

# Digital Property Review Sheet

Developing Digital Property For Income Generation

Discovery Research

B. Cepacia and Biofilm Data Set

## InterConnect Capital

Sponsorship and Investment  
Digital Property Review Sheet  
Executive Review version 1.2  
January 11, 2008



# Confidential

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# Welcome Letter

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Dear Sponsor or Investor,

Rational Data is pleased to offer you a very exciting sponsorship and investment opportunity.

Rational Data is mapping multiple areas in the medical sector. This process has three main goals:

- 1) Acquiring raw forms of information from shallow and deep web sources;
- 2) Refining and making sense of data using our post-acquisition technologies; and
- 3) Identifying potential targets of discovery and paradigm change.

This review focuses on investment in one area of medicine that we believe holds significant potential, based on a decade of experience in research and medical writing.

In the process of doing research on a particular bacterium called Chlamydia pneumonia (Chp), our researchers discovered common threads between Chp and B. Cepacia, a bacteria that is often fatal to individuals with Cystic Fibrosis. We decided to learn more about this curious relationship.

This led us to a set of information involving *biofilm*. Biofilm is a layer of biologic tissue that can develop in various parts of the body, or on non-living objects where bacteria is present. Constructed of polysaccharide matrices, biofilm can act as a protective layer around bacteria, and can prevent antibiotics from eliminating them from the body. Research to date suggests that biofilm may play a central role in the infections associated with Cystic Fibrosis, and in conditions associated with the presence of Chp, and in other conditions in which antibiotics fail.

Rational Data is currently performing continued research into biofilm, its relationship to multiple diseases, and potential avenues for therapeutics. We expect that this research will, in time, ultimately yield new therapies for people with Cystic Fibrosis as well as many other diseases.

Investors in the portals and data sets pertaining to this topic receive monthly dividends based on subscriptions to collaborative spaces, advertising, and other ongoing revenue streams. If this research leads to avenues for the development of therapeutics, those who invest in this early stage stand to gain from such development as well.

InterConnect Capital (ICC), the investment company established to support investments in Rational Data's research and mapping efforts, is now accepting investments to help fund continued data mining in this area. Results will then be mapped to a collaborative knowledge representation environment using Rational Data's proprietary technology.

This booklet focuses on specific data sets and concept maps related to biofilm, B Cepacea, Chp, and their related conditions. I invite you to read on to learn more about how we are researching this area, and how your investment can benefit others as well as yourself.

Sincerely,

Marlin Knecht, CEO Rational Data

## Community Development and Mission

Rational Data and InterConnect Capital are dedicated to finding solutions to the most difficult challenges facing humanity and individuals today. It is our hope that by leveraging the technology we have developed over the years, that collaborative participation in our online spaces will lead to solutions to diseases, urgent environmental issues, and other broad social, financial, and political problems.

The Rational Data architecture is designed as an architecture of empowerment from the NET TEN model to the Digital Property Framework. In each space there is designed the possibility of collaborative communication toward the end of "solution finding" which we call discovery.

This usually happens after the way of looking at a particular problem is changed, or underlying assumptions are challenged. It's through human interaction, often group process (the value of diversity), communication and collaboration that this can occur. It's this possibility of discovery and solution finding that we are striving for as a contribution to the greater global good and for individuals to realize lives of plenitude.

We invite you to read on and find out how you can participate in this process.

# Mapping Information - Status of Project

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## B Cepacea and Biofilm: Status of Project

Biofilm, formed of a complex matrix of polysaccharides, can shield bacteria from antibiotic treatments. In fact, the presence of biofilm renders antibiotics 1000 to 10,000 times less effective than they would be without the presence of biofilm. According to the *Townsend Letter for Doctors and Patients*, "Their anti-microbial resistance coupled with the inaccuracy of current lab tests to diagnose hidden biofilms and intracellular infections makes biofilms the greatest clinical challenge facing doctors today. This dynamic with biofilms is especially important to patients with Cystic fibrosis and pseudomonas aeruginosa and B. Cepacia."

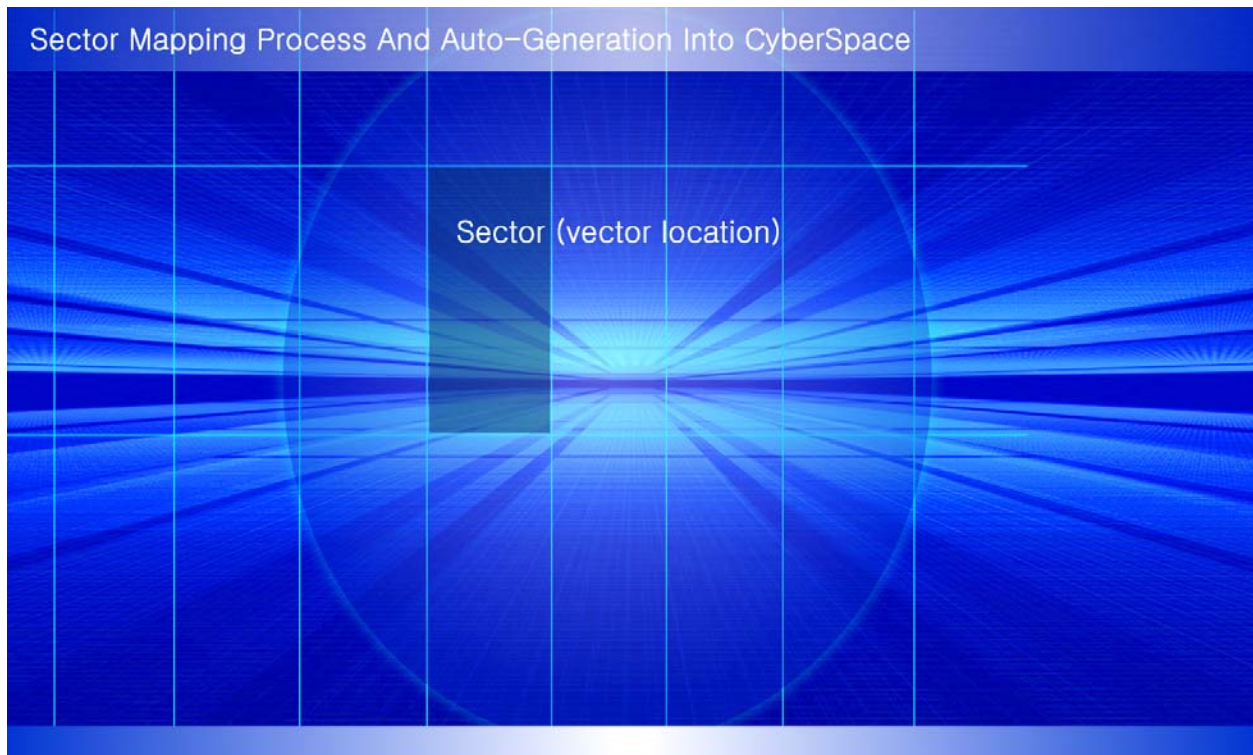
Currently we are performing manual computer based literature research, phone interviews and automated machine based mining of the world's literature on these subjects. We have developed collaborative relationships with other researchers including physicians and scientists at the Center for Biofilm Engineering at Montana State University, Binghamton University in NY, the Technical University of Denmark (DTU), and the Cystic Fibrosis Foundation.

