will be limited in quantity, the finite supply will generate high competitive demand on the market. The popular IP designs, as represented by the NFTs, will become a whole new collectors' item for fans. Meanwhile, as the CIPX will be the primary pairing token to the purchase of the NFTs, it will have a high liquidity and popularity driven by the active trading and purchasing of the NFTs. Lastly, being blockchain-based will provide a full audit trail on the historical ownership and trade information, ensuring that these collectibles are real and untampered with for the collectors.

1.4 For Holders of CIPX

As more famous IP owners participate in the Ecosystem and incorporate their designs by issuing the NFT and merchandise through the Platform, we will gather more and more collectors and enthusiasts for CIPX, thereby driving up its demand. CIPX will be the main currency for IP tokenization, collection and trading in the Ecosystem. Holders of this currency will be able to freely participate in this IP economy.

The more IP owners participating in the Ecosystem, the more merchandise and NFT will be generated through the Platform. With more merchandises, we will be able to attract more collectors and consumers. The high demand will expand the Ecosystem, making CIPX an important aspect in every participants' daily lives.

The background of the entire page is a vibrant, high-contrast aerial night photograph of a city, likely New York City, featuring Times Square and the Empire State Building. This image is transformed into a complex, multi-layered kaleidoscope pattern that radiates from the center, creating a sense of depth and movement. The colors are dominated by deep blues, purples, and oranges from the city lights.

colletrix

02

Existing Issues

Reader reminder: This document is a working draft and subject to continuous change. Please do not distribute to any party.

2. Existing Issues

Several issues in the current merchandise industry are significantly slowing down the positive market development.

2.1 Lack of popularity for blockchain technology

Blockchain technology remains lacking in popularity despite being a highly efficient and transparent system. The NFT is a perfect instrument to discover more market value for the existing markets.

As the cryptomarket is still unfamiliar for the masses, many people still have concerns when entering the field, hindering the popularization of the cryptomarket and the extent of blockchain adoption.

The application of blockchain technology through the Platform will bring forth the advancement and popularization of blockchain in existing business. Meanwhile, the emergence of digital asset deriving from luxury goods will also ignite a groundbreaking unique collector experience for the collectors, creating a new economic model and a new wave in the market of merchandise.

Furthermore, as consumers will immediately be able to redeem the NFT upon their first purchase of a merchandise from the merchandiser, this also increases the accessibility of their entry into the blockchain investment and market, heightening the popularization of blockchain technology into the field.

2.2 Recession of value and revenue for IP Owners

Current IP business models often result in the gradual recession of value and revenue generated from licensing for the original IP owners. It is common yet gravely severe, that they are not receiving a deserved lifetime value from their product. As Bill Gates once said, “Intellectual property has the shelf life of a banana.”³

In essence, the income of IP owners is often scarce and unstable.

Stan Lee, the acclaimed producer and leader of the widely enjoyed Marvel franchise, though became an international icon for Marvel, did not receive as much as he deserved. While the public might assume that Lee was a billionaire from the apparent success of his Marvel cinematic franchise, his net worth was estimated to be a mere USD\$50 million and even less according to his own narratives, despite a gross box office of many billions from the franchise. Lee was the epitome of the underpaid situation faced by many IP owners.⁴

With the Platform, IP owners will be able to secure lifetime licensing opportunities for their creations. The NFT will become a pillar that grants value for IP owners and their IPs through these opportunities.

³ <https://25iq.com/2014/04/12/a-dozen-things-ive-learned-about-business-from-bill-gates/>

⁴ <https://www.celebritynetworth.com/richest-celebrities/authors/stan-lee-net-worth/>

2.3 Merchandise counterfeiting

Luxury or limited supply merchandise are often commoditized with a high collectible value. Yet there remain many possibilities and potentials of merchandise that have yet to be explored.

Counterfeiting of merchandise continues to be a concern for the market and has an impact on the value of such collectible merchandise. Fake products not only damage the sales of the genuine merchandise, but also negatively affect consumers' faith in the original brand and product; this situation is particularly common in luxury products such as watches, jewelry, sneakers and even artwork.

In the future, in addition to its IP tokenization business model, Colletrix will explore the possibilities of redefining the market value of merchandise with core authenticity verification technology. With the integration of digital asset and traditional merchandise, the addition of digital asset value on top of the original collectible value of merchandise will bring forth the whole new collectible value of merchandise.⁵

Colletrix will explore developing the NFT and new technology to enable authenticity verification for merchandise, providing ownership and authentication proof with blockchain technology, rendering counterfeit completely powerless.

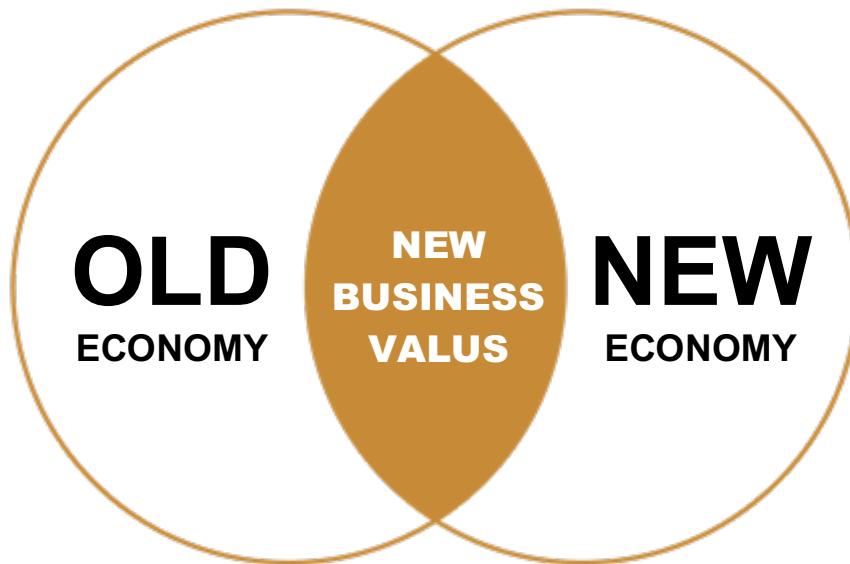
⁵ As long as the NFT is tied to the physical product when it is sold or resold, then one can verify the authenticity and historical ownership of the physical product. The smart contracts in NFTs can be programmed to automatically transfer ownership of the NFT from seller to buyer, once the buyer receives the physical product and the seller receives payment. Although our primary focus is currently on IP tokenization and monetization for IP owners, the luxury product authentication model is one we are keen to explore later as well.

03

Mission

Reader reminder: This document is a working draft and subject to continuous change. Please do not distribute to any party.

3. Mission



Through the Platform, we are striving for the creation of a new market value with the integration of tokenization of IP. With the introduction of the NFT, we will merge together the old economy and the new economy. Hence, we will prolong the possibilities for all IP owners and creators around the globe to create a longer license term for their IP⁶; and to merchandisers, we will offer them a new market value on their physical commodities through blockchain application, maximizing the appeal and benefits of their products. The inclusion of NFTs will dynamize collectors' interest while providing them with effortless access to the crypto-market, and lead to new business opportunities such as the creation of franchises.

Colletrix will be one of the very first to inspire the mass transformation and integration of the world economy.

⁶ Theoretically, forever as long as the Ethereum blockchain continues to exist.

An aerial photograph of a city, likely New York City, showing a dense grid of streets and buildings. A large, white, diamond-shaped outline is superimposed over the center of the image. The word "colletrix" is written in a white, sans-serif font at the top center, and the number "04" is written in a large, white, sans-serif font inside the diamond. The word "Vision" is written in a white, sans-serif font below the diamond. At the bottom, a paragraph of text reads: "Reader reminder: This document is a working draft and subject to continuous change. Please do not distribute to any party."

colletrix

04

Vision

Reader reminder: This document is a working draft and subject to continuous change. Please do not distribute to any party.

4. Vision

We envision a world where the new economy and the old economy will be fully integrated to create a new economic model that maximizes the benefit for all participants. Starting with the IP and creative industry, we envision an industrial revolution where the IP owners will be able to retain the licensing rewards that they rightfully deserve with the implementation of blockchain technology.





colletrix

05

Colletrix Solution

Reader reminder: This document is a working draft and subject to continuous change. Please do not distribute to any party.

5. Colletrix Solution

5.1 Colletrix NFT

With each purchase of the physical merchandise, the customer will receive a private key unique to it (embedded in near-field communication (“**NFC**”) chip, which contains the private key). The private key enables the merchandise owner to redeem and access a unique ERC-721 token, the NFT, through the Colletrix platform (the “**Platform**”). The NFT is visualized as a unique and new digital asset, and cannot be duplicated in any way. All information regarding the ownership of the NFT will be automatically uploaded to the blockchain, allowing full examination of records on the Ethereum network with high traceability and transparency.

The visualized NFT will be a new asset class mapped upon and initially tied to the traditional merchandise. Once redeemed, it can be independently traded as a digital asset. Apart from bringing in innovative technology as well as bringing back glamor for the traditional luxury merchandise, the NFT will also develop its own market value as a digital asset.

Since the number of the issued NFTs will be strictly capped and tied to merchandise initially, they will be of great demand and of high trading value. Apart from bringing in a kick of innovative technology as the new killing glamour for the traditional merchandise product, the NFT will also develop its own market as a digital asset based on the physical product.

5.2 IP Owner Licensing Benefits Program

With all sales and ownership records of the NFT uploaded to the Ethereum network, the original IP owners can view all sales figures and transaction records in real time. The immutable and transparent nature of the Ethereum blockchain is the most trustworthy guarantee that all records are real and without falsification.

The original IP owner whose IP has been stored in the NFT will receive a licensing reward as royalty fees from the trading of the NFTs corresponding to their IPs, which is calculated to be a portion of the trading price of the NFT as agreed between the seller and buyer of the NFT, on top of their revenue from selling the luxury merchandise designed by them. By so doing, the Project will eternize the benefit of the IP owners through our licensing program using the NFTs. Therefore the more unique and popular the design that the NFT is attached to is, the more likely that there will be a buyer willing to purchase the NFT, creating more value to the IP owner.

5.3 NFT Trading Marketplace

Each visualized NFT is unique unto itself, which means that each has potentially infinite market value and collectible appeal to traders and collectors. NFT holders will be able to trade it with other traders in the NFT Marketplace with CIPX.

The trading of the visualized NFT will be exclusively available on the NFT Marketplace, ensuring that all transactions of NFT will be accounted for, protecting the IP owners and creating values for their works.

