

## [Events](#)

May 11, 2021

Put Me in Coach: NFTs are Ready to Play

### Opportunities for the Sports Industry

Perkins Coie's [Jill Louis](#) with special guest [Moon Javaid](#), executive vice president of Elevate Sports Ventures and chief strategy officer for the San Francisco 49ers as they discussed the business and legal landscape behind NFTs.

In this program, we provided you with a primer on NFTs, covering topics including:

- What are NFTs and how are they made?
- How could NFTs transform the sports industry ecosystem?
- What are potential use cases for NFTs aside from ticket issuance and how are they reimagining the revenue models of league ownership, players, and partnerships?
- What are the legal and regulatory hurdles that should be considered and addressed before joining the NFT revolution?
- Who owns the rights and what are the intellectual property considerations raised by NFTs?

### [Webinar Recording](#) [CLE Form](#)

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Speakers include:

- **Jill Louis**  
Partner | Perkins Coie
- **Moon Javaid**  
Chief Strategy Officer | San Francisco 49ers

### Authors

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