

Unauthorized Blockchain Domain Names: What's a Brand to Do?

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Non Fungible Tokens (“NFTs”) are very “on trend” and many brands are finding ways to use them to the benefit of their businesses. Blockchain technology also presents new challenges with respect to the enforcement of intellectual property rights. One particular challenge is the creation of blockchain domain names.

Please see [our advisory, Unauthorized Blockchain Domain Names: What's a Brand to Do?](#) It provides a summary background regarding blockchain domain names and suggestions for rights owners to navigate the new challenges they present with respect to enforcement.

See the [advisory](#) for the full details.