



NEWS AND INSIGHTS FROM GAMMA LAW

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Dear "[FNAME]",

This month's newsletter could be considered a user's manual for individuals and companies contemplating employing NFTs as part of their business models. Our special coverage this month includes some cautionary tales that chronicle the consequences of failing to obtain the necessary guidance and legal risk analysis before launching NFTs. Our recap of the missteps involved in G2 Esports' NFT deal with Bondly highlights the importance of due diligence and well-drafted contracts among NFT partners.

Two other articles discuss the regulatory concerns to be considered when launching DAOs. And our final article critiques Bill Gates' characterization of NFT investments as an example of the "Greater Fool" theory. According to the Web 1.0 magnate, NFT prices rise not because of any inherent value they may possess but because there are buyers who are more bullish than the current owners – until, as he warns, the supply of "fools" runs out.

Finally, we are proud to welcome two new members to the Gamma Law team this month, both of them Japanese-licensed lawyers and having just completed their US graduate law degrees. Yusuke Hisashi specializes in intellectual property, media, contracts, and licensing. Hisashi-san's experience includes working on intellectual property and counterfeiting issues for the Japan Ministry of Economy, Trade and Industry, and in-house with the Japanese subsidiary of a major international sports entertainment platform. Koji Tomimoto is being seconded to Gamma Law from the international firm of Kitahama Partners in Osaka. He also practices primarily in the area of intellectual property, as well as venture capital, mergers and acquisitions, and international business.

The addition of these Japanese professionals strengthens our longstanding commitment to supporting companies of all sizes doing business between Japan and the United States.


Thanks for reading!

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




NO SAFE HARBOR FOR PLATFORM IN CHINESE NFT INFRINGEMENT CASE

A Chinese court found a marketplace platform liable for contributory copyright infringement when a user posted and tried to sell an NFT whose rights he did not own. [Read more.](#)



DO'S AND DAON'TS: CREATING A DAO FOR AN NFT PROJECT

NFT-based projects and businesses can gain several advantages by structuring as decentralized autonomous organizations. Here's how to ensure full compliance and legal protection. [Read more.](#)




WHEN NFT DEALS GO BAD: LESSONS FROM G2 V. BONDLY

As G2 Esports and Bondly discovered, NFT partnerships with unsuitable collaborators and failing to address each party's rights and responsibilities can invite licensing, distribution, and other legal issues. [Read more.](#)



AS GOOD AS ADVERTISED? USING NFTS IN MARKETING CAMPAIGNS

Businesses exploring ways to use NFTs in their marketing programs should take care that their tokens are not issued to create an expectation of profit to the buyer based on the efforts of others. [Read more.](#)



SHIP OF FOOLS? EXAMINING BILL GATES' ASSESSMENT OF NFTS

The Microsoft co-founder says the NFT bubble is bound to burst because speculators will eventually run out of "greater fools" than themselves to whom they can sell their intrinsically valueless tokens. [Read more.](#)

IN THE NEWS

- [What will it take to reignite the NFT market?](#) - TechCrunch
- [How NFTs Create Value in the Metaverse](#) - Go Banking Rates
- [Pressing paws: Stray, the video game that's a hit with cats \(and their humans\)](#) - The Guardian
- [The U.S. Army, not Meta, is building the metaverse](#) - Venture Beat
- [How Virtual Reality Training Helped Surgeons Separate These Conjoined Twins](#) - Gizmodo
- [Why Bungie keeps suing video game harassers and cheaters](#) - Axios
- [The latest video game controller isn't plastic. It's your face.](#) - Washington Post
- [Hong Kong University to launch mixed reality classroom in metaverse](#) - Forbes India
- [Video game players may be better at making decisions](#) - CBS Boston
- [Virtual reality: The new frontier in reaching prospects and clients](#) - Insurance News Net


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TOKYO GAME SHOW 2022

September 15-18, Chiba
Be among the first to check out what's new from all the major game publishers, console makers, mobile gaming platforms, and AR/VR producers. [Schedule of events](#)



GLOBAL METAVERSE CARNIVAL

Online, Dec. 6-8
David will participate in a to-be-announced panel discussion covering metaverse blockchain applications at the holiday-themed virtual event. [Get tickets.](#)



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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