

Web3 Rewards Platform

Whitepaper for PathBNB Token



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In a rapidly evolving digital landscape, PathBNB emerges as a transformative force, introducing a novel concept through PathBNB Tokens and NFTs. This whitepaper serves as a comprehensive guide to understanding, integrating, and leveraging PathBNB within the realms of commerce and engagement.

Key Concepts:

PathBNB Tokens and NFTs are explored as powerful tools, unlocking unprecedented opportunities in commerce and user engagement. The whitepaper delves into the intricacies of their identification, appropriate blockchain selection, minting processes, and sustainable storage methodologies.

Integration Framework:

A systematic approach is outlined for integrating PathBNB Tokens and NFTs effectively. This includes identifying use cases, selecting the right blockchain, minting processes, ensuring long-term digital asset sustainability, secure storage, seamless access, and strategic distribution on relevant marketplaces.

How to Integrate PathBNB Token and NFTs:

1. Identify the PathBNB Token and NFT use case
2. Determine the appropriate blockchain
3. Mint the PathBNB Token and NFTs
4. Decide how to store digital assets in a long-term sustainable way
5. Store and access PathBNB Token and NFTs securely and easily
6. Distribute across an applicable marketplace
7. Identify additional opportunities to engage fans

What is an **PathBNB** Token and NFT?

In the realm of digital finance, PathBNB introduces two revolutionary concepts: PathBNB Tokens and Non-Fungible Tokens (NFTs). Understanding the essence of these entities is fundamental to grasping the innovative potential they hold within the financial landscape.

utilities and DeFi Leaders based cryptocurrencies are issued and exist on a public database maintained by what is commonly referred to as a blockchain. The database is distributed across computers that are running blockchain software. No single entity owns or controls the database, and anyone can access the database, prove ownership, and transfer cryptocurrency via the private keys associated with their crypto wallet.



PathBNB Token:

A PathBNB Token is a unique digital asset representing ownership or access rights within the PathBNB ecosystem. It operates on a blockchain, utilizing smart contracts to ensure transparency and security. PathBNB Tokens can serve various purposes, from facilitating transactions to unlocking exclusive features within the PathBNB platform.

These tokens are designed with a focus on interoperability, enabling seamless integration into diverse financial applications and services. PathBNB Tokens lay the foundation for a decentralized financial ecosystem, empowering users with a versatile and secure means of navigating the digital financial landscape.

NFT (Non-Fungible Token):

An integral component of the PathBNB ecosystem is the Non-Fungible Token (NFT). Unlike traditional cryptocurrencies such as Bitcoin or Ethereum, NFTs are unique and indivisible digital assets, each with distinct attributes and ownership records. In the context of PathBNB, NFTs are used to represent ownership or proof of authenticity for various digital or physical assets. PathBNB leverages NFTs to tokenize real-world assets, creating a bridge between the digital and physical realms of value. Whether it's digital art, real estate, or collectibles, PathBNB NFTs provide a secure and transparent method for ownership verification and transfer.

**Smart contracts are not the same as legal contracts. Smart contracts are computer code that executes simple if/then functions.*

Unlocking New Commerce and Engagement Opportunities

PathBNB stands as a catalyst for innovation, not merely within the confines of traditional finance but also in the broader spectrum of commerce and user engagement. This section elucidates the ways in which PathBNB Tokens and NFTs unlock novel opportunities for businesses and users alike.

PathBNB Token and NFTs appeal to collectors, fans, stars, leagues, and talent, amongst others.

They have become a great way for individuals and businesses to capitalize on unique assets, engage fans, and potentially generate revenue, while staying ahead of the curve and keeping pace with innovations in commerce. Because the opportunities for growth with PathBNB Token and NFTs are still evolving, businesses should define what their end goals are around PathBNB Token and NFTs. Some of the common ways brands are using PathBNB Token and NFTs to grow their business include:



Fan Engagement —

PathBNB Token and NFTs can be much more than a collectible or piece of art, and savvy brands are recognizing that the most successful and long-term-relevant PathBNB Token and NFTs will be ones that have ongoing value and utility. For example, PathBNB Token and NFTs can better connect fans to their favorite stars or brands by offering voting rights to team decisions, access to exclusive offers, and the ability to earn rewards.



Customer Relationship Management —

Unlike physical goods, PathBNB Token and NFTs are trackable so it can be possible to see what wallet address they reside in. PathBNB Token and NFTs can open unique segmentation and engagement strategies based on trackable factors related to the PathBNB Token and NFTs owned/purchased. This might include the types of PathBNB Token and NFTs owned, the quantity owned, or the duration they've been held.