Extending from the initial research, Rational Data is also researching biofilm dispersion techniques in order to identify methods of breaking down biofilm. This involves literature searches and biochemical research involving polysaccharides.

This research has the potential to affect at least two fields. The first is its potential to improve the treatment of serious medical conditions, including infections in people with cystic fibrosis that are eventually fatal. Second, such research could affect industrial applications, such as preventing corrosion in pipes by biofilms, and preventing bacterial inhabitation of machinery in food processing plants.

Rational Data is currently constructing data sets and building the Biofilm collaborative space. When complete, we will invite those in the field to participate in this space and to subscribe to this area of cyberspace. Fees from these services will support income streams paid to online real estate and digital property investors.

# Mapping Information



## Mapping Information

Mapping Information is not a small task. The first step consists of defining the specific area of knowledge. This process leads to researching other areas as well, though associations and links that may cross interdisciplinary lines.

In this example we found extensive information on biofilm not only in medical journals and databases, but also in Heating Ventilating and Air Conditioning (HVAC) literature, because of the problems biofilm causes in cooling towers. To do this manually, a researcher would need to read hundreds of thousands of pages, which is humanly impossible to accomplish in any realistic time frame.

Rational Data's "intelligent" machine readership technologies allow us to map, categorize and build inter-relationships among areas of information. With these technologies, we can process an expanse of information that far exceeds what can be done manually. Yet machine readership has its limitations too, which is why we utilize both computer-based manual research and machine readership.

What makes getting involved with such a venture a potentially valuable investment? I would like to share the *H pylori* story with you. On the next page, you can read about how the discovery of a bacteria changed an \$8 billion dollar pharmaceutical industry practically overnight.

## A Discovery Example

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### Helicobacter pylori bacteria



Our Information  
Mission:

Information Acqui-  
sition

Making Sense of  
What is

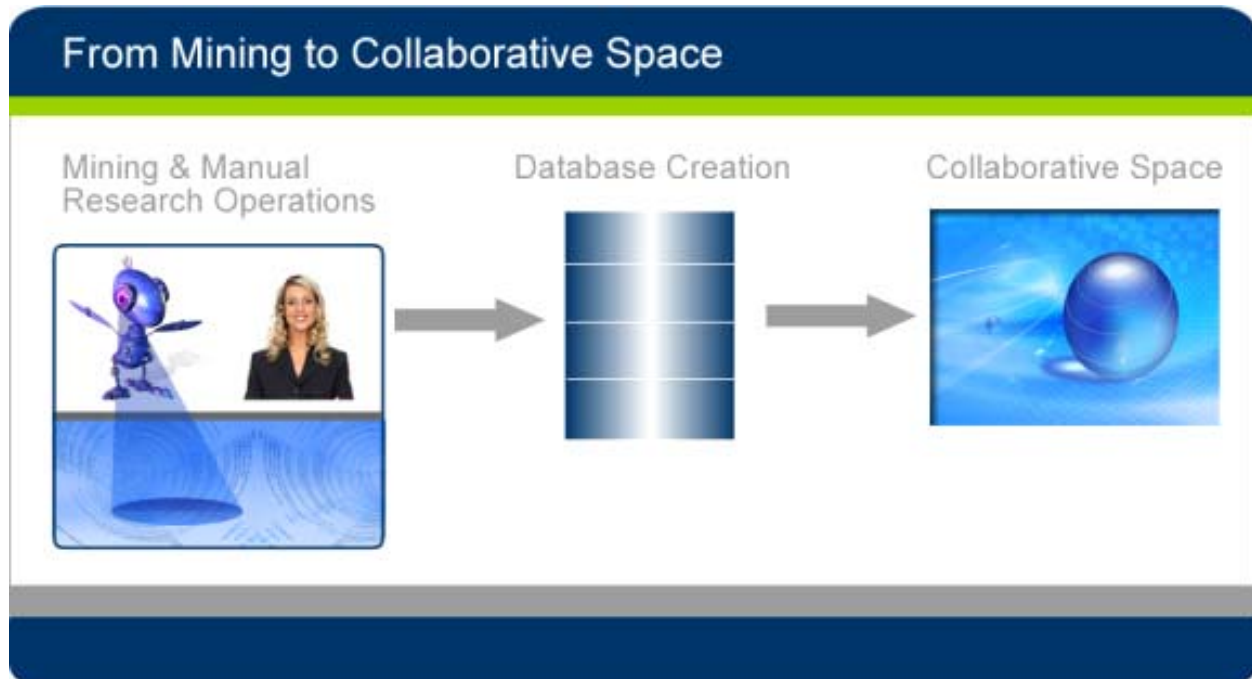
Discovery

For over a century, peptic ulcers were treated with medications that neutralize or decrease the production of peptic acid in the stomach. It was long assumed by most, laypeople and physicians alike, that stress and spicy foods were to blame for gastritis and ulcers. But in the mid-1990's, researchers turned these assumptions upside down when they proved that peptic ulcers are instead caused by a bacterial agent, *helicobacter pylori* (H. pylori).

