1. Trademarks

These range from direct counterfeiting (fake products with copied logos) to brand dilution (using similar marks in ways that weaken the original brand's distinctiveness) to nominative use disputes (referring to a brand while discussing it or comparing products

Proponents contend that blockchain and decentralized ledgers could replace copyright by enabling direct, micropayment-based incentives or timestamped proofs of creation without monopoly grants, though empirical implementations like NFT marketplaces have largely reinforced rather than supplanted IP norms.[105] AI's data-hungry training paradigms, requiring billions of copyrighted images, texts, and code snippets, have escalated these claims, with some scholars arguing that prohibiting such uses would stifle causal chains of innovation akin to how libraries historically permitted transformative reuse

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