



Nike, Walmart, Best Buy Aim To Benefit From The Metaverse

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The metaverse is not some fever dream of Mark Zuckerberg. As many have noted, the term was invented by Neal Stephenson in his 1992 novel "Snowcrash." A real-life version of the metaverse appeared in 2003 when Linden Labs launched Second Life, a virtual world that got considerable press at the time.

Second Life is still going, though with only around 90,000 participants, it pales next to Roblox, with reported estimates of 5.5 million.

Since Zuckerberg's October announcement of his company's name change to Meta, marketers have been on guard and trying to figure out whether the metaverse will be the Internet 3.0 or just a hapless Second Life reboot.

Though some doubt remains about the viability of the concept, some brands stand to benefit from the Metaverse -- while others are convinced they can.

In particular, Loop Capital Markets [predicts](#) Best Buy will be a beneficiary of consumers upgrading their PCs and buying VR headsets. Loop also predicts that Sony and Apple will ride the metaverse wave. Apple, for its part, is expected to offer a VR/AR product soon.

Then there's Peloton, which has a feature called [Scenic Rides](#) that can take users on virtual rides through exotic parts of the world, and Roblox, which is already in the metaverse space and would conceivably benefit from more consumers entering it.

Another metaverse proponent is Nike, which just [sued sneaker exchange StockX](#) for allegedly marketing NFTs with Nike's logo and brand. In addition, Nike filed trademark applications that previewed its plans to sell virtual branded apparel and sneakers. Nike also announced it had teamed up with Roblox to create an online world called Nikeland. In addition, Nike bought virtual sneaker company RTFKT (pronounced "artifact") for an undisclosed amount.

Walmart, meanwhile, is planning to [create its own cryptocurrency and NFTs](#), and Gap has started selling NFTs of its logoed sweatshirts. Gap's NFTs will range from \$8.30 to \$415 and come with a physical hoodie.

The movement isn't limited to certain retailers, either. Last Halloween, Chipotle opened a virtual restaurant, Boorito, in Roblox and gave away \$1 million in merchandise. Unfortunately, the plan ran aground when Roblox experienced an "internal systems issue" that took it offline during the time period.

Chipotle's virtual restaurant was back after Halloween and [garnered at least 5 million users](#), and so might be considered a success.

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Business Features - Business

Nike Vs. StockX: A Metaverse Lawsuit

Evan Clark

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Nike Inc.'s competitive streak is alive and well in the metaverse.

The sportswear giant sued StockX in Manhattan federal court, charging that the online marketplace inappropriately used the Nike trademark as it launched into the world of NFTs, or non-fungible tokens.

The suit brings the age-old fashion trademark battle to a new and hotly contested playing field.

While the metaverse is still an idea only partway to reality, companies are eager to claim their territory.

Last year, Nike bought the blockchain-centric metaverse-ready start-up Rtfkt, which made a splash by selling more than \$3 million worth of digital sneakers in less than seven minutes through a collaboration with the 18-year-old artist Fewocious.

John Donahoe, Nike president and chief executive officer, said at the time that the deal “accelerates Nike’s digital transformation and allows us to serve athletes and creators at the intersection of sport, creativity, gaming and culture.”

In its suit, Nike said it told its own employees on Jan. 18 that it was forming “Nike Virtual Studios, a new division that will operate as an independent studio to further develop Nike’s business around virtual products and partner with its core business to deliver best-in-class Web3, metaverse and blockchain-based experiences.”

And this month, Nike and Rtfkt plan to release a number of virtual products.

But StockX, in a way, beat them to the punch.

The same day that Nike started talking internally about its Virtual Studios, StockX launched its Vault NFTs, which the marketplace’s CEO Scott Cutler described in a statement as “an experience where our customers can invest in NFTs tied to physical products and trade them instantly with lower fees.”

“We believe that the physical items that trade on our platform are part of a new alternative asset class that can be uniquely associated with NFTs,” Cutler said. “The buyer of a StockX Vault NFT will also own the corresponding physical item including the opportunity to take possession of it at any time.”

Nike argued in its suit that the fine print on StockX’s Vault is more nuanced and that the marketplace is going too far and encroaching on its brand.

“StockX has chosen to compete in the NFT market not by taking the time to develop its own intellectual property rights, but rather by blatantly free-riding, almost exclusively, on the back of Nike’s famous trademarks and associated goodwill,” the suit argued. “StockX is ‘minting’ NFTs that prominently use Nike’s trademarks, marketing those NFTs using Nike’s goodwill, and selling those NFTs at heavily inflated prices to unsuspecting consumers who believe or are likely to believe that those ‘investible digital assets’ (as StockX calls them) are, in fact, authorized by Nike when they are not.”

The suit points out that StockX retains the right to “unilaterally redeem a Vault NFT for a so-called ‘Experiential Component,’ and take away the NFT, completely depriving the Vault NFT owner of possession of the shoes that are supposedly connected to the NFT.”

It’s a situation that comes with a strange kind of math — that might only make sense online and with an overwhelming faith in market forces. Regardless, big-time profits are also clearly in the balance.

Nike points out that StockX has made a Vault NFT of the 2022 version of the Nike Dunk Low — Retro White Black, which, as of Wednesday, was trading at an average price of \$809 while the physical pair of shoes will sell on nike.com for \$100.

The sneaker giant pointed to a comment from a TikTok user describing StockX's Vault NFTs as "just a stupid scam for Nike to make money."

"Unless stopped, StockX's Vault NFTs and StockX's use of Nike's Asserted Marks will continue to confuse consumers in the marketplace and dilute Nike's famous marks by blurring and tarnishment," Nike said.

StockX's early move could also make it harder for Nike to get its own piece of the metaverse action.

"[NFTs] are an exciting way for brands to interact with their consumers in and out of the 'metaverse,' and diverse commercial applications of NFTs have emerged throughout the past two years," Nike said in its suit. "Far more than a fleeting trend, NFTs are part of the future of commerce."

"Unfortunately, novel product offerings, burgeoning technologies, and gold-rush markets tend to create opportunities for third parties to capitalize on the goodwill of reputable brands and create confusion in the marketplace," Nike said.

A spokesperson for StockX said the company does not comment on legal matters.

More from WWD:

Amazon Style's New High-tech Take on Brick-and-mortar

Fashion Responds to BlackRock's Call to Purpose

Ralph Lauren's Lifestyle Dream Meets Meta World

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NEWS

Nike sneakers fit for the metaverse

Peter King/Special to Newsday

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Nike wants you to wear its sneakers in real life and in virtual reality. The apparel giant bought RTFKT Studios, a maker of collectible digital artwork known as NFTs. Nike will sell NFTs of its apparel to be worn by gamers and others in the metaverse - the buzzy 3D virtual environment that incorporates aspects of an online universe and the real world. Nike says with RTFKT it will "serve athletes and creators at the intersection of sport, creativity, gaming and culture." Earlier this year, RTFKT (pronounced "artifact") teamed with 18-year-old digital artist FEWOCIOUS to sell more than \$3 million worth of NFT digital sneakers in less than seven minutes. Gift card fraud 'staggering' If you received a gift card this holiday season, be careful. The Federal Trade Commission says con artists are calling people, trying to trick them into giving them the numbers on the back of cards by saying there's a "security problem." With those numbers, the criminal can cash the card before you do.

The FTC says gift card fraud has "reached staggering new highs" in 2021. Laugh till you cry In a year of tears and joy, it is fitting that the most-used emoji in 2021 was a combination of both. The Unicode Consortium, the not-for-profit organization that oversees the creation and maintenance of the 3,663 ubiquitous icons that adorn text messages, emails and websites, said Tears of Joy accounted for 5% of all emojis used. In second place: the Heart emoji. 'Cyber-mercenaries' tracked Facebook users Facebook is notifying nearly 50,000 users in about 100 countries they may have been targets of hacking attempts by surveillance-for-hire companies working for government agencies or private clients. The notification is the result of a monthslong investigation by Meta, Facebook's parent company. Meta said these "cyber-mercenaries" used Facebook and Instagram for surveillance activities, mainly to research targets for spyware infections. - THE WASHINGTON POST

1) Getty Images / alexsl 2) RTFKT

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Market Watch

What is metaverse and why are Nike, Adidas investing in them?

Team Giottus

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Investors can diversify the pot into metaverse tokens and their respective layer 1 tokens

[Metaverse](#)

Use promocode TNM51 at www.giottus.com/profile#promo after registration to get Rs.51 worth free Bitcoin.

Cryptocurrency has become a widely debated topic around the world, thanks to the meteoric rise of Bitcoin, Ethereum, Dogecoin and others. But the crypto world has much more to offer and new developments are sprouting at a rapid rate. And, Metaverse is the new paradigm that has caught everyone's attention. In this article, we are going to understand the basic definition of metaverse and why multinational corporations are paying close attention to it.

Metaverse Definition

Our current online social experience is limited to the mobile or laptop screen the reader is glued to right now. For example, one doesn't get to see the other person they text on WhatsApp. What Metaverse achieves to do is to bring the other person one is texting to or having a zoom meeting with, virtually next to you. It helps you to do things together you couldn't in the physical world. To summarise, Metaverse is an online world where people interact with each other using digital avatars.

Metaverse Hype

If there's one takeaway from the failure of Nokia, it is the ability to adapt. They stuck to their old patterns, focusing on hardware rather than software and look how that has turned out for them. Modern companies seemed to have taken note of it and it shows in the recent interest shown towards the fast-paced cryptocurrency world.

As social experiences (time spent online) are slowly becoming online due to the onset of the pandemic, people are looking at newer and exciting ways to spend time with others who can't be physically present. And, companies are beginning to notice the potential of Metaverse to become something intangible in people's lives.

Companies go virtual

This month saw two leading sportswear brands jump the gun on the Metaverse. Nike announced its acquisition of digital design studio RTFKT that produces trainer shoes and collectibles that can be worn across different online environments. Unlike the virtual trainers released by Gucci and Buffalo London earlier this year, which are not truly owned by the buyer, each RTFKT product is backed by a non-fungible token (NFTs).

Nike's arch rival Adidas managed to mint all 30,000 of its NFTs (worth \$22 million) dubbed "Into the Metaverse" in a matter of hours. With more awareness created by the possibilities of metaverse, more companies are expected to join the bandwagon as we step into 2022.

NFTs and Metaverse Tokens

There are currently more than 500 NFT projects listed on Coinmarketcap.com alone. Evaluating all of them and finding the best project (in terms of return of investment) to invest in will take a humongous amount of effort and time. On top of that, the chances of floor price (average price at which the NFT is sold) of a NFT project going up rapidly like Bored Ape Yacht Club (BAYC) or CryptoPunks are very minimal. Overall, NFTs are more suited for collecting just like art connoisseurs collect physical art according to their taste.