Upon the publication of their work, the medical community quickly responded. Treatment with antacids gave way to antibacterial therapy, and treatment of peptic ulcers with antibiotics against H. pylori is now the clear standard. **This one discovery transformed an \$8 billion dollar a year pharmaceutical industry in just a decade.**

Some of the literature that contributed to the H pylori breakthrough actually dated back almost a century, but had remained obscure because it had been published in other countries and foreign languages. Today, Rational Data's technology allows us to span the breadth of knowledge, and includes literature in several different languages. Identifying opportunities for paradigm-level changes, as happened with H pylori, is the type of industry changing discovery we are seeking when we apply our technologies to the vast body of information that exists today.

# The Steps We Follow - Making Online Real Estate



## Online Real Estate

Rational Data has developed proprietary technology to map information to a visual representation of concepts and ideas, and to populate these concepts in a spatial concept map and a map of cyberspace. Rational Data can deliver concept maps either on a standard web page or within the i Platform.

When we map and mine a given area, we translate it into a collaborative 2D canvas or landscape. This not only becomes another form of Digital Property, but is also classified as online real estate. This real estate can be invested in, just as one would invest in 'real world' real estate.

An important difference between online and 'real-world' property is that online real estate has the capacity to change and have value added to it by the information those in the community bring to it. As a collaborative space gains participation, specialized publications, and other features, sponsors and investors in this space derive increasing levels of income.

# Marketing The Space

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**Marketing:** Prospective investors need to know how traffic is going to be generated, and in essence how people are going to be reached in the space. Leveraging our own technology, Rational Data and InterConnect Capital have set up an end-to-end system to fund, develop, and market the digital property that it creates. We use our own proprietary system to market each space to potential participants, including travelers, investors, sponsors, academics, or public observers.

Our marketing includes a well structured plan that includes guide contacts, resource development, online advertising, emailing, phone conversations, direct mail, invitations to invest and sponsor, and above all an invitation to participate.

# Development and Relationship

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**Step One (researcher):** We manually survey the field, do a rough outline, and notate any possible problems to be solved or opportunities in the area. In this stage we develop a preliminary hypothesis for discovery.

**Step One (guides):** Guides begin to interview experts in the field, both verifying information and offering access to the information we are creating.

**Step Two (researcher):** We use machine readership to access and retrieve information from a variety of literature. These include commercial databases, newspapers, Radio transcripts, Academic Journals, User Groups, Blogs, Books, Videos, and so forth. We then catalogue media for mapping to cyberspace map and concept maps.

**Step Two (guides):** Guides develop overall lists of markets from research and define commercial interests including application and services needs.

**Step Three (researcher):** After acquiring the information, we begin 'post acquisition processing' to make sense of the information, look for associations, causality, semantic relationships, structures, and finally coherence and consistency in the information body. At this stage we build a large degree of metadata about the information.

**Step Three (guides):** Guides do a review process of overall information, develop in depth domain knowledge of the field, and build taxonomies and ontologies for the field.

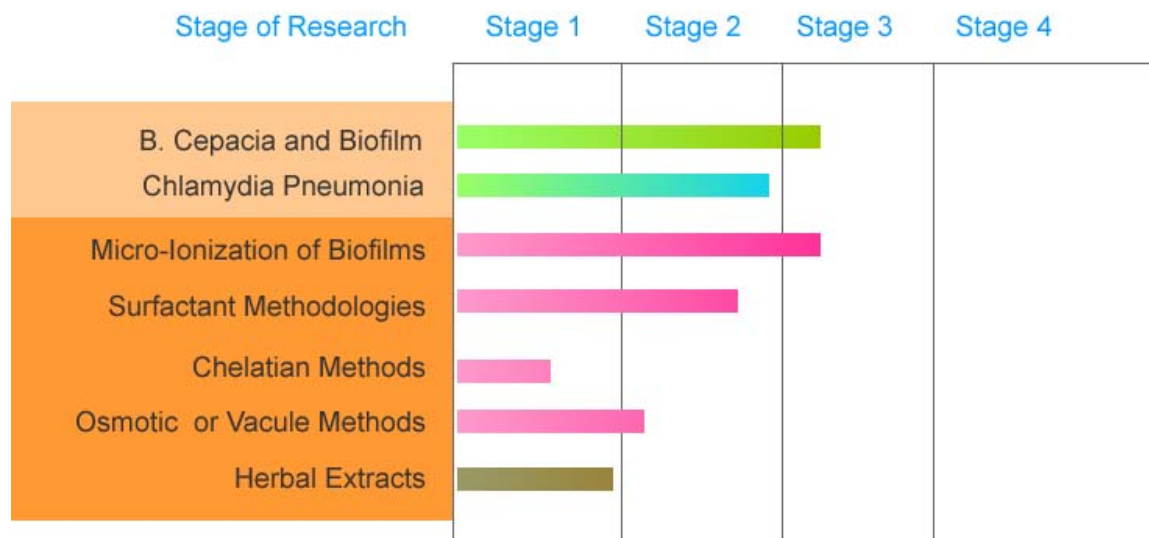
**Step Four (researcher):** We begin a process of re-ordering and discovery with the information in an effort to refine it further and relate it to larger bodies of information.

**Step Four (guides):** Guides develop a process of exploring discovery and transformational strategies within the information environment, along with offering services to those in the field.

**Step Five: Guides and Researchers** collaborate and use our auto-generation technology to generate the space. Property is marketed to individuals in the space and via market information we have gathered in the mapping process.

