# Story partners with Stability AI to transform creative landscape



Palo Alto, United States, January 9th, 2025 – Story, an innovative platform regarded as the world’s intellectual property (IP) blockchain, has entered into a partnership with Stability AI to implement advanced open-source AI models aimed at transforming the creative landscape for developers and creators. The announcement details a significant initiative to address ongoing challenges concerning the attribution, tracking, and monetization of creative works produced through AI.

The use of Stability AI’s technology seeks to remedy the insufficient mechanisms currently available for creators to monetise their derivative works in a rapidly evolving open-source ecosystem. As advancements in AI technology continue to surge, the infrastructure for ensuring proper attribution and income generation for creators remains underdeveloped.

Jason Zhao, Co-Founder and Chief Protocol Officer at PIP Labs—which is the initial core contributor to Story—expressed enthusiasm for the collaboration. "We’re thrilled to leverage Stability AI’s models, to tackle the most pressing challenges we face with the rapid rise of AI," Zhao stated. He emphasized the synergy between AI and blockchain technologies, underlining the importance of secure digital property rights in a burgeoning creative environment. "By leveraging Stability AI’s technology and Story’s technology, we’re showcasing how the proper incentive structures can ensure attribution and empower creators, driving AI development forward."

The applications of Stability AI’s foundational image models within the Story ecosystem are designed to establish robust tracking mechanisms throughout the AI development lifecycle. This approach enables fair compensation for all contributors involved in monetised outputs. Notable projects within this venture include Mahojin, a search-to-generate AI remixing platform, and ABLO, a collaborative AI platform that empowers creators to design physical goods in collaboration with leading brand IPs.

These initiatives exemplify practical applications that unlock innovative methods for creators to protect their IP and benefit financially from their contributions in a continuously evolving and interconnected creative economy. Scott Trowbridge, Vice President of Stability AI, commented on the partnership’s alignment with their mission, stating, "Empowering creators is at the core of everything we do at Stability AI. We are thrilled to see our models used in Story’s blockchain technology to ensure proper attribution and rewards contributors."

Furthermore, Story is committed to investigating various use cases that marry AI and blockchain technologies to meet the changing demands of creators and developers. One potential avenue involves the registration of unique artistic styles or voices as intellectual property, which can then be trained and fine-tuned into models by others. This could create a framework where every participant in the creative process benefits from monetised outputs derived from this collaborative chain.

By harnessing the capabilities of Stability AI’s advanced models, Story is taking a pivotal step towards fostering a sustainable and equitable online environment in the realm of AI-generated content.

In addition, Story is poised to redefine how intellectual property is conceptualised in the digital age, allowing creativity and economic opportunity to flourish across various platforms and mediums. Their commitment to this cause signals a forward-thinking approach towards integrating innovative technologies to serve the interests of a diverse ecosystem of creators.

PIP Labs, the organisation backing Story, boasts a founding team with exemplary credentials from fields including consumer tech, generative AI, and Web3 infrastructure, underscoring the project’s potential to reshape the landscape of digital creation.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

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3. <https://techbullion.com/story-partners-with-stability-ai-to-empower-open-source-innovation-for-creators-and-developers/> - Quotes Jason Zhao, Co-Founder and Chief Protocol Officer at PIP Labs, on the synergy between AI and blockchain technologies and the importance of secure digital property rights.
4. <https://www.the-blockchain.com/2025/01/09/story-revolutionizes-open-source-ai-for-creator-monetization/> - Mentions notable projects like Mahojin and ABLO, which are part of the Story ecosystem and leverage Stability AI’s foundational image models.
5. <https://www.the-blockchain.com/2025/01/09/story-revolutionizes-open-source-ai-for-creator-monetization/> - Quotes Scott Trowbridge, Vice President of Stability AI, on the partnership’s alignment with their mission to empower creators and ensure proper attribution and rewards.
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