On the other hand, take popular metaverse tokens like Decentraland (MANA), Axie Infinity (AXS), Sandbox (SAND) or even Enjin (ENJ) which are used to build their own metaverses using NFTs. It's relatively simpler to analyse these projects to understand which will have a better future in terms of wider community adoption (a key metric in price growth of a token). If we look at the wider picture and see what these tokens are built on top of, it's Ethereum (ETH) which is again a good investment bet for the long term.

Now, though ETH has the first mover advantage of having the biggest network and support of developers for most of the metaverse projects, there are some inherent limitations like high gas fees, scalability etc. While layer 2 built on top of ETH like Polygon (MATIC) aids in reducing the gas fees but it still has a long way to go in terms of adoption.

That is why it is important to keep a close eye on the developments in other layer 1 blockchains like Solana (SOL), cardano (ADA) too. The reason why investors and developers are interested in these chains to build metaverse is because of the diverse use cases each one brings.

Do we know which will succeed beforehand? No. But we can diversify our investments into some of these layer 1,2 chain tokens and metaverse tokens after thorough research. Also given the current state of blockchain, there exists no one solution for problems like speed, scalability, decentralisation etc. The future is most likely to be multichain.

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Hodler's
SEC delays spot Bitcoin ETF decisions, Nike enters Metaverse arena, and a crypto exchange gets hacked: Hodler's Digest, Dec. 12-18

Cointelegraph By Editorial Staff

1,707 words

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The Cointelegraph

CONTEL

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Coming every Saturday, [Hodlers Digest](#) will help you track every single important news story that happened this week. The best (and worst) quotes, adoption and regulation highlights, leading coins, predictions and much more a week on Cointelegraph in one link.

Top Stories This Week

[Russia to decide between blanket crypto ban and legalizing exchanges in 2022](#)

A recent report shows that Russia could potentially see a countrywide ban on cryptocurrency. Alternatively, its possible that crypto trading via regulated exchanges may continue under strict oversight.

On the one hand, Russias central bank is said to be behind a potential move to make crypto illegal in the country, according to Reuters. On the other hand, Anatoly Aksakov, who heads the Russian parliaments Committee on Financial Markets, publicly disclosed that the industry may continue to operate under regulations that would ensure greater tax compliance. However, Aksakov left open the possibility of an outright ban.

[US Senate confirms CFTC chair as President Biden announces commissioner picks](#)

The Commodity Futures Trading Commission (CFTC) now has a permanent chairman following approvals by the United States Senate. On Thursday, Rostin Behnam, who had been serving as acting chairman, was given the permanent position. The CFTC is one of three U.S. governing bodies responsible for crypto industry regulatory oversight.

Behnam has previously commented on the crypto space, noting that the CFTC should focus more on the sector. He noted in October: Given the size, the scope and the scale of this emerging market, how its interfacing and affecting retail customers, and with the scale of the growth being so rapid, potential financial stability risks in the future, I think its critically important to have a primary cop on the beat.

The CFTCs overall brass is also changing. In the coming months, four CFTC commissioner spots must be filled, which is a large number given that the regulatory body typically carries five commissioners.

[NYDIG raises \\$1B in funding, valuation now \\$7B](#)

New York Digital Investment Group (NYDIG) is now worth roughly \$7 billion after the company successfully raised \$1 billion from WestCap and other venture investors. Led by co-founder and CEO Robert "Robby" Gutmann, NYDIG is a company dedicated to providing access to investment opportunities centered around Bitcoin ([BTC](#)).

NYDIG plays a unique role in the industry, empowering companies of all types to incorporate Bitcoin in a secure and compliant way, WestCap partner Scott Ganeles said in a public statement announcing NYDIGs additional capital achievement. We are proud to partner with Robby and his outstanding NYDIG team as they forge new paths to accessibility and further accelerate Bitcoin adoption.

[Just did it: Nike enters the Metaverse game following RTFKT acquisition](#)

Sports apparel company Nike officially joined the Metaverse this week by acquiring virtual sneakers and collectibles brand RTFKT.

Prior to the move, [Nike expressed strong interest in this emerging market](#) by pursuing Metaverse-specific patent and trademark filings for its logo. The company also publicized a job search for people with specific Metaverse expertise.

Our plan is to invest in the RTFKT brand, serve and grow their innovative and creative community and extend Nikes digital footprint and capabilities, Nikes CEO and president John Donahoe said.

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[SEC delays decisions on Bitwise and Grayscale's Bitcoin ETFs](#)

The U.S. Securities and Exchange Commission (SEC) has decided to delay a verdict on two physically-backed Bitcoin exchange-traded funds (ETFs) until February 2022. The Commission published its decision on Wednesday.

The two ETF applications were filed by Bitwise Asset Management and Grayscale. Whereas Bitwise aimed to introduce an entirely new spot Bitcoin ETF, Grayscale intended to create a spot offering by repurposing its current Grayscale Bitcoin Trust product.

The SEC has turned down multiple Bitcoin spot ETF applications in 2021. The Commission delayed one such product from WisdomTree earlier in 2021, only to deny it in December.

[Click to view image.](#)

Winners and Losers

[Click to view image.](#)

At the end of the week, Bitcoin ([BTC](#)) is at \$46,292, Ether ([ETH](#)) at \$3,852 and [XRP](#) at \$0.79. The total market cap is at \$2.16 trillion, [according](#) to CoinMarketCap.

Among the biggest 100 cryptocurrencies, the top three altcoin gainers of the week are yearn.finance (YFI) at 52.51%, OKB (OKB) at 31.83% and Avalanche (AVAX) at 29.75%.

The top three altcoin losers of the week are Decred (DCR) at -22.85%, Theta Fuel (TFUEL) at -17.98% and BitTorrent (BTT) at -17.65%.

For more info on crypto prices, make sure to read [Cointelegraphs market analysis](#).

Most Memorable Quotations

DeFi is the most dangerous part of the crypto world. This is where the regulation is effectively absent, and no surprise its where the scammers and the cheats and the swindlers mix among part-time investors and first-time crypto traders. In DeFi, someone cant even tell if theyre dealing with a terrorist.

[Elizabeth Warren](#), U.S. senator

I argue that we are winning [the digital currency] race because of the sum of free-market activity taking place inside the U.S. regulatory perimeter with digital currencies and blockchain-based financial services. The sum of these activities are advancing broad U.S. economic competitiveness and national security interests.

[Dante Disparte](#), head of global policy and chief strategy officer at Circle

Stablecoins can certainly be a useful, efficient, consumer-serving part of the financial system if theyre properly regulated. Right now, they arent. They have the potential to scale, particularly if they were to be associated with one of the very large tech networks that exist.

[Jerome Powell](#), U.S. Federal Reserve chair

Bitcoin is not a good substitute for transactional currency. Even though it was created as a silly joke, Dogecoin is better suited for transactions. The total transaction flow that you do with Dogecoin, like transactions per day, has much higher potential than Bitcoin.

[Elon Musk](#), CEO of Tesla

[Crypto] companies have the cash and have been bidding away very senior talent who only have one or two years of crypto experience with offers that they cannot turn down.

[Adrianna Huehnergarth](#), engagement manager for Heidrick & Struggles

The beauty of crypto is that you can be based anywhere. There is this community approach regardless of where you kick-start a flywheel from.

[Matt Zhang](#), founder of Hivemind Capital Partners

Cryptocurrencies cannot become a means of payment.

[Sethaput Suthiwartnarueput](#), governor for the Bank of Thailand

Prediction of the Week

[Here's why Bitcoin traders expect choppy markets for the remainder of 2021](#)

Bitcoin's price has been on a rollercoaster the past week. The coin saw prices as high as almost \$51,000, while also visiting levels below \$46,000, based on [CoinTelegraphs BTC price index](#).

According to a report from Delphi Digital, Bitcoin's price could finish out the year trading relatively sideways. The firm noted the recent spike in stablecoin transactions as reason to be cautious. Much like the May 2021 price crash, current market conditions are defined by much higher than normal stablecoin volumes, presumably as investors exit BTC positions and enter into stablecoins.

The most likely path forward for BTC in the short term is choppy or sideways action, Delphi Digital stated. However, any major risk-off event in the broader market could negatively impact the leading digital currency.

FUD of the Week

[Indian prime minister Modi's hacked Twitter account attempts BTC scam](#)

Indian Prime Minister Narendra Modi suffered a Twitter account hack on Dec. 12. Although the nefarious party only had control of the account for a short period of time, they were able to send out a scam tweet from the account, proclaiming false news.

The hackers tweeted that India had picked up Bitcoin as an official currency a sizable lie considering the headlines El Salvador made in the lead-up to actually [adopting BTC as legal tender](#) in September 2021. The tweet sent out by the hackers included a lie about India purchasing hundreds of BTC, as well as an external link.

Modi also [suffered a Twitter account hack](#) in September 2020.

[AscendEX loses \\$80M following ERC-20, BSC, Polygon hot wallet compromise](#)

Hackers recently siphoned nearly \$80 million in digital assets from crypto trading platform AscendEX. Estimates from analytics outfit PeckShield put the total number of stolen crypto assets at \$77.7 million. The sum consists of \$8.5 million worth of Polygon-based tokens, \$9.2 million of Binance Smart Chain-based tokens and \$60 million worth of Ethereum-based tokens.

The pillage affected the platform's hot wallet but not its cold storage amounts, as per a tweet from the crypto platform on Dec. 11. AscendEX also noted in the same tweet that customers who lost funds would be covered by the platform.

[UK advertising watchdog bans crypto ads for Coinbase and Kraken](#)

Coinbase, Kraken and several other crypto-involved companies received backlash from the United Kingdom's Advertising Standards Authority (ASA) for certain advertisements. The ASA claimed the ads did not adequately provide viewers with proper risk warnings, and that they preyed on viewers who lacked crypto expertise.

One ad from Coinbase Europe noted the large profit outcome an early Bitcoin investment would have yielded if held until 2021. The ASA pushed back on the ad, essentially saying it made it look like the future would hold similar profit potential. The ASA also pointed out that the ad lacked an explanation that the future does not promise the same rewards reaped in the past.

Best Cointelegraph Features

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[The Metaverse will bring unbridled evolution to NFTs](#)

NFTs are here to stay and the arrival of the Metaverse is only set to make their appeal and use even more popular.

[A letter to Zuckerberg: The Metaverse is not what you think it is](#)

Because the crypto space is largely a challenge to central banks, at least in a lot of people's minds, then anything that happens in banking and finance is interesting to us.

