
Non-Fungible Tokens (NFTs)

As innovation opens up new horizons at breathtaking speeds, brand owners and content creators turn to Fross Zelnick to help them navigate complex IP matters.

NFTs are enjoying a meteoric rise – requiring that trademark and copyright owners alike understand the nuanced legal issues implicated by this blockchain technology. Whether formulating strategies to monetize intellectual property rights through NFTs, negotiating sophisticated token licenses, or enforcing against new online marketplaces, Fross Zelnick’s unparalleled experience in IP enables our clients to execute with confidence.

Industry leaders rely on us for counseling on licensing out content for NFT products, obtaining rights from others to build new tokenized content, and policing their rights against bad actors intent on cutting corners. Fross Zelnick’s expertise is in guiding our clients successfully through the ever-evolving landscape of brands and content. We’re ready to leverage this experience to help you tackle this new arena and obtain the best and most profitable outcomes.

Representative Experience

- Advised client on possible use of NFT technology in sale of rock ‘n’ roll collectibles
- Advised on copyright fair use principles as applied to the sale via NFTs of works incorporating preexisting works
- Advised on potential use of NFTs as a means to authenticate luxury goods
- Advised on legitimacy of products backed by NFTs and whether sale of goods infringed client’s rights