NFTs: Why? NO REALLY, Why?

Presented to the
Association of Corporate Counsel – WA
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NFTs: Program Overview

- Introductions
- Perspectives from legal (intellectual property, contracts, securities), tech, and art world
- NFT (non-fungible tokens) technology
- Minting, storage, owning, selling, and perceived value
- Investing risks and rewards
- Legal challenge predictions
- Future of NFTs
Introductions

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NFTs: Perspectives

• Perspectives from the legal, technology, and art worlds and how NFTs affect day-to-day business of each
NFTs: Technology and Terms

• What is the technology behind NFTs?
  – Blockchain
  – Smart contracts
  – Minting
NFTs: The Players

• Who is developing/selling/managing NFTs?
• Sellers: what are you selling?
• Buyers: what are you getting?
NFTs: Value (Perceived)

• What determines the value of an NFT?
  – Safeguards in place to protect the investment and ensure the exclusivity of the NFT
  – What does it mean to own an NFT?
  – Initial surge and recent decline in sales prices over last couple of months
NFTs: Risks and Rewards

• What are the risks and rewards of investing in NFTs?
NFTs: Likely Legal Challenges

• Where do you see the legal challenges for NFT initially occurring?
NFTs: The Future

• What is the future of NFTs?
  – A passing fad or here to stay?
  – Is the future dependent upon the industry?
    • Art world, real property, advertising, television, sports world
Resources

- https://decrypt.co/66708/dilbert-creator-nft-fans-go-nuts
- https://www.youtube.com/watch?v=mrNOYudaMAc
- https://www.phillips.com/mdj
- https://makersplace.com/metapurse/the-nft-1-of-1-36175/
- https://niftygateway.com/
- https://opensea.io/
- https://superrare.co/search
- https://foundation.app/
- https://rarible.com/
- https://v.cent.co/tweet/20
Questions?

Thank you!

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