

Tokens and NFTs: Our selected experience

- We have advised a **Chinese multinational technology and entertainment conglomerate** on:
 - the establishment of a new NFT marketplace; and
 - the legal issues around issuing non-fungible tokens (NFTs) to consumers in Hong Kong.
- We have advised (and continue to advise) a **developer of core blockchain infrastructure** in relation to its open source, blockchain platform and cryptocurrency, including advising on a project involving cross-blockchain transfers of digital assets and tokens.
- We have advised a **metaverse media company** on the development of a new digital artwork NFT trading platform, including regulation, trade mark licensing, corporate structuring, commercial agreements and all relevant terms and conditions, image rights licensing and content master licences.
- We have advised a **crypto-gaming platform** on various aspects of its initial coin offering, NFT minting and distribution, and game development. Our advice has covered a range of areas, such as drafting the end user terms for the platform, the marketplace terms for the exchange on which the company's NFTs can be traded, and the development and publishing agreement for the game in which those NFTs can be used. This has involved advice from our commercial, corporate, intellectual property, data protection, financial regulation, and tax teams.
- We have advised a **US lottery platform** on its ICO from an issuer incorporated in Ireland and offering tokens in certain EU countries and in Asia.
- Advising a **global fintech company** in connection with its strategic partnership with a blockchain software developer to create a blockchain platform for the syndicated loan market.
- We have advised a **major Premier League football club** on red flag issues regarding a limited edition NFT run, preserving its position regarding alternative offerings.
- We have advised on the development of various commercial contracts relating to the creation of NFTs and associated prize promotions, and have provided regulatory advice on whether the offering or issuing of the NFT (via the prize promotion) required the financial institution to obtain any type of financial services authorisation, licence or registration in the UK.
- We have advised a **Swiss luxury handbag brand** on IP protection and financial regulations to support its potential new business of launching an NFT handbag collection.
- We have advised one of the **world's largest Bitcoin trading platforms** on all of its privacy related matters, ranging from customer data complaints to data protection regulators' enquiries. To meet the volume of requests, we have put together a multi-office team, with fee-earners in the UK, France and Hong Kong.
- We have advised **EY** on the establishment of a joint venture with Guardtime, one of the world's leading blockchain solutions companies, which is set to transform the \$30 billion global marine hull insurance industry. This is the world's first blockchain platform for marine insurance now in commercial use and we were the only firm providing legal advice. Furthermore, it is one of the most significant and largest legal matters involving Blockchain technology to date.
- We have advised a dynamic **Fintech start-up** with regular advice regarding e-money, payment services and AML issues, cryptocurrencies and blockchain regulation in several EU and non-EU countries.

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