
Contemplating an ICO? It's All Fun and Excitement Until the SEC Comes to Call

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In the case of initial coin offerings (ICOs), the law is laid down by the US Securities and Exchange Commission. Over the past few months, this agency has been ramping up its warnings about ICOs that fail to comply with US securities laws. Read this article published by Bloomberg Law's *Securities Regulation & Law Report*, written by Jennifer Zepralka and Glenn Luinenburg.

Excerpt: "Everybody's doing it." "No one's getting hurt." "You're ruining all the fun." Those retorts sound like the arguments a teen makes when her parents forbid her from attending a concert or a party. They're also what some attorneys are hearing when they counsel startup founders itching to raise capital through an ICO. [Read the article.](#)

Authors



Glenn Luinenburg

PARTNER

 glenn.luinenburg@wilmerhale.com

 +1 650 858 6075