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The entire implied value of the Original Doge meme NFT has gone over the sky after a successful fractionalization into \$DOG Tokens. Following a successful fractionalized token sale this week, the original Doge meme NFT has surged to a price of about \$220 million.

The flavour of the week is ridiculously high prices for in-demand NFTs, with Sotheby's new Bored Ape Yacht Club NFT auction expected to fetch up to \$18 million. PleasrDAO fractionalized the NFT into 17 billion ERC-20 tokens dubbed \$DOG earlier this week, then auctioned off 20% of them on SushiSwap-owned Miso on Sept. 1.

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Decentralized exchanges such as SushiSwap and Uniswap now accept \$DOG tokens purchased at the auction. From a total of 1,769 purchasers, the sale yielded 11,942 Wrapped Ethereum (WETH) valued at about \$44.6 million. The nominal value of the Doge NFT is presently about \$220 million, based on the entire supply of \$DOG tokens, which are currently valued at 0.0000035186 WETH (\$0.013 USD) at the time of publishing. However, some argue that this is an underestimation. The inferred value of the \$DOG NFTs is \$398 million, according to fractionalized token platform Fractional. The company hasn't said how that figure was arrived at.

Whether it's \$220 million or \$398 million, it's an incredible return for a photograph of a dog purchased in June for only 1696.9 Ether (\$4 million). PleasrDAO has said that the DAO would keep 55% of the leftover tokens and the remaining 25% will go towards a fund that will assist initiatives in the \$DOG community. Meanwhile, Sotheby's is holding an auction of 107 Bored Ape Yacht Club NFTs, with a price range of \$12 million to \$18 million predicted. Yuga Labs, the project's designers, have combined the 107 NFTs into one collection and are auctioning off a bundle of 101 Bored Ape Kennel Club NFTs that is estimated to bring in between \$1.5 million and \$2 million.

At the time of publishing, the sale for the Bored Ape Yacht Club collection has reached \$4.5 million, with the auction slated to end on September 10. The Kennel Club NFTs fetched \$480,000 in bidding. The NFTs from the Bored Ape Yacht Club have grown increasingly popular in recent months, and as per reports on September 2 that NBA star Stephen Curry got in on the action by purchasing one for 55 ETH, or around \$207,000 at the time of writing. According to CryptoSlam, in August, the Bored Ape NFTs earned a record \$295 million in secondary market transactions. Despite the fact that it is just September, the NFTs have already generated \$10 million in secondary sales.

Source: [The Doge meme valued at \\$220 million, Sotheby's Bored Apes auction expected to bring in \\$18 million](#)