[Daft Punk meets CryptoPunks as Novo faces up to NFTs](#)

When it was finally time to take off the mask and get on the plane home, it was weird.

[Click to view image.](#)

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Financial Post

Musk gives Doge another boost, Nike deals with the metaverse, and Bitcoin gets a prediction; Crypto decoded; roundup

Nicholas Sokic; Financial Post

Financial Post

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Elon Musk is at it again. Elon Musk can't leave crypto alone. This week, the price of Dogecoin surged as much as 33 per cent in a single day after the CEO of Tesla Inc. said his company would accept it as payment, if only for merchandise.

"Tesla will make some merch buyable with Doge & see how it goes," Musk tweeted on Tuesday.

It wasn't the first time he has talked up the memecoin: he previously mentioned it during a hosting gig on Saturday Night Live and was behind at least two other surges in value. In May, he tweeted that he was, "working with Doge devs to improve system transaction efficiency. Potentially promising" and in June tweeted support for a proposal that sought to reduce Dogecoin fees.

The Dogecoin exploits weren't even Musk's most newsworthy moment of the week: On Monday, he was named Time Magazine's 2021 Person of the Year. In an interview to mark that honour, he expounded on his views on crypto, noting that while he finds it interesting, he doubts that it will replace fiat currency.

Dogecoin has been on a valuation roller-coaster so far this year, rising from a fraction of a penny to more than 74 cents in May. Of late it has been back down to around 20 cents level, and was trading at just north of 18 cents on Wednesday afternoon. Bitcoin could hit US\$100K on U.S. regulation: analyst A 2022 crypto outlook published last week by Bloomberg Intelligence analyst Mike McGlone predicts the U.S. will embrace crypto regulation in the new year and that that could bring "bullish price implications" with it.

McGlone said he believes that Bitcoin will reach US\$100K on the back of such a move.

"We see it as more of a question of time, notably due to the economic basics of increasing demand vs. decreasing supply," he states in the report.

"The unlimited supply of fiat currency should sustain rising prices, notably in Bitcoin and Ethereum, which have limited supply," he added. "We expect wider adoption to prevail and overcome most wobbles, like 2021's near-50-per-cent correction."

Bitcoin hit a supply milestone on the Sunday when a coin was mined into circulation that brought total supply to 90 per cent of the 21 million cap.

The milestone occurred on the 11th anniversary of Bitcoin creator Satoshi Nakamoto's disappearance from the internet.

That 90 per cent includes Bitcoins that are lost or stuck in unrecoverable wallets. A 2019 Coin Metrics report places that number at 1.5 million BTC, but some estimate it to be higher.

It's estimated that by 2030, 98.02 per cent of all Bitcoins will have been mined. The dominant cryptocurrency has seen a volatile 2021 full of peaks and valleys, and heads into the end of the year price at about US\$49,000. Nike buys metaverse shoemaker On Monday, Nike announced the acquisition of RTFKT Studios, a brand that makes virtual shoes in the metaverse.

The studio claims that in February, its collaboration with the teenage artist FEWOCIOUS to sell actual as well as virtual sneakers netted over \$3.1 million in six minutes. The priciest of these, the "FEWO SHOE EPIC," is on sale for 420 ETH or US\$1,581,463.80 on Open-Sea at the time of writing.

"This is a unique opportunity to build the RTFKT brand and we are excited to benefit from Nike's foundational strength and expertise to build the communities we love," Benoit Pagotto, one of RTFKT's co-founders, says in a statement. "Nike is the only brand in the world that shares the deep passion we all have for innovation, creativity and community, and we're excited to grow our brand which was fully formed in the metaverse."

Nike did not reveal how much it spent on the deal. RTFKT also announced this week its Clone X NFT collaboration with the Japanese artist Takashi Murakami.

Formed in January 2020, RTFKT's website states, "the human development in consciousness has accelerated faster than anticipated. We are here to accelerate our digital future now." Binance withdraws plans for Singapore exchange Binance Singapore this week announced that it was withdrawing its licensing efforts in the country and would also wind down its digital payment token services by early next year.

Starting immediately, new user registrations were no longer permitted and existing users are now unable to deposit crypto or fiat on the platform.

CEO Changpeng Zhao explained the decision on Twitter: "Binance made a sizable investment into regulated exchange HGX last week. This investment made our own application somewhat redundant. We will continue to work through our partners to grow the crypto industry in Singapore."

Binance, which bought an 18 per cent stake in the Singapore-regulated private securities exchange, had already ceased some services after a September warning from the Monetary Authority of Singapore.

A number of other countries have also issued regulatory warnings against the exchange this year. Last week, speaking on efforts to appease the U.K.'s Financial Conduct Authority, Zhao said Binance had made "substantial changes" across its organization.

"We're in the process of setting up real offices, legal entities, a proper board, proper governance structures in most places," he said.

Nicholas Sokic, Financial Post

Theo Wargo, Getty Images For Time / Elon Musk's son X Æ A-12 joins him on stage as he receives TIME's Person of the Year honour on Monday.; Theo Wargo, Getty Images For Time / Elon Musk's son X Æ A-12 joins him on stage as he receives TIME's Person of the Year honour on Monday.
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Brands from Ferrari to Nike rush toward 'metaverse' future

Thomas URBAIN

625 words

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The metaverse vision for the internet is far from reality, but brands from Ferrari to Nike are already rushing in to experiment and build an audience, in part for fear of missing out.

The clamor over virtual goods comes amid feverish predictions that the metaverse -- a virtual reality version of the internet -- will eventually replace the web of today.

But some virtual worlds, for example the Fortnite and Minecraft games or the Roblox platform, are already open for business.

"I think a lot of it is experimentation," said Ryan Mullins, founder of virtual sneaker app Aglet.

"If it turns out that we make a couple of grand or something like that... great, but I think a lot of (companies) are thinking 'innovate, disrupt or die,'" he added, echoing a Silicon Valley ethos of sometimes brutal evolution.

Fashion has been at the forefront, with a line of digital clothing from Uniqlo on Minecraft or Balenciaga outfits and sneakers available in Fortnite.

Designers are also entering the new field of NFTs -- non-fungible tokens that are unique digital objects such as drawings or animations.

"This represents a massive opportunity for brands, who will get in early and will be able to build persistent presence... on a truly global scale," said Christina Wootton, vice president of partnerships at Roblox.

During the Halloween holiday, Mexican fast-food chain Chipotle opened a virtual and ephemeral restaurant on Roblox, the first of its kind.

The brand offered coupons to get a free burrito in a real-life restaurant, but also virtual costumes to dress up one's avatar and a treasure hunt.

In July, Ferrari launched a replica of its new 296 GTB model with Fortnite, which will not be available in the real world until 2022 but could be driven in the game.

Nike had already opened "Nikeland," a virtual showroom on Roblox, and announced Monday it has bought digital sneaker company RTFKT -- pronounced "artifact."

For companies that exist primarily in the physical world, the metaverse concept is first and foremost a giant laboratory with direct avenues to the young demographic prized by advertisers.

"Revenues will come if this thing sticks around, but we want to make sure that our brand is in these early environments," said Mullins from Aglet.

As the first restaurant in Roblox, Chipotle said it sees future "opportunities to directly drive sales."

The metaverse is also a wealth of data, offering valuable insights into the perception of a product, even if it doesn't yet exist in the real world.

To fully control the environment in which the brand is introduced, some companies like Louis Vuitton have created their own version of the metaverse.

To celebrate its 200th anniversary, the brand launched in August "Louis the Game," which includes a hunt for NFTs by digital art pioneer Beeple.

However, since there is still no unified platform yet, users cannot carry a Gucci bag bought on Roblox over to other games like Sandbox or Animal Crossing.

This is one of the priorities for Mark Zuckerberg, who leads Facebook's parent company that was re-baptized "Meta" in October to signal the platform's metaverse shift.

Since the world's leading social network unveiled its ambitions, "things have accelerated even further," said consultant Cathy Hackl, who has been contacted by many brands seeking metaverse advice.

"Not every brand needs to jump in to the metaverse," she said, noting though that firms have to be at least familiar with it.

Unless companies build their own virtual world, they will need to follow the codes of each platform on which they appear.

"It's about showing up and trying to be authentic in the space," said Mullins.

tu/jm/bgs

Document AFPR000020211216ehcg001xh

Nike Acquires Virtual Sneaker Maker With Sights Set on Metaverse Shopping

Patrick Kulp
479 words
15 December 2021
Adweek
ADWE
English
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Nike is laying a stake in the metaverse with the acquisition of virtual-sneaker seller RTFKT.

The athletic-wear giant said this week it had purchased the startup for an undisclosed amount as it becomes the latest brand to attempt to grow its presence in the metaverse, a shared virtual space populated by digital avatars. Founded in 2020, RTFKT is a creative studio that mints and [sells non-fungible tokens \(NFTs\)](#), including virtual shoes that can be worn by said avatars.

John Donahoe, president and CEO of Nike, said in a statement Nike sees RTFKT as an outlet to grow its digital footprint by investing further in the startup's creative assets and the community that surrounds it.

"This acquisition is another step that accelerates Nike's digital transformation and allows us to serve athletes and creators at the intersection of sport, creativity, gaming and culture," Donahoe said.

<figure class="wp-block-embed is-type-rich is-provider-twitter wp-block-embed-twitter">

RTFKT is now a part of the NIKE, Inc. family. ?????????????? pic.twitter.com/5egNk9d8wA

-- RTFKT Studios (@RTFKTstudios) [December 13, 2021](#) </figure>

"This is a unique opportunity to build the RTFKT brand and we are excited to benefit from Nike's foundational strength and expertise to build the communities we love," Benoit Pagotto, one of RTFKT's co-founders, added in a statement. "We're excited to grow our brand, which was fully formed in the metaverse."

Nike previously invested in a [blockchain-based](#) concept around shoes in 2019 when it secured a patent "CryptoKicks," a system through which it could attach a digital asset and ownership record to sales of physical shoes.

While that particular product didn't end up taking off, Nike was ahead of the curve with the move in some respects. Since then, brands have increasingly experimented with tying NFTs to physical products as a way to [boost loyalty programs](#) or brand awareness.

Commerce around digital items bought and sold in the metaverse has also seen [an influx of brand interest](#) in the past year or so. Companies like Gucci and rival Adidas have already experimented with selling virtual sneakers across platforms [like gaming world builder Roblox](#) or VRChat, where customers can pay real money to outfit their avatars.

Nike also previously launched a metaverse activation within Roblox called Nikeland, a virtual space designed to resemble the company's Beaverton, Ore. headquarters, in which users could play games, compete to win Nike giveaways and, of course, shop for virtual gear.