5.4 CIPX Pairing

We will develop a pairing market for the purchase of NFTs using CIPX. As the NFT Marketplace will continue to provide more IP designs and merchandise products, more NFTs will be generated for market demand. Along with the development of the pairing market and the increasing demand for NFTs, the liquidity of CIPX will be greatly boosted.

5.5 Merchandise Marketplace

In addition to the Marketplace, we will initially work with UNDONE to create a first-hand, physical merchandise marketplace (the “Merchandise Marketplace”, the NFT Marketplace and the Merchandise Marketplace shall be collectively referred to as the “Marketplace”) selling UNDONE customized watches paired with NFTs containing the IP designs. These watches will be sold on the UNDONE and Colletrix sites, also known as the Merchandise Marketplace, and customers can buy such merchandise using CIPX. In the future, we will expand the model to other types of collectible goods via partnerships with other merchandisers.

5.6 Launch Roadmap

The Project will be launched in the following order (sequence may be changed later on depending on market conditions or development plan of the team):

5.6.1

NFT creation and pairing with unique IP design unto merchandise (UNDONE watch)

5.6.2

NFT redemption and visualization with physical watch NFC chip

5.6.3

NFT trading on NFT Marketplace

5.6.4

Gamification elements for NFT holders to unlock more benefits

5.6.5

Decoupling IP design and NFT creation from physical merchandise sales

5.6.6

Expansion of model beyond UNDONE watches to other unique/customized merchandise with IP

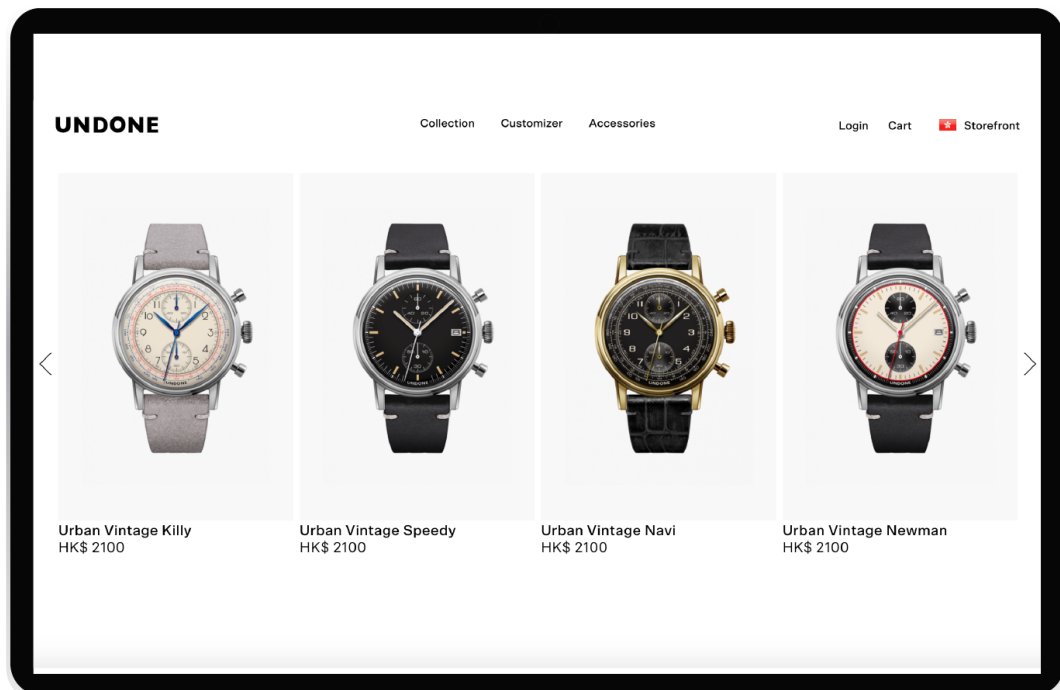
5.6.7

TBD: Smart contract execution for physical merchandise trading, tethered to NFT; for use in luxury goods authentication

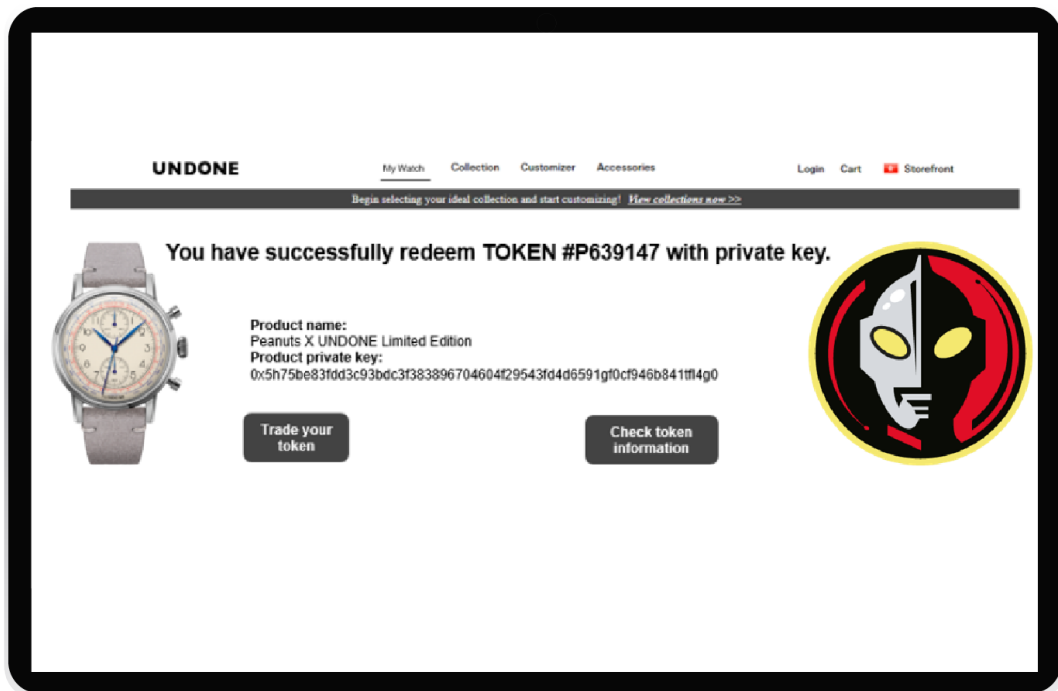
5.7 Token Pairing

At the initial phase, CIPX will be positioned as the primary cryptocurrency for the trading of the NFTs on the NFT Marketplace. Holders will be able to purchase NFT with discounts if using CIPX. Pairing with other crypto assets will be gradually enabled upon the second phase.

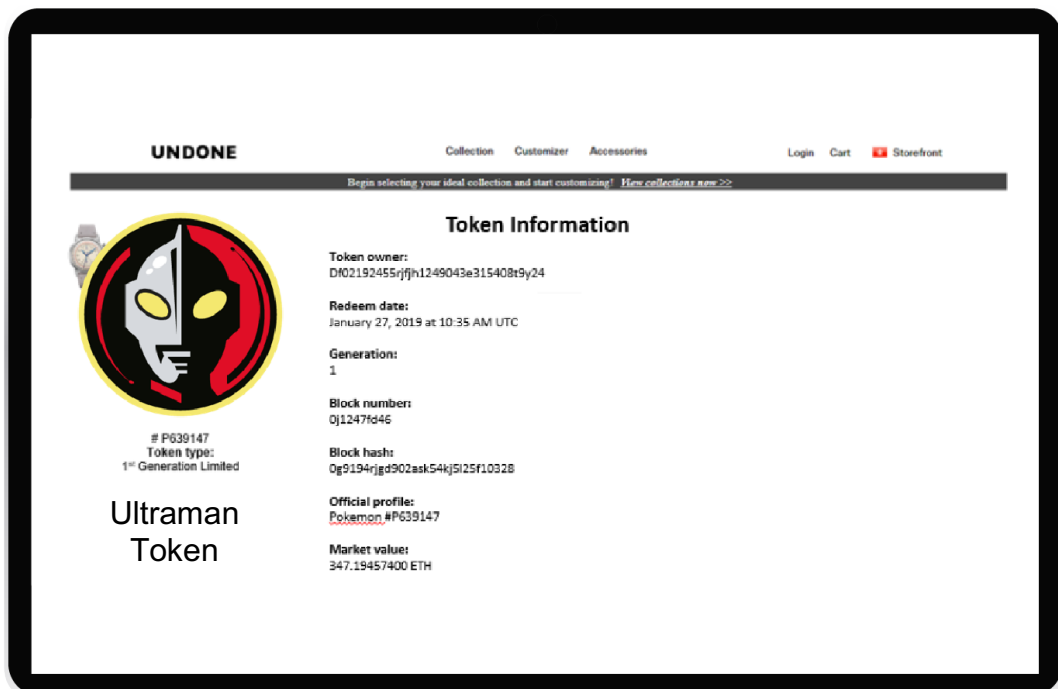
5.8 User Interface Preview



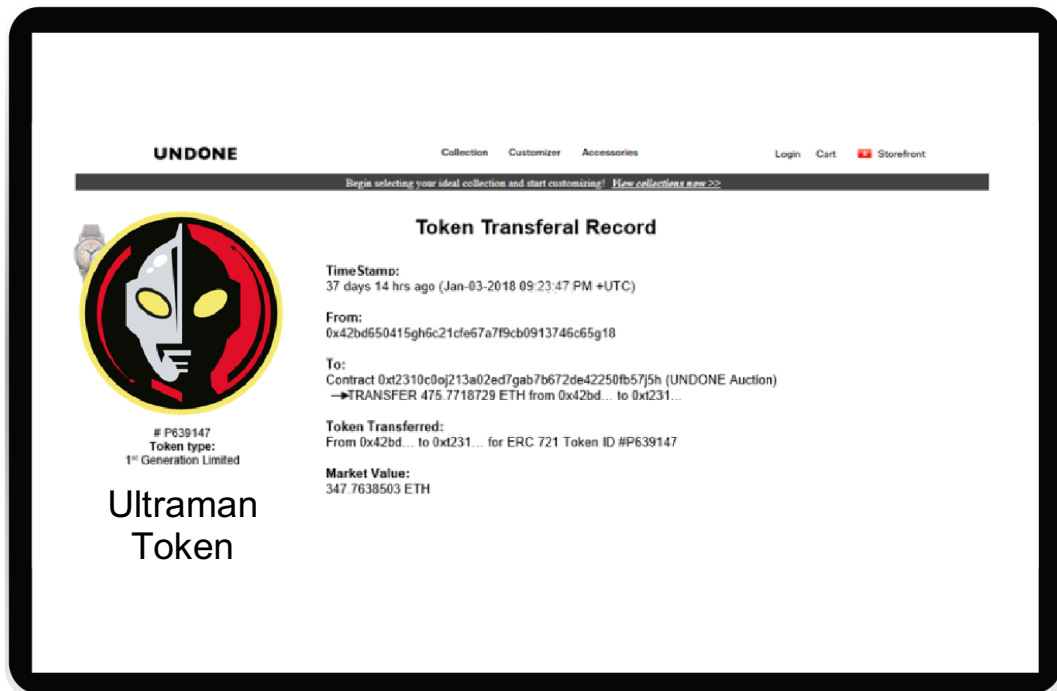
Crypto-exclusive Watch Catalogue Interface