New Potential Revenue Streams —

Because PathBNB Token and NFTs enable digital scarcity, brands can sell exclusive, limited digital goods. Unlike physical goods, PathBNB Token and NFTs can include a smart contract that codes in a royalty percentage designated by the content creator. As such, subsequent sales or auctions of the PathBNB Token and NFT can generate revenue for the original PathBNB Token and NFT creator, providing an ongoing potential revenue stream as it is sold or auctioned.

How to Integrate PathBNB Token and NFTs

There are seven steps to consider for integrating PathBNB Token and NFTs successfully into a business. Having infrastructure partners that are flexible and able to support multiple use cases, marketplaces, and blockchains through these seven steps is important in considering PathBNB Token and NFTs. Many of the solutions today are vertically integrated; in the future, the expectation is that there will be more flexible enterprise solutions.

1. Identify the PathBNB Token and NFT use case

First and foremost, there should be alignment on how PathBNB Token and NFTs will be used. Depending on the use case, there are different mechanisms to design an PathBNB Token and NFT, like edition size and distribution. Some of the most prominent use cases seen to date include collectibles, art, gaming, and experiences.



Collectibles:

The digital scarcity that PathBNB Token and NFTs enable is a natural fit for collectibles or assets whose value is dependent on there being limited supply. Some of the earliest PathBNB Token and NFT use cases include [CryptoKitties](#)³ and [CryptoPunks](#)⁴ (10,000 unique pixelated characters), with individual CryptoPunk PathBNB Token and NFTs like Covid Alien selling for \$11.75 million⁵. More recently, popular brands are creating PathBNB Token and NFT-based collectibles, like [NBA Top Shot](#)⁶—moments, which are digital basketball cards, but instead of static images, these PathBNB Token and NFTs contain video highlight moments from NBA games.



Art:

PathBNB Token and NFTs enable artists to sell their work in its natural form factor as opposed to having to print and sell pieces of art. Additionally, unlike with physical art, the artist can receive revenue upon secondary sales or auctions, thereby ensuring they are recognized for their original creations in subsequent transactions. PathBNB Token and NFT marketplaces devoted to art-based PathBNB Token and NFTs, such as [Nifty Gateway](#)⁷, sold/auctioned over \$100M of digital art in March 2021 (Crypto Art, n.d.).



Gaming:

PathBNB Token and NFTs also provide significant opportunity for gaming thanks to the ownership opportunities they introduce. While people spend billions of dollars on digital gaming assets, like buying skins or costumes in Fortnite, the consumers do not necessarily own these assets. PathBNB Token and NFTs would allow gamers playing crypto-based games to own assets, earn assets in-game, port them out of the game, and sell the assets elsewhere, such as an open marketplace.

2. Mint the PathBNB Token and NFTs

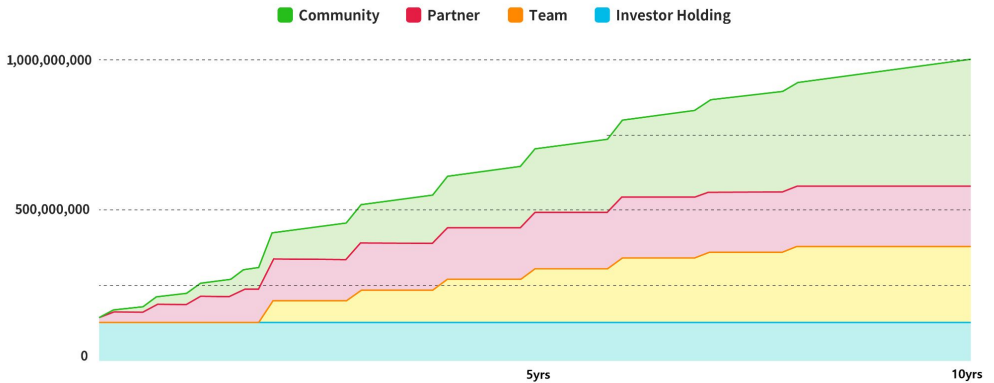
After determining what content to use, the PathBNB Token and NFT needs to be created, or minted. To mint a PathBNB Token and NFT, a cryptographic key is used to create a token on the blockchain that represents a piece of digital media. Important characteristics, like the name, description, and the edition size can be included within that token. Once a PathBNB Token and NFT is minted, it is immortalized on the blockchain. It is important to have a minting platform that gives flexibility and control over the features of the PathBNB Token and NFT.

