

## (1). The Personal-Priority-Accounts

**The problem:** Upon making a new discovery or conceiving a new idea, innovators encounter the following problem: if they disclose the idea to their colleagues or managers, the innovators run the risk that their ideas are misappropriated. Such misappropriation may happen in many ways and often not intentionally. For example, upon innovator disclosing his idea to his manager, the manager may tell him “I heard / knew about this idea before,” when in fact the manager has heard of something similar but qualitatively different from the disclosed idea.

Further, when a less-influential scientist (e.g. student, young scientist, etc.) discloses a new idea to his colleagues and supervisors, it often happens that the colleagues may initially not realize the merit of the idea and simply ignore the young scientist (unfortunately, there is a general tendency to ignore the opinions of the less-influential shy people). Six months later, the idea may resurface, in a somewhat different context, during a brainstorming group discussion when a more influential scientist (e.g. manager, prestigious professor, etc.) happens to promote it (without realizing that it is basically the same idea he heard six months later from the young scientist). In such a situation, the influential scientist is likely to be credited by the group members as the originator of the idea at the expense of the actual creator – the less-influential scientist. Because of this, especially young and less-influential scientists, often run the risk of not receiving credit for their new ideas and discoveries. (see e.g. article in *The Scientist: All's Not Fair in Science and Publishing: False credit for scientific discoveries threatens the success and pace of research*, by Frederick Southwick | July 1, 2012)

**The solution:** The personal-priority-accounts allow innovators to secure proof that they have conceived a certain idea or discovery **within minutes** from making the discovery. A scientist that has just made a discovery uploads and saves a document describing the discovery on his personal-priority-account (see [http://worldnewideas.com/index\\_htm\\_files/Document-1.pdf](http://worldnewideas.com/index_htm_files/Document-1.pdf)).

The documents saved on the account are automatically time-stamped and the account administrator is legally bound to safe keep the documents and to certify that the user has created the documents at least as early as the time shown by the time-stamp. This way innovator has secured an early priority-date supported by strong / legally backed evidence and an independent & neutral witness. The system is designed such that the **public would recognize the secured evidence as HIGHLY RELIABLE & CREDIBLE EVIDENCE** – this provides innovators with “peace of mind” and eliminates doubts or questions regarding the veracity of the evidence.

After saving the documents on his personal-priority-account, the innovator can freely disclose his ideas to his colleagues and manager without being afraid that others will miss-appropriate his idea. The innovator can return to his account and upload follow up ideas, improvements, explanations, data, files documenting meetings with coworkers, etc. The innovator does not need to tell anyone that he has saved his idea on his personal priority-account (the legally bound administrator of the system is his “witness”). However, if disputes regarding priority arise, the innovator can present strong / legally backed evidence that he created the idea. This gives innovator “peace of mind” that his colleagues and collaborators are not going to misappropriate his ideas. I believe that this service will significantly improve fairness in all creative environments.