NFT Redemption Interface

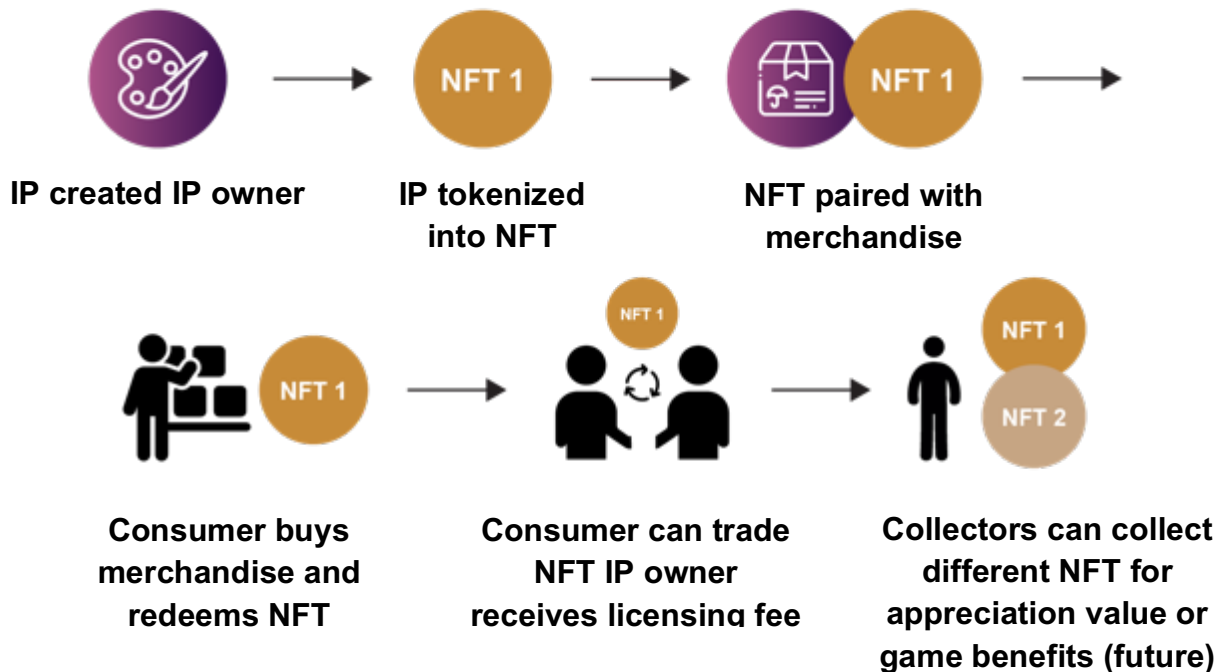


NFT Information Viewing Interface



NFT Transfer Record Viewing Interface

5.9 User Story Flow



Initially, Colletrix will work with UNDONE, Animoca Brands and Future Arena to design a number of unique watches as merchandises, and insert an NFC chip into them at the assembly phase. Each of these NFC chips will contain a unique private key and other information to redeem the associated ERC-721 token (NFT) on the Platform. After the customer buys the watch, he can use a NFC reader on his phone to scan the watch and retrieve the private key. Then, he can go to the Platform to redeem the associated NFT (visualized IP design) with the private key.

When the customer redeems the NFT, he gains ownership to the digital asset as well as the physical asset of the watch. All ownership information is uploaded onto the Ethereum network, where everyone can verify the data. The owner can also view his visualized NFT (matching his watch's IP design) directly on the Platform.

The owner can decide to hold on to his NFT (for appreciation value in the case of limited edition designer merchandise), or sell it on the NFT Marketplace to another person. The NFT can be bought with CIPX as well as with other cryptocurrencies (more below) on the NFT Marketplace. The original IP owner of the design will receive a designated licensing fee as their reward from the trade and all subsequent trading of the NFT, which shall be a portion of the trading price agreed by the seller and the buyer of the NFT.

As each IP design will only have a limited supply of NFT, the market demand of NFTs of hit designs/IPs will rise, encouraging users to collect and trade these NFTs. In addition, we will introduce more gamification elements in the future for NFT holders to unlock more benefits through collection and trading of the tokens.

(In the future, if a robust secondary market for our physical merchandise also exists, we may introduce our second business model, where we pair the physical watch resale to the NFT transfer via smart contract execution — the NFT ownership will be transferred automatically to the buyer when the seller receives the payment for the physical merchandise *and* the buyer receives the merchandise. Imagine this application for the secondary market trading of physical luxury and collectible items.)

5.10 IP Resources and Roadmap

Through the strategic partnership with Animoca Brands and Future Arena, Colletrix will be able to leverage their large network of IP owners to potentially develop new partnerships and bring more unique merchandise as well as passionate fan communities on to our platform.

Animoca Brands has licence agreements with various IP owners to develop games based on IPs such as Ultraman, Formula 1, Garfield, Snoopy, Thomas & Friends™, Ever After High and Doraemon. Animoca Brands is also the exclusive China distributor of CryptoKitties, and has formed a partnership with different blockchain companies including Decentraland, Dapper Labs, and WAX. Animoca Brands is developing a blockchain game for Formula 1 and blockchain versions of Atari games RollerCoaster Tycoon Touch and Goon Squad. Animoca Brands also has a highly anticipated blockchain version of its hit game The Sandbox (1 million active monthly players) coming out later in 2019. Animoca Brands will assist in connecting Colletrix with these IP owners and fan communities, aiming to cross-pollinate the gaming and unique merchandising industries.

Future Arena has a large portfolio of partner sports IP, including the UEFA Champion League, La Liga, Manchester City, AC Milan, Real Madrid, Schalke 04, AS Monaco, as well as players like Filippo Inzaghi, Claudio Marchisio, Graziano Pelle and more. With a strong network and background in sports industry, Future Arena will match the best and most suitable sports IP to strengthen the IP merchandise offered on Colletrix.

In the mid to long term, we are aiming to convert other IPs under Animoca Brands and Future Arena to NFT IPs available for tokenization, merchandising and trading. We will also expand our scope and influence among different creative communities globally to create the number one platform for IP design trading and merchandising.



colletrix

06

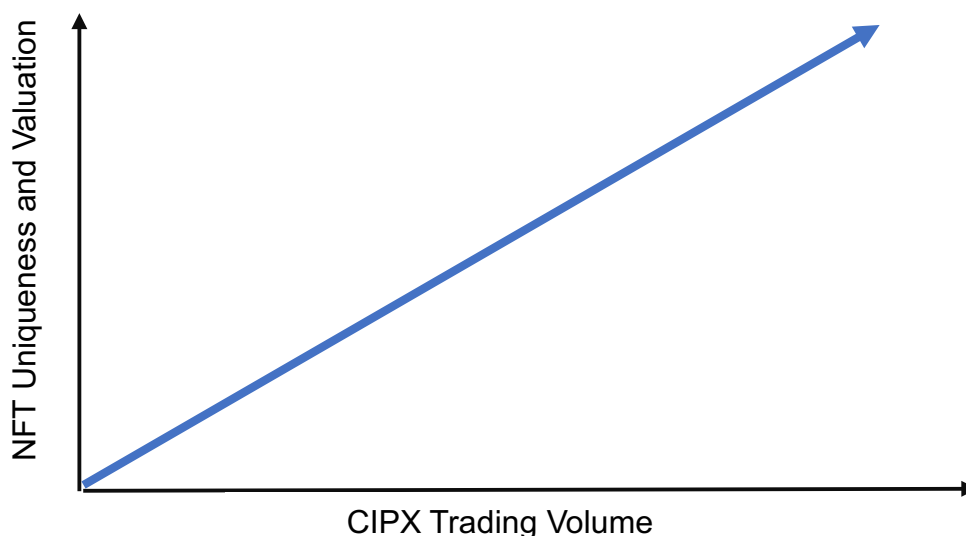
CIPX Tokenomics

Reader reminder: This document is a working draft and subject to continuous change. Please do not distribute to any party.

6. CIPX Tokenomics

Colletrix will be issuing its very own ecosystem token, the Colletrix Token (“**CIPX**”). CIPX is a cryptocurrency supported by the Ethereum network with the ERC-20 standard. Hence, all CIPX-relevant records can be viewed by using Ethereum explorers. As a trading cryptocurrency, CIPX can be used in multiple situations, but it will be primarily and initially utilized to purchase the NFTs issued through the NFT Marketplace.

We aspire to create a subversive ecosystem that will introduce a whole new IP tokenization-transformation business model for the industry. Through IP tokenization, we aim to improve and secure the benefits for IP owners. At the same time, this will attract the addition of major IP owners to expand this ecosystem. With more IP owners participating in this program, the merchandiser will then be able to extend the product range for physical merchandise paired with digital assets. The NFT Marketplace will attract the attention and interest from collectors around the globe. Our large, loyal collector base will enable high trading volume, and enhance market price for CIPX due to high demand--especially because the amount of NFTs and CIPX are capped at a stable amount.



6.1 Colletrix Token Adoption

The CIPX will be adopted in multiple situations, including:



**Crypto-exclusive
special edition
merchandise
purchasing**



**Marketplace
trading**



**NFT priority
purchasing**



Platform payment

6.1.1 Crypto-exclusive special edition merchandise purchasing

CIPX can be used to purchase NFTs on the NFT Marketplace and special merchandise on the Merchandise Marketplace as created by UNDONE and Colletrix. Colletrix will work with UNDONE to launch a series of crypto-exclusive special edition merchandise that can only be purchased with CIPX on the Merchandise Marketplace. Customers will be able to view the total catalogue of the crypto-exclusive merchandise on this marketplace. To purchase these products, customers will need to obtain a wallet which is essential to the trading and holding of the CIPX. After that, they can begin trading for CIPX and purchase the crypto-exclusive merchandise on the Merchandise Marketplace with the listed price of CIPX.

