

## In The News

# Akerman's Rola Daaboul Featured in *Women's Wear Daily* Virtual Tech Forum

July 8, 2022

Litigation special counsel [Rola Daaboul](#) was recently featured in *Women's Wear Daily's* Virtual Tech Forum advocating for consumer brands to protect their intellectual property in the metaverse. Between January and May, more than 4,000 NFT-related trademark applications were filed with the U.S. Patent and Trademark Office, with more than 1,000 in March alone. During the same period last year, there were only 363. While the real world economy is struggling, it looks like there are companies that are laying claim to an upcoming digital gold rush.

“People are in a rush right now, because the metaverse infrastructure is being built out at a rapid speed,” Daaboul said. “The digital world and the Web3 are all at the top of people’s minds.”

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