<section class="section section--teaser section--teaser_partners section--teaser_partners--horizontal px-0 py-4">

Catch Up on Season 1 of Adweek's Metaverse Marketing Podcast

</section>

Document ADWE000020211216ehcf0000a



CE Noticias Financieras English

Nike also wants to sell sneakers in the **metaverse**

589 words

15 December 2021

CE NoticiasFinancieras

NFINCE

English

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A little over a month after Mark Zuckerberg showed the world the metaverse, the so-called "evolution of the internet", several companies began to generate various businesses around this fruitful digital universe. Nike, for example, recently made official the acquisition of a startup

to create the first virtual sneakers.RTFKT

(which means "artifact") specializes in the manufacture of virtual products, particularly sports shoes, and uses blockchain technology to ensure the security and authenticity of purchases.The company also uses augmented reality and artificial intelligence to develop its products.

"Nike is the only brand in the world that shares our passion for innovation, creativity and community spirit," Benoît Pagotto

, one of RTFKT's co-founders, said in a statement."We are eager to enlarge our brand that was entirely created in the metaverse," he maintained.

"This acquisition is another step that accelerates Nike's digital transformation and allows us to serve athletes and creators at the intersection of sports, creativity, gaming and culture," John Donahoe, president and CEO of NIKE, Inc.

RTFKT was founded in 2020, defining itself as a studio of next-generation sneakers and collectible products exclusive to the metaverse. In fact, they went so far as to sell NFT worth 3.2 ETH (over \$12,000)

, with a series of cyberpunk-style sneakers.With this deal confirmed, Nike has an important weapon when it comes to competing in the metaverse, being able to both move its products to the digital world and have new exclusive collections in it.

In November, the U.S. giant opened "Nikeland" on the Roblox video game platform, a virtual world where players can dress their characters in the brand's clothing.

More companies are investing in themetaverseBig brands are increasingly interested in the metaverse since Facebook announced in late October that it wants to make this virtual space its new business project

. Decentraland is breaking records with new sales, companies like Qualcomm also want their share of the pie through augmented reality hardware, NVIDIA already proposes its "omniverse" and Apple's future also seems to go through the virtual world and augmented reality).

What is the metaverseTotake the next step and build an alternative reality in the "metaverse": that seems to be

theobsession of Mark Zuckerberg and the future of Facebook

. The concept, which is not entirely clear, implies a kind of digital double of the physical world, accessible through the internet.The truth is that "metaverse" is a very broad term: it generally refers to shared virtual world environments that people can access through the internet. And it can refer to digital spaces that are made more realistic through the use of virtual reality (VR) or augmented reality (AR)

.Some people also use the word metaverse to describe certain video games, in which users have a character that can walk around and interact with other players

.In any case, there is consensus that thanks to virtual and augmented reality, the metaverse will make it possible to multiply human interactions, freeing them from physical restrictions through the Internet. Or at least that's what the CEO of one of the most powerful companies in the world has been explaining for a few months now.

To put it in concrete terms, for example, it would allow dancing in a bowling alley with people located at that moment thousands of miles away

, and also to buy or sell digital goods or services, many of which have not yet been invented.SLLook

also

Document NFINCE0020211215ehcf005d3

News

Nike buys virtual sneaker maker RTFKT - whose digital shoes fetch up to \$10,000 a PAIR - for undisclosed sum to make wearable NFTs in the **metaverse**

Michelle Thompson For Dailymail.Com

980 words

15 December 2021

02:09

Mail Online

DAMONL

English

Copyright 2021

* Nike plans to extend its 'digital footprint and commodities' with the acquisition of RTFKT, a startup that creates wearable non-fungible tokens, or NFTs

* Its virtual sneakers fetched between \$3,000 and \$10,000 per pair in a limited-edition collaboration with 18-year-old artist Fewocious

* The crypto kicks sold out in seven minutes, netting \$3.1 million

* Nike is the latest brand to wade into the NFT space, and follows fashion powerhouses such as Burberry, Gucci, Dolce and Gabbana, and more

* Each wearable NFT is unique using blockchain technology that gives owners proof of ownership

* They can be traded, sold, or worn on social media and in virtual reality

Nike is entering the crypto kicks market with its acquisition of virtual sneaker maker RTFKT so it can make digital shoes in the metaverse.

Nike, Inc. did not disclose the purchase amount, but RTFKT's reputation as a sought-after brand that fetches premium prices, with some virtual sneakers selling for up to \$10,000 a pair, suggests the deal could be lucrative.

'RTFKT is now a part of the NIKE, Inc. family,' RTFKT - pronounced 'artifact' - tweeted Monday.

According to Nike chief executive John Donahoe, the acquisition is to advance the company's 'digital transformation.'

'We're acquiring a very talented team of creators with an authentic and connected brand,' Donahoe said in a statement. 'Our plan is to invest in the RTFKT brand, serve and grow their innovative and creative community and extend Nike's digital footprint and capabilities.'

During a March collaboration with 18-year-old crypto artist Fewocious - real name Victor Langlois - RTFKT sold 621 pairs of shoes, netting about \$3.1 million.

The highly sought digital kicks - which cost between \$3,000 and \$10,000 - sold out in seven minutes, according to the [Wall Street Journal](#). Physical versions of the shoes were selling online for upward of \$12,500 as of Tuesday.

An NFT is a unique digital token encrypted with an artist's signature that verifies its ownership and authenticity.

RTFKT's colorful kicks were sold as NFTs, unique digital assets that gives buyers ownership of an item using blockchain technology.

The hefty price tags might seem especially astounding when you consider that they aren't tangible objects; they can only be sported in virtual reality or on social media.

Other brands have already begun transitioning into the alternate reality space, and Nike joins other fashion behemoths - including Gucci, Burberry and Adidas - in entering the non-fungible token (NFT) space.

Dolce and Gabbana announced in September that it sold its first nine-piece NFT collection for \$5.7 million. (The package included some tangible couture items.)

Buyers can collect or trade their NFTs, or even flip them for profit.

In the case of RTFKT, digital shoes, which are paid for with Ethereum cryptocurrency, can also be worn in the metaverse or on social media.

RTFKT has established a strong foothold in the metaworld since founding in 2000; in March it collaborated with Atari to create a limited-edition series. It's not clear how much it netted on that collection.

The growing NFT trend has also caught the interest of Adidas, which said in a December 2 tweet that it was wading into the metaverse through a collaboration with the Bored Ape Yacht Club and others.

RTFKT was founded by friends Benoit Pagotto, Chris Le and Steven Vasilev, in January 2020.

Pagotto said the Nike acquisition was a 'unique opportunity' to build the brand.

'We are excited to benefit from Nike's foundational strength and expertise to build the communities we love,' he said in a statement.

'Nike is the only brand in the world that shares the deep passion we all have for innovation, creativity and community, and we're excited to grow our brand which was fully formed in the metaverse.'

NFTs can represent ownership of digital assets, including images, video, music, trading cards, cryptocurrency wallet names and even land within online virtual worlds.

Prior high-profile digital assets to hit the market as NFTs include Twitter CEO Jack Dorsey's first tweet, which fetched \$2.9 million in March, as well as the classic viral video 'Charlie bit my finger' which brought in \$761,000 in May of this year.

And the crypto-art craze shows no signs of abating, as a British art collective plans to launch a collection of NFTs purporting to grant ownership of the stars.

The [Ten Thousand Suns](#) project, created by the Adequate Content collective, says it will issue 9,096 NFTs which correspond to every star visible with the naked eye from Earth later this month.

The whimsical project seems to have piqued the interest of Warren Buffett's estranged granddaughter, the artist Nicole Buffett, who joined [the group's online chat server on Discord](#).

'The absurd in art is a concept that is always kind of linked,' said one of the creators in an interview with DailyMail.com. 'That seems the point of art, to reach for the sublime.'

News of Nike's RTFKT acquisition sparked excitement online, particularly for those interested in augmented reality (AR).

'Pretty rad (shockingly good!) example of #AR and no doubt exciting peek into fashion's powerful entrance into the metaverse,' @klausheesch tweeted.

'Kudos to #RTFKT for the visionary leap and to Nike for embracing a fashion-forward digital future.'

Added @shila_ray: 'Nike buying RTFKT is very interesting. Goes without saying that similar deals will follow suit specially in high end fashion.'

Not everyone's a fan of the strange new world we're living in.

'Am I just too old or does 'virtual sneakers' sound like the most ridiculous thing ever,' tweeted @SteveUmstead.

Document DAMONL0020211215ehce002be

Daily

Nike Is Entering the **Metaverse**. What's Ahead for Investors.

By Logan Moore

437 words

15 December 2021

02:42

Barron's Online

BON

English

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Nike is betting that the future of retail lies in the metaverse by scooping up a company that creates one-of-a-kind virtual sneaker designs for savvy gamers.

Now, shoppers have flocked to digital fashion this year, numbers show, and the deal could be good for investors looking to cash in on one of the hottest trends today.

Oregon-based Nike (NKE) has acquired RTFKT, a creator of nonfungible tokens, for an undisclosed amount, [the company said Monday](#). An NFT can be anything digital that's all its own—one of a kind, unique.

RTFKT uses gaming engines, NFTs, blockchain technologies, and augmented reality to create its footwear designs and digital artifacts.

Retail's interest in the metaverse [has gained this year as more consumers have bought one-of-a-kind goods online](#). The luxury digital-hybrid collectibles could be a \$25 billion segment of a \$300 billion NFT market by 2030, Morgan Stanley estimates.

"With increasing momentum into NFTs from major brands [Adidas has partnerships with the Bored Ape Yacht Club and Coinbase, for example], the acquisition of RTFKT will give Nike a boost in the race to gain traction with NFT collectors and digital fashion enthusiasts," Stifel analyst Jim Duffy wrote in a research note Tuesday.

Nike didn't immediately respond to a request for comment. Shares were down 1.1%, to \$165.07, in afternoon trading. Duffy rates the stock a Buy and has a target price of \$213.

The RTFKT acquisition follows a string of trademark requests made this week that show Nike intends to make and sell virtual Nike-branded sneakers and apparel, [according to documents](#) filed with the U.S. Patent and Trademark Office.

Nike has explored virtual options before. In May 2019, the Jordan brand partnered with [Fortnite](#), where characters wore Nike-branded sneakers. Nike has also had collaborations with the online gaming platform [Roblox](#). In November, Nike [opened Nikeland on Roblox](#); Nike describes Nikeland as "this bespoke world with the backdrop of its world headquarters and inside Roblox's immersive 3-D space, building on its goal to turn sport and play into a lifestyle."