Later on, when users want to create other pieces of physical merchandise in the future using the IP designs of their NFTs*, they will need to spend CIPX for the merchandise production right on the Platform.

**Each NFT will have a hard limit, set in its smart contract, on the number of merchandise that can be produced from it.*

6.1.2 NFT collection and trading

Traders and users can use CIPX to trade on the NFT Marketplace for the unique visualized NFT. Each trade using the CIPX will be rewarded a certain amount of discount on the trading fee as an encouragement to use CIPX.

6.1.3 NFT priority purchasing

The more CIPX a user holds, the higher their name will be on the priority purchase list for future NFT sales. When the valuation for the NFT continuously appreciates, the earlier the users are able to obtain the NFT, the more appreciation they will be able to enjoy.

6.1.4 Gamification: pay-to-play

When gamification elements regarding the NFTs will be introduced by the end of 2019, users must then spend CIPX to participate to play, or to unlock certain rights in the game. These gaming pay-to-play use cases for CIPX are in addition to the fact, stated above, that users will be encouraged to buy and collect NFTs using CIPX only.

6.1.5 Platform payments

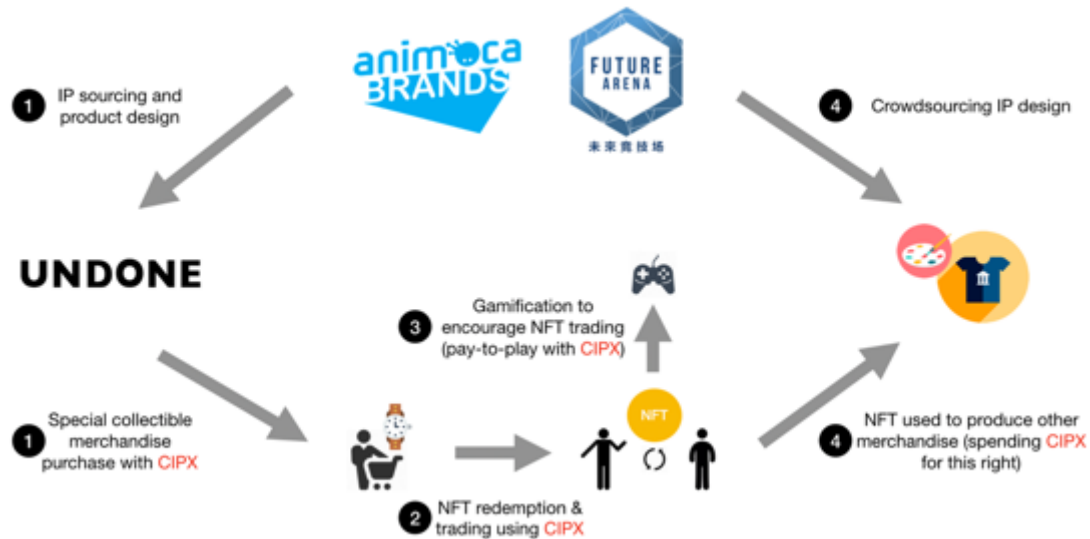
CIPX can be used to settle all other payments on the Platform and the Ecosystem, such as trading or other related fees. Each payment settled with CIPX will receive a certain amount of discount as an encouragement to utilize CIPX. Colletrix intends to expand the Ecosystem in the future that will greatly increase the various utilities of CIPX.

These business models all encourage the demand and circulation of CIPX in the Ecosystem. The different models will be implemented in different stages of the project in the following order (more under Roadmap and Milestones section below):

1. NFT + merchandise sales with UNDONE
2. NFT trading (not tied to physical merchandise sales)
3. Gamification
4. NFT + merchandise sales with other product types (sneakers, gadgets, etc.)

By Q1 2020, we will decouple IP creation and tokenization into NFTs from UNDONE merchandise creation, meaning that all users can freely generate their own designs and digitize these assets on the Platform. Once this happens, we should see an explosion in the number of NFTs created on the Platform, which in turn would lead to more collection and trading. With the increase in activity and volume, we will introduce more gamification elements. Users will then also have more choices to buy their IP designs in NFT form and produce a physical merchandise from it.

CIPX closed loop ecosystem (numbers denote different stages of business model):



6.2 Roadmap and Milestones

Schedule	Deliverables
May 2019	1. Team hiring
June 2019	1 Beta platform and merchandise launch (UNDONE watch tied to NFT, IP tokenization) 2 Initial exchange offering
Q3 2019	1. 1 st IP x Merchandise NFT Marketplace development 2. More UNDONE merchandise plus NFT collectibles
Q4 2019 - Q1 2020	1. Gamification elements to incentivize NFT collection 2. Opening platform to pure IP creation (decoupling merchandise from IP creation, leading to more IPs created and tokenized)
Q2 2020	1. Apply IP merchandising to other products — users must spend CIPX to create merchandise with their NFTs

6.3 IEO Valuation

The initial exchange offering for CIPX will be carried out on different exchange platforms around the world.

IEO total value	US\$ 300,000
Total token supply	20,000,000,000 CIPX
Initial token pairing	USDT

6.4 IEO Schedule

Date	Task
Beginning of March 2019	Project Colletrix announced
April 2019	Colletrix whitepaper formulated
End of April 2019	Colletrix whitepaper published to public
July 2019	Colletrix Beta launch
22 nd July 2019	Private round start
Mid of August 2019	IEO begins
Q3 2019	1 st IP x merchandise launch at Colletrix Marketplace

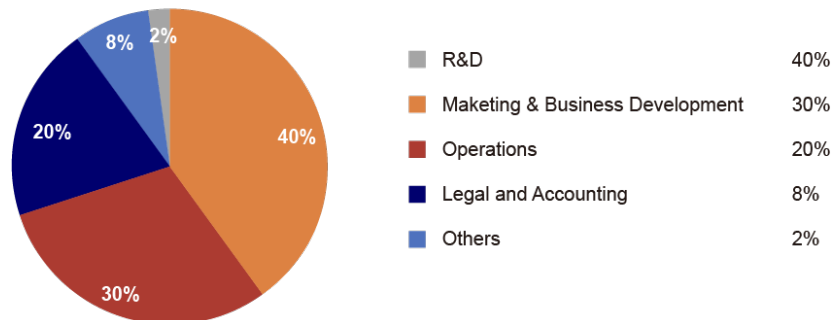
IEO will start from the August 2019, token purchasers can purchase CIPX tokens on a first-come, first-served basis until 120,000,000 tokens are sold. Token purchasers will receive CIPX tokens within 5 working days after the IEO finishes.

6.5 Token Sales and Release Schedule

Target token sales	US \$ 2,445,600
Private sales round	US \$ 2,145,600 (1,200,000,000 CIPX)
IEO round	US \$ 300,000 (120,000,000 CIPX)
Token for sales	1,320,000,000 CIPX
Public float	0.6%
Individual Minimum Cap	US\$ 1000
Individual Cap	US\$ 2,000
Private Round & IEO Vesting Period	Private : At listing 30% / Month 1 release 30% / Month 3 release 40%. IEO : At listing 30% / Month 1 release 30% / Month 3 release 40%

6.6 Funds Management from Token Sales

Funds Management



- 40% of the funds will be reserved for System upgrades, R&D, team expansion.
- 30% of the funds will be used for marketing and ecosystem development. We will develop effective education to cultivate more talent and attract more users to the Platform.
- 20% of the funds will be used for system enhancement and development, including system upgrade, team recruitment, personnel training, etc.
- 8% of the funds will be keep in reserve to cope with legal and accounting purpose.
- 2% of the funds will be reserved to cope with any emergency or possible unexpected situation. .

6.7 Use of Token Reserve

Token Reserve	Use
20%	Early & Crowd Contribution
35%	Marketing and Community Building
20%	Team
20%	Foundation Reserves
5%	Advisors & Agencies



colletrix

07

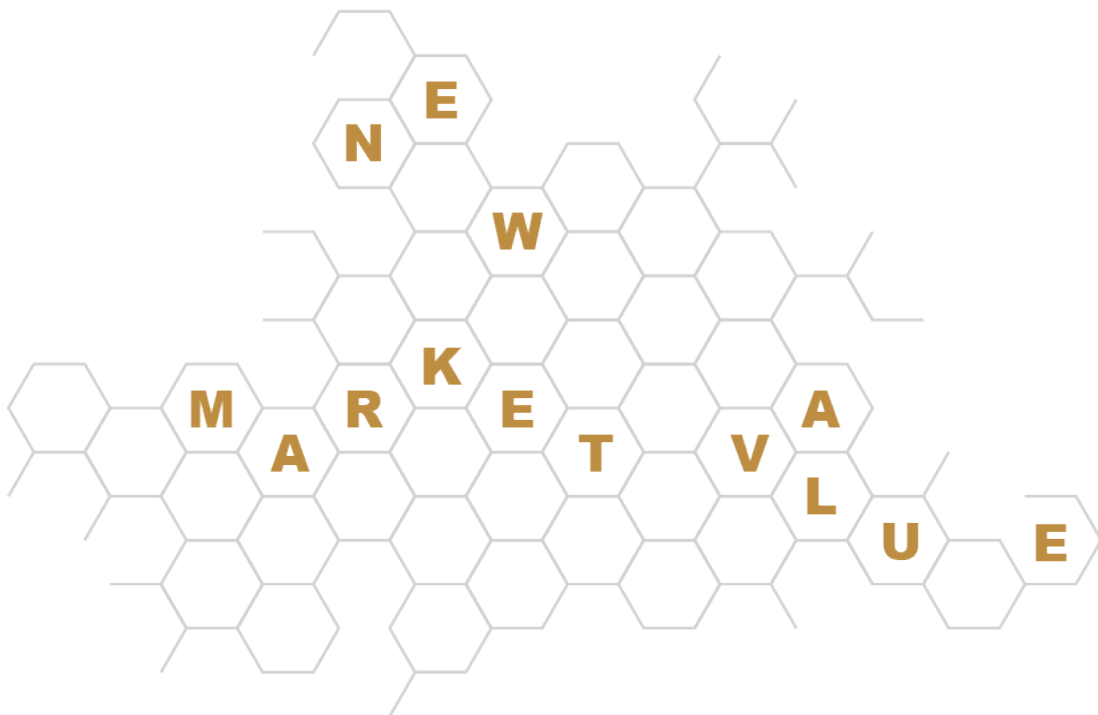
Token Holder Benefits

Reader reminder: change. Please do not distribute to any party.