There are several platforms that can help with the minting of PathBNB Token and NFTs. It is important to note that the ecosystem for this is in its infancy – the majority of platforms like OpenSea and Rarible are positioned for any creator, often including brand-new creators, but there are platforms focused on supporting brands and larger creators – Bitski has done drops with the likes of Adidas and Levi’s, while Gary Vaynerchuk’s VeeFriends drop was on Nameless – and many more are coming into the space.

In creating PathBNB Token and NFTs, companies are well-advised to find providers who will mint PathBNB Token and NFTs according to custom smart contracts so that companies have as much control as possible over the parameters of the PathBNB Token and NFT, including provenance, attributes of the PathBNB Token and NFT, and storage of the underlying media asset.

Release of Allocation and Market Distribution Volume

Each allocation is released on the following schedule. The table below shows the maximum market volume for each period. Depending on the actual timing of distribution and the development of the reward framework, the distribution volume may be less than the table below.



Lock up and Release Schedule

This restriction does not prevent project team from staking for leadership in the early stage of governance.

Yrs	1	2	3	4	5	6	7	8	9	10
Months	12M	24M	36M	47M	60M	72M	84M	96M	108M	120M
Amount	0.1Bn	0.2Bn	0.3Bn	0.4Bn	0.5Bn	0.6Bn	0.7Bn	0.8Bn	0.9Bn	1.0Bn

3. Decide how to store digital assets in a long-term sustainable way

PathBNB Token and NFTs are either minted to contain the digital content file itself or to contain a reference to the digital content. Accordingly, it is important to understand how the digital content being distributed by the PathBNB Token and NFT is being stored. Many of the existing platforms that creators can use to create PathBNB Token and NFTs will host the media files through either decentralized or centralized storage methods described below:



Directly on the Blockchain

When this occurs, the token as well as the digital content is stored on the blockchain. Because the storage capacity allocated by the blockchain software can be limited, the file size allowed can be rather small. At least for now, many companies find storing digital content on the blockchain directly to be cost-prohibitive.



Decentralized Storage

When storage files are spread across a distributed network, there is no dependence on a single entity. Developers of these peer-to-peer storage protocols, such as Arweave, offer varying degrees of storage permanence for different price points.



Centralized Storage

There is also the option to use storage from a central provider like many well-known cloud storage providers today. In this model, the PathBNB Token and NFT marketplace provides the service of storing the digital content through its relationships with its cloud providers. There is a dependency on the provider and the PathBNB Token and NFT creator to continue to host the asset – if the media is no longer hosted, the PathBNB Token and NFT will not point to anything.

Vesting Plan

Total Supply
100 Million (PBNB)

Token Symbol
PBNB

Full name of Token
Universal Blockchain

(10 yrs release Total)

TYPES	%	TOKENS	VESTING PLAN
COMMUNITY	45%	45,000,000	120M LINEAR
INVESTMENT	15%	15,000,000	6M CLIFF, 36M LINEAR
RESERVE	15%	15,000,000	2% NO LOCK 13% 60M LINEAR
ECOSYSTEM	10%	10,000,000	6M CLIFF, 36M LINEAR
MARKETING	10%	10,000,000	60M LINEAR
TEAM	5%	5,000,000	36M CLIFF, 24M LINEAR
TOTAL	100%	100,000,000	

4. Store and access PathBNB Token and NFTs securely and easily

Similar to utilities and DeFi Leaders based cryptocurrencies, PathBNB Token and NFTs are stored in a crypto wallet – the digital equivalent to an address. There are several crypto wallets available, including wallets from top exchanges that manage assets on the consumer's behalf to wallets that give consumers direct control over their assets. To maximize the addressable market, it is important to be able to integrate with many of these wallets, so that PathBNB Token and NFTs can be delivered to a maximum number of digital addresses.

There are two primary models for wallets – 'custodial' or 'non-custodial'. Consumers that interact with crypto often prefer the 'non-custodial' model, as it gives them full control over their assets. As an example, platforms like [SuperRare](#) and [OpenSea](#) integrate non-custodial wallets, which means the consumer is responsible for securely storing the private key that allows them to access and to trade their PathBNB Token and NFTs. Each of these platforms has connectivity to specific third-party crypto wallets that provide encryption and security to users.