Duffy notes there are risks, though, such as the trading regulation for virtual goods and increased protectionism that could affect future margins. Inflationary pressures also loom, he said—and [are here to stay](#).

Shares of Nike are up 18% year to date, with a total market valuation of more than \$265 billion.

Write to Logan Moore at logan.moore@barrons.com

[Nike Is Entering the Metaverse. What's Ahead for Investors.](#)

Document BON0000020211214ehce002mh

Nike Moves Deeper Into The Metaverse By Acquiring Virtual Sneaker Designer RTFKT

494 words

14 December 2021

Forbes Middle East Online

FRBEN

English

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Nike and rival Adidas have both invested in Web3 topics in recent months. Image by Square Box Photos / Shutterstock.com

Nike is taking another step into the metaverse by acquiring RTFKT Studios, a virtual sneaker and collectibles startup.

While the deal is already being seen by many as Nike's way of saying "Just Do It" to the Web3 era, it'll also likely signal to NFT startups and legacy clothing brands alike that the world of virtual fashion will further heat up in 2022.

Founded in 2019, RTFKT has becoming increasingly popular with sneaker and Web3 enthusiasts, and has gained momentum during the NFT boom that began earlier this year. In February, the startup released several virtual sneaker designs in collaboration with the artist Fewocious and quickly made more than \$3 million buy selling more than 600 pairs that can't even be worn in the physical world. In March, it partnered with Atari on a limited edition Atari-themed virtual sneaker. And just last month, RTFKT partnered with the artist Takashi Murakami on an NFT auction to sell 20,000 3D avatars that are a part of the CloneX collection.

Terms were not disclosed, but Nike President and CEO John Donahoe said in a statement that the deal "accelerates Nike's digital transformation and allows us to serve athletes and creators at the intersection of sport, creativity, gaming and culture."

"We're acquiring a very talented team of creators with an authentic and connected brand," Donahoe said. "Our plan is to invest in the RTFKT brand, serve and grow their innovative and creative community and extend Nike's digital footprint and capabilities."

Nike and rival Adidas have both invested in Web3 topics in recent months. In September, Nike built a Nikeland experience and virtual showroom inside of the popular game Roblox. (Long before that, Jordan Brand collaborated back in 2019 with Fortnite.) In November, Adidas confirmed a new partnership with Coinbase and the crypto-enabled virtual platform The Sandbox. And earlier this month, Adidas expanded its NFT collaborations by announcing new partnerships with Bored Ape Yacht Club, Punks Comic and Gmoney. Nike has also filed multiple trademarks and patents with the U.S. Patent and Trademark Office to have its logo used in the form of virtual footwear, clothing, headwear and other products and apparel.

Since starting RTFKT in 2019, cofounders Benoit Pagotto, Chris Le and Steven Vasilev have raised \$9.5 million, according to Crunchbase, including an \$8 million seed round with participation by Andreessen Horowitz and Shrug Capital. In a joint statement with Nike, Pagotto said Nike "is the only brand in the world that shares the deep passion we all have for innovation, creativity and community."

"This is a unique opportunity to build the RTFKT brand and we are excited to benefit from Nike's foundational strength and expertise to build the communities we love," Pagotto said.

Document FRBEN00020211214ehce00006



CE Noticias Financieras English

Nike prepares to sell virtual sneakers in the **metaverse**; buys digital art company

373 words

14 December 2021

CE NoticiasFinancieras

NFINCE

English

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First was the incursion of Zara to the metaverse with the launch of a virtual clothing collection, which includes hats up to 940 pesos, now Nike is the company that is ready to join the NFT (Non-fungible token) market, as it has just acquired RTFKT Studios, a digital art company, which means that very soon we would be seeing the American multinational's sneakers for sale in the virtual universe.

They say that buying a NFT, augmented reality products, is like collecting shoes, soon this may be possible with the purchase of RTFKT by Nike, which has decided to bet on the metaverse like other conglomerates with the idea that it is the profitable business of the future.

The athletic apparel and footwear giant said the purchase of RTFKT will "accelerate its digital transformation," with RTFKT being a "leading brand that leverages cutting-edge innovation to deliver next-generation collectibles that fuse culture and gaming."

In fact, RTFKT - founded in 2020 - already has experience creating digital designs and other items, which has led it to become a next-gen tennis company with collectibles for the metaverse.

The Verge reports that in February the company collaborated with artist FEWOCiOUS to produce real sneakers combined with virtual sneakers, selling 600 pairs - along with its NFTs - in just six minutes.

Nike ready to join the metaverseUndoubtedly, this new business will allow Nike to prepare to compete against other fashion industries in the metaverse, just as Zara or H&M has done by launching a virtual clothing collection in the world of Animal Crossing, Nintendo's video game.

"This acquisition is another step that accelerates Nike's digital transformation and allows us to serve athletes and creators at the intersection of sports, creativity, gaming and culture," said John Donahoe, president and CEO of NIKE, Inc.

What is an NFT?

NFT stands for Non-fungible token, which can be translated as Non-fungible Token. Simply put, it is a unique digital asset, which cannot be exchanged with each other. From a tweet, a meme and even a work of art made digitally are susceptible to become assets thanks to this.

amt

Document NFINCE0020211214ehce0066d



Financial - Business

Nike Buys Metaverse-ready RTFKT

Evan Clark

578 words

13 December 2021

WWD

WWD

English

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The next digital shoe has dropped at Nike Inc.

The sneaker giant acquired RTFKT — a company founded in January 2020 by Benoit Pagotto, Chris Le and Steven Vasilev, who have described their start-up as “born on the block chain” and best known for its “Metaverse-ready sneakers and collectibles.”

In a post to their web site in May, the trio said they grew up playing Minecraft, watching Star Wars and collecting Pokemon cards before going on to designing luxury stores, engaging with esports and making logos for hip hop artists.

Merging their “geek passions and our professional expertise” they launched RTFKT to “build the future of fashion and collectibles” and made a splash.

RTFKT’s collaboration with the 18-year-old artist Fewocious sold more than \$3 million worth of digital sneakers in under seven minutes.

Not enough to really topple Nike, which logged revenues of \$44.5 billion last year, but RTFKT was doing enough right to get the sportswear giant’s attention.

John Donahoe, president and chief executive officer of Nike Inc. said: “This acquisition is another step that accelerates Nike’s digital transformation and allows us to serve athletes and creators at the intersection of sport, creativity, gaming and culture. We’re acquiring a very talented team of creators with an authentic and connected brand. Our plan is to invest in the RTFKT brand, serve and grow their innovative and creative community and extend Nike’s digital footprint and capabilities.”

Nike said RTFKT “leverages the latest in game engines, NFTs, blockchain authentication and augmented reality to create one of a kind virtual products and experiences.”

The sneaker company has been upping its digital game lately, for instance launching Nike LeBron 19 styles in Fortnite.

Now, it’s ready for more.

Terms of the deal were not disclosed, but Pagotto said: “This is a unique opportunity to build the RTFKT brand and we are excited to benefit from Nike’s foundational strength and expertise to build the communities we love. Nike is the only brand in the world that shares the deep passion we all have for innovation, creativity and community, and we’re excited to grow our brand which was fully formed in the metaverse.”

Fashion’s recent history has it largely ignoring, downplaying or paying only lip service to many tech trends that promised to be the next big thing, missing out on early opportunities in e-commerce or on social media and so on.

But the industry seems to want to correct that and is ready to pounce on the metaverse, taking seriously the budding sales of digital style, and buying in in significant ways even as the larger scene develops.

And with its new deal, Nike brings in some native talent.

“RTFKT is born on the blockchain to ensure authenticity, ownership and grant access to new experiences,” the founders said. “We believe that blockchain technology has the potential to empower creators to lead, collaborate and create with no limits. NFTs are a transformative medium that is going to develop a new paradigm between creativity and commerce.

"We believe when communities organize and demand influence, they can move the world and turn the old guard on its head," they said.

More from WWD:

Luxury Acquisitions, Retail Reset and Holiday at Morgan Stanley

In Fashion: What Inflation? Apparel Prices During the Pandemic

Rent the Runway Shares Drop on First Quarterly Update as Public Firm

Document WWD0000020211214ehcd00001



CE Noticias Financieras English

Courts, store and games; this is 'Nikeland', Nike's metaverse in Roblox

376 words

2 December 2021

CE NoticiasFinancieras

NFINCE

English

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Have you seen it yet? The sportswear company Nike created a metaverse in Roblox, called Nikeland, in which fans of the firm can "connect, share experiences and compete", creating new sports and games. Do you want to know it?

According to the company, Nikeland has Nike's U.S. headquarters as its main setting, and aims to turn sports and gaming into a lifestyle.

"There's a new place on Roblox for Nike fans to connect, create, share experiences and compete: Nikeland. "Nike created this bespoke world against the backdrop of its world headquarters and within the immersive 3D space of Roblox, based on its goal to turn sport and play into a lifestyle," the sports firm said. Nikeland's buildings, fields and sports spaces are inspired by Nike's real-life headquarters and house detailed scenarios for the Roblox community to test their skills by competing in mini-games.

Some of the most popular games include tag, floor is lava and dodgeball; however, the company noted that creativity is limitless, as users have access to a toolkit to easily design their own mini-games from interactive sports materials.

Another of Nikeland's goals is to encourage people to be more physically active, so visitors can take advantage of the accelerometers in their mobile devices to transfer offline movement to the game.

For example, you can move your device and your body IRL to perform cool moves in the game, like long jumps or sprints.

And if fashion is also your thing, there's a digital showroom, where visitors can outfit their avatar with special Nike products, including new releases like the Air Force 1 Fontanka and the Air Max 2021

.Is there a cost to enter?The sports company stressed that Nikeland is free for anyone to visit and experience on Roblox, this in order to break down one of the biggest barriers to accessing the sport.

However, players are rewarded ?...with blue ribbons and gold medals for competing in yards, building their yard, exploring and finding Easter eggs.

"Blue ribbons are used to obtain building materials for yards and gold medals unlock virtual goods for avatars," he explained.FLC

Document NFINCE0020211202ehc200751

Nike Enters The Metaverse

Graeme Murray

212 words

30 November 2021

Mondaq Business Briefing

BBPUB

English

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Interesting to see that Nike has recently filed trade mark applications in the US for its core brands (Nike, Just Do It, Swoosh) claiming virtual clothing and virtual retail services.

This is a clear reflection of the intention of brand owners to monetise the metaverse via the sale of virtual goods.

The sale of virtual clothing will be particularly relevant to this environment due to nature of user interaction and we will likely see more major fashion brands update their existing trade mark registration via new filings.

