



EUIPO

OFICINA DE PROPIEDAD INTELECTUAL
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THE METAVERSE – IS IT RELEVANT FOR YOUR (IP) STRATEGY?

An EUIPO insight

Miguel ORTEGA, EUIPO
Pedro RODINGER, EUIPO
15 November 2022

**TUESDAY
WEBINARS**



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**TUESDAY
WEBINARS**

PROGRAMME

50'
Presentation

Introduction
What is the metaverse and why it matters?
Metaverse and IP
Conclusions

10'
Questions and answers

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Introduction

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Tech

Facebook changes its name to Meta in major rebrand

© 28 October 2021



[Home](#) / [Explained](#) / Explained: Why Microsoft buying Activision Blizzard gives it a firmer footing in metaverse space

Explained: Why Microsoft buying Activision Blizzard gives it a firmer footing in metaverse space

With the acquisition of Activision Blizzard, Microsoft will have in its kitty games such as Call of Duty, Warcraft, Candy Crush, among others

Written by [Aashish Aryan](#) . Edited by Explained Desk | New Delhi |
Updated: January 20, 2022 2:12:02 pm



Microsoft has been trying to become a major player in the gaming industry for quite some time now. (Reuters)



MORE EXPLAINED



Ramanujacharya, and the Statue of Equality in his honour



What the decline in Facebook user base means for Meta



What is attempt-to-murder case against Nitesh Rane?



WHAT'S A CHIEF METAVERSE OFFICER AND WHY YOU SHOULD KNOW?

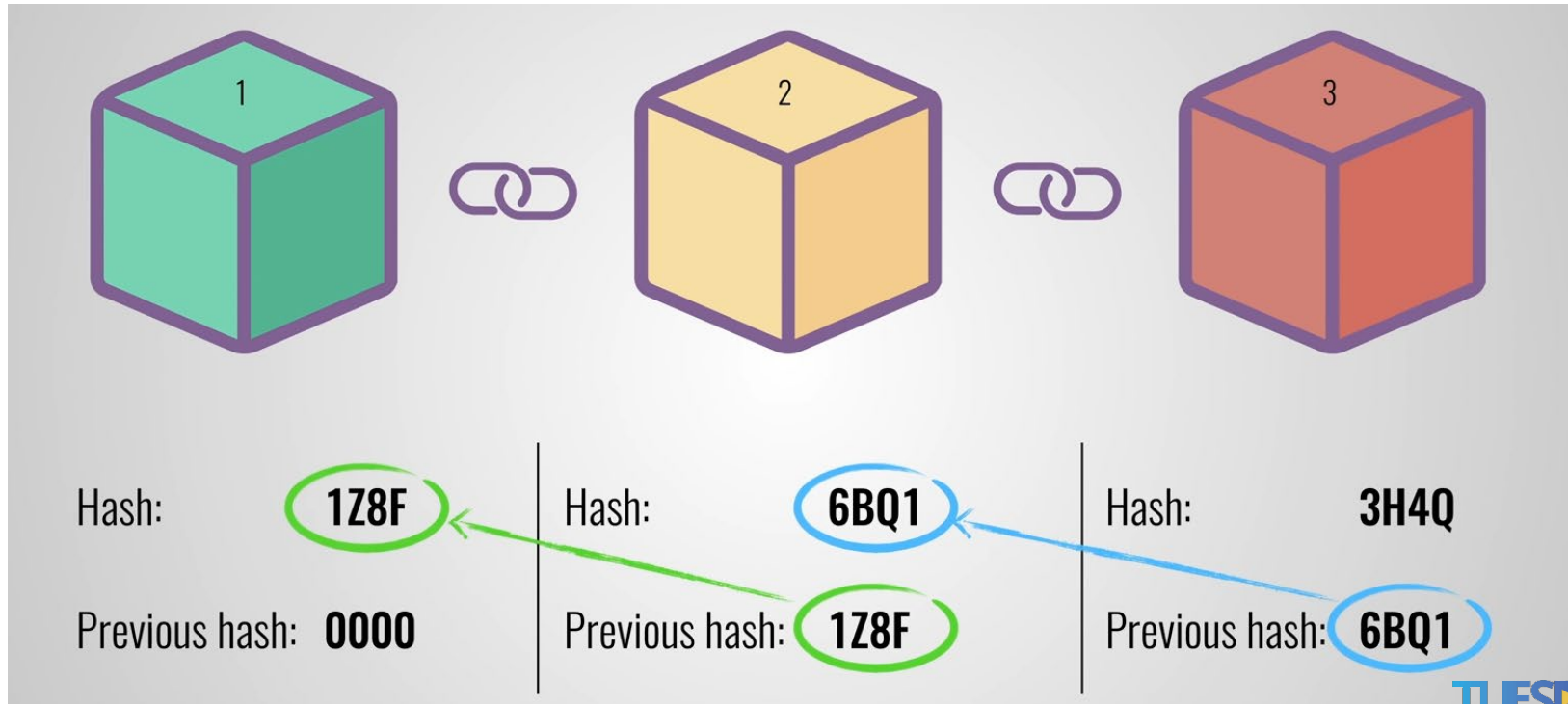
By Stefan M | October 1, 2022

Brands are entering the Metaverse. They're entering uncharted territory, so they need guidance. That's where Chief Metaverse Officers come into play.



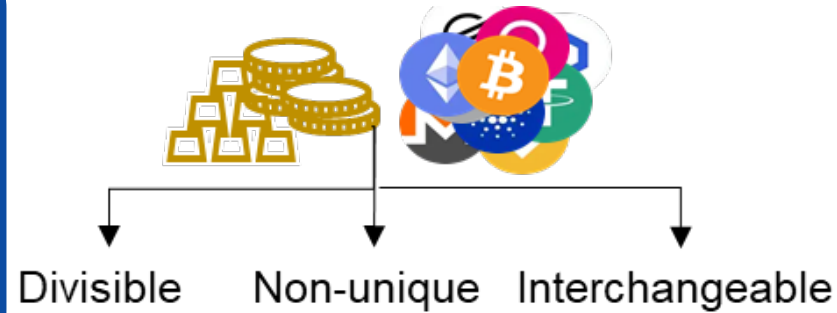
**Have you ever been in the
Metaverse?**

Database of list of blocks linked together through cryptography



Fungible tokens

