

Documents

Mukhopadhyay, M., Ghosh, K.

A Curious Case of Cryptokick
(2020) SSRN, .

DOI: 10.2139/ssrn.3656147

Vinod Gupta School of Management VGSOM, Indian Institute of Technology (IIT), Kharagpur, India

Abstract

Crypto-kick is a patented technology by Nike to primarily combat counterfeiting of footwear using block-chain, which got granted within 196 days from being filed. This case study starts by reviewing the counterfeit trade market of consumer goods. Then the concept of non fungible token has been discussed and how it forms the core concept of the footwear's patent that aims in blurring the realms between physical and digital assets. Finally, the fast track patent process Track One has been explored which are available for such rapidly evolving technology space. © 2020, The Authors. All rights reserved.

Author Keywords

Block-chain; Brand Engagement; Counterfeit; Digital Asset; ERC1155; ERC721; Intellectual Property; Non Fungible Token; Track One

Correspondence Address

Mukhopadhyay M.; Vinod Gupta School of Management VGSOM, India; email: mayukhmukhopadhyay@iitkgp.ac.in

Publisher: SSRN

ISSN: 15565068

Language of Original Document: English
2-s2.0-85109409403

Document Type: Preprint

Publication Stage: Final

Source: Scopus