Nike could be looking at a transition into the metaverse after it filed seven new intent-to-use applications with the U.S. Patent and Trademark Office in late October, The Fashion Law reported Tuesday (Nov. 2).

<https://www.pymnts.com/news/retail/2021/nike-fi>

The content of this article is intended to provide a general guide to the subject matter. Specialist advice should be sought about your specific circumstances.

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Cryptocurrency

Nike makes **Metaverse** debut with Nikeland

334 words

24 November 2021

The Times of India

TOI

English

(c) 2021 The Times of India Group

Sportswear company Nike forayed into metaverse following its collaboration with online game Roblox on November 18 to create 3D virtual space Nikeland. It is a virtual world for players, where they can share, connect, create and compete for prizes with each other and experiences. The field and arena of Nikeland is inspired by its real-world headquarters in Beaverton, Oregon in the US. Prior to this, the sportswear company decided to launch virtual products for its digital world. Josh Gerben, the trademark attorney, had announced in a tweet that Nike filed multiple trademark applications for launching virtual shoes and clothing and accessories on October 27. Gerben detailed the following information about Nike's trademark for launching in Metaverse: A total of seven trademark applications were submitted to the US Patent and Trademark Office.

The company plans to use its popular trademark which includes Nike, Just Do It, Jordan, Air Jordan, its Swoosh logo, Swoosh jumpman logo and a stylized combination of its name and various virtual products. Nike plans on selling digital sneakers, clothes and accessories that can be used in online virtual environments. These trademarks are for its online non-downloadable digital products that will be available on Nike's own digital retail store. The products include virtual footwear, clothing, headwear, eyewear, bags, sports bags, backpacks, sports equipment, art, toys, and accessories for use in metaverse. Nike has already started hiring for a number of virtual material designer roles, specifically for footwear, inputmag.com reported. According to the job listing, the individuals will play a key role in reshaping Nike's digital world, for launching it into the metaverse. In case of virtual collectibles, the interest peaks due to the exclusivity, and the highly limited quantities of virtual versions which have made them more valuable than some of the real-life products. For the latest crypto news and investment tips, follow our Cryptocurrency page and for live cryptocurrency price updates, click here.

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Document TOI0000020211123ehbo0004u

Nike offers immersive virtual experience on gaming platform

564 words

22 November 2021

Chain Store Age

CHSA

English

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Nike is unveiling an interactive virtual customer experience.

Nike is creating a sophisticated, interactive space within a popular digital gaming environment.

The global athletic brand is launching a proprietary virtual world called “Nikeland” on the popular Roblox digital gaming platform. Virtual buildings and fields inside Nikeland are based on the company’s real-life Beaverton, Ore., headquarters, and hold detailed arenas where Roblox players compete in various mini-games.

At launch, consumers can participate in virtual games such as tag, the floor is lava, and dodgeball with their friends. With the Nikeland tool kit, users can design their own mini-games from interactive sports materials. In addition, the Nikeland virtual experience is enhanced by real-life movement.

Consumers can utilize accelerometers in their mobile devices to transfer offline movement to online play. For example, a user can move their device and body in real life to create in-game virtual moves, such as long jumps or speed runs.

In addition, a digital showroom enables customers to outfit their Nikeland avatar with special Nike virtual products. Participants in Nikeland virtual games are rewarded with blue ribbons and gold medals for competing in yards, building their yard, exploring, and finding hidden “Easter eggs.” Customers can use blue ribbons to obtain building materials for yards, and gold medals can unlock virtual products for avatars.

Quick service retailer Chipotle recently opened a virtual store location [h](#) on the Roblox video game platform as part of a limited-time Halloween promotion. More broadly, video games are emerging as a mainstream channel for online consumer engagement, and even sales. In June 2021, the [retailer introduced](#) a new video game called Chipotle Race to Rewards Exchange as part of its Chipotle Rewards loyalty program.

That same month, [Pacsun](#) began making branded digital products available for purchase within Roblox in June 2021. In August 2021, [Ralph Lauren](#) partnered with the Zepeto global social networking and avatar simulation app to provide customers with a personalized virtual world, including branded digital apparel available for purchase.

And October 2021 was “Croctober” at [Crocs](#), featuring digital and in-store activations designed to increase brand engagement and sales. The specialty footwear brand’s 31-day promotional effort included its first-ever global partnership with Bitmoji, the platform for creating personalized digital avatars. Through this activation, customers have the opportunity to outfit their Bitmoji avatars with digital items.

In other examples, beauty brand Benefit Cosmetics is [opening](#) its own channel on the Twitch game streaming platform, and Kenneth Cole Productions [debuted](#) a new apparel collection in the casual mobile game “High Heels!”

However, Nike is going a step further in the development of its virtual world than these other retailers, with features such as designing your own games and integrating offline movement. In some respects, the company is taking first steps toward the completely integrated omnichannel “metaverse” that Meta (formerly Facebook) [recently announced](#) it is attempting to develop.

In December 2021, Nike will offer its Nikeland Roblox virtual experience at its digitally enabled New York House of Innovation store with a special Snapchat lens. The lens allows people visiting the kids’ floor of the store to see the space transformed into an augmented reality version of Nikeland, including avatars, games, and Nikeland-inspired Easter eggs to find.

[Read more: [Nike turns NYC store into virtual adventure zone](#)]

[Click to view image.](#)

virtualisation

Nike to take customers into the **metaverse** with 'NIKELAND'

Bobby Hellard

317 words

19 November 2021

IT Pro

ITREN

English

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Nike has become one of the first major brands to enter the "metaverse" with a virtual world modeled after its headquarters launched on video game platform Roblox.

'Nikeland' is free for anyone to visit, provided you have a Roblox account and allows consumers to create an avatar they can decorate with real Nike products. Once inside the virtual space, users can play games like tag, the Floor is Lava, and Dodgeball, as well as ones designed by creators.

The avatars are controlled by accelerometers in users' mobile devices which transfer offline movement to online play. Nike suggests this allows real-life movement in the digital space.

Since [Facebook](#) announced its [metaverse](#) plans in October, the idea has become one of the biggest buzzwords in tech with companies such as [Microsoft also talking up plans for virtual worlds](#). Globally, the metaverse market is expected to bring in over \$6 billion for 2021 and more than \$40 billion by 2026, according to research firm Strategy Analytics.

"Nike created this bespoke world with the backdrop of its world headquarters and inside Roblox's immersive 3D space, building on its goal to turn sport and play into a lifestyle," the sportswear maker said.

The virtual world will also offer rewards with blue ribbons and gold medals for various tasks and challenges, such as finding 'Easter eggs'. What's more, the blue ribbons can be used to gain more building materials for users to develop their own personal spaces - called 'yards' - whereas gold medals can unlock new Nike products.

Nike's virtual world will also be brought to life at the company's New York hub with a special [Snapchat](#) lens. This will allow people visiting the kids' floor of the store to walk into an augmented reality version, which will include signature avatars, games, and Nikeland Easter egg hunts.

Document ITREN00020211119ehbj00006

Nike to Run the Metaverse Marathon -- Market Insight

279 words

19 November 2021

19:05

Dow Jones Institutional News

DJDN

English

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Commentary by Adrià Calatayud

Nike's recent moves might signal it is looking to secure a position in the metaverse race, and highlight the opportunities the emerging virtual realm could hold for the broader fashion industry. The sportswear giant said Thursday it has launched a virtual play place on Roblox--whose online videogame platform can be considered an early version of the metaverse--after filing trademark applications last month that indicate an intent to sell virtual goods. While the idea of the metaverse has been mainly promoted by tech companies like Facebook's parent company Meta Platforms, Microsoft or Nvidia, the fashion, education and art industries could also benefit from its end uses. Some of Nike's rivals have already taken steps to launch digital goods. Digital fashion house The Fabricant has projects with Adidas, Puma and Under Armour among others, according to its website. Luxury brands could also gain from entering into the metaverse. Morgan Stanley earlier this week estimated the metaverse could represent a revenue opportunity of EUR50 billion, equivalent to around \$57 billion, or 10% of the luxury goods addressable market by 2030. Nonfungible tokens and social gaming are the two nearer-term ways to profit from the metaverse, according to Morgan Stanley. Gucci has already started selling digital bags on Roblox that are pricier than the physical ones. NFTs can be even more profitable, Morgan Stanley said.

Market Insights are commentary which is independent of the news coverage by reporters at the Wall Street Journal.

Write to Adrià Calatayud at adria.calatayud@dowjones.com

(END) Dow Jones Newswires

November 19, 2021 08:35 ET (13:35 GMT)

Document DJDN000020211119ehbj001lh

Into the **metaverse**: **Nike** creates 'NIKELAND' on Roblox

236 words

19 November 2021

04:42

Reuters News

LBA

English

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Nov 18 (Reuters) - Nike Inc on Thursday revealed a virtual world modeled after its headquarters on video game platform Roblox Corp, becoming one of the first big brands to enter the "metaverse".

The digital space, called "NIKELAND", allows players to outfit their avatar with special Nike products and is free for anyone to visit on Roblox.

Visitors can currently play "Tag", "The Floor Is Lava" and "Dodgeball" on the platform, which also lets creators design their own mini-games from interactive sports materials.

Metaverse, a buzzword in the tech industry after Facebook renamed itself Meta, is a shared virtual world where people in the form of avatars can interact with others, enjoy concerts and digitally shop.

The global metaverse market is expected to reach \$6.16 billion in 2021 and \$41.62 billion by 2026, according to research firm Strategy Analytics.

"Nike created this bespoke world with the backdrop of its world headquarters and inside Roblox's immersive 3D space, building on its goal to turn sport and play into a lifestyle," the sportswear maker said <https://news.nike.com/news/five-things-to-know-roblox>.

On NIKELAND, visitors can use the accelerometers in their mobile devices to transfer offline movement to online play, allowing real-life movement in the digital space. (Reporting by Sanjana Shivdas in Bengaluru; Editing by Devika Syamnath)

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Nike Betting On The Metaverse With NIKELAND In Roblox: What Investors Should Know

Chris Katje

439 words

19 November 2021

04:45

Benzinga.com

BNZNGA

English

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Popular video game Roblox Corporation (NYSE: [RBLX](#)) is getting support from a newly public company using their metaverse to appeal to a new demographic of fans.

What Happened: Nike Inc (NYSE: [NKE](#)) announced Thursday the creation of NIKELAND in Roblox. The place is described as a place for fans to "connect, create, share experiences and compete."

"Buildings and fields inside NIKELAND are inspired by Nike's real-life headquarters and hold detailed arenas for the Roblox community to test their skills competing in various mini-games," Nike said.

Roblox creators will be able to design their own mini-games from Nike sports materials called the NIKELAND tool kit. "Dream it. Make it. Play it."

