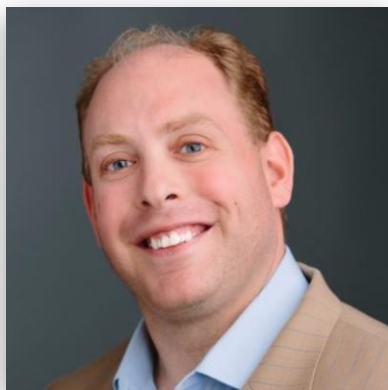


MANIFEST DESTINY: *Risk, Opportunity & Reward Around Digital Currencies*

Evolving Wilds: The Emerging Legal Landscape for NFTs

Moderator



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The Creator Economy: Brief NFT Primer & Dapper Labs Overview

by:

Alex C. Levine

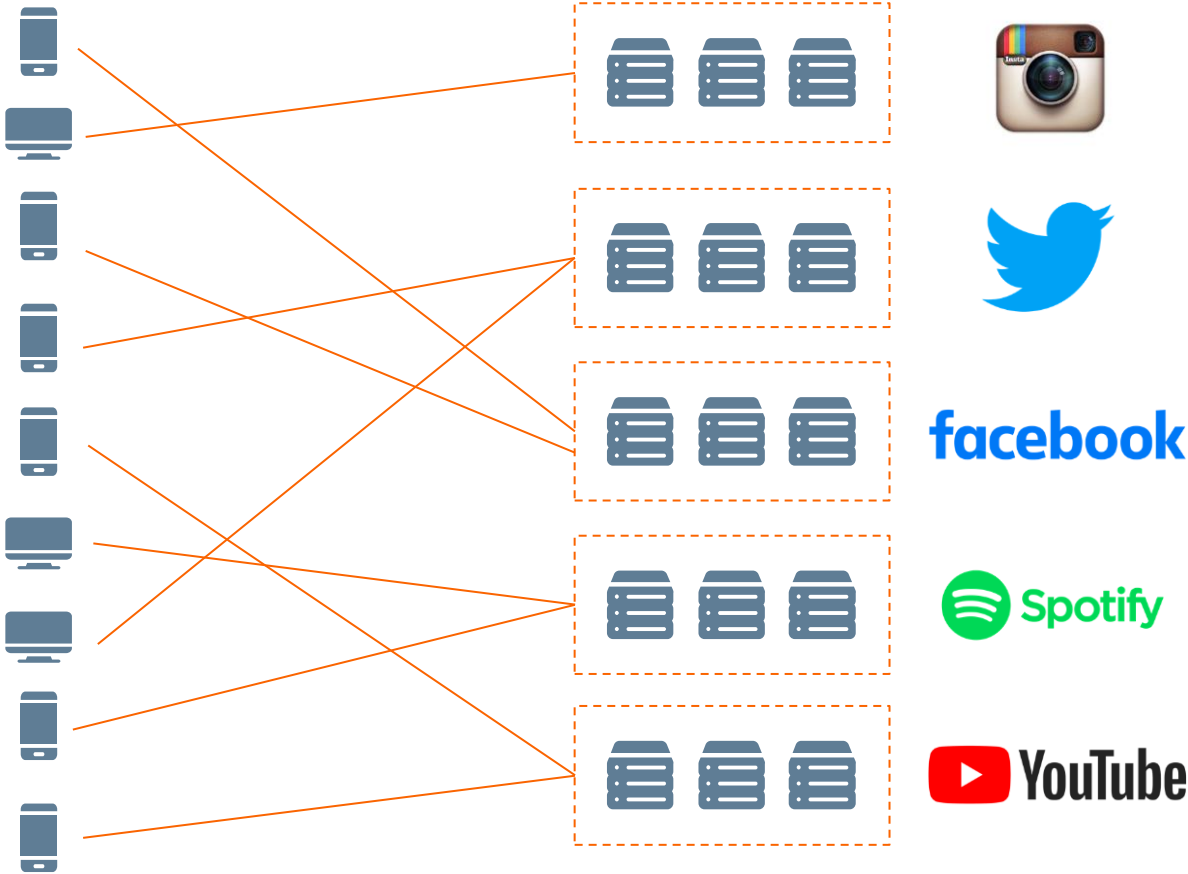
Head of Regulatory Affairs & SVP, Legal
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The Rise of NFTs:

Centralized Internet Platforms Pose Big
Problems* for Individual Content
Creators and Users

*Punchline - Decentralized blockchains and NFT's solve them

On today's internet each day, individuals upload billions of images, videos, songs, and other files to centralized platforms



But, whenever a file is uploaded to a centralized internet platform, four things happen to such individually-created content:

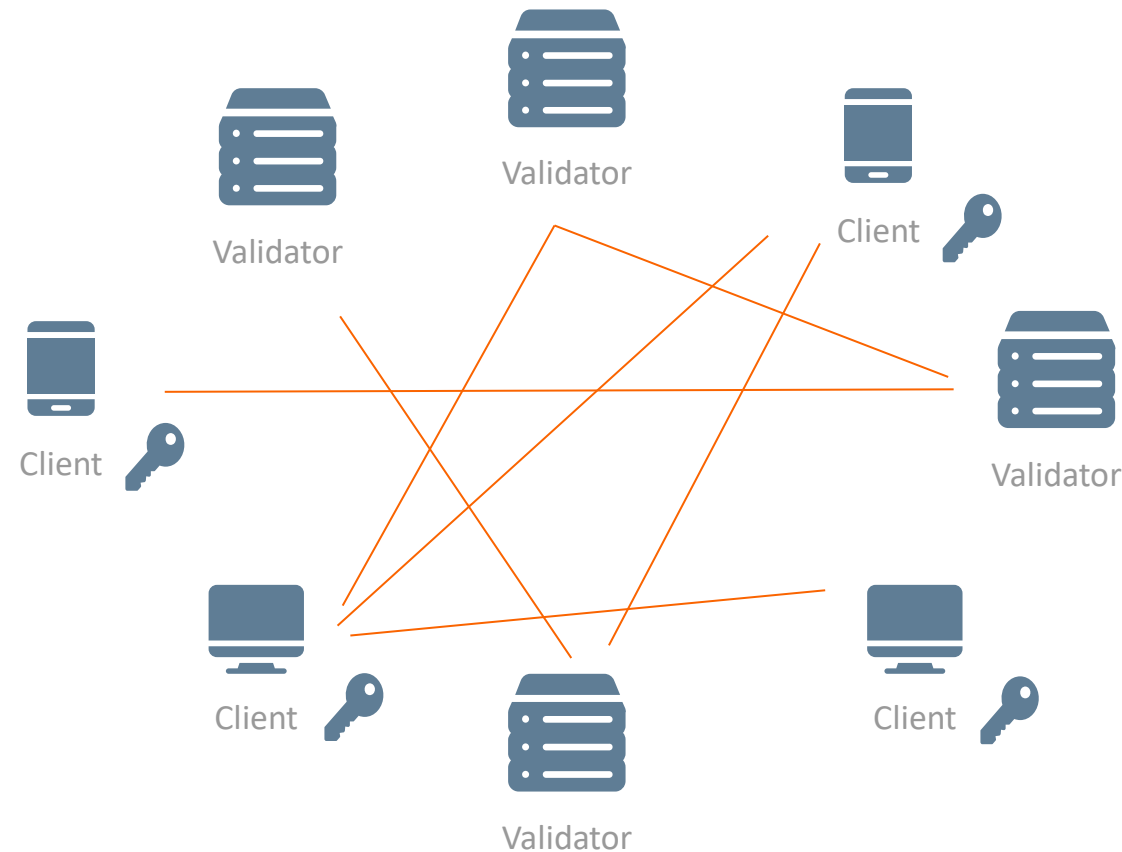
1. **The file is copied to the internet platform's servers**
2. **Ownership of the file transfers to that company**
3. **The internet platform (and not the individual creator) monetizes the content and keeps most of its value**
4. **The internet platform determines its use (and not the individual creator or subsequent users)**

The NFT Solution:

Empowering Individual Creators and Users

Blockchains enable public access and private ownership of any digital file in a decentralized manner that provides for easy transferability

An NFT is ownership of a unique file that lives at or is tied to a specific address on a blockchain that only the owner can control



Blockchains Prove:

1. **Verifiable Ownership**
2. **Public access**
3. **Provenance**
4. **Composability**

Benefits of NFTs

Creating or owning an NFT on a blockchain provides a myriad of advantages over a physical collectible for individuals:

- **Authenticity** -- A digital file on a blockchain contains metadata that describes the collectible and makes it uniquely verifiable and not subject to fraudulent replication
- **Rarity** -- A digital file tied to a NFT is by definition rare in that it is unique and cannot be replicated
- **Indivisibility** -- Unlike fungible tokens (such as Bitcoin), an NFT cannot be subdivided into fractional amounts or have multiple owners
- **Transferability** -- The blockchain makes it easy to transfer or sell an NFT almost instantaneously to any other user around the world
- **Ownership Guaranteed** -- The ownership of any NFT is verifiable

Dapper Labs & Digital Collectible NFTs: Creating a Pop Culture Phenomenon



Dapper Labs is the pioneer of the digital collectible NFT and the foremost web3 / blockchain studio in the world, focused on bringing the joy and benefits of decentralized entertainment apps to a billion consumers. Our mission is to bring decentralized, transparent, blockchain computing to billions of people through exciting consumer facing experiences, such as **NBA Top Shots**, **NFL All Day**, and **CryptoKitties**.

With over 2,000,000 Dapper Wallet accounts, Dapper Labs is well on its way to achieving this mission.

Dapper Labs has onboarded some of the biggest brands in the US for creation of Top Shot-branded retail digital collectible NFTs to benefit all passionate American sports fans across the 50 states.



Fan base:
400M



WNBA

Fan base:
33M



Fan base:
400M



Fan base:
275M

NBA Top Shot: The explosion of digital collectible NFTs in pop culture

The creation of the NBA Top Shot digital collectibles product by Dapper Labs precipitated the explosion of NFTs into mainstream popular culture seen currently today.

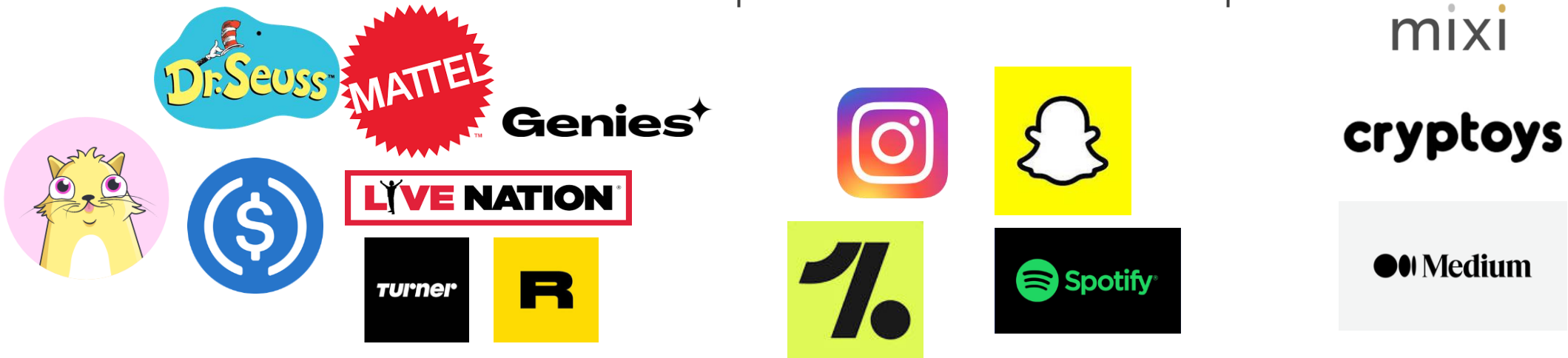


The Top Shot numbers since launch almost a year ago constitute a majority of the NFT digital collectible space and speak for themselves:

- **Over 2,000,000 user accounts**
- **Over 20,000,000 transactions**
- **Over \$1,000,000,000 in total transaction value**

Dapper Labs operates a well-lit marketplace for the Top Shot digital collectibles, including mature AML/KYC and OFAC programs leveraging a partnership with Chainalysis among other new technology.

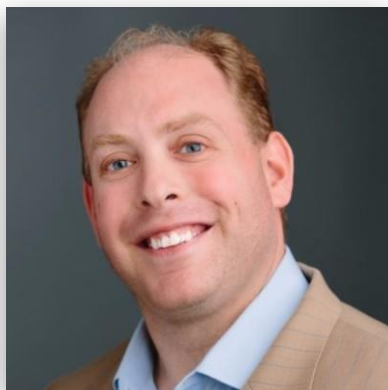
Top Shot products have only been the beginning for Dapper Labs' mainstream digital collectible NFTs with many more to come



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