# Avenues of Discovery - Next Steps

## Areas of Research - Discovery Threads



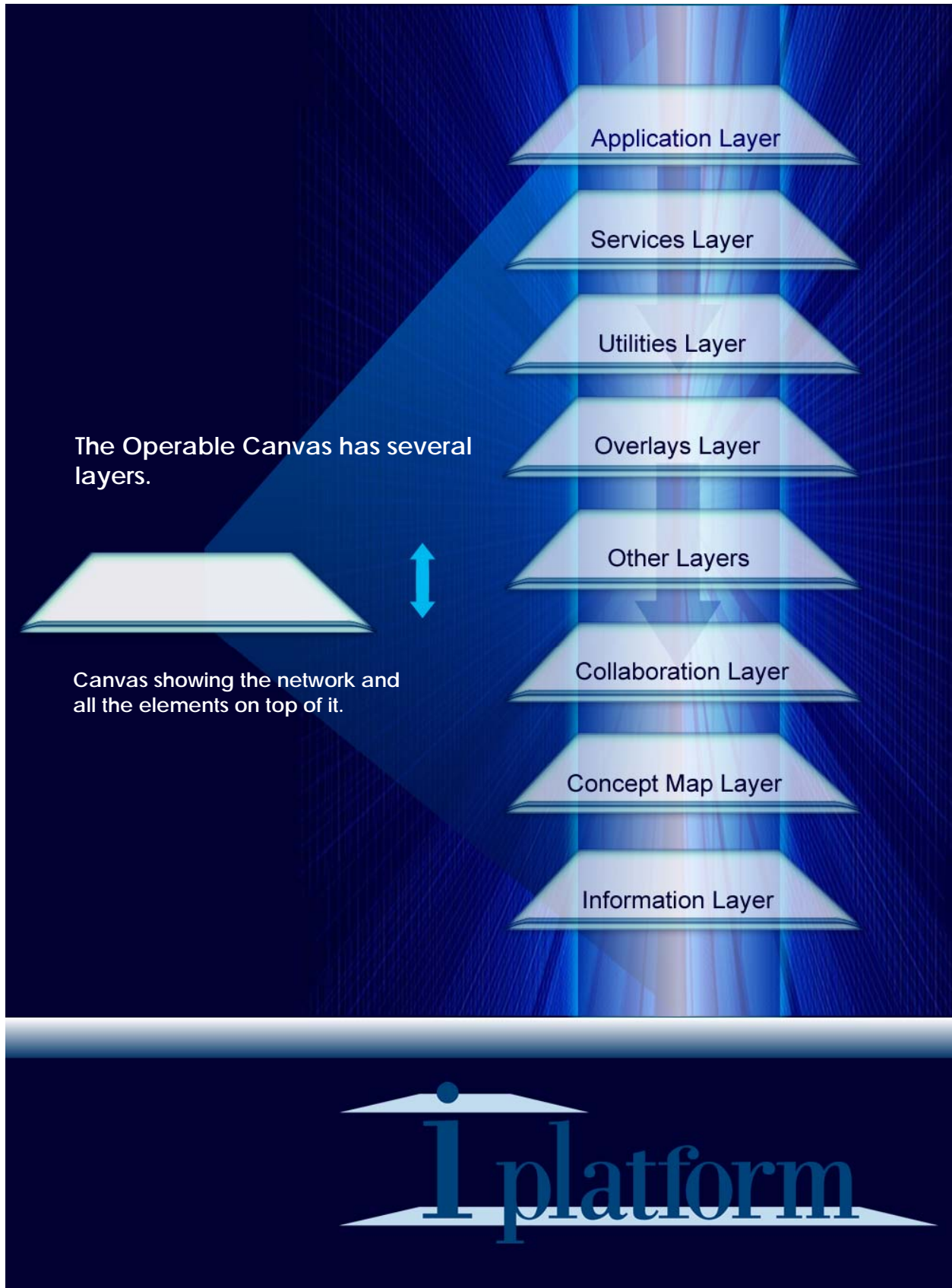
As we pursue each research thread in this area, we are looking for ways to solve problems caused by biofilms. By facilitating collaboration, doing primary research, building a portal specific site, and mapping the information, we gain insights that may lead to discovery of solutions.

### Resources:

Rational Data applies its advanced proprietary technology to information gathered from over 14,000 full text journals, 1.5 billion books in over 10,000 libraries around the world, and a vast number of other database resources, many of which are available only by subscription. In short, we conduct research at a depth and breadth not available to most individuals or organizations.

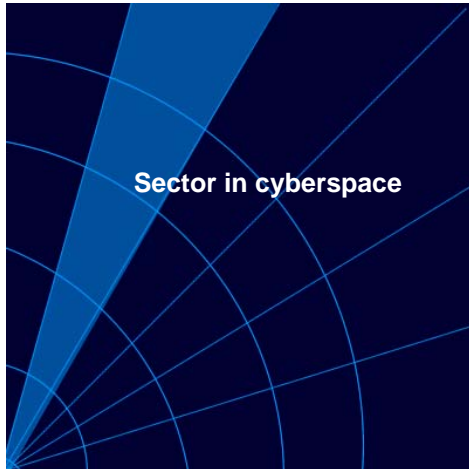
The concept maps and collaborative spaces represent digital property, and as such have certain rights associated with them. In the 2D and 3D realm, this data acts together with [knowledge representational elements](#) to form a collaborative interactive canvas that presents information in multiple forms. This operable canvas is one form of online real estate.

# Property in the i Platform



# Sponsorship of a Space

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As we map a sector of cyberspace we do several things. We map the information content, and we create applications, services, utilities, and the other features that make up the layers in the overall working canvas in the i Platform (see diagram on page 2).

Online real estate investors can invest in a sector of cyberspace (which is then mirrored on the canvas in the i Platform) and gain certain rights that are associated with this online real estate. These rights include but are not limited to: advertising rights, mining rights, application rights, service rights and utility rights.

Applications, services, and utilities are integrated in the operable collaborative information landscape. These are contextual and topic specific, and are available to participants in this space.