Nike plans to connect the real-world to the virtual world with in-game moves connected to offline movement.

Nike items like virtual footwear will be featured with a virtual showroom where a user can outfit their Roblox avatar. Nike said the Air Force 1 and Air Max 2021 will be included and other items in the future.

NIKELAND is launching as a free experience for anyone in Roblox.

"NIKELAND is free for anyone to visit and experience on Roblox, breaking down one of the biggest barriers to sport - access."

Players in NIKELAND games will be rewarded with blue ribbons and gold medals, which can unlock virtual products.

Nike is also partnering with Snapchat, a unit of Snap Inc (NYSE: [SNAP](#)), to bring the virtual world to life at Nike's House of Innovation in New York City this December. A special Snapchat lens will launch through the partnership, taking fans inside NIKELAND in person.

Related Link: [Roblox Q3 Earnings Highlights: Revenue Up 102%, DAUs Hit 47.3M, October DAUs Grow Before Outage](#)

Why It's Important: Roblox has hosted virtual listening parties and seen its user base grow over the years. This could be one of the biggest bets by a company on utilizing Roblox as entry into the Metaverse.

Nike [has](#) been filing patents for virtual goods and announced plans for NFTs.

Roblox is [considered](#) to be one of the best bets on the Metaverse, a surging topic since Facebook Inc (NASDAQ: [FB](#)) [announced](#) a name change to Meta.

Morgan Stanley [raised](#) a price target on RBLX shares from \$88 to \$150, citing the growth of the metaverse.

RBLX Price Action: Shares were up 1% to \$126.05 on Thursday. Shares are up 63% in the last month and have doubled since their direct listing in March.

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Document BNZNGA0020211119ehbi00002

Brands -

Nike's Expansion Plans: Vietnam, Dick's and the Metaverse

Chuck Dobrosielski

1,192 words

3 November 2021

Sourcing Journal

SJOURN

English

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It appears months of Covid-related factory closures have not soured Nike's view on Vietnamese manufacturing.

Vietnam's Prime Minister Pham Minh Chinh met with Noel Kinder, Nike's sustainable development director, at the COP26 Conference in Glasgow, Vietnamese state media said Wednesday. At the meeting, Kinder announced that all Nike factories in areas disrupted by the pandemic had returned to production and that the company was committed to investing and expanding production in the Southeast Asian nation.

In late September—a week before Vietnam would ultimately abandon its “zero-Covid” strategy and ease restrictions in Ho Chi Minh City and its surrounding provinces—Nike executive vice president and chief financial officer Matt Friend said the company had lost 10 weeks of production due to the pandemic. At that time, 80 percent of Nike's footwear factories in Vietnam and nearly half of its apparel factories were closed. Vietnam accounted for 51 percent of Nike's footwear unit production last year.

The factory closures, combined with other global supply chain impacts, prompted Nike to lower its revenue growth guidance for the 2022 fiscal year—a period that began June 1—from the low-double digits to the mid-single digits. At the time, Friend said the Vietnamese factories would ramp up to full production “over several months.” Nike expands to the metaverse Facebook is not alone in looking to capitalize on the metaverse.

Trademark applications filed last week show Nike is also scoping out the virtual world, where Gen Z is rewriting the rules of engagement. Though the words and logos the seven trademarks would protect—Nike's signature Swoosh, the Jordan Jumpman, the company's “Just Do It” slogan—are nothing new, they would apply to goods and services that are, including “on-line, non-downloadable virtual footwear, clothing, headwear, eyewear, bags, sports bags, backpacks, sports equipment, art, toys and accessories for use in virtual environments.”

Nike has shown an interest in virtual footwear for years, filing multiple patent applications related to “cryptographic digital assets” in 2019 and in the years since. Though some are still pending, the United States Patent and Trademark Office (USPTO) has granted at least three, one in 2019 and two since June.

The patents—filed long before non-fungible tokens (NFTs) exploded into the public consciousness earlier this year—repeatedly reference what Nike calls “CryptoKicks,” virtual collectibles backed by unique, non-fungible tokens. In some implementations, the patents note, these CryptoKicks could be imported into one or more other digital platforms, such as a skin on a video game character.

Last week's trademark applications are not the only signs that Nike is looking to ramp up its work on virtual product creation. The company also recently posted job openings for “virtual material designers,” including one focused on footwear. In both cases, the listings say whoever gets the position “will play a key role in redefining our digital landscape, ushering us into the metaverse, and growing our team's capabilities.” Though the postings on Nike's website are undated, listings tied to the company's LinkedIn page are identified as one week old. Nike links its loyalty program to Dick's Even as it cuts ties with retailers like DSW and Urban Outfitters, Nike is doubling down with at least one “premium” wholesale partner—Dick's Sporting Goods.

Dick's unveiled what it dubbed a “first-of-its-kind collaboration” with Nike Wednesday. The partnership will allow customers to connect their Dick's Scorecard and Nike Membership accounts through the Dick's mobile app. It will also include member-exclusive footwear and apparel collections and in-store events.

“Dick's and Nike have a long and successful history of working together, and this partnership represents a significant strengthening of our relationship,” Lauren Hobart, president and CEO of Dick's Sporting Goods, said in a statement. “We are both focused on delivering best-in-class experiences and products and creating the best omnichannel experience for our athletes.”

Tom Caporaso, CEO of loyalty provider Clarus Commerce, said the alliance proves Nike's partnership with Dick's is a valuable one for the brand.

"Nike has significantly reduced its partnerships and physical store presence to spend more time on direct-to-consumer efforts, which has been more profitable throughout the pandemic," Caporaso said. "However, in-store shopping is rising again, and according to our recent research, at least 18 percent of U.S. shoppers this year plan to make the majority of their holiday purchases in-store, and Nike still wants to reach those customers."

The partnership will allow Nike or Dick's loyalty members to drop off Nike returns at Dick's Sporting Goods locations. Caporaso said the perk will be "a huge benefit for shoppers" within range of one of Dick's more than 700 stores. "This is a great way for Nike to provide loyalty members with a better return policy after the holidays, which is important to shoppers this year according to our data," he added.

Nike's Dick's partnership comes during a boom time for athletic footwear. According to the "Future of Footwear" report the NPD Group released Wednesday, growth within the performance- and outdoor-footwear categories will outperform the overall footwear market in 2023.

U.S. footwear revenues grew 28 percent year-over-year from January through September, powered largely by pent-up demand and rising average selling prices, NPD said. Compared to 2019, sales rose 8 percent. By 2023, revenues are forecasted to be 16 percent ahead of 2019 levels.

According to NPD vice president and senior industry advisor for sports Matt Powell, the biggest news in sports footwear is the growth of running, walking and hiking. After strong growth this year, he said, performance footwear is forecasted to stay steady, at rates slightly higher than before the pandemic, as unit sales increase. "With the pandemic instilling in consumers a new appreciation for being outside, revenue and unit sales for hiking shoes are projected to continue their healthy annual rise through 2023," Powell added.

"After years of continuous declines, the next two years are looking up for performance footwear," Powell said in a statement. "Running will be the key area here, as I expect we'll see performance-running shoes return as streetwear. It has been nine years since these shoes were viewed as a fashion trend, and today it will require brands and retailers to rethink the cadence and content of their footwear releases."

Fashion footwear, meanwhile, is expected to lag the market, even as some "key silhouettes" make a full recovery to pre-pandemic revenue by 2023, NPD said.

"Bright spots will be silhouettes that support the more casual and comfortable lifestyle consumers have become accustomed to," Beth Goldstein, NPD's fashion footwear and accessories analyst, said in a statement. "However, that doesn't mean that pumps, oxfords, and loafers won't return to some level of growth over the next few years. With the return to offices and events happening more gradually than initially anticipated, the retail rebound for these silhouettes will be more elongated."

Document SJOURN0020211103ehb30005m

Metaverse
Microsoft, Nike embrace metaverse following Facebook's name change

Timmy Shen
205 words
3 November 2021
Forkast News
FOKNEW
English
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On the heels of Facebook, or now Meta, Microsoft and Nike are also racing into the metaverse action.

Fast facts

Microsoft is introducing a more fun working environment experience by announcing 3D avatar and immersive meeting settings, according to media reports. The Verge reported that Microsoft will use artificial intelligence to listen to the creator's voice to animate an avatar.

Meanwhile, sportswear brand Nike has filed several trademark applications that appear to have something to do with the metaverse, according to a CNBC report. The applications indicate that Nike intends to sell virtual apparel, and the metaverse space is now a priority for the brand with plans to roll out more virtual projects in the coming months.

Just last week, Facebook CEO Mark Zuckerberg announced the social media giant is rebranding its corporate name to Meta as it focuses on building out its metaverse vision. The announcement came just weeks after it pledged a US\$50 million investment in global research and program partners to develop its metaverse. The social media giant recently announced plans for 10,000 new jobs in Europe to leverage the continent's metaverse-building talent.

[Click to view image.](#)

Document FOKNEW0020211103ehb300007

business

Nike trademark applications and job postings hint at joining the metaverse

Cointelegraph By Turner Wright

404 words

2 November 2021

The Cointelegraph

CONTEL

English

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Nike has filed applications at the U.S. Patent and Trademark Office for its namesake, swoosh logo, and 'just do it' slogan to be used in virtual goods for its entertainment services, retail stores, and "for use online and in online virtual worlds."

Sports footwear and apparel manufacturer Nike is exploring the design of virtual materials featuring its iconic logo and slogan.

According to records submitted to the United States Patent and Trademark Office on Wednesday, Nike has [filed](#) applications for its namesake, swoosh logo and "just do it" slogan to be used in virtual goods for its entertainment services, retail stores and "for use online and in online virtual worlds." The filings, along with two recent job [postings](#) for virtual material designers, suggest the company is laying the groundwork for Nike-branded products in the metaverse.

Nike [said](#) the prospective employees would "play a key role in redefining our digital world, ushering us into the metaverse." They would join a team of virtual material designers in the company's Digital Product Creation group to create virtual footwear and other products.

The apparel company seems to have launched its foray into the metaverse in advance of [Facebook's rebranding announcement](#) on Thursday. The social media giant said it would create a virtual environment connecting online social experiences to the physical world.

Though Nike is seemingly advancing its metaverse plans at the same time as Facebook, it has previously delved into nonfungible tokens, or NFTs, and other crypto-related ventures. In 2019, the company patented a system for [tokenizing its CryptoKicks shoes](#) on the Ethereum blockchain.

However, the company already has some competition in the metaverse. Sneaker brand RTFKT Studios has released both virtual and physical footwear and obtained the backing of Andreessen Horowitz, Galaxy Digital, and others in an \$8-million fundraising round in May.

