

## The Rise of NFT's Gaming Brings Blockchain Mainstream

### LA Game Online Conference

05.11.2021

**When:**

12:00 p.m. - 12:45 p.m.

**Sheppard Mullin Speaker:**

Jim Gatto, Leader of the Blockchain & Fintech Team

**About:**

Non-fungible tokens (NFTs) shot into the public eye earlier this year, in part, due to the enormous success of NBA Top Shot, a blockchain-based trading card system that has generated over \$230 in gross sales. Musicians, artists and brands have moved fast to capitalize on what is perceived as a huge new revenue-generating opportunity in NFTs. This panel will break down the ins and outs of NFTs and discuss best practices and pitfalls to avoid as well as look at the opportunities for games businesses in this exciting new sector.

[Click here for more information and registration.](#)

### Attorneys

James G. Gatto

### Practice Areas

Intellectual Property

### Industries

Blockchain and Fintech