## Where an investors income comes from ...

By investing in a given area, you receive a piece of property that you can co-manage with Rational Data, hire a third party to manage or manage yourself. You may add value to your property by adding applications, services, utilities, information and more. *(All additions are subject to deed restrictions)*

As Rational Data creates a space, they allow people to invest in the space. Say an individual purchases \$500.00 worth of property in that sector—this property becomes a source of income.

Property on the Rational Data Network maybe linked to off of existing web pages on the internet.

Income is derived from several areas:

- 1) The general subscription
- 2) A percentage of transactional volume for buy, sell, and exchange. Say someone has 2X4s left over from a job and wants to sell them.
- 3) Application use
- 4) Services
- 5) Utilities
- 6) Overlay access
- 7) Information access

# Sponsorship of a Space

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**Sponsorship** - InterConnect Capital provides a means to sponsor research as well as facilitate the dissemination of information. The i Platform consolidates applications, communications, functionality, and other resources in one place to allow people to easily collaborate and communicate real-time.

## Types of Sponsors

**A Contributing Sponsor** contributes money, time or resources to a space *as a charitable contribution*.

**A Development Sponsor** supports a certain area of research or development to be done in the space, either through Rational Data Services, or one of Rational Data's certified third party developers. Sponsors may support the development of any area in the Rational Data digital factory model. These include: data sets, applications, services, utilities, environments, and more.

Sponsors may become investors in the property as well. In other words someone may want to sponsor certain additions to the space, and then invest in the space at the same time as a means of income generation.

### Notes:

*All sponsorship opportunities are limited by these items: Contract, the Rational Data API, Certification, and property deed restrictions.*

*There are different levels of sponsorship that allow people to participate at different levels. To see the full sponsorship levels in this space look on page x.*

# Real Estate Investment Opportunity

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**Investment** - InterConnect Capital provides a vehicle to invest in research & development toward the end of income generation through Rational Data's collaborative online spaces and online real estate.

We do this by bringing applications, communications, functionality, and other resources together in one place allowing people to collaborate and communicate in that space, called the i Platform. *(see diagram on page 12)*

## Types of Investors

**A Silent Investor** may invest in a property with different "classes" of rights associated with it. Rational Data and InterConnect Capital divide Digital Property Rights into different "classes" which in turn carry with them certain groups of rights. These 'Digital Property Rights' give the investor differing status as to what kinds of income they can derive from the space, what level they can participate in the space, and so on. *(All spaces allow at least some degree of participation and the ability to add value to the space.)*

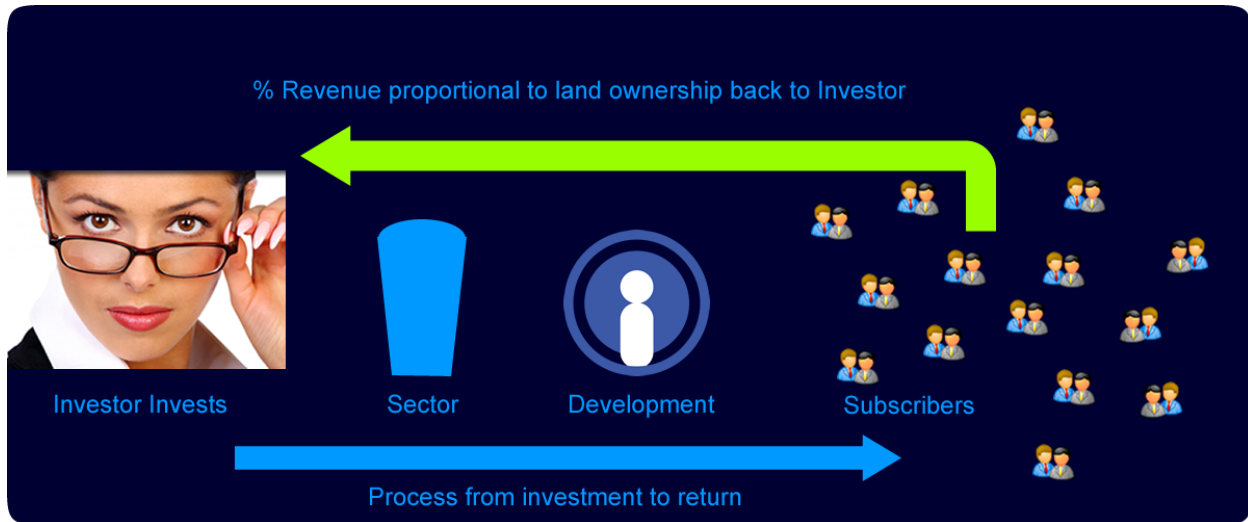
**A Partnering Investor** may invest in a space, but has the right to have varying levels of participation in the overall community, including commissioning elements to be built.

Notes:

All investment opportunities are limited by these items: Contract, the Rational Data API, Certification, and property deed restrictions.

*There are different classes of investment that allow people to participate at different levels. To see the full list of classes either visit the digital property registry web site, or see page x in the back of this booklet.*

# Investor's ongoing Income Stream



Subscribers pay for access to sectors set up by Rational Data. Each investor in online real estate in a given sector receives a percentage of income from this sector in direct proportion to their ownership in the sector.

While subscription to a space is one of the revenue streams in a given sector, advertising, mining rights, applications, services and utilities all provide additional income from a space. Online real estate investors can derive income from all or some of these in proportion to ownership and the rights that they have secured upon purchase of a given property. As subscribers increase more value is added to the space and income increases.

Usually access to a space is managed through an online portal set up by Rational Data in cyberspace. Portals are in essence the gateway or doorway to a given sector of information on the network. A portal may provide a gateway to one or more sectors in cyberspace. Spaces may also be linked to via web pages.

Purchasing property in this area of space allows for two things. First, it allows for individuals to improve on their property. Second, it allows for a person to hire Rational Data or another party to manage their property for them. Rational Data facilitates third party management through its application programming interface.

