

## Why We Can't Let NFTs And The Metaverse Become The New Domain Names

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Partner Jess Collen published an article entitled "Why We Can't Let NFTs And The Metaverse Become The New Domain Names" on Forbes.com.

Jess is a contributor on the site and regularly writes on trademarks, branding, copyright, advertising, and patent law.

To read the full article on Forbes.com please click [here](#).

### **Key Contact**

Jess M. Collen

### **Related Areas of Practice**

Domain Names and Website  
Content

### **Technologies**

Blockchain