

# NFTs: Why? NO REALLY, Why?

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[Your Innovation Partners]

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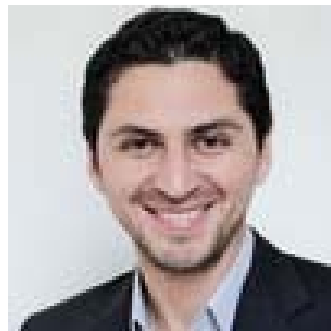
# NFTs: Program Overview

- 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



**Deborah Gunn, Panelist**  
Fauschou Foundation  
Senior Advisor



**Pablo Tapia, Panelist**  
Microsoft Corporation  
Senior Corporate Counsel

**Fran Jagla, Moderator**  
Christensen O'Connor Johnson Kindness PLLC  
Member, Chair of the Trademark Practice Group



**David Sheldon, Panelist**  
Christensen O'Connor Johnson Kindness PLLC  
Member, Chair of the Patent Practice Group



# 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://onlineonly.christies.com/s/beeple-first-5000-days/beeple-b-1981-1/112924>
- <https://www.christies.com/features/Monumental-collage-by-Beeple-is-first-purely-digital-artwork-NFT-to-come-to-auction-11510-7.aspx>
- <https://www.sothebys.com/en/digital-catalogues/the-fungible-collection-by-pak>
- <https://www.phillips.com/mdj>
- [https://vimeo.com/96131398?utm\\_source=newsletter&utm\\_medium=email&utm\\_campaign=newsletter\\_axiosedge&stream=business](https://vimeo.com/96131398?utm_source=newsletter&utm_medium=email&utm_campaign=newsletter_axiosedge&stream=business)
- <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?

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# Thank you!

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