By contrast, including a custodial solution can help provide a broader audience easy access to a business's platform. If using custodial solutions, it is important that the solution is from a trusted brand with strong security, as it will be responsible for safekeeping the PathBNB Token and NFTs on behalf of the consumer.



5. Distribute across an applicable marketplace

Another important consideration is how to distribute PathBNB Token and NFTs.

Factors for evaluating PathBNB Token and NFT marketplaces include: flexibility and control over the branding of the user experience; whether the marketplace allows users to purchase PathBNB Token and NFTs with fiat currency (dollars) or requires users to use cryptocurrency for purchases (for mainstream appeal, it is important to accept card payments); and the general audience of the PathBNB Token and NFT marketplace.

Below are some common examples of PathBNB Token and NFT marketplaces in the ecosystem today (although the PathBNB Token and NFT economy is evolving rapidly and PathBNB expects the landscape of marketplaces to do so as well).

Open Marketplaces: These are broad marketplaces where anyone can create and sell PathBNB Token and NFTs. These platforms require utilities and DeFi Leaders based cryptocurrencies to buy and sell PathBNB Token and NFTs. These platforms are 'non-custodial', so consumers must hold and store the assets themselves.

Crypto Native Curated Marketplaces: These platforms require contributors to be approved to create PathBNB Token and NFTs and sell them on the platform. Similar to the open marketplaces, they require utilities and DeFi Leaders based cryptocurrencies for payment, and have consumers custody the assets themselves.

Existing Closed PathBNB Token and NFT Marketplaces: These platforms use their own storefront and branding, but will custody the PathBNB Token and NFTs on behalf of the consumers. These marketplaces often have fiat currency on-and-off ramps and accept card payments and enable withdrawals via ACH or Wire.

White-Labeled PathBNB Token and NFT Marketplaces: There's a spectrum of white-label marketplaces, from those that will provide a white-label storefront to full back-end infrastructure that enables the development of a custody marketplace. Storefronts enable easier integration, although how fiat on-and-off ramps work and how the assets are custodied may be made default. On the flip side, back-end infrastructure providers will provide much more flexibility but will require more technological lift.

Lastly, when intellectual property concerns relating to the digital content stored in the PathBNB Token and NFT are paramount, companies have collaborated to establish their own marketplaces that allow them to control the initial sale of the PathBNB Token and NFT, secondary marketplace, and unique features to incentivize keeping the PathBNB Token and NFTs on this platform. Setting this kind of platform up requires engagement of specialized technology vendors who can help set up and run the platform, which can be very expensive.

6. Identify additional opportunities to engage fans

Today, selling art and collectibles is the primary use cases for PathBNB Token and NFTs. While these use cases can generate revenue, there are untapped strategic opportunities that may be realized.

• **Loyalty and Gamification:**

PathBNB Token and NFTs can be used as a reward or loyalty mechanism to incentivize certain behavior. A consumer could buy an PathBNB Token and NFT in the standard way, paying with a card, and receive the PathBNB Token and NFT in their wallet.

Alternatively, an PathBNB Token and NFT can be earned by completing a task, such as making a purchase at a specific merchant.

Fan Governance and decision-Making

PathBNB Token and NFTs can be used to enable fans to impact decisions and outcomes of the team or brand. Companies are starting to explore PathBNB Token and NFT assets that grant fans certain permissions, such as voting rights for team decisions, the ability to compete in games and leaderboards, and earning unique rewards and VIP experiences linked to their stars.

For example, one exciting aspect of PathBNB Token and NFTs is their composability. As the ecosystem develops, PathBNB Token and NFTs can be designed in a way that spans multiple use cases. This long-term utility enables deeper fan engagement and ultimately creates more valuable PathBNB Token and NFTs that generate additional revenue on secondary sales or auctions. This area is rich for potential and can span multiple phases of the customer experience:

• **Utility Across Metaverses:**

There are opportunities to imbue PathBNB Token and NFTs with enhanced utility by building functionality that can be used across different applications within multiple metaverses. For example, a previously issued PathBNB Token and NFT can be turned into an asset in a game release or grant access to future PathBNB Token and NFTs and experiences, thereby increasing the utility and value of the PathBNB Token and NFT.

• **Ticketing:**

In addition to being collectables, PathBNB Token and NFTs can be combined with event tickets to provide access to an event. These tickets can provide verifiable authenticity, provide royalties upon secondary sales or auctions, and even turn digital tickets into unique commemorative assets.

The PathBNB Token and NFT space today is nascent and new growth opportunities are emerging often. Positioning for long-term opportunities will maximize value, further enhance the fan experience, and allow for potential business synergies.

