

BlockchainTrailblazers.com

Blockchain Digital News Stamping Certificate

Digital Signature:



The document in this certificate has been digitally stamped by embedding its SHA256 hash imprint within the blockchain public ledger maintained in the decentralized Bitcoin cryptocurrency network.

Blockchain



The transmittal of the stamping on the blockchain was made on:

2019-05-14 at 12:23:13 (UTC)

The time shown in the blockchain may vary slightly subject to the appropriate network confirmations.

This certificate is sent to the following email address as per the issuer's request:

derek@trailblazerwriting.com

The electronic document's SHA256 hash imprint:

**76fb79ad844706d29da4204f70659548af27025ab5b
f10c8fda384c0f8e1927a**

The above data block has been embedded on the blockchain using the OP_RETURN feature. The block in which it was embedded is:

**Block#:576010 / Blockhash:
0000000000000000f5e331a72bd4ded8c907353f
0435af7dc2086a37530c7**

The transaction ID number which has allowed the inclusion of the above data block into the above blockchain block is the following:

**77c22b62851fdcbb4696c421b2aa77fbb2df8419be4
7484d29ed35659908d8ad**

The above may be certified using any blockchain explorer. The following blockchain explorers were available at the time this certificate was issued

<https://blockchain.info/>
<https://insight.bitpay.com/>
<https://blockexplorer.com/>
<https://www.biteasy.com/>

The following direct links to some of the above blockchain explorers can be used to verify this blockchain stamping:

<https://www.blockchain.com/btc/tx/77c22b62851fdcbb4696c421b2aa77fbb2df8419be47484d29ed35659908d8ad>
<https://insight.bitpay.com/tx/77c22b62851fdcbb4696c421b2aa77fbb2df8419be47484d29ed35659908d8ad>

NOTE: Above links may not be online in the future. Alternative explorers can be used to verify the above transaction ID number.

How Blockchain Publishing Makes News Trustworthy

By

Derek Little

May 14, 2019



News. It's the quickest way to stay informed about events that affect you and your business. But due to fake news, the internet and other factors, trust in traditional news has fallen to historic lows.

A [poll](#) by the Columbia Journalism Review found that 60% of those surveyed believe sources pay reporters. Further, it revealed that only politicians rank lower than the press for trustworthiness. Can blockchain help?

The amount of data that can be published in a blockchain transaction is quite small. So, it's not practical for storing a database of news articles. The unique advantages of blockchain are that it's tamper-proof, permanent and verifiable. Lets look at some ways blockchain publishing can help your business such as protecting your intellectual property and building trust.

Blockchain-based Intellectual Property

A patent troll is a person or company that uses patents to file frivolous lawsuits. This is particularly a problem in the U.S. where the burden is on the accused to pay legal costs whether they win or lose. Patent trolling is a looming problem in the blockchain industry. Failed startups may sell their patents to trolls putting others at risk of getting sued. The result could be a crippling of the innovation community. Yet patents are often essential to startups in need of investment, so they're not going away anytime soon.

'Defensive publishing' is the disclosure of your blockchain ideas so someone else cannot patent them. You could publish your prior art in an online magazine, but what if it closes down? A blockchain ledger transaction ID can provide permanent proof. Defensive publications let you avoid patent fees and lawsuits. Public disclosure also gives you a year to file your own patent.

Using Blockchain to Build Trust

In 1958 McGraw Hill publishing ran an ad to promote their advertising for B2B marketers. It became known as the "man in the chair" ad. The advertisement featured a gruff looking B2B buyer asking seven demanding questions. Its point was that B2B buyers often don't have enough information to make a buying decision resulting in a lack of trust.

Verifying your content on blockchain demonstrates your intention to be truthful and accurate. Archived content can be used to tell your story, establish your credentials and explain your products. The more content you publish on blockchain the more trust you can build.

Take Your Blockchain Publishing to the Next Level

B2B buyers are reading, watching and listening to more online content than ever before. BlockchainTrailblazers.com now offers a blockchain stamping service for publishing your prior art or trusted content. Blockchain verification is provided with a digitally signed certificate.

Further, BlockchainTrailblazers.com hosts an online community with real-time chat sessions on enterprise blockchain. Developers can share knowledge and content in their own private channel. Further, they can integrate over 1,500 apps including Salesforce, Google Calendar and Go To Webinar. The group is invitation only, so to join message Derek Little on [LinkedIn](#) or visit BlockchainTrailblazers.com to learn more.

This post has been stamped on the Bitcoin blockchain on 2019-05-14. Using the SHA256 hashing algorithm on the content of the post produced the following hash 76fb79ad844706d29da4204f70659548af27025ab5bf10c8fda384c0f8e1927a.

The ID of the pertinent transaction is 77c22b62851fdcbb4696c421b2aa77fbb2df8419be47484d29ed35659908d8ad. [View the transaction on a blockchain explorer.](#)