

**The Intellectual Property/Technology Business Section  
and In-House Counsel & Corporate Law Section  
of the Santa Barbara County Bar Association present:  
Non-Fungible Tokens: A Primer and Legal Guide to NFTs**

Non-Fungible Tokens (NFTs), the latest rage in blockchain technology, have burst into the entertainment and media space, creating new markets and opportunities for artists, musicians, sports stars, brands, technology platforms, investors, and consumers. NFTs raise a profusion of novel legal questions involving intellectual property, advertising, consumer protection, and regulatory matters.

This program will explore some of the basic questions and fascinating legal issues raised by NFTs. What are NFTs and why do they have value? How are they being used in the marketplace, and who are the major players? How do NFTs fit into the cryptocurrency and blockchain landscape? What IP or other rights are needed to “mint” an NFT? What are the rights of an NFT owner? How do you enforce contractual terms associated with an NFT? Will NFTs generate litigation? How do you protect clients from the risks associated with NFT transactions?

**Speaker: Jeremy S. Goldman**

Jeremy Goldman is a partner at Frankfurt Kurnit Klein & Selz PC in Los Angeles. He practices in the media, entertainment, and technology industries, with a focus on counseling clients about and litigating copyright, trademark, talent, contract, privacy, and IP-adjacent matters. Jeremy calls on his deep understanding of computers and the internet to advise clients on cutting-edge questions at the intersection of intellectual property and technology. Recognized by legal news website *Above the Law* as an “IP NFT Pioneer,” he represents both platforms and creators in this rapidly developing field.

**Date and Time**

Wednesday, November 17  
12 noon – 1:15 PM

**Location**

Virtual Presentation Via Zoom

**Reservations**

To receive the meeting link via email, please respond by  
Friday, November 12,  
to Chris Kopitzke at [ckopitzke@socalip.com](mailto:ckopitzke@socalip.com) AND to  
Lida Sideris at [sblawdirector@gmail.com](mailto:sblawdirector@gmail.com)

**Cost and Payment**

\$10 SBCBA Members/\$15 Non-members  
**Mail checks by Friday, November 12,**  
payable to Santa Barbara County Bar Association,  
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