Insights: Publications

Applying US Trademark Law to NFTs

Bloomberg Law

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Non-fungible tokens (NFTs) are an unprecedented convergence of technology, art, branding, and commerce. Brand owners are struggling to take advantage of new opportunities and to cope with new challenges using trademark doctrines developed for different contexts and different times.

Related People



Brittany L. Kaplan
t 312.242.3298
bkaplan@ktslaw.com