# 271.https://stackoverflow.com/questions/71900267/nft-linkage-between-token-and-digital-product

**T:**NFT linkage between token and digital product

**Q:**I understand what NFT is – it is an entry in the Blockchain, I understand what a digital product is - for example, it is a physical file with an image.  
  
I want to create an NFT for this image. This is what I don't understand so far - where will the information between the NFT and the image be stored to prove that this particular NFT is made specifically for that particular image?

1 **Answer**

**A1:**As per the ERC721 and ERC1155 standards, there is just a one-way link from the token to the image. Which theoretically allows multiple NFTs representing the same image.  
  
Each collection contract implements a function to retrieve a metadata JSON file. In case of ERC721 that's tokenURI(uint256 tokenId), and in case of ERC1155 that's uri(uint256 tokenId), both returning a string with the metadata file location. This file can be stored on a private server, a decentralized storage (e.g. IPFS), an FTP, ... simply behind any valid URI.  
  
WARN: THIS PARAGRAPH CONTAINS TAG: [CODE]   
  
And according to both standards, the metadata file should contain a JSON field named image containing URI of the actual image file.  
  
WARN: THIS PARAGRAPH CONTAINS TAG: [CODE]   
  
TLDR: A one-way link from the NFT to the image is in the metadata file of each NFT. There is no standardized way to link from the image back to the NFT.

**C1:**Thanks for the detailed answer, it helped a lot! One more question - what about other types of digital assets (not images)... like doc or pdf file. Is it possible to do the same with them, and if so, how?

**C2:**@alexanoid The standards only specify images, but some marketplaces also allow arbitrary fields such as external\_url and animation\_url (OpenSea docs). So I'd recommend creating the JSON metadata in accordance with both the standard (include an image - e.g. a screenshot of the document), as well as guidelines of the site where users are going to interact with the NFT (e.g. define also the external\_url field).