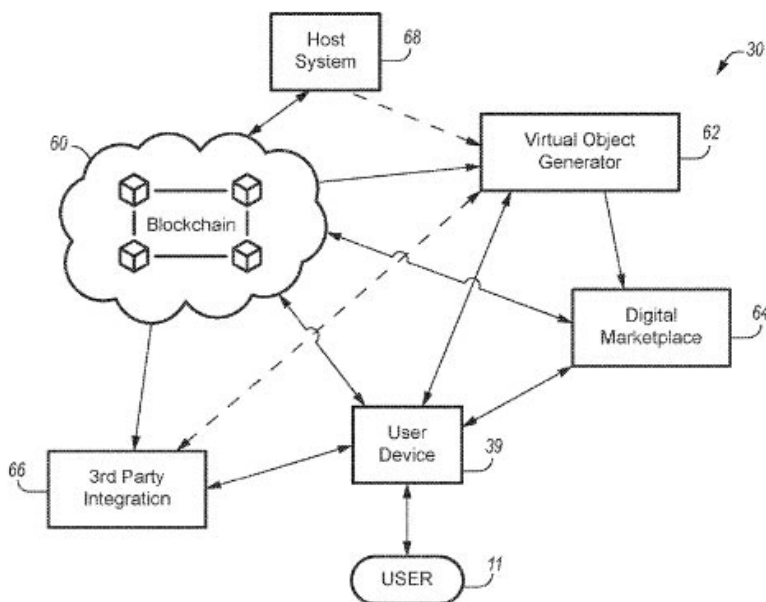


Nike applies for a tokenized token based on the blockchain, CryptoKicks

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Nike, one of the largest sports fashion brands in the world, has caused a stir in the tech industry after filing a patent application for sneakers that can be tokenized based on blockchain. Ethereum is called CryptoKicks, and has been approved by the US Patent Office.

An illustration of the patent shows a blockchain-based system that can be integrated with digital security encryption and assigned to a physical product, in this case, sports shoes. The implementation of this technology is described as using the ERC721 or ERC1155 Ethereum token for physical authentication and transactions.



In addition, Nike will also build a separate platform to track ownership and verify the authenticity of the shoes using a blockchain-based system.

When you buy a pair of 'CryptoKicks', you will receive a digital asset associated with a unique identifier, exclusive to each pair of shoes. Token specifically, Token will only be 'unlocked' when you purchase a corresponding physical shoe by linking the 10-digit shoe identifier with the owner identifier.

This approach will bring a lot of benefits in the deal, with this case the sports shoes. For example, when you buy a pair of genuine shoes, there will be a digital representation code associated with the user and assigning a token token. At this point, the token will represent a separate shoe, helping to minimize counterfeiting, counterfeit sales, ensure the authenticity of the goods.

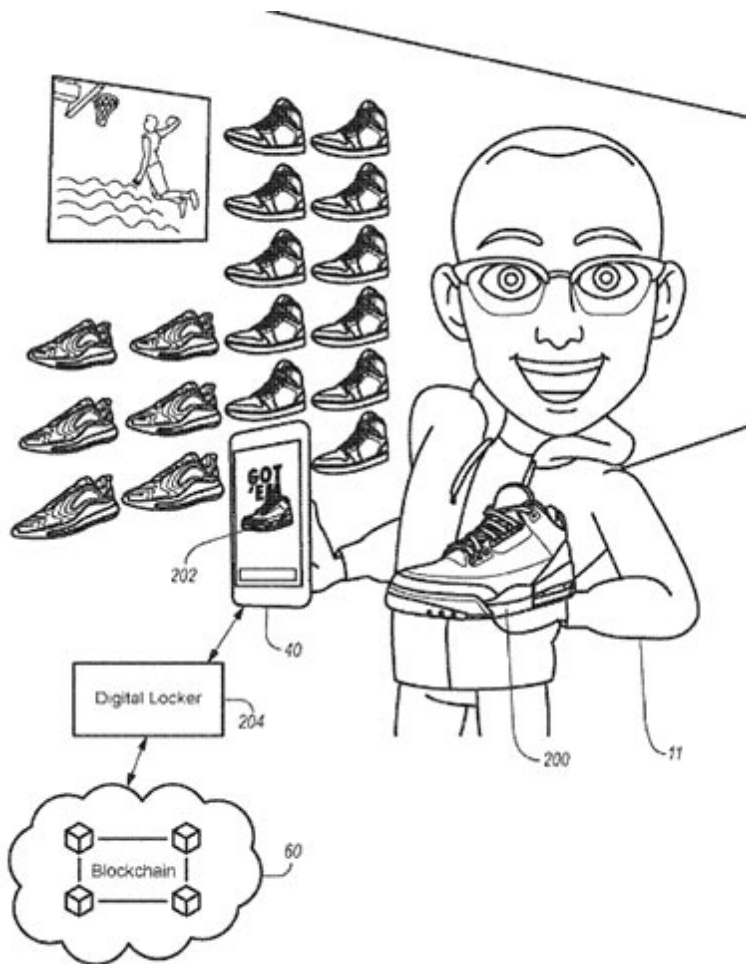


FIG. 7

In addition, Nike believes that token creation can be linked to sales, allowing verification of origin and the number of similar shoes in circulation.

In case you sell these shoes, digital token ownership will be transferred along with the actual product status. The assets of those tokens will be managed in a dedicated application.

It is still unclear when this model will be launched as well as the specific selling price.

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