

The R Mark Project

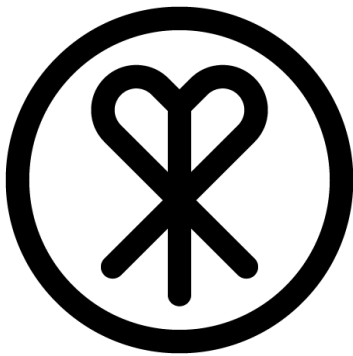
Background of This Project:

Along with the “share” culture that has been spreading over the Internet, anyone can easily transmit and share creations over the world today; which is also facilitating the increase of the distribution of the secondary creations.

However, no matter how far the secondary creation culture (the Otaku culture/ Doujin culture) has been developing and also becoming the individuals’ business activities, the huge issue lies on where the original creators are not receiving any of the profits.

Moreover, along with the conclusion of the TPP (TTIP), the risk of the secondary creations and parodies are becoming more and more realistic, because of the TPP’s criminal enforcement provisions, specifically the “non-complaint provision”; which allows any malicious third parties to “act upon their own initiative to initiate a legal action without the need of a formal complaint”. (as of the original provision line) Because such culture is built upon the original creators’ silent approval, the extinction of the otaku culture is supposable at worst.

Our two main goals regarding this issue are: To return abundant profit of the secondary creations to the original creator, and to establish a legitimate secondary-creating activity (including commercial use) that can avoid the violation of copyright. In order to realize these goals, here we introduce the “R Mark” with the concept of “respect and release of copyright”.



The R Mark Design Proposal (Original design by Sazae Bot)

Function: The mark shows that the creation is a legitimate secondary-creation, as well as proving that the creator of the original content is receiving profits as a return.

Usage: Indicate the R mark + the name of the original content on its credit.

Popularization and Management of the R Mark

The invention members, 4th Park Studio, Sazae Bot, etc. will involve publishing companies, production companies, and individual creators who agree with the R mark concept to establish the “Respect Mark Organization (RMO)”. Simultaneously, we will establish a globally-operative platform site.

We will manage the R marked creations (certification and issuing), and return the profit to the original creator (returning margins and providing big data).

Specific Example:

Issue an R mark to the audio source that was secondary-created by remixing the theme song of an anime. → Start download sales from the platform site → Return part of the sales to the original creator as a rental fee.

From these case examples, compile big data of the number of derivative works and sales quantity by content and provide to the original creator.

The Philosophy Behind the R Mark

We are in a strong need for an alternative for the copyright. It is necessary to keep culture alive, and to prosper human's creativity and ideas. It is also necessary to protect the Internet from any limitations that can happen after the TTP (TTIP).

Here we introduce our R (Respect and Release) mark.

We call for the "Respect" toward the artwork, and the "Release" of the existing perspective of the copyright.

As for the philosophy behind this concept, we received the idea from the word 感謝, which means respectfulness, or gratitude in Japanese.

The first Chinese character, 感, means "moved feeling", and the second 謝 means to "express".

When our feelings are moved, especially in Japan, we are to express it in any kind of form in order to show respectfulness, or gratitude.

Therefore, we think there should be a way to express our moved feelings toward the artwork, which will eventually lead the creator to receive adequate benefit from their contribution to the world.

Furthermore, as for releasing the existing perspective of the copyright, we have received the idea from the Japanese culture, 道 (pronounced, dou). The definition of the term 道 or Dou, is a way or path, and are often used in the suffix of certain Japanese lessons, such as Judo, Kendo, or Sado. In this world of post-materialism, our new perception of an artwork is a 道, which means that our goal is not to possess or monopolize ideas but rather to make it into a path that leads people to greater happiness. Also, as we say "nature is our best teacher", people should be able to remake or re-express from the idea taken from the original artwork in their own way; like a stream of water running down the surface of a mountain, it is a natural thing to form branches along the way.

Therefore, we will introduce this R mark, to free the people's right to recreate from the original artworks with respect, and to extend the means of expressing their gratitude toward the original artwork.

Here is what the mark actually looks like:

The combined symmetrical two Rs stands for “Respect” and “Release”.

The upper part of the mark forms a heart, by the 2 loops of the symmetrical Rs. The heart resembles the respect toward the artwork. From the bottom part of the heart creates 3 paths which resembles the philosophy of 道. When you take a look at the entire mark, it could remind you of a peace mark, which is also the main goal of this concept.