7. Token Holder Benefits

As there are few existing companies that have currently incorporated blockchain solution at scale to create new market value and revenue source for original IP owners, the Project will be the very first pioneer in the industry. In other words, upon its launch, the Project will be the dominant benefactor of the crossover of blockchain and merchandise production.

The Project is the innovator to instill high tech elements into the collectibles merchandise market. For consumers, the unique NFT will be of a high collectible value and appeal. This program will be more than just a buzz to attract customers. With its attractive value proposition, the NFT digital asset will become a new revenue boost for traditional merchandise sales. In other words, the Project will not only bring in immense possibilities for itself, but also inject innovation and stimulation for the whole merchandise market.

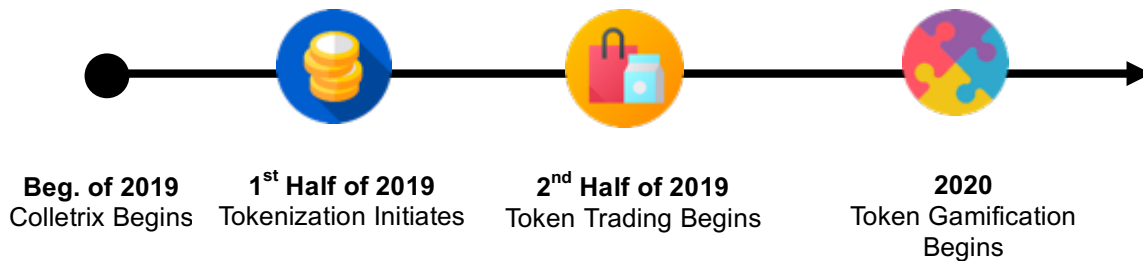


08

Mid-Range Plan

Reader reminder: This document is a working draft and subject to continuous change. Please do not distribute to any party.

8. Mid-Range Plan



8.1 First half of 2019: NFT initiates

Colletrix will begin tokenization in mid-2019. After the beta launch of the NFT paired to physical merchandise, upon the third quarter of 2019 we will be able to issue the CIPX. Holders will be able to use CIPX to purchase the world's first NFT-paired crypto-asset merchandise product. This will mark the beginning of the first initiative to combine the new economy with the old.

8.2 Second half of 2019: NFT trading begins

In the third quarter of 2019, we will launch NFT secondary market trading on the NFT Marketplace, using CIPX initially.

8.3 2020: NFT gamification begins

The third phase of the Project will enable token gamification, supported by our prestigious partner Animoca Brands, who has one of the largest brand portfolios in the industry and whose expertise includes gamification, blockchain, and artificial intelligence. We will provide a captivating token gamification experience for our users. With gamification, the Colletrix user experience will be ultimately enhanced while the NFTs will be even more valuable for collectors and token purchasers.

colletrix

09

Project Team

Reader reminder: This document is a working draft and subject to continuous change. Please do not distribute to any party.

9. Project Team

9.1 Robert Tran: Chairman, CEO & Co-founder

Robert is the co-founder of UNDONE, the world's leading direct-to-consumer customizable watch brand. Robert is also the co-founder and Executive Director of IClick Interactive listed on Nasdaq in 2017 (Nasdaq: ICLK), one of the biggest data-driven programmatic media platforms in Asia Pacific with over 800 million internet consumer data. Previously, he was the Regional Director and VP for Experian Asia Pacific (LON stock code: EXPN), as well as the former Regional Director for Sybase Inc (ERT stock code: SAP). Robert graduated from Boston University with a B.S. degree in Manufacturing Engineering.

9.2 Michael Young: Chief Merchandising Officer & Co-founder

Michael is the co-founder and CEO of UNDONE, the world's leading direct-to-consumer customizable watch brand. The company's products are his brainchild. A world renowned restoration expert and collector of vintage watches, Michael also pioneered the restoration of vintage bracelets. Known as the "Rolex Band Magician," he founded his workshop under www.classicwatchrepair.com. He had also been supplying parts and packaging directly to top Swiss watch brands such as Omega, Frank Muller, Hublot, Audemars Piquet and more, and has an extensive high quality supplier network in Europe and Asia.

9.3 Raymond Hung: Chief Marketing Officer & Co-founder

Raymond has spent the last 25 years in the IT and high tech industry, serving different roles and corporations. His experience spans startups, e-commerce and high tech enterprises. For more than 10 years, he spent his time with Microsoft as the Head of Windows and Surface business groups. Before that he also held different roles in a number of high tech enterprises such as Sybase, HP and IBM. Raymond has been CTO of UNDONE since 2014.

9.4 Comver Liang: Chief Architect

Comver is a serial entrepreneur and tech architecture expert. Having started coding at the age of 9, he became a distributed content expert, with nearly 10 years of coding experience in social media and e-commerce system design and architecture. He was a founding partner at Yanzee Media Co., Ltd., a tech and new media firm in China which served the likes of Richemont, Movado and China Telecom.

9.5 Joe Szeto: Chief Developer

Joe is the Chief Developer of UNDONE. With more than 10 years of experience in the high tech industry, Joe has worked in different software development companies and has served more than 100 different businesses all over Asia. He has built dozens of website and apps from scratch. With previous experience in HTML5, web and app development, Joe has recently focused on machine learning, AR and blockchain technology.



colletrix

10

Advisory Team

Reader reminder: This document is a working draft and subject to continuous change. Please do not distribute to any party.

10. Advisory Team

10.1 Bryan Wu

Bryan is a co-founder of BITWORK with more than 15 years of strategic investment experience in primary and secondary markets, focusing on high end technology, real estate and the agricultural sector. He was previously a Director of Finance at a private equity firm, responsible for business analysis and executive management.

10.2 Henry Yu

Henry is the founding partner of L&Y LAW OFFICE and HENRY YU & ASSOCIATES. Henry has over 16 years of legal experience. Over recent years, he has been focusing on blockchain and cryptocurrency industry. Henry is a member of the Innotech Committee (a.k.a. the Technology Committee), he has also been appointed as: Hon. Legal Advisor to the Hong Kong Federation of Innovation and Invention; Hon. Legal Advisor to the Institute of Financial Technologists of Asia; and Hon. Legal Advisor to the GHM-Greater Bay Area TECHFIN Association.

10.3 Gin Takashi Mizuoka

Gin is the co-founder and Chief Digital Officer of UNDONE. He is also the Chief Digital Officer of Inforich, the largest battery-sharing service in Japan. A serial entrepreneur with multiple tech startups in China and Japan, Gin is fluent in English, Chinese and Japanese.

10.4 Yat Siu

Mr. Siu is the founder and CEO of Outblaze Limited, a conglomerate of companies focused on cloud software, AI, blockchain, and smartphone software. In 2009 he sold Outblaze's messaging division to IBM and successfully pivoted Outblaze to digital entertainment services and products. Mr. Siu is a director for TurnOut Ventures Limited, a partnership between Outblaze and Turner Entertainment that brought to prominence the hugely popular emoticon character Tuzki, and he is co-founder and chairman of Animoca Brands, a global developer leveraging popular brands, AI, blockchain, and mobile technology to make engaging games. In 2017 he set up the Dalton Learning Lab, an development lab that emphasizes divergent thinking and design thinking. Mr. Siu has earned numerous accolades including Global Leader of Tomorrow at the World Economic Forum, and Young Entrepreneur of the Year at the DHL/SCMP Awards. He is a supporter of various NGOs and serves on the board of directors for the Asian Youth Orchestra.

10.5 Ethan Law

Ethan is a well known digital entrepreneur, expert and digital pioneer in China with more than 10 years experience in digital start up and national enterprises. As a founder and CEO of Future Arena, and the Asia partner of Wyscout, Ethan founded the sports IP incubation and commercialization digital company Future Arena in 2016. Prior to that, Ethan was the Digital General Manager of Hearst China, one of the biggest media enterprises worldwide, overseeing all brands' digital content, product, technology, operations, sales and business development including ELLEChina, MarieClaireChina, ELLEMEN, Car And Driver, ELLE Decoration, Femina and ELLESHOP. Ethan successfully transformed a traditional media from just print to digital driven media corporate, driving 130% growth of revenue and 3,900% growth of margin in 3 years' time. Hearst Digital received a lot of recognized awards which proved the

transformation success of the company. Ethan was also previously the Director and founding team member of IClick Interactive listed on Nasdaq in 2017 (Nasdaq: ICLK), one of the biggest data-driven programmatic media platforms in Asia Pacific with over 800 million internet consumer data.

10.6 Ricky Ng

Ricky is Co-founder and CEO of Bitsdaq, one of the world's leading crypto exchange platform. He also is the Chairman and founder of i-House.com and i-House Token (IHT), one of the first blockchain real estate cloud platforms in the world. Prior to founding i-House, Ricky also co-founded IClick Interactive (Nasdaq: ICLK), one of the largest digital advertising platforms in the greater China area, achieving an annual GMV of over RMB 1 Billion. IClick completed its IPO with an initial market cap of over US \$400 million.



colletrix

11

Company Background

Reader reminder: This document is a working draft and subject to continuous change. Please do not distribute to any party.

11. Company Background

11.1 UNDONE

Established in 2014 in Hong Kong, UNDONE is the world's leading custom watch label. Having built a sturdy and reliable foundation in the watch industry, UNDONE is ready to bring the whole industry into a new era with the enhancement of cutting-edge blockchain technology.

UNDONE

In 2018, UNDONE joined the Bitwork Accelerator Program that aims to support projects with adopting blockchain technology into their business. The Bitwork Accelerator team has since been providing blockchain business solutions to UNDONE for the exploration and creation of new market value.

11.2 Bitwork

Bitwork Accelerator is a program for blockchain companies of all stages which helps to match all kind of specific



resources in the private and public sector. It devotes itself to providing corporate-level blockchain business solutions and acceleration. Bitwork Accelerator will be focusing on every angle to help all industries locate the shortfalls in the conventional economic model, seek new opportunities and enter a new economic model with blockchain technology.

