

Dear *[FNAME]*,

In case you missed it, Gamma Law now has expanded with a new office in New York. Headed by Yusuke Hisashi, of counsel, our Midtown Manhattan office at 250 Park Avenue adds to our growing operations as we continue to support domestic and international clients with our expertise in digital media, blockchain/crypto/NFTs, extended reality, and other emerging technology spaces.

The Gamma Law New York office will serve as the headquarters for our new practice that serves clients in the fashion industry. Like many entertainment and lifestyle products, fashion now straddles physical and virtual realms. As one of the first law firms to develop a true metaverse practice, we are excited to be a part of this ever-evolving industry.

In other news, I am pleased to announce that my second book (title to be announced soon!) will be released later this year. The topic this time is my perspectives on legal considerations and developments surrounding NFTs. Like my first book, [Esports in Court](#), the format will be a series of short essays. While it examines real and important legal issues, including intellectual property, contracting, and risk, it also features looks at irreverent and offbeat uses for NFTs, with chapters such as "Sell the Sizzle, Not the Stake" and "Hold My Beer – NFTs, Alcohol, and Intellectual Property."

Onto the newsletter! This month we feature articles on how governments, businesses, investors, and minters are approaching NFTs, and how courts, regulators, and law enforcement entities are negotiating the uncertainty surrounding their legal status.

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



SELL THE SIZZLE, NOT THE STAKE: MARKETING YOUR NFT PROJECT

Some investors and attorneys deem NFTs to be shielded from securities and investment laws, but other fintech lawyers and Securities and Exchange (SEC) experts warn that NFTs are increasingly blurring the lines. [Read more.](#)



REGULATORS LEANING TOWARD TREATING NFTS AS SECURITIES

Legal developments seem to point toward the eventual classification of NFTs as securities. Should the trend continue, it is sure to have important consequences for the video game industry and emerging technology companies. [Read more.](#)



DEFINING NFTS: PROPERTY, SECURITIES, OR COMMODITIES?

As an emerging asset class, NFTs and their marketplaces require a new set of guidelines and rules for consumer protection, particularly with regard to NFTs' classification, IP ownership, and security. [Read more.](#)

IN THE NEWS

- [State Of The Video Game Business: A Special Report](#) - Variety Intelligence Platform
- [What remains in the NFT market now that the dust has settled?](#) - CoinTelegraph
- [Tencent Is Now Actively Chasing After Video Game Developers](#) - Happy Gamer
- [Will VR Drive CX in the Metaverse?](#) - CMSWire
- [Japan to Invest in Metaverse and NFT Expansion](#) - CoinDesk
- [All Facebook and Instagram Users in the U.S. Can Now Display Their NFTs](#) - Investopedia
- [EU Resolution Calls for Investment in Video Games and Esports](#) - VentureBeat
- [What Technology is Necessary to Support an Immersive Metaverse?](#) - AZO Materials
- [6 Industries Where the Metaverse Is Bringing New Opportunities](#) - TechNative
- [The World's Cultural Heritage Is Being Preserved One NFT at a Time](#) - CoinTelegraph

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GAMESBEAT SUMMIT

San Francisco, October 25-26
David will emcee six sessions on day 1 of the event focusing on gaming, esports, and the legal aspects of marketing, NFTs/cryptocurrency, and more. [Register now.](#)




IPR GORILLA

Virtual, November 9-10
David will participate on the panel "Impact of the Metaverse on intellectual property rights in the US" at 7:10 am Pacific Time on Nov. 9. [Register now.](#)



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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