



NEWS AND INSIGHTS FROM GAMMA LAW

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Dear "[FNAME]",

While recent events have caused some to question the long-term viability of non-fungible tokens as collectibles or stores of value, the market continues to expand. Understanding the nature, characteristics, and regulatory treatment of NFTs will help provide NFT creators, platforms, and buyers with the tools they need to make informed decisions. This month, we offer our analysis and advice for readers considering entering this dynamic space.

Whether you are considering converting your creative works into NFTs, building a platform for trading of digital assets, or seeking to add NFTs to your portfolio, this edition will point you in the right direction.

NFTs are not the only disruptive technology commanding the world's attention. Innovators continue to find exciting, new uses for augmented, virtual, and mixed reality, which has led to a number of challenging legal and ethical questions. I was recently interviewed by Law.com about whether AR/VR-specific laws are needed and when they might be promulgated, and my upcoming presentation at the Virtual Reality Developers Conference (see "Connect with Us, below) will discuss the risks and opportunities highlighted by recent AR/VR court cases.

I also would like to welcome two additions to the Gamma Law team. Sangita (Sam) Datta brings four years of experience practicing commercial finance and corporate law at top law firms in Los Angeles and in the legal affairs department of the Walt Disney Company. She graduated Order of the Coif from UCLA Law School in 2015. Amy Sanderson also joins Gamma Law team as the firm's first-ever summer associate. Amy is fluent in Japanese and is interested in gaming and esports transactional law.

Finally, some congratulations are in order. Maxim Kogan, Gamma Law's Team Member of the Quarter. Maxim practices primarily in international transactions, joint ventures, and strategic alliances. Prior to joining Gamma Law, he gained significant corporate, commercial, and financial law experience as a senior associate with a premier global law firm in London and New York, where he advised on a wide range of mergers and acquisitions and public and private divestitures.

As always, thanks for reading and best regards,

David B. Hoppe
Managing Partner
Gamma Law

Gamma Law provides premium legal support to select clients in cutting-edge media/tech business sectors. To discuss how we can support you to achieve your objectives, please contact us.

YOU SHOULD KNOW




NFT LICENSING AGREEMENTS: WHAT YOU NEED TO KNOW

NFTs allow anyone to convert art and collectibles into revenue-generating digital property. How to approach these opportunities and manage risk is critical in any NFT business dealing. [Read more.](#)



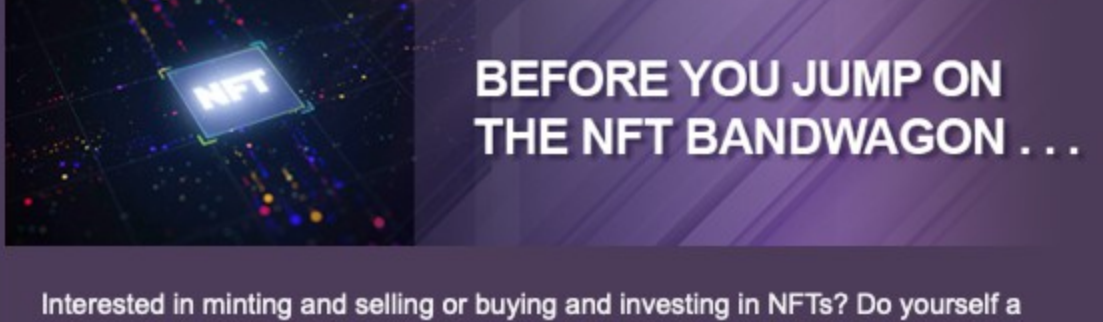
WHO CREATES NFTS, AND WHAT'S THEIR MOTIVATION?

NFT creators – or "minters" – turn videos, GIFs, music, art, and other creations into unique collectible digital items. But who are these minters, and what do they get out of it? [Read more.](#)



LEGALLY AND SUSTAINABLY BUILD AN NFT MARKETPLACE

Dotting the legal i's and crossing the t's is essential to successfully creating, operating, and profiting from an NFT marketplace. Here's how to stay on the right side of the law. [Read more.](#)



BEFORE YOU JUMP ON THE NFT BANDWAGON . . .


Interested in minting and selling or buying and investing in NFTs? Do yourself a favor and become familiar with applicable securities laws before you take the plunge. [Read more.](#)

IN THE NEWS

- [Faze Clan Suspends Members Over Cryptocurrency Fraud](#) - The Gamer
- [EA denies rumors of in-game advertising in consoles games](#) - Fansided
- [U.S. Department of Justice opens antitrust inquiry into Overwatch League's soft salary cap, 'competitive balance tax'](#) - DOT Esports
- [Expensive Designer NFT's And How Blockchain Is Wooing The Luxury Lifestyle Industry](#) - Forbes
- [Case against man accused of killing over video game fight moves forward](#) - Royal Oak Tribune
- [Virtual reality with friends is staging a comeback](#) - CNET
- [GameSquare Esports Acquires Jerry Jones' Complexity Gaming](#) - Ministry of Sport
- [Screen time has increased by as much as 500% during the pandemic, but should local parents panic?](#) - Nola.com
- [San Diego Comic-Con: The Show Must Go On\(ine\)](#) - Publishers Weekly
- [Trustless bridges may be the key to blockchain interoperability](#) - Coin Telegraph
- [Esports drawing corporate attention in Japan as benefit program amid pandemic](#) - The Mainichi

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GDC GAME DEVELOPERS CONFERENCE

VIRTUAL REALITY DEVELOPERS CONFERENCE

July 19-23 Online
David will deliver his analysis of the risks and opportunities highlighted by recent AR/VR court cases. [Register now.](#)



POCKET GAMER CONNECTS #8

Sept. 28-Oct.1 online
David will present a program on a topic (tbd) of interest to the mobile, console, and XR gaming community. [Register now.](#)



HAVE DAVID SPEAK AT YOUR EVENT

Gamma Law's founding partner, David B. Hoppe, speaks and writes frequently about legal topics in emerging technologies and entertainment in the US and Japan. If you'd like David to speak at your event, please [contact us.](#)

Gamma Law is a San Francisco-based firm supporting select clients in cutting-edge business sectors. We provide our clients with the support required to succeed in complex and dynamic business environments, push the boundaries of innovation, and achieve their business objectives, both in the U.S. and internationally. Contact us today to discuss your business needs.

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