

Dear "[FNAME]",

In this edition of the Gamma Law newsletter, we continue last month's theme of must-know information regarding NFT-related legal issues. As numerous courts and regulatory bodies have defined NFTs as personal property, securities, and intellectual property, our three feature articles view non-fungible tokens through each of these lenses.

First, we look into the ramifications of so many sports stars, screen idols, and pop culture icons leveraging their fame to promote NFT projects in return for compensation. Anyone investing time or money in a business deal that utilizes a celebrity's name, image, likeness, or other distinguishing characteristics should read this article and ensure that all necessary rights are secured before moving forward.

Next, we delve into how the rights to market and profit from NFTs are divided among creators, employers, purchasers, licensees, and other market participants. Not all arrangements are created equal. The relationship among these parties determines who holds which rights, how those rights may be transferred, and the consideration the holder receives for ceding these privileges.

Our third article outlines many of the risks to be aware of and avoid when embarking on an NFT project. Buyers, sellers, creators, and service providers continue to exploit the exciting opportunities NFTs offer. But as the market matures and governments around the world seek to protect their citizens (and claim their share of the taxable revenues NFTs generate), it is crucial that participants fully understand and minimize their exposure to these risks.

Finally, please join me in welcoming back Gamma Law's newest associate, [Amy Sanderson](#). Amy is a recent graduate of the University of California, Irvine School of Law, and previously assisted our firm as a summer associate and law clerk during her studies. She primarily practices transactional law in gaming and esports.

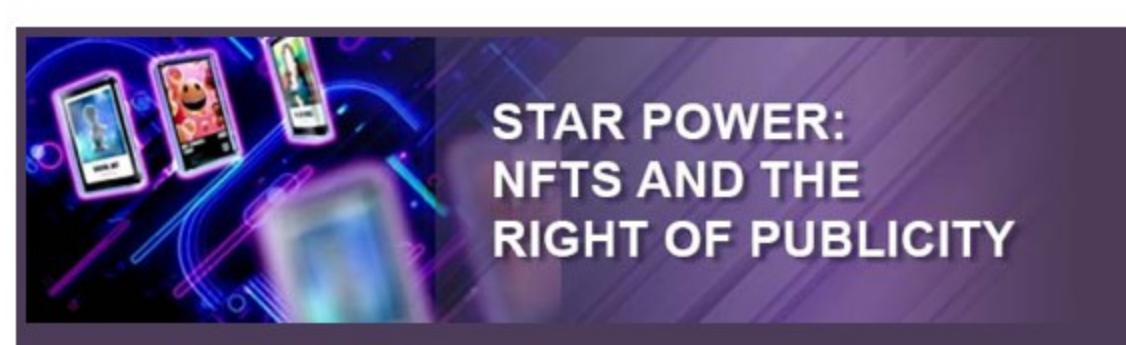
Thanks for reading!

Best regards,

David B. Hoppe
Managing Partner
Gamma Law

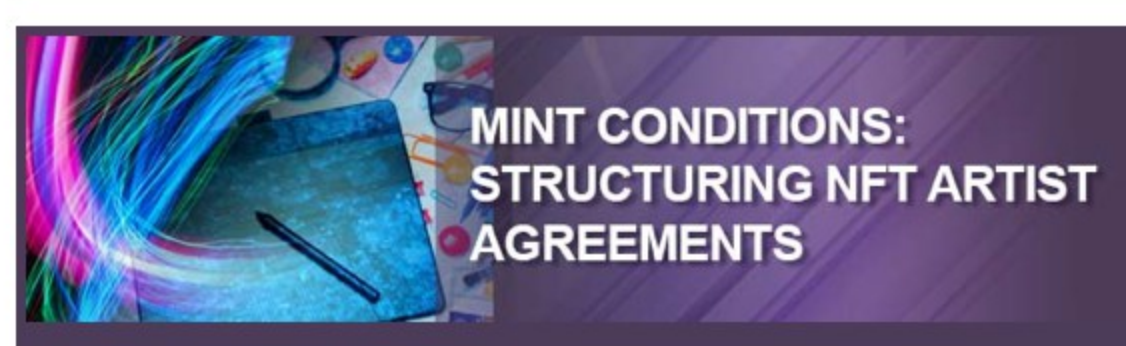
[Gamma Law](#) provides premium legal support to select clients in cutting-edge media/tech business sectors. To discuss how we can support you to achieve your objectives, please [contact us](#).

YOU SHOULD KNOW



**STAR POWER:
NFTS AND THE
RIGHT OF PUBLICITY**

NFT minters and marketers must understand the law surrounding personality rights if their projects include creating and using NFTs based on a celebrity's likeness, image, name, or personality. [Read more.](#)



**MINT CONDITIONS:
STRUCTURING NFT ARTIST
AGREEMENTS**

It's no exaggeration to say that the success of an NFT project may hinge on how well the NFT artist agreement is drafted and how well it defines the terms under which an NFT minter can use any underlying art. [Read more.](#)



**FUNCTIONARIES, PHONIES,
AND PHISHING: MANAGING
NFT RISKS**

Regulatory uncertainty, counterfeit products, and data security are just some of the risks emerging technologies companies should guard against. [Read more](#)

IN THE NEWS

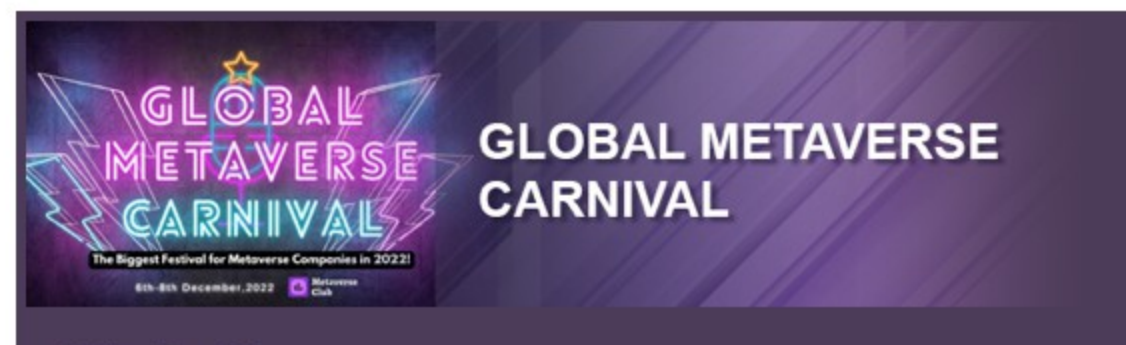
- [Global governments demonstrate the wide-ranging use cases of NFT technology](#) - Kitco
- [How 'GamerGate' led the gaming industry to embrace more diverse and caring values](#) - The Conversation
- [Xbox and the Special Olympics are leading an esports 'inclusion revolution'](#) - Digitaltrends
- [Understanding Ethereum's major 'proof of stake' upgrade](#) - NBC News
- [Washington becomes the first state to tax NFTs](#) - ARTnews
- [Games and entertainment mourn Queen Elizabeth](#) - IGN
- [White House to NFT space: make minting greener](#) - NFT Now
- [How virtual reality is turning surgical training upside-down](#) - Healthcare IT News
- [Esports an industry that will help fuel Las Vegas economy, experts say](#) - Las Vegas Review-Journal
- [Thai regulators make moves to tighten crypto rules](#) - Blockchain.News

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2022** TOKYO GAME SHOW

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** 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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