11.3 Animoca Brands

Animoca Brands (ASX: AB1) leverages gamification, blockchain, and artificial intelligence technologies to develop and publish a broad portfolio of mobile products including games such as The Sandbox, Crazy Kings, and Crazy Defense Heroes as well as products based on popular intellectual properties such as Garfield, Snoopy, Thomas & Friends™, Ever After High and Doraemon. Animoca Brands is the exclusive China distributor of CryptoKitties. The Company is based in Hong Kong, Canada, Finland, and Argentina.



11.4 Future Arena

Future Arena is a digital pioneer in sports IP development and commercialization, cultivating sports IP fanbases and bridging sports brands with their IP partners' large Chinese fanbase. Their goals are developing IP, creating business models and sharing profit together with the IP owners, including the likes of UEFA Champion League, La Liga, Manchester City, AC Milan, Real Madrid, Schalke 04, Filippo Inzaghi, Claudio Marchisio, Graziano Pelle and more.



In addition, Future Arena is the exclusive partner in Asia with Wyscout, the world's biggest digital football video data scouting platform, helping Asian professional football leagues, clubs and academies on improving team performance and scouting efficiency. Future Arena has three offices: the headquarters in Shanghai, one branch office in Beijing and one in Hong Kong.



colletrix

12

Risks

Reader reminder: This document is a working draft and subject to continuous change. Please do not distribute to any party.

12. Risks

Numerous risk factors may be involved in this token sale, as well as the future development, maintenance and running of Platform and the Ecosystem. Some of these risks are beyond our control and our liability is limited as set out in the Disclaimer section. All purchasers should comprehend, consider and evaluate carefully the risks as stated below in addition to any other available information before committing to the purchase of CIPX and/or NFTs.

All purchasers should pay particular attention to the fact that the CIPX and NFTs do not have any specific physical presence, save for the merchandises. In addition, the legal and regulatory position of the CIPX and NFTs may vary depending on the facts and circumstances. They may, therefore, fall within the purview of one or more jurisdictions, at least to some extent; and the legal and regulatory implications may therefore be unexpected.

Participation in the purchase of CIPX and NFTs shall be taken as an action after careful and prudent analysis and evaluation, and will be considered as the relevant purchaser having been fully informed, advised and are willing to bear all associated risks.

12.1 Amendment or Termination of the sale of CIPX and NFTs

At the debuting date of the Whitepaper, we are still seeking legal advice on a number of matters including but not limited to the governance structure, operational plan and the sale process. Pending such advice, some or all aspects of the Whitepaper and other materials may need to be amended, as announced on the Website. Purchaser should be aware of the risks associated with any possible changes, which may have adverse effects on the utility and legitimacy of the CIPX and NFTs.

12.2 Token Risk

Holders of the CIPX and the NFTs will not be entitled to any dividends or distributions by Colletrix, the Platform and/or the Ecosystem nor are they empowered with any management rights over the Platform and the Ecosystem.

12.3 Project Risk

Same as any project, the development and execution of CIPX and NFTs may have the risk of delay or even failure. Although the core team has a good record in research and development and business management experience, this is not a guarantee for absolute success. The team will strive to implement milestones outlined in the project roadmap and will release our progress and challenges as transparently as possible.

12.4 Digital Coin Risk

The volatility of digital coin may be dramatic. Please do not buy CIPX and NFTs over the amount of risks you can accept. The best thing to do is to diversify your portfolio and make digital coin a reasonable part of your assets portfolio. This, however, does not constitute an investment advice. Like any blockchain projects, please take the time to understand our projects and visions. Our goal is for purchasers and like-minded people to actively participate in our open research platform pursuant to their interest.

12.5 Regulatory Risk

Cryptographic tokens may be overseen by the legal and regulatory authorities of a number of jurisdictions globally. The CIPX and NFTs may receive notices, queries, warnings, requests or rulings from one or more authorities upon short notice, or may even be ordered to suspend or terminate any action in connection with the token sale as a whole without prior notice. Moreover, many aspects of the token sale also involve untested areas of law and regulation, and could be subject to new legislations or regulations. Therefore, their legal and regulatory outcome in all relevant jurisdictions is not possible to predict. The planning, development, marketing, promotion, execution or otherwise of CIPX and NFTs or the token sale may be seriously affected, hindered, postponed or terminated as a result of such new laws and/or regulations. Since regulatory policies can change with or without prior notice, any existing regulatory permissions for or tolerance of CIPX and NFTs or the token sale in any jurisdiction may be withdrawn without warning. CIPX and NFTs could be deemed, from time to time, as a virtual commodity, a digital asset or even as money, securities or currency in various jurisdictions and therefore could be prohibited from being sold, purchased, traded, distributed or held in certain jurisdictions pursuant to local regulations. In turn, CIPX and NFTs could be deemed to be a regulated or restricted product.

There is no guarantee that CIPX and NFTs and we can maintain any particular legal or regulatory status in any particular jurisdiction at any time.

The regulatory environment for blockchain and cryptocurrency is still at an early stage of development. We will do our utmost to comply with the development of all legal and regulatory policies, but we cannot foresee how the regulations will affect our project and platform development.

We will strictly comply with relevant laws and regulations, including, but not limited to, real estate, finance, securities and other related laws and regulations. In the presence or occurrence of relevant registration, approval, filing and other procedures, we will strictly follow the guidance to perform the relevant procedures. At the same time, we will strictly comply with the current laws and regulations relating to promoters' restrictions and foreign exchange control.

In any area where we carry out the relevant blockchain business, we will comply with local laws and regulations, including, but not limited to, registration, approval, filing and other related procedures.

In addition, there may be other regulatory requirements in relation to the services available on the Platform, such as licensing. We cannot guarantee such licenses would be granted but we will use our best effort to obtain any necessary license in order to comply with any regulatory requirements.

12.6 Limited Availability of Sufficient Information

The CIPX and NFTs is still at an early development phase as of the date of this Whitepaper. Its governance structure, fees, purpose, consensus mechanism, algorithm, code, infrastructure design and other technical specifications and parameters may be updated and changed frequently without notice. While the Whitepaper contains the key information currently available in relation to CIPX and NFTs, it is subject to adjustments and updates from time to time, as announced on the Website. Purchasers will not have full access to all the information relevant to CIPX and NFTs. Nevertheless, given the nature of the CIPX, NFTs and the Platform, it is anticipated that significant milestones and progress reports will be announced on the website, together with purchase options as applicable.

12.7 Immediate Use of token sale Proceeds and No Refund Policy

We will operate with limited funding at our initial stage and will therefore rely heavily on the token sale proceeds raised in the token sale in order to operate and develop the CIPX and NFTs. By purchasing the CIPX, you acknowledge that we shall be entitled to utilize the proceeds raised immediately and, in the event that the development of the CIPX and the NFTs is terminated for whatever reason, you will not be entitled to refund the part of the proceeds that were spent already.

12.8 Cryptographic Protection Measure

Cryptography is evolving and there is no guarantee of absolute security. Advancement in cryptography technologies and techniques, including but not limited to code cracking, the development of artificial intelligence and/or quantum computers, could be identified as risks to all cryptography-based and/or blockchain based systems including CIPX, NFTs and the Platform. When such technologies and/or techniques are applied to CIPX and NFTs, adverse outcomes such as theft, loss, disappearance, destruction, devaluation or compromising of CIPX and NFTs may result. The security of CIPX, NFTs and the Platform cannot be guaranteed as the future of cryptography or security innovations is unpredictable.

12.9 Abandonment or Developmental Failure

Due to the technical complexity of the CIPX and NFTs, difficulties may rise from time to time, which may be unforeseeable and/or unresolvable. According so, the development of CIPX and NFTs could fail, terminate or be delayed at any time for any reason (including but not limited to a lack of funds). Development failure or termination may render CIPX and NFTs not transferable, reduced or no utility whatsoever, and/or obsolete.

12.10 Theft of Token Sale Proceeds

There may be attempts to steal the Token sale proceeds. Such theft or attempted theft may impact our ability to fund the development or maintenance of CIPX, NFTs and the Platform. While we will endeavor to adopt the best industrial practices to keep the Token sale proceeds safe (including but not limited to the use of cold storage and multi-signature authentications), successful cyber thefts may still occur.

12.11 Flaws in the Source Code

While we adopt quality assurance procedures to best ensure the source codes as accurately as possible to reflect their intended operation, the flawlessness of the source codes cannot be guaranteed. They may contain bugs, defects, inconsistencies, flaws or errors, which may cause disability to certain functionality, create vulnerabilities or cause instability. Such flaws may compromise the predictability, usability, stability, and/or security of the CIPX, NFTs and the Platform. Open source codes rely on transparency to promote community-sourced identification and solution of problems within the code.

12.12 Unauthorized, decentralized and autonomous ledger

The CIPX and the NFTs are being developed to serve various distributed ledger systems including but not limited to Ethereum, which are unauthorized protocols that could be accessed and used by anyone. In addition to the use of decentralized ledgers, we intend to make use of supporting technologies that also operate on decentralized ledgers. The utility and integrity of the CIPX and the NFTs rely on the stability, security and popularity of these decentralized ledgers. CIPX and NFTs are envisaged to be an open, decentralized community and its composition can include users, supporters, developers, CIPX and NFTs holders and other participants worldwide who may or may not be connected with us in any manner. Given the diversity of the underlying technologies, the CIPX and NFTs are intended to be decentralized and autonomous in nature as far as its maintenance, governance and evolution are concerned.

12.13 Compromised Security

The Platform is built upon open source software and unauthorized decentralized distributed ledgers including but not limited to Ethereum. Accordingly, anyone may intentionally or unintentionally compromise the core infrastructural elements of Platform and its underlying technologies. This may consequently result in the loss of any digital tokens held in any wallet and may cause the utility of CIPX and NFTs to fall.

12.14 “Distributed Denial of Service” Attacks

As an open source project, the Platform is connected to a number of public and unauthorized systems and therefore may suffer cyber-attacks, including “distributed denial of service” at any time. These attacks may temporarily or permanently impair, stagnate or paralyze the network of the Platform system. This may result in delays to the recording of transactions or inclusion of transactions in the blocks of the relevant blockchain. In severe cases, the Platform may also become unusable for an extensive and undefined period of time.

12.15 Inadequacy of Processing Power

The ramp up of the Platform and the Marketplace may be accompanied by sharp increases in transaction numbers and demand for processing power. If the demand for processing power outgrows that forecasted, the network of the Platform and the Marketplace could be destabilized and/or stagnated. This may create opportunities for fraudulent activities including but not limited to false or unauthorized transactions (such as “double-spending”) to arise. All these may adversely impact the usability, stability and security of the Platform and the Marketplace.

