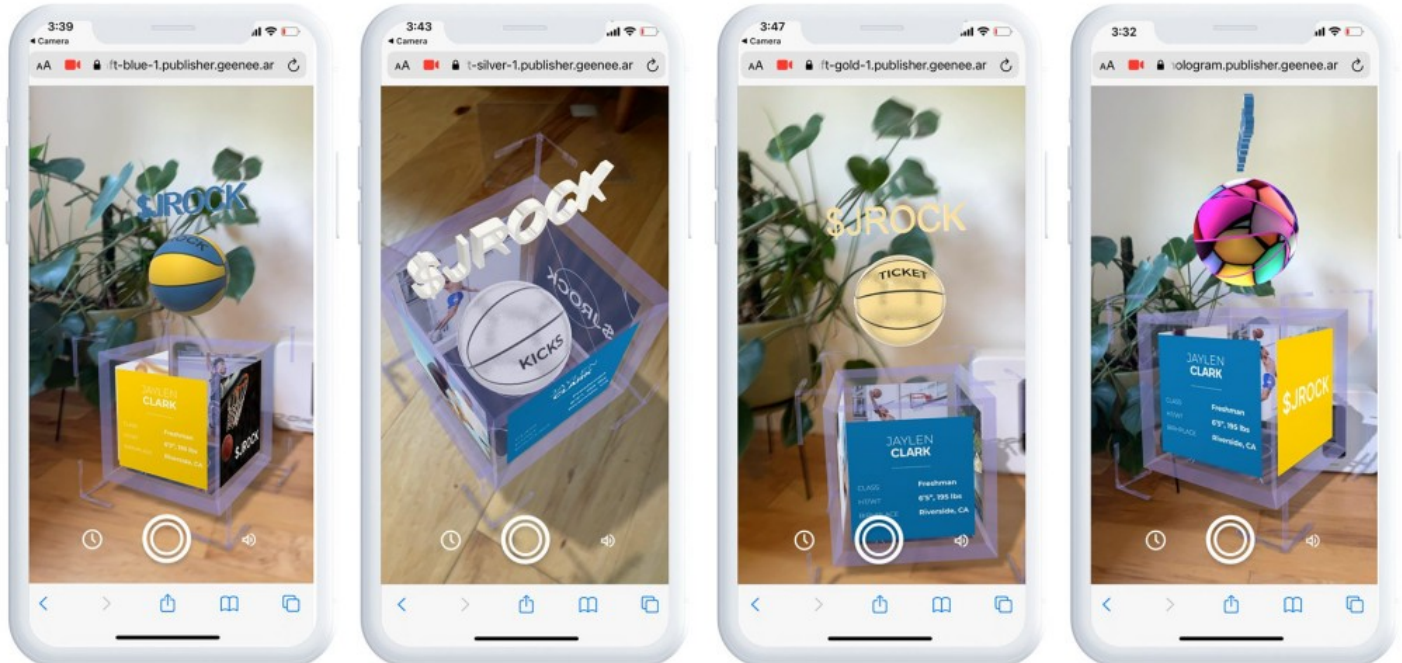


UCLA's Jaylen Clark makes history with augmented reality NFT launch.



California, Los Angeles, Sep 18, 2021 ([Issuewire.com](https://www.issuewire.com)) - Fresh off the launch of his cryptocurrency \$JROCK, UCLA Basketball player Jaylen Clark continues to make history in the crypto space today with the exclusive drop of 10 augmented reality (AR) NFT collectibles, tied to a series of real-world rewards for fans, including passes to UCLA games, game-worn shoes, UCLA branded Jordan shoes, and \$JROCK coin via Rally.

A complete listing with links to purchase of all 10 AR NFTs can be found here: <https://geenee.ar/jaylen-clark-ar-nft-pricing-list/>

Clark's collection gives basketball fans and crypto enthusiasts a chance to own the first-ever augmented reality NFTs minted by a Division 1 NCAA athlete. Not only is AR NFTs a long-anticipated technological milestone, but with the recent passage of the Name, Image, and Likeness Policy, collegiate athletes are finally able to benefit from years of hard work and dedication to their sport.