Related: ["We are building for the metaverse" says Meta VP Nick Clegg](#)

While Nike's virtual offerings may not be affected by the global supply chain issues, the company has [reported](#) issues with delivering on its physical products, including a dearth of shipping containers, staffing problems, and other pandemic-related restrictions affecting workflow. Indonesia and Vietnam are responsible for the majority of Nike's physical shoe production, but the virtual offerings may be created entirely at its Oregon headquarters.

[Click to view image.](#)

Document CONTEL0020211102ehb2000b7

Wearable Gaming Market is Going to Boom with Oculus, Technical Illusions, Nike, Fitbit

1,883 words

26 October 2021

iCrowdNewswire

ICROWDN

English

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Global Wearable Gaming Market Research Report with Opportunities and Strategies to Boost Growth- COVID-19 Impact and Recovery , Covid 19 Outbreak Impact research report added by Report Ocean, is an in-depth analysis of market characteristics, size and growth, segmentation, regional and country breakdowns, competitive landscape, market shares, trends and strategies for this market. It traces the market's historic and forecast market growth by geography. It places the market within the context of the wider Wearable Gaming market, and compares it with other markets., market definition, regional market opportunity, sales and revenue by region, manufacturing cost analysis, Industrial Chain, market effect factors analysis, Wearable Gaming market size forecast, market data & Graphs and Statistics, Tables, Bar & Pie Charts, and many more for business intelligence. Get complete Report (Including Full TOC, 100+ Tables & Figures, and Chart).

– In-depth Analysis Pre & Post COVID-19 Market Outbreak Impact Analysis & Situation by Region

Download Free Sample Copy of 'Wearable Gaming market' Report @

https://reportocean.com/industry-verticals/sample-request?report_id=mai215699

Key Segments Studied in the Global Wearable Gaming Market

Based on the Wearable Gaming market development status, competitive landscape and development model in different regions of the world, this report is dedicated to providing niche markets, potential risks and comprehensive competitive strategy analysis in different fields. From the competitive advantages of different types of products and services, the development opportunities and consumption characteristics and structure analysis of the downstream application fields are all analyzed in detail. To Boost Growth during the epidemic era, this report analyzes in detail for the potential risks and opportunities which can be focused on.

Key players in the global Wearable Gaming market covered in Chapter 5:

Grand Theft Auto (GTA) Oculus Technical Illusions Nike Fitbit Wear Orbits Elyland Sumsung Vuzix

In Chapter 6, on the basis of types, the Wearable Gaming market from 2015 to 2025 is primarily split into:

Augmented Reality and Virtual Reality (AR and VR) Connected Wearable Motion Sensing Technology Including Wearable 3D Haptic Technology Headwear Or Head Mounted Display (HMD) Serious Gaming Gamification

In Chapter 7, on the basis of applications, the Wearable Gaming market from 2015 to 2025 covers:

Household Commercial

Key Considerations for Market Forecast:

Impact of lockdowns, supply chain disruptions, demand destruction, and change in customer behavior
Optimistic, probable, and pessimistic scenarios for all markets as the impact of pandemic unfolds Pre- as well as post-COVID-19 market estimates Quarterly impact analysis and updates on market estimates

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The report provides a snapshot of the global market size, segmentation data, marketing growth strategies, market share, export and import information, analysis and forecast of market trends, competition, domestic production, best sales prospects, statistical data, tariffs, regulations, distribution and business practices, end-user analysis, contact points and more. These research reports include information about competitive strategies, solutions, fact-based research, key takeaways, recommendations, market considerations, emerging business models and market opportunities for multiple segments of an industry. Market research reports assist in solving business problems and making better decisions to improve business as per the prevalent market trends.

What our reports offer:

Market share assessments for the regional and country-level segments Strategic recommendations for the new entrants Covers market data for 2020, 2021, till 2025 Market trends (drivers, opportunities, threats, challenges, investment opportunities, and recommendations) Strategic recommendations in key business segments based on the market estimations Competitive landscaping mapping the key common trends Company profiling with detailed strategies, financials, and recent developments Supply chain trends mapping the latest technological advancements

Browse market information, tables and figures extent in-depth TOC, The latest independent research document on various market development activities and business strategies such as new product/services development, Joint Ventures, partnerships, mergers and acquisitions, etc. In order to provide a more informed view, a market company profiles include Business Overview, Product / Service Offerings, SWOT Analysis, Segment & Total Revenue, Gross Margin and % Market Share. This report explores market definitions, overview, classification, segmentation, inclusive of market type and applications followed by product specifications, manufacturing initiatives, pricing structures, raw material sourcing and supply chain analysis.

Our market research provides vital intelligence on market size, business trends, industry structure, market share, and market forecasts that are essential to developing business plans and strategy. In addition, the key strategic and competitive variables affecting the global market are discussed, the industry's key players are identified, and global market share is evaluated. The entire study is framed within the industry's economic and market environments.

How will the COVID-19 coronavirus impact the global economy? The Report Ocean is tracking recent developments and analyzing their impact. Also included are discussions of virus trends, the economic impact of the pandemic, production, supply chains, capacity expansions, and suppliers.

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covid-19 scenario

Market Behavior/ Level of Risk and Opportunity

End Industry Behavior/ Opportunity Assessment

Expected Industry Recovery Timeline

Business Impact Horizon

Opening of Economy by Q3 2020

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Recovery – Opening of Economy extended till Q4 2020 / Q1 2021

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xx

Under COVID-19 Outbreak Impact Analysis:

We analyzed industry trends in the context of COVID-19. We analyzed the impact of COVID-19 on the product industry chain based on the upstream and downstream markets. We analyze the impact of COVID-19 on various regions and major countries.

The impact of COVID-19 on the future development of the industry is pointed out.

Study Explore :

Market Behavior/ Level of Risk and Opportunity End Industry Behavior/ Opportunity Assessment Expected Industry Recovery Timeline

For more information or any query mail at sales@reportocean.com

Each study, more than 100+ pages, is packed with tables, charts and insightful narrative including coverage on:

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Geographical Breakdown: The regional and country breakdowns section gives an analysis of the market in each geography and the size of the market by geography and compares their historic and forecast growth. It covers the impact and recovery path of Covid 19 for all regions, key developed countries and major emerging markets.

Countries: Argentina, Australia, Austria, Belgium, Brazil, Canada, Chile, China, Colombia, Czech Republic, Denmark, Egypt, Finland, France, Germany, Hong Kong, India, Indonesia, Ireland, Israel, Italy, Japan, Malaysia, Mexico, Netherlands, New Zealand, Nigeria, Norway, Peru, Philippines, Poland, Portugal, Romania, Russia, Saudi Arabia, Singapore, South Africa, South Korea, Spain, Sweden, Switzerland, Thailand, Turkey, UAE, UK, USA, Venezuela, Vietnam

In-Depth Qualitative COVID 19 Outbreak Impact Analysis Include Identification And Investigation Of The Following Aspects: Market Structure, Growth Drivers, Restraints and Challenges, Emerging Product Trends & Market Opportunities, Porter's Five Forces. The report also inspects the financial standing of the leading companies, which includes gross profit, revenue generation, sales volume, sales revenue, manufacturing cost, individual growth rate, and other financial ratios. The report basically gives information about the Market trends, growth factors, limitations, opportunities, challenges, future forecasts, and details about all the key market players.

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Key questions answered: Study Explore COVID 19 Outbreak Impact Analysis

The study objectives of this report are:

To study and analyze the global market size (value & volume) by company, key regions/countries, products and application, history data, and forecast to 2025. To understand the structure of market by identifying its various subsegments. To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks). Focuses on the key global manufacturers, to define, describe and analyze the sales volume, value, market share, market competition landscape, SWOT analysis and development plans in next few years. To analyze the growth trends, future prospects, and their contribution to the total market. To project the value and volume of submarkets, with respect to key regions (along with their respective key countries). To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market. To strategically profile the key players and comprehensively analyze their growth strategies.

The Study Explore COVID 19 Outbreak Impact Analysis

What should be entry strategies, countermeasures to economic impact, and marketing channels? What are market dynamics? What are challenges and opportunities? What is economic impact on market? What is current market status? What's market competition in this industry, both company, and country wise? What's market analysis by taking applications and types in consideration?

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Key Points Covered in Wearable Gaming Market Report:

Chapter 1, About Executive Summary to describe Definition, Specifications and Classification of Wearable Gaming market, Applications, Market Segment by Regions North America, Europe or Asia;

Chapter 2, objective of the study.

Chapter 3, to display Research methodology and techniques.

Chapter 4 and 5, to show the Overall Market Analysis, segmentation analysis, characteristics;

Chapter 6 and 7, to show the Market size, share and forecast; Five forces analysis (bargaining Power of buyers/suppliers), Threats to new entrants and market condition;

Chapter 8 and 9, to show analysis by regional segmentation, comparison, leading countries and opportunities; Regional Marketing Type Analysis, Supply Chain Analysis

Chapter 10, focus on identifying the key industry influencer's, overview of decision framework accumulated through Industry experts and strategic decision makers;

Chapter 11 and 12, Market Trend Analysis, Drivers, Challenges by consumer behavior, Marketing Channels and demand & supply.

Chapter 13 and 14, describe about the vendor landscape (classification and Market Positioning)

Chapter 15, deals with Wearable Gaming Market sales channel, distributors, traders, dealers, Research Findings and Conclusion, appendix and data source.

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Search Summary

Text	(hd=nike) and wc>100 and hd=(virtual real estate or virtual properties or digital real estate or digital real assets or digital properties or metaverse properties or digital plots or virtual plots or virtual land or virtual reality platform or manufacturing simulation or virtual simulation or digital twins or virtual manufacturing or immersive learning or mixed-reality learning or metaverse learning or VR learning or AR learning or VR training or virtual recruitment or 3d training or training metaverse or virtual retail or virtual shopping or virtual clienteling or omnichannel shopping or humanising digital retail or immersive virtual stores or 3d virtual store or metaverse shopping or virtual clothing or virtual goods or gaming or digital avatar or digital character or virtual game or 3D avatars or virtual reality or interoperable VR space or digital financial ecosystems or metaverse wallets or robo advisory or virtual financial data or digital bank branches or digital touchpoint or blockchain wallets or digital wallets or digital wedding or virtual wedding or virtual event or virtual concert or virtual theme park or virtual classroom or virtual learning or virtual school or immersive learning or metaverse)
Date	In the last year
Source	All Sources
Author	All Authors

Company	All Companies
Subject	All Subjects
Industry	All Industries
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Results Found	135
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