12.16 Unauthorized Claim of tokens

CIPX and NFTs can be claimed in bad intention by any person who successfully gains access to the holder's wallet, email or if applicable, the purchasers account they have registered on the Website. This can be as a result of deciphering or cracking the holder's password or private key, phishing scams and/or other hacking techniques. Subsequently, these CIPX and NFTs may be sent to anyone and such remittance is not revocable or reversible. It is recommended that all holders should take appropriate security measures to safeguard their wallets (including but not limited to the use of two-factor authentication). Each holder is responsible for the security of their wallet and email on the Website at all times.

12.17 Loss of Private Key

The loss or destruction of a private key will permanently and irreversibly deny the holder access to their CIPX and NFTs. CIPX and NFTs are controlled only by the validation of both the relevant unique public and private keys through the local or online wallet. While it is recommended that all holders protect and securely store their private keys, each holder is responsible for safeguarding the private keys applicable to their own wallets.

12.18 Forking

The CIPX is developed on the Ethereum blockchain, which is an open source protocol. Once released to the open source community, anyone may develop a patch or upgrade for the source code of Ethereum without prior permission by anyone else. The acceptance of patches or upgrades by a significant, but not necessarily overwhelming percentage of the Ethereum holders could result in a "fork" in the Ethereum blockchain.

The temporary or permanent existence of forked blockchains could adversely impact the operation of Platform, the Marketplaces and the utility of CIPX. Such a fork can undermine the sustainability of Ecosystem, and may destroy or frustrate the Platform and the Marketplace. While a fork in the blockchain could possibly be rectified by community-led efforts to re-merge the two separate branches, success is not guaranteed and could take an undetermined amount of time to achieve.

12.19 Popularity

The utility of CIPX is dependent on the popularity of the Platform and the Marketplace. CIPX may not be popular, prevalent or widely distributed after the sale. CIPX may remain marginalized in the long run, appealing to only a minimal fraction of users. Also, it may be the case that speculators could end up being key drivers of CIPX demand. An absence of active users or low level of utilization may negatively affect the long-term development and future of the Platform, the Ecosystem and the Marketplace, and reduce or obviate the utility of CIPX.

12.20 Market Liquidity

After the sale, we are not responsible for the subsequent circulation and trading (if any) of CIPX. CIPX is not money, legal tender or currency, fiat or otherwise, issued by any individual, entity, central bank or national, supra-national or quasi-national organization, nor is it backed by any type or quantity of assets, property or credits, nor does it represent any entitlement to any distributions of profits, dividends, or any other returns or payments of any kind. The utility of CIPX is solely based on the views expressed by buyers and sellers. We have no obligation nor anyone else to redeem, repurchase or acquire any CIPX from any holder. There is no guarantee or assurance that there may be a market where holders may readily trade CIPX.

12.21 Price Volatility

The circulation of CIPX and NFTs is not our responsibility, and we will not support or otherwise facilitate the secondary trading of CIPX. As a result, CIPX may not circulate freely or widely, and may not be listed on any secondary markets.

Many cryptographic tokens have volatile prices. Even if CIPX and NFTs do circulate on secondary markets, large fluctuations in price over short timeframes may occur. Such fluctuations could result from market dynamics (including but not limited to speculations), regulatory changes, technical advancements, exchange availabilities and other factors that impact the equilibrium between token supply and demand.

12.22 Colletrix's Exposure to Cryptographic Tokens

After the completion of this sale, we expect that a certain portion of the proceeds may be converted into and/or held in other cryptocurrencies or cryptographic utility tokens. For the avoidance of doubt, no holder has any right, title or interest in any such cryptographic tokens.

12.23 Conflict of Interests

As the initial supplier and architect of the Platform, the Marketplace, CIPX and NFTs, we have substantial influence in the set-up, governance and initial operations of the Platform and the Marketplace. We may undertake its activities, and exercise applicable rights, powers and remedies, even if this involves an actual or perceived conflict of duty, or any person has a personal interest in their exercise.

12.24 Potential Concentrated Ownership of CIPX and NFTs

Immediately after the completion of the sale, a number of individuals, including but not limited to the directors, advisors and early our early backers may directly or indirectly own significant proportion of total available CIPX. These significant holders may, acting alone or in concert, not necessarily make decisions, such as holding most of the CIPX to themselves, that are in the best interests of the other holders or the wider Ecosystem as a whole.

12.25 Potential Competitors

The underlying infrastructural systems of the Platform and the Marketplace will utilize public decentralized ledger which are open source in nature. Therefore, anyone can copy, replicate, change, enhance, reproduce, re-engineer, modify, reprogram or otherwise utilize the source code and/or underlying protocol of the Platform and the Marketplace. We cannot guarantee the prevention of competitors from entering the market with similar technology. Should this happen, such competitors may consequently compete with or even outperform the Platform and the Marketplace, and may render them obsolete. There have been and will continue to be a number of competing blockchain-based platforms that dedicate significant human, information technology and financial resources to the creation and deployment of various decentralized applications and/or smart contracts.

12.26 Third Party Developers and Suppliers

By virtue of its decentralized factor, the Platform and the Marketplace will aggregate systems and contents from third parties. These will be provided by third parties, including users of the CIPX, or shall be from other decentralized ledger projects or open source technologies. Some or all of these third-party applications, programs or services may connect into or be set up on the Platform and the Marketplace which are beyond our restriction, vetting, authorization or control. We neither intend nor have the capabilities to act as an authority to scrutinize to any extent any applications, programs or services to be developed on, connected to or otherwise associated with the Platform and the Marketplace.

12.27 Potential Misuse of CIPX, its Technologies and Brand

Services or programs which may be banned, restricted or deemed immoral in certain jurisdictions, such as gambling, betting, sweepstake, pornography, terrorism, hate crime and otherwise, could take advantage of the unauthorized nature of CIPX to develop, promote, market or operate. Regulators of a number of jurisdictions may accordingly take administrative or judicial actions against such programs, applications, services or even the relevant developers or users thereof. Any penal action, sanction, crackdown or other regulatory effort made by any government, quasi-government, authority or public body (including but not limited to any regulatory body of any jurisdiction) may significantly deter existing or potential users away from using CIPX or holding CIPX. In such circumstances, the prospects and viability of CIPX may be negatively impacted. There is no guarantee that the CIPX will be free from all inappropriate, illegal or immoral use at any time.

12.28 Privacy and Data Retention Issues

As a part of the sale, the KYC processes and the subsequent operation of the Colletrix, we may collect personal information from purchasers. The collection of such information is subject to applicable laws and regulations. All information collected will be used for purposes of sale and operations of the Colletrix, thus it may be transferred to contractor, service providers and consultants worldwide as appointed by us. Apart from external compromises, we and our appointed entities may also suffer from internal security breach whereby their employees may misappropriate, misplace or lose personal information of purchasers. We may be required to expend significant financial resources to alleviate problems caused by any breaches or losses, settle fines and resolve inquiries from regulatory or government authorities. Any information breaches or losses will also damage our reputation, thereby harming our long-term prospects.

12.29 General Risks Relating to the Use of the Internet or Other Electronic Medium

Without limiting the foregoing risks, any communication or transaction via or information (including any document) transmitted via the internet or other electronic medium involves risks and by participating in the sale or utilizing the CIPX, you acknowledge that you understand and accept the following risks:

- We and/or Third Parties may use such authentication technologies as we deem appropriate. No authentication, KYC or computer security technology is completely secure or safe. You agree to bear all risks of unauthorized access/use, hacking or identity theft.

- The internet or other electronic media (including without limitation electronic devices, services of third-party telecom service providers such as mobile phones or other handheld trading devices or interactive voice response systems) are an inherently unreliable form of communication.
- Any information (including any document) transmitted, or communication or transactions made, over the internet or through other electronic media (including electronic devices, services of third party telecom service providers such as mobile phones or other handheld trading devices or interactive voice response systems) may be subject to interruption, transmission blackout, delayed transmission due to data volume, internet traffic, market volatility or incorrect data transmission (including incorrect price quotation) or stoppage of price data feed due to the public nature of the internet or other electronic media.

As a result of such unreliability:

- there may be time-lags, delays, failures or loss of data or loss of confidentiality in the transmission of data and receipt of communications; and
- while we may believe certain data to be reliable, there may be no independent basis for it to verify or contradict the accuracy or completeness of such data.

This is not an exhaustive list of all the consequences arising from such unreliability.

- Purchasers are solely responsible for preventing anything which may be harmful to any equipment that they use in connection with CIPX, NFTs, the Platform or the Marketplace (including any computer virus, malicious program or harmful component) from affecting any such equipment, regardless of whether it originated in connection with CIPX, NFTs, the Platform or the Marketplace.

12.30 Tax Matters Relating to Colletrix's Operations

Tax laws and regulations are highly complex and subject to interpretation. Consequently, we may be subject to changes in tax laws, treaties and regulations. Our income tax expense is based upon its interpretation of the tax laws in effect at the time when the expense was incurred. A change in these tax laws, treaties or regulations, or in the interpretation thereof, which is beyond our control, could result in a materially higher tax expense, which in turn may limit the financial resources available to us. Also, as we actively solicit interests for the sale in multiple jurisdictions, such solicitations may lead to increased tax exposures.

In addition, our tax payments may be subject to review or investigation by tax authorities from time to time. If any tax authority successfully challenges our operational structure, or if we lose a material tax dispute, or any tax challenge of our tax payments is successful, our tax liabilities could increase substantially and our financial resources could be adversely impaired.

12.31 Tax Matters Relating to Participation in the sale

Participation in the sale may have tax reporting implications and liabilities for purchasers from certain jurisdictions. Such liabilities shall be borne by the purchasers alone and all purchasers are advised to consult their tax advisors prior to participating in the sale.

12.32 Incomplete Information Regarding Colletrix

Participation in the sale may have tax reporting implications and liabilities for purchasers from certain jurisdictions. Such liabilities shall be borne by the purchasers alone and all purchasers are advised to consult their tax advisors prior to participating in the sale.