# Two Income Opportunities

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*Digital Property and online real estate offer two kinds of income opportunities within the Rational Data Network.*

**The first kind** is an ongoing income derived from investing in a piece of property in many ways like purchasing an apartment building and renting out apartments in the building and subsequently receiving income from the property on a monthly basis. This is what we call a “bread and butter” day to day revenue stream and it primarily the focus of this document.

**The second** aspect of investing in research oriented property with knowledge representational spaces is that there is often the potential for discovering the solution to some problem. In this case there are a couple obvious ones, biofilm dispersion as a therapeutic treatment and or some industrial application utilizing a newly discovered mechanism for biofilm dispersion.

Either of these have the potential to yield high level revenue in commercial and industrial applications. They are in essence a “cash out” opportunity much in the same way selling an apartment building, doing an IPO or selling a company is a “cash out” opportunity.

Investors in a property when a discovery happens have several options:

They may elect to sell their property or percentage rights back to Rational Data at a much increased value if the discovery is made by Rational Data or one of its partners, guides or representatives.

They may elect to market these rights and or protect them as a closed and defined community by patenting or copyrighting. Income derived from this would be allocated proportional to ownership, but do not extend to percentage of rights ownership. For example an individual who owns a percentage of advertising rights in the space but is not participating in the space.

# Investment Opportunity

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## Purchasing a percentage share:

Sponsors and investors may invest by purchasing a percentage of the property rights available in each space. This type of Digital Property is known as online real estate. Purchasing a percentage of it is like joining with a few partners to purchase an apartment building from which you receive rental income.

Like most property, there are certain rights associated with online property. In the traditional real estate market there are the rights of ownership, mineral rights, water rights, leases, easements, etc.

In digital property and in the online real estate in the i Platform, there are rights of ownership, advertising rights, mining rights, authoring rights, application rights, service rights, and more. . *Each of these rights represent a possible revenue stream.*

**Digital property** affords the investor the ability to own a percentage of the rights associated with a piece of property or portion (acres) of the digital property itself. An investor may purchase a percentage of rights by "class" or purchase them 'a la carte' from Rational Data or the current property owner. Purchasing "rights" in percentage portion does not constitute property ownership. For example an individual might purchase advertising rights, but does not own the property, in the same way an individual might purchase mineral rights, or water rights but does not own the property.

## Classes of Digital Property

Keeping track of all the rights associated with digital property can be daunting, so we have divided these rights into "Classes" that are associated with the property.

If purchase a "premium class" package you have rights that contain a specific income opportunities.

Investors can purchase a "**Class of Digital Property**" from Rational Data as a way to own this digital property.

Any purchase of rights carries with it the assigned income opportunities as well as sponsorship and investment opportunities. *(A full list of rights that are associated with the property is in the appendix.)*

### Note:

*All rights associated with digital property are defined by the digital property framework (DPF) and can be found at [www.digitalpropertyregistry.org](http://www.digitalpropertyregistry.org). Property be exchanged through the international digital exchange. For more information read 'Investment Vehicles' in Digital Property, interconnect Capital.*

## General Property Description

**Property Name:** B. Cepacia and Biofilm

**Property Meets and Bounds Description:** Property descriptions are found in the digital property registry at [www.digitalpropertyregistry.org](http://www.digitalpropertyregistry.org)

**Registration Number:** 12-231

**Plain Language Description:** Property consists of datasets, concept maps, interactive canvas area defined by spatially mapped vector locations. This property defines conceptual relationship, associative relationship. The property is supported by a subsequent set of databases.

The property has the capacity to produce information based on its traveler population as well as present cross paradigm information.

**Rights Classes Associated with Property:** Class 1 - Class 5.

**Available To:** Sponsors and Investors

### Income potential:

When you purchase digital property, **income is automatically credited to your account for transactions that happen in that space.**

### Potential Income Sources:

- Access to the knowledge representation environment
- advertising
- publications
- mined information
- traffic
- application development
- utility development

# Classes and Discovery Rights

## Classes of Rights

Digital Property Rights	Class 1	Class 2	Class 3	Class 4	Class 5
Advertising Rights	Yes	Yes	Yes	Yes	Yes
Applications Rights	No	No	Yes	Yes	Yes
Service Rights	No	No	Yes	Yes	Yes
Mining Rights	No	No	No	Yes	Yes
Resale Rights	No	Yes	Yes	Yes	Yes
Utilities Rights	No	Yes	Yes	Yes	Yes
Overlay Rights	No	No	No	No	Yes
Object Placement Rights	No	No	No	Yes	Yes
Discovery Rights	No	No	Yes	Yes	Yes

### Income Potential from discovery and discovery rights:

The income potential from discovery is another potential source of revenue. Valuation of an information property relates directly to its capacity for real world use by those that utilize it, as well as the increased value that those in the community bring to the property.

But the possibility of discovery is a bit like buying a piece of real estate and discovering gold on it. In this case, discovering or creating a biofilm dispersion technique that can be used in vivo with a high success level would be highly valuable — likely worth millions to a pharmaceutical company as well as to industrial companies. There is real potential for such discoveries, but no guarantee. *We do not encourage sponsorship based on the discovery idea, but rather as an ongoing income property.*

If such discovery were made in the course of our research in this area, investors who have participated in this property would have the opportunity to sell their property to Rational Data at a proportional percentage of ownership at the time of offering. If an individual in the space discovers the answer to the problem they have the right to sell this information at their valuation to others in the space. (see *terms and conditions on the ICC site*)

# Pricing for Digital Property

Pricing For Digital Property					
Purchase Plan	.25 Acre	0.5 Acre	0.75 Acre	1.0 Acre	10 Acres
Sponsor Level 0.25%	\$100.00	\$200.00	\$300.00	\$400.00	\$4000.00
Investor Class 1	\$50.00	\$100.00	\$150.00	\$200.00	\$2000.00
Investor Class 2	\$100.00	\$200.00	\$300.00	\$400.00	\$4000.00
Investor Class 3	\$200.00	\$400.00	\$600.00	\$800.00	\$8000.00
Investor Class 4	\$300.00	\$600.00	\$900.00	\$1200.00	\$12,000.00
Investor Class 5	\$400.00	\$800.00	\$1200.00	\$1600.00	\$16,000.00
Smaller acreages may be purchase upon request for class 5 property					

**Purchasing property** - both our 2D and 3D spaces have zoomable canvasses that allow multiple levels of granularity in a given area. Property is sold at the top level per "acre" pricing. More granular levels in an area that you have purchased are free for development in your property space. How the property is defined is based on its meets and bounds description.

