SAUNDERS This graphic summarises our series of articles on NFT projects, found here Are you compliant with the Are you required to be latest Advertising Standards Authority Are there Shareholder/Partnership How would the Financial Conduct registered with the FCA (ASA) rules and guidelines affecting the agreements, and other documents Authority (FCA) classify your under the offer and promotion of NFTs? in place? token for regulatory purposes? **Money Laundering** Security Regulations 2019? E-money Which corporate structure is most Trade Marks Are you aware of the Utility beneficial to the project and is it in registered place? e.g. a limited company Regulations unregistered potentially affecting your NFT? Copyright Where is the most Registered beneficial Tax and Have you sought Moral Rights Designs Regulatory expert advice on location? Legal Have you identified and protected An **Intellectual Property Rights** Have you put in place Jurisdiction **NFT PROJECT Terms of Business** the subject of the NFT and its promotion? and Sale (limiting & Corporate liability)? :Essential Questions Strategy? What is the NFT's Do you have an effective Privacy **Smart Contract** Policy? Do you have absolute **certainty of terms** Is your drafted to protect and reflect? in your agreements with **Branding** Contributors & Promotion How clearly does it: & Partners? protected and compliant? • Incorporate the terms of sale · Reflect IP and other rights Limit liability Branding includes: Do you have clear written • registration of trade marks contracts in place? Consider: copyright (content) · content creators designs artists Has there been a legal proof-reading and getup/packaging programmers regulatory compliance check of your marketers whitepaper and other promotional materials? influencers To discuss any of these essential elements please contact our

AN NFT PROJECT: ESSENTIAL QUESTIONS

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