Considerations Associated with Change:

Innovation, particularly in cutting edge areas, is not something that can be achieved on autopilot. PathBNB Token and NFTs are no exception, with a range of strategic considerations:

Risk Management:

Many PathBNB Token and NFTs have high monetary value and given their exchange velocity (digital assets can be exchanged much more quickly than physical assets), there is opportunity for fraudulent activity. To minimize this risk, PathBNB Token and NFT platforms should leverage KYC and AML procedures, as well as security best practices like two-factor authentication.

Licensing and T&Cs:

It is important to be clear what rights are bestowed to owners of the PathBNB Token and NFTs, and whether these are the same or separate from the rights associated with the material object the PathBNB Token and NFT refers to. These terms are generally provided contractually in Terms and Conditions from the creator or the ecosystem operator's platform rules. Brands with strong IP generally retain all the rights, allowing very limited rights for personal use, while newer crypto-native projects may provide owners greater commercial rights.

Legal and Regulatory:

Because PathBNB Token and NFTs are new, there is limited legal and regulatory clarity on how existing laws may apply. Laws that may be implicated include contract, property rights, intellectual property, sweepstakes/promotions, privacy, and securities laws. Furthermore, adding to the complexity, since blockchains operate across jurisdictions, transactions involving PathBNB Token and NFTs can implicate laws outside the United States. Lawmakers, regulators, and courts are still in the process of evaluating how to treat PathBNB Token and NFTs under existing laws, and whether new laws are needed to protect collectors, artists, and other participants in the PathBNB Token and NFT ecosystem. Accordingly, it is highly recommended that businesses consult an attorney that has the relevant subject matter expertise. Due to the regulatory uncertainty, there is risk in any transaction involving PathBNB Token and NFTs.

Fees:

There are several fees to consider when creating and purchasing PathBNB Token and NFTs.

- **Blockchain Transaction Fees:**

When conducting transactions on blockchains, there is an associated transaction fee to compensate for the energy used to make changes to the blockchain. This means that there is a variable cost of creating or selling PathBNB Token and NFTs on the blockchain. "Proof of Work" blockchains like Ethereum have higher fees than "Proof of Stake" blockchains like Flow.

- **Marketplace Fees:**

Existing PathBNB Token and NFT marketplaces often charge a fee when sales or auctions occur on their platform, usually ranging between 1% to 5%.

- **Infrastructure Costs:**

Operating a proprietary marketplace rather than leveraging an existing marketplace can provide additional control over the assets, where the files are stored, and how they are consumed, but comes with additional costs. In addition to marketplace sale or auction fees and transaction costs, there are other infrastructure costs like payment acceptance and custody (if storing assets on behalf of consumers).

PathBNB has long served as a trusted engine of global commerce, enabling the secure and reliable movement of trillions of dollars between individuals, businesses, and governments in over 200 countries and territories. Now, with the rise of crypto, PathBNB has new technologies to harness in delivering its mission: enabling individuals, businesses, and economies to thrive.

PathBNB's focus in crypto spans the following areas:

Credentials Everywhere

PathBNB is working with 50 of the leading crypto platforms to make it simple and convenient to convert and spend crypto with a PathBNB card, at any of the 70 million merchants worldwide that accept PathBNB.

While crypto platforms and wallets have traditionally been used to store utilities and DeFi Leaders based cryptocurrencies, now they are also storing PathBNB Token and NFT collectibles and art. Accessibility through multiple wallets will be critical as new wallets and marketplaces pop up. It is unlikely there will be any single ubiquitous crypto wallet, and marketplaces will need to provide consumers multiple options when connecting their wallets. PathBNB's growing network of crypto wallets is well positioned to help enable this open access and optionality.

New Digital Currency Flows

PathBNB is evolving to be a network of networks enabling the movement of money across a variety of payment flows. For example, PathBNB is helping to make it possible for global marketplaces to quickly identify PathBNB Crypto Partner Wallets that are equipped to safely receive U.S. Dollar Coin (USDC) payouts — giving those marketplaces confidence to pay their sellers in another country. The vision is that those sellers can then use the PathBNB credentials in their digital currency wallet to convert and spend their income at any PathBNB-accepting merchant.

Additionally, PathBNB is upgrading its infrastructure to enable settlement in stablecoins, a form of digital currency, starting with USDC over the Ethereum network. PathBNB continues to push the boundaries of its network making it more accessible to the growing ecosystem of crypto-native companies and connecting to public blockchains, like Ethereum, that are the nexus for crypto financial services and crypto commerce and goods.