12.33 Further sales and development and sale of additional tokens

We may, from time to time, and without prior notice or consultation, sell additional CIPX outside of the sale from Colletrix's reserve. Further, we may develop and sell additional CIPX and NFTs, or otherwise raise funding for the Colletrix, the Platform and the Marketplace through any other means it deems necessary. Purchasers will not necessarily receive notice of the sale of additional CIPX and NFTs or of any other tokens or fundraising means. Participation in the sale may have tax reporting implications and liabilities for purchasers from certain jurisdictions. Such liabilities shall be borne by the purchasers alone and all purchasers are advised to consult their tax advisors prior to participating in the sale.



colletrix

13

Disclaimer

Reader reminder: This document is a working draft and subject to continuous change. Please do not distribute to any party.

13. Disclaimer

PLEASE READ THE ENTIRETY OF THIS SECTION CAREFULLY. NOTHING IN THIS WHITEPAPER CONSTITUTES INVESTMENT, LEGAL OR BUSINESS ADVICE AND YOU SHOULD CONSULT YOUR OWN ADVISOR(S) BEFORE ENGAGING IN ANY ACTIVITY IN CONNECTION WITH THE PURCHASE OF THE CIPX AND NFTS. NEITHER COLLETRIX AND CIPX, ANY OF THE MEMBERS NOR ANY SERVICE PROVIDERS WHO HAVE WORKED ON THE PROJECT (HEREINAFTER REFERRED AS THE **COMPANY**) IN ANY WAY WHATSOEVER SHALL BE LIABLE FOR ANY KIND OF DIRECT OR INDIRECT DAMAGES OR LOSSES WHATSOEVER WHICH YOU MAY SUFFER IN CONNECTION WITH ACCESSING THIS WHITEPAPER, THE WEBSITE / (THE **WEBSITE**) OR ANY OTHER WEBSITES OR MATERIALS PUBLISHED BY THE COMPANY.

We do not make, and hereby disclaim, any representation or warranty with respect to the CIPX, NFTS, the Platform and the Marketplace (such as merchantability or fitness for particular purposes), except those expressly specified in this Whitepaper. Each purchaser's decision to participate in the sale and purchase any CIPX and NFTs shall be made based on his/her own knowledge of CIPX and NFTs and the information disclosed in this Whitepaper. Without prejudice to the generality of the foregoing, each purchaser will, upon the launch of the CIPX and the NFTs, , accept CIPXs and NFTs on an "as is" basis, irrespective of the technical specifications, parameters, performance or function thereof.

- any malfunction, breakdown, collapse, rollback or hard-forking of the original public chain that CIPX and NFTs relies on;
- failure of CIPX and NFTs to meet any specific purpose, or its unfitness for any specific use;
- utilization of the proceeds raised through the sale;
- failure to promptly and completely disclose any information relating to the development of the Platform and the Marketplace;
- any purchaser's divulgence, loss or destruction of the private key to his/her wallet for cryptocurrency or cryptographic (in particular the private key to the CIPX and NFTs wallet);
- any default, breach, infringement, breakdown, collapse, service suspension or interruption, fraud, mishandling, misconduct, malpractice, negligence, bankruptcy, insolvency, dissolution or winding-up of any third-party crowdfunding platform or exchange for CIPX or NFTs;
- any difference, conflict or contradiction between this Whitepaper and the agreement between any purchaser and any third-party crowdfunding portal;
- trading or speculation of CIPX and NFTs by any person;
- listing or delisting of CIPX and NFTs on or from any exchange;
- CIPX and NFTs being classified or treated by any government, quasi-government, authority or public body as a type of currency, securities, commercial paper, negotiable instrument, investment instrument or otherwise that results in it being banned, regulated or subject to certain legal restrictions;
- Any damage, loss, claim, liability, punishment, cost or other adverse impact that is caused by, associated with, in connection with, incidental to or relevant to the risk factors disclosed in this Whitepaper.

13.1 Notice to Residents of the United States

The offering and selling of this token have not been registered under the U.S. Securities Act of 1933, as amended (the “Securities Act”), or under the laws of certain states as this token should not be taken as securities. This token may not be offered, sold or otherwise transferred, pledged or hypothecated, except as permitted under the act and applicable state laws pursuant to an effective registration statement or an exemption therefrom.

13.2 Notice to Residents of Canada

Unless permitted under legislation, the holder of this token must not trade the token before the date that the issuer becomes a reporting issuer in any province or territory of Canada.

13.3 Notice to Residents of China

The tokens are not being offered or sold and may not be offered or sold, directly or indirectly, within the People’s Republic of China (for such purposes, not including the Hong Kong and Macau Special Administrative Regions or Taiwan), except as permitted by the laws and regulations of the People’s Republic of China.

13.4 Notice to Residents of the United Kingdom

In the United Kingdom, this document is being distributed only to, and is directed only at: (i) investment professionals (within the meaning of article 19(5) of The Financial Services and Markets Act 2000 (Financial Promotion) Order 2005 as amended (the “FPO”)); (ii) persons or entities of a kind described in article 49 of the FPO; (iii) certified sophisticated investors (within the meaning of article 50(1) of the FPO); and (iv) other persons to whom it may otherwise lawfully be communicated (all such persons together being referred to as “Relevant Persons”).

13.5 Notice to Residents of Other Countries

All purchasers must ensure that they are permitted by the laws of their countries to purchase CIPX and NFTs. We will only ensure that CIPX and NFTs are legal and compliant with the law of the issuing country but will not ensure all other countries adopt or use similar laws, especially in the event that the purchaser use other methods to avoid relevant laws or intentionally hide from any relevant legislations. We will not be liable for such situation.

This document has not been approved by an authorized person. Any information to which this document relates to is available only to a relevant person. This document is only for relevant persons and non-relevant persons shall not take any action based on this document nor should he/she/they rely on it. It is a condition of you receiving and retaining this document that you warrant to us, its directors, and its officers that you are a relevant person.

Our social media and e-mail platform are places where we encourage interaction, discussion, organization and participation between users of the community, in cases that anyone is interested in our product.

Whilst we make reasonable efforts to monitor and administrate participation to ensure that discussions are related to products that are made available in the community, there may be situations where we are not in a position to monitor all statements, comments and views made by every user. We ask that you are respectful in your comments and behaviors. We reserve the right to remove anything we deem to be abusive or personally offensive, material that is unlawful, obscene, defamatory, threatening, harassing, abusive, slanderous, hateful or embarrassing to any other entity or person, third party advertising, chain letters or “spams”. Please be aware that anything posted may potentially be read by thousands (or hundreds of thousands) even years from now. Therefore, users should exercise cautions when posting on any of our social media sites.

We also reserve the right to terminate involvement by users who post such content.

The views and opinions expressed on any social media sites of ours do not necessarily represent our opinion. Therefore, we cannot be held responsible for the accuracy or reliability of information posted by external parties. Any information posted on any of our social media platforms should not be considered as financial, legal, accounting or other professional advice.

For your safety, never include your phone number, email, address or other personal information in a post. Your comments are visible to all.

We are not responsible for such losses or failures. Purchasers of cryptographic tokens run a great risk of incurring losses and damages as a result of purchasing any cryptocurrencies and/or cryptographic tokens. Purchasers accept and declare that they are willing to undertake this risk. The damages may include loss of all funds/contribution and also any other expenses that the Purchaser has made.

Before deciding to buy any cryptocurrencies or cryptographic tokens, purchasers should carefully consider their level of experience and risk appetite. The possibility exists that a purchaser could sustain a loss of some or all of their monies and therefore all purchasers should not send monies that they cannot afford to lose. Purchasers should be aware of all the risks associated with virtual commodities and seek advice from an independent financial adviser in case of doubt. Furthermore, there may be risks that are not disclosed in our services and products. Purchasers should use extreme consideration and be conscious of assessing their financial situation and tolerance for risks before engaging in activities involving the purchase of virtual commodities.

Any opinions, news, research, analyses, prices, or other information contained in this Whitepaper, our services and products are merely general product/market commentary and does not constitute financial advice from us. We will not be accountable for any loss or damage, including without limitation to, any loss of profit, which may arise directly or indirectly from use of or reliance on such information, or on any recommendation.

The contents of any report provided should not be construed as an express or implied promise, guarantee or implication that purchasers will profit from the strategies herein or as a guarantee that losses in connection therewith can, or will be limited.

To the best of our knowledge, the information contained herein is accurate and reliable as of the date of the service or product we provide; however, we do not assume any liability whatsoever for the accuracy and completeness of the information contained therein. Large amount of the information is obtained from third party sources which have not been specifically verified by us and we do not make any warranties that such information is or will remain accurate, in particular in the event of such information being fraudulent and misrepresentative in nature. We cannot ensure that these sources have compiled such data and information on the same basis or with the same degree of accuracy or completeness as are found in other industries. The information contained herein does not constitute a due diligence review and should not be construed as such. Any information given in our services and products do not constitute any warranty of merchantability or fitness for a particular use of any cryptocurrencies and/or cryptographic token. It is the purchaser's responsibility to check the relevant token's information in order to follow any possible change before purchasing any tokens.

This Whitepaper has not been approved by an authorised person. Any information to which this document relates is available only to a relevant person. This Whitepaper is only for relevant persons and non-relevant persons shall not take any action based on this document nor should he/she/they rely on it. It is a condition of you receiving and retaining this document that you warrant to the Company, its directors, and its officers that you are a relevant person.

For the avoidance of doubt, under no circumstances would a holder of CIPX and/or NFTs Tokens be entitled to or receive (i) any form of interests whatsoever in whole or in part (including but not limited to equity interest, proprietary interest and ownership interest) or share in or claim against the Colletrix, the Company, the Platform and/or the Marketplace, (ii) any voting rights at the board meetings or shareholders meetings of the Colletrix, the Company and/or the Platform, (iii) any management rights of the Colletrix, the Company, the Platform and/or the Marketplace, (iv) any economic right (including any kind of right to payment, distribution, income, dividend, profit, or other return, or any sums to be paid, or likely to be paid, out of such return or profit) of or generated from the Colletrix, the Company, the Platform and/or the Marketplace (except those directly between participants of the ecosystem); and (v) any interest payments from the Colletrix, the Company, the Platform and/or the Marketplace.

This Whitepaper may be translated into a language other than English and in the event of conflict or ambiguity between the English language version and the translated versions of this Whitepaper, the English language version shall prevail. You acknowledge that you have read and understood the English language version of this Whitepaper.

No part of this Whitepaper is to be copied, reproduced, distributed or disseminated in any way without the prior written consent of the Company.

The background is a complex, abstract pattern of interconnected lines and dots, resembling a molecular or network structure. The colors are primarily dark blue and black, with bright blue and red highlights. The pattern is symmetrical and has a fractal-like quality.

colletrix

Thank You

www.colletrix.com