

# From Beeple to Billions - What You Need To Know About NFTs

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An NFT is one-of-a-kind digital asset that belongs to you and you alone – and some are selling for jaw-dropping prices. In November 2021, Christie’s auction house sold the first-ever NFT artwork by digital artist Beeple for an astounding \$69.3 million, and has opened its own NFT marketplace. NFTs have also popped in the real estate market, with a Florida home recently auctioned off as a NFT for \$653,000. The home’s property rights were minted as an NFT resulting in the NFT holder legally owning the property.

Non-fungible tokens (NFTs) are pieces of unique digital content linked to the blockchain, are the Internet’s latest craze, an emerging digital asset class that presents a unique set of legal, commercial, and regulatory issues. NFTs can be digital artwork, GIFs, virtual trading cards, images of physical assets, and even tweets. Brands such as the National Basketball Association (NBA), Louis Vuitton, Coca-Cola, and the Associated Press are releasing their own NFTs to sell to their consumers. Now is the perfect time for you to watch this fun, engaging, and informative webinar to understand the wide world of NFTs and the opportunities - and risks - inherent in it.

Hosted by Bailey Glasser lawyers **Carlos Duque** and **Michael de Leon Hawthorne**, this 45-minute webinar included special guests **Brian Chiou**, Founder and Chief Executive Officer of **Hello Raye** and **Jacob Shrader**, General Manager of Esports at **ZenSports**. Both Brian and Jacob offered their unique and detailed analysis of the NFT industry.

## Among the topics set for discussion:

- What legal issues you need to know before investing in NFTs
- How the unregulated nature of NFTs can be both a positive and negative
- Understanding the intellectual property rights of NFTs
- How the functions of a decentralized autonomous organization (DAO) leads to an NFT security
- How to best protect yourself when investing in NFTs

## **Attorneys**

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## **Practice Areas**

Business & Finance