*An online acre is approximately 1200 pixels by 1200 pixels.*

For more information on this talk with your Guide, or visit the interconnect Capital site at [www.interconnectcapital.com](http://www.interconnectcapital.com)

[View this property at www.rationaldata.net/Property/P12\\_231.htm](http://www.rationaldata.net/Property/P12_231.htm)



### Investor Guide

Investing in online real estate and digital property can be a lot to take in.

We invite you to contact one of our investor guides who can assist you in the process.

Call: [720.748.2000](tel:720.748.2000)

email: [www.investor@interconnectcapital.com](mailto:www.investor@interconnectcapital.com)

# Glossary - Databases Developed from Mapping

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**When we enter** a field, we initially develop databases to provide an overview of its components. These databases are then used to power navigational menus in the i Platform, populate concept maps, maps of cyberspace, geo-maps, and overlays for geo-maps. The data sets are used to populate these elements.

- Advertisers database
- Database of Keywords
- Database of Dictionary Terms
- Acronym Database
- Synonym database
- Associations Database
- 'Who is Who' Database
- Company Database
- Expert in field Database
- Newsletter and ezine list
- Blogs
- Web site list
- Source Database
- Ontology database
- Taxonomy database
- Associative link database
- Causal link database
- Price Points Database
- Institutions database
- Concept Map Database
- Emails and contact info
- Newspapers DB
- Books DB
- Web Pages DB
- Video DB
- User Groups DB
- Documents DB
- Guide Stations DB
- RD Tool Set DB
- Music DB
- Transcripts DB
- Schools of thought
- Limitations on Coherence
- Text Corpora Classifications (coming May 2008)
- Auto-Write Metrics

# Resources

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## **Rational Data Core Technology:**

Rational Data supports the core technology for the i Platform and the proliferation of content on the Rational Data Network. In addition, it has established the frameworks and supporting sites for the over all model.

Read about it here: [www.rationaldata.com](http://www.rationaldata.com) & [www.rationaldata.net](http://www.rationaldata.net)

## **InterConnect Capital (ICC):**

Investment opportunities, vehicles, data sets, listing of properties sponsored by ICC.

Read more here: [www.interconnectcapital.com](http://www.interconnectcapital.com)

## **International Digital Exchange (IDE):**

The international digital exchange provides a trading platform for the exchange, purchase and resale of digital property as well as currency conversion functionality.

Read more here: [www.internationaldigitalexchange.com](http://www.internationaldigitalexchange.com)

## **Academic Standards Institute (ASI):**

ASI provides ratings and metrics for qualitative evaluation of data, text, applications and more, with the goal of providing a consistent rating system for each of these areas.

Read more here: [www.academicstandardsinstitute.org](http://www.academicstandardsinstitute.org)

## **Rational Data Network (RDN):**

RDN is the interface to the world. In essence it is an interactive network that spatially maps cyberspace into a spatial map that is organized according to information, and that supports both 2D and 3D representations environments.

Read more here: [www.rationaldatanetwork.com](http://www.rationaldatanetwork.com)

## **Academic Standards Institute (ASI):**

Provides academic standards for shallow and deep web content as well as other resources.

Read more here: [www.academicstandardsinstitute.org](http://www.academicstandardsinstitute.org)

# Property Rights Classes

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**Class 1:** Class one property rights are the sponsorship class and are considered to be the lowest level of rights. While class 1 sponsors have a set of rights, they have no influence in the space or income privileges from the space.

**Class 2 - 5 :** Class two to five property rights investors have ownership rights to the space and income potential based on the specific rights they own which own (see Table below).

For a complete list visit the Digital Property Registry web site [www.digitalpropertyregistry.org](http://www.digitalpropertyregistry.org).

Classes of Rights					
Digital Property Rights	Class 1	Class 2	Class 3	Class 4	Class 5
Advertising Rights	Yes	Yes	Yes	Yes	Yes
Applications Rights	No	No	Yes	Yes	Yes
Service Rights	No	No	Yes	Yes	Yes
Mining Rights	No	No	No	Yes	Yes
Resale Rights	Yes	Yes	Yes	Yes	Yes
Utilities Rights	No	Yes	Yes	Yes	Yes
Overlay Rights	No	No	No	No	Yes
Object Placement Rights	No	No	No	Yes	Yes
Discovery Rights	No	No	Yes	Yes	Yes

# Glossary of Terms

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**Advertising rights:** In the physical world, a property owner can earn revenue by selling advertising space on billboards, marquees, kiosks, signposts, even wall space. Likewise, the internet is ripe with opportunities for enterprising individuals and businesses to target potential clients through advertising on websites, message boards, 3-D virtual environments, and other online real estate space.

**Application rights:** A property owner in the physical world can make arrangements with businesses to operate valuable equipment on a piece of real property. Software applications in the digital world can be thought of like physical equipment. The rights to operate applications in an online space can add value to the online property and create significant business opportunities for the applications' owners.

**Application on a Canvas:** The idea of bringing the application to the canvas and information space as opposed to bringing information to the application.

**Auto-generation:** A process of automatically generating from a predefined multi-metric schema 2D and 3D representational elements.

**Base period:** A particular period of time used for comparative purposes when measuring economic data.

**Commerce rights:** The exchange of good and services for money are the basics of commerce in both the physical world and the digital world. In online real estate spaces, enterprising business owners will have the ability to earn profits by placing such things as pay-per-view content (including audio, video, graphics and text files) and vending portals within easy access of visitors to those online environments.

**Concurrent Parallelism:** Is a process of doing multiple production and development processes in group models that support team oriented processes that work in a massively parallel fashion. Where the process is the same but the number of parallel paths increases by the volume of the demand.

**The Canvas:** In the Rational Data Web Based Operating System, The canvas is the interactive and collaborative space where people work and interact. Both applications and information are brought to this space.

**Concept Map:** A concept map provides a graphical view of information and in its structure. In a concept map contextual relationship to individual concepts, factual or objects is defined and illustrated by the structure of the map; thus forming a body of data in formation or information. One of the values of concept maps is that transformational thought processes begin with understanding what is perceived as being the current reality and then pursuing a process of deconstruction and finally reconstruction.

**Digital Property Registry:** The Digital Property Registry operates as a "county courthouse" of sorts, allowing buyers and sellers to create publicly available records of their digital property transactions, thus preserving and protecting their digital rights. To register a parcel of digital property, the parties need only to fill out the proper online forms at the Digital Property Registry website. These forms help to specifically identify the digital property – and which digital rights

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associated with that property – are involved in the transaction.

**Digital Rights:** Digital rights are the freedom individuals enjoy to use or transfer the interests they have in digital property – property that is accessible through the use of an electronic and photonic communication or reading devices such as a computer, personal digital assistant (PDA), or cellular telephone. In the context online property, these rights include a number of rights similar to the rights that a landowner enjoys in connection with the ownership of real property, such as the right to lease the property, the right to exclude others from the property, the right to improve the property, and the right to allow access to the property for specifically defined purposes, among others. Investors in digital property can often purchase or lease these rights from digital property owners as opportunities to generate business revenue.

**Gross Earnings Ratio:** The gross earnings divided by the price of the property, for the period of ownership of the property.

**“Flow” rights:** Landowners in the physical world also hold certain rights to those things that flow through their real property – natural resources such as water, petroleum, and natural gas. The digital world sees similar “flows” of resources from one online space to another. These resources include data, information, user traffic, and monetary funds. The ability to monitor or even control or regulate these flows of digital resources can be valuable to properly-equipped businesses, and many online real estate owners will be eager to work with those who can offer the tools to tap into these flows.

**Location Metrics:** In web 1.0 and web 2.0 location is primarily done by keyword tagging. In web 3.0 spaces and on the Rational Data Network. There are multiple location metrics that can be used. Here are some example of location:

- Feeling (in the case of media genre music, video, etc.)
- Time (associated time period)
- Cycle Time (update frequency and related cycles)
- Keyword
- Taxonomy (placement in parent/child structure)
- Spatial location (in 2D and 3D space)
- Author, Subject, Institution
- Media Type

**Mining rights:** Similar to a landowner in the physical world offering the rights to minerals and other natural resources that exist on a parcel of land, online real estate frequently contains underlying resources that can make it extraordinarily valuable. In the context of online property, these resources exist in the form of data. Data can be mined from online property in a number of ways that can be beneficial to business interests, academic researchers, the medical community, and many other professional fields.

**Ontology:** In both computer science and information science, an **ontology** is a data model that represents a set of concepts within a domain and the relationships between those concepts. It is used to reason about the objects within that domain.

**Plain Language Description (PLD):** A plain language property description of a digital property space.

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**Rights and Assignments:** These are what is conveyed along with a leased, rented or purchased piece of digital property. And can include the following.

- Advertizing rights
- Application rights
- Flow rights
- Mining rights
- Service rights
- Utilities rights
- Commerce rights
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**Registration of Digital Property:**

- Registering the property increases its value
- Registering allows a public declaration of property rights
- Registering the property is a 'must' on the Rational Data Network (RDN)
- Registering provides for a description of rights and agreements

**Real World Metrics:**

Knowledge representation spaces have real world valuation criteria that are connected into spaces in cyberspace. Some of these are:

- Dynamic information exchange
- Contextual Functionality
- Contextual Information
- Community added information
- Metadata formation

**Sweat Equity:** The ability of an owner, or leaser of the property to put work into the property and through any number of methods. Some of these methods are:

- Facilitating community
- Adding Applications
- Adding Services
- Adding Utilities
- Adding Content
- Adding Datasets
- Adding Tools
- Adding Instruments
- Adding Vehicles
- Adding Journeys

**Service rights:**

The need for third-party contractors to offer services to support business ventures exists in the digital world just as it does in the physical world. Many online real estate spaces will benefit from access to services like data backup, printing and publishing, and network administration. Providing these services in the online environment represents an excellent revenue stream that is ready to be tapped by entrepreneurs in the digital world.

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**Subscriber Cost of Acquisition:** is the average cost of signing up a new customer. It is most frequently used by mobile telecoms, ISP companies and web services and web portals. i.e., AOL, Netflix, etc.

**Taxonomy:** Taxonomy is the practice and science of classification. The word comes from the Greek τάξις, *taxis*, 'order' + νόμος, *nomos*, 'law' or 'science'. Taxonomies, or taxonomic schemes, are composed of *taxonomic units* known as *taxa* (singular *taxon*), or kinds of things that are arranged frequently in a hierarchical structure, typically related by subtype-supertype relationships, also called parent-child relationships. In such a subtype-supertype relationship the subtype kind of thing has by definition the same constraints as the supertype kind of thing plus one or more additional constraints. For example, car is a subtype of vehicle. So any car is also a vehicle, but not every vehicle is a car. So, a thing needs to satisfy more constraints to be a car than to be a vehicle.

**Traffic To Revenue Ratio:**

The Ratio of Traffic (the number of people on the site over a specific time period) to gross revenue.

**Unique Community Value:**

Each collaborative space that builds information has a unique value added component that is added by the participants in the community established by the space.

**Utility rights:**

Utilities associated with real property are the "tools" that make the property useful and productive – electricity, water lines, and telecommunications lines among them. The digital world has its utilities as well. Discreet software functions, such as file converters, calculators, voice over internet protocol (VoIP), and defragmentation programs, among others, form a digital "tool belt" that can help make online real estate space more valuable and productive. The opportunity to supply digital utilities to online property spaces represents real revenue potential for software developers.