

### NFT and Intellectual Property Intersection: Licensing, Monitoring, Enforcement Strategies

#### Strafford Webinar

05.12.2021

#### When:

1:00 p.m. - 2:30 p.m. EDT

#### Sheppard Mullin Speaker:

Jim Gatto, Blockchain & Fintech Team Leader

#### About:

Everything is being tokenized these days. A non-fungible token (NFT) represents ownership of a digital asset, which is recorded on a blockchain. The NFT market has exploded recently and has gotten record prices including \$69 million for a piece of digital art. While NFTs have presented **opportunities for IP owners**, they have also resulted in potential problems.

NFTs create another avenue for IP owners to monetize their IP. NFTs can represent almost any real or intangible property, including music, virtual items in video games, collectibles, tweets, news articles or even real estate. Many brand owners are looking to cash in on this phenomena by **licensing their IP for use in NFTs**.

As brand owners venture into NFT creation or licensing and due to the unique issues with NFTs, IP owners should **reexamine their strategies for both protecting and licensing** their IP. They also need to be aware of some of the unique aspects of NFTs and blockchain technology to maximize revenue, protect their brand and avoid liability.

Listen as our authoritative panel of IP attorneys examines the intersection between NFTs and IP. The panel will discuss the current lay of the land for NFTs, examine licensing issues and strategies, and discuss liability avoidance. The panel will also discuss best practices for monitoring for and addressing infringement.

[Click here for more information and registration.](#)

#### Attorneys

James G. Gatto

#### Practice Areas

Intellectual Property

## Industries

Blockchain

Blockchain and Fintech