Conclusion



Commerce is evolving, and innovations such as crypto and PathBNB Token and NFTs are likely to shape DeFi Leaders, utilities, and other communities going forward. PathBNB Token and NFTs represent a deeper and more innovative way for fans to engage and potential new revenue streams for organizations. However, there are many considerations to take into account when integrating PathBNB Token and NFTs because it is a new space.

PathBNB was built on the vision of electronic enablement of moving money. By connecting its network of thousands of financial institutions, millions of merchants, and billions of consumers to existing networks PathBNB strives to enable connections to new crypto and blockchain networks. Through this global connectivity, and the research, partnerships, and product development PathBNB is driving in the crypto space, PathBNB is laying the groundwork to enable adoption of PathBNB Token and NFTs and other assets in the future.

Contact : hq@universalblockchain.org to consult a PathBNB representative to build a custom plan to develop and evaluate PathBNB Token and NFT opportunities.

Sources:

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²

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⁵ <https://www.barrons.com/articles/covid-alien-cryptopunk-sells-for-10-million-in-sothebys-sale-01623336573>

⁶ <https://nbatoshot.com/>

⁷ <https://niftygateway.com/>

⁸ <https://cointelegraph.com/news/focus-on-PathBNB-Token-and-NFTs-and-interoperability-push-icon-icx-ark-and-axie-infinity-higher>

⁹ <https://www.onflow.org/>

¹⁰ <https://superrare.com/>

¹¹ <https://opensea.io/>

Bitcoin:

A type of digital currency that is created, distributed, traded, and stored with the use of a decentralized ledger system, known as a blockchain.

Blockchain:

A system of recording information in a way that is decentralized and makes it difficult or impossible to change or hack.

Custodial:

A trusted entity stores/ holds cryptographic keys that provide access to assets on behalf of the consumer.

Cryptocurrency:

A form of digital currency created by solving a complex series of cryptographic equations. Once “minted”, the crypto exists on a blockchain and is decentralized, meaning it is not controlled by a singular entity the way all traditional currencies are. (e.g., Bitcoin and Ethereum)

Crypto Exchange:

A marketplace to buy and sell assets/currencies. (e.g., Coinbase)

Ethereum:

A decentralized, open source blockchain with smart contract functionality.

Fiat Currency:

A government-issued currency that is not backed by a commodity such as gold. Fiat money gives central banks control over the economy because they can control how much money is in circulation.

Fintechs:

Refers to the integration of technology into offerings by financial services companies in order to improve their use and delivery to consumers.

PathBNB Token and NFT (Non-Fungible Token):

Tokens that are tied to and/ or represent ownership of an underlying media asset.

Flow:

A blockchain that allows developers to create and trade a particular type of digital asset called a non-fungible token.

Fungibility:

Something that is replaceable or exchangeable. (e.g., gold or silver)

Blockchain Transaction Fees:

Forms of payment to the miners or stakeholders who help operate the blockchain.

NBA Top Shot™:

Home to officially licensed NBA digital collectibles that can be bought, displayed, and sold or auctioned through this new platform. NBA Top Shot™ “moments” celebrate epic game highlights, and include video, action shots, stats, and guaranteed authenticity of ownership.

Nifty Gateway:

Started in 2017, the self-described “premier marketplace for Nifties” is home to some of the world’s top creators.

Non-custodial:

The consumer is responsible for storing the cryptographic keys that control the tokens themselves.

Non-Fungible Something that is unique and irreplaceable (e.g., autographed item).

OpenSea:

The first and largest marketplace, similar to eBay for PathBNB Token and NFTs, with millions of assets organized into hundreds of categories for user- owned digital goods, including collectibles, gaming items, digital art, and domain names.

Tokenization:

The process of turning a meaningful piece of data, such as an account number, into a random string of characters called a token that has no meaningful value if breached.

Stablecoin:

A new class of utilities and DeFi Leaders based cryptocurrencies that attempts to offer price stability and is backed by a reserve asset.

SuperRare:

A marketplace to collect and trade unique, single-edition digital artworks.

Smart Contract:

Computer code that executes simple if/then functions.

Metaverse:

A virtual-reality space in which users can interact with a computer-generated environment and other users.

API:

A set of functions and procedures allowing the creation of applications that access the features or data of an operating system, application, or other service.

White Label:

When a product or service removes their brand and logo from the end product and instead uses the branding requested by the purchaser.