The AR NFTs will be powered by augmented reality technology firm [Geenee Inc.](https://www.geenee.com), in partnership with NFT exchange [Mintable](https://www.mintable.com). The collaboration with Jaylen marks the launch of a new offering from the two companies: Geenee's no-code drag & drop WebAR Builder makes it possible for anyone to publish AR to the web in a matter of minutes, and as of today, Geenee users can start monetizing their AR creations by minting them as NFTs for sale on the Mintable marketplace.

"Creative expression is being democratized by web-based augmented reality and NFTs, and is in line

with the democratization of athletes being paid for their likeness and monetization when before they couldn't," says Geenee CEO, Cory Grenier.

"The emergence of NFTs has created another avenue for athletes to further engage their community and grow their brand. Industry frontrunners like Jaylen taking advantage of web-based AR tools and our NFT marketplace to create novel ways to engage their community is a great example of early adoption in this segment," says Zach Burks, Founder & CEO of Mintable. Burks adds: "With the rise of popularity of NFTs among college athletes, Mintable has also launched a College Athlete NFT initiative. More info: <https://mintable.app/college>."

"With Jaylen's growing influence in Crypto as well as the Name, Image, and Likeness space in College Sports, we saw this as another opportunity to allow him to make a name for himself off the court. He is primed to make a splash in college basketball this season at UCLA. However, minting his cryptocurrency \$JROCK and now following up with a first-of-its-kind Augmented Reality NFT collection with Geenee and Mintable, will allow Jaylen's brand to be recognized and remembered in the history books off the court," adds Clark's manager, Andre Chevalier II.

Jaylen Clark's AR NFT collection will drop for sale on Mintable starting at 5 pm PST, September 17, 2021. Pricing will start at .05 ETH (\$180) with some of the NFTs available for immediate purchase. The most exclusive piece of the drop will be put up for auction with a reserve price of 1 ETH and features a \$JROCK-branded holographic basketball in AR. The NFT comes with two tickets to a UCLA basketball game, 1,000 \$JROCK coins, and an exclusive UCLA shoe.

The purchaser of each piece in the collection will have ownership rights of the 3D digital asset, along with the capability to display and interact with it in augmented reality. Following the drop, purchasers can reach out directly to @geenee on mintable to arrange for delivery of the accompanying physical goods.

ABOUT JAYLEN CLARK

Jaylen is a multifaceted athlete, creator, and innovator. The UCLA sophomore basketball star made history by becoming the first college athlete to launch a cryptocurrency, \$JROCK. He is represented by ACIB Management Group, a company dedicated to helping young athletes monetize their NIL to support themselves and their families.

Keep up to date with Jaylen and his accomplishments by following his social media handles: https://instagram.com/jaylen?utm_medium=copy_link & <https://twitter.com/jayl7en?s=20>

ABOUT MINTABLE

Mintable is a next-generation non-fungible token (NFT) marketplace built on the Ethereum & Zilliqa blockchain. Launched in 2018, Mintable has pushed the NFT industry forward by being the first to design gasless minting, batch minting, and royalties, empowering artists and creators to monetize their work via NFTs. Mintable's gas-free minting option allows the everyday person to get involved with NFTs without any prior knowledge in coding or upfront cost of minting an asset – a great way for everyone to get into crypto. In 2021, Mintable announced the backing of a list of high-caliber investors including

renowned venture capitalist and television personality, Mark Cuban, Sound Ventures, a venture capital firm founded by Ashton Kutcher, and Guy Oseary, and TIME Ventures, the investment fund for Marc Benioff. To date, Mintable has sold and auctioned works by Grammy-Award-winning artists, 20th-century avant-garde artists, and various high-profile artists and celebrities.

For more information, visit the mintable.app

ABOUT GEENEE INC.

Headquartered in Los Angeles, CA, Geenee Inc. is an Augmented Reality (AR) technology firm on a mission to make the physical world clickable, shoppable and informational. With nearly 10 unique patents across computer vision, web-based augmented reality, neural networks, and cryptocurrency, ~\$20M funding to date, and six years of R&D, Geenee is providing businesses and digital creators with interactive AR publishing superpowers. Geenee AR is compatible across all mobile devices and operating systems and is the easiest way to experience AR on the web, no app download is required.

For more information visit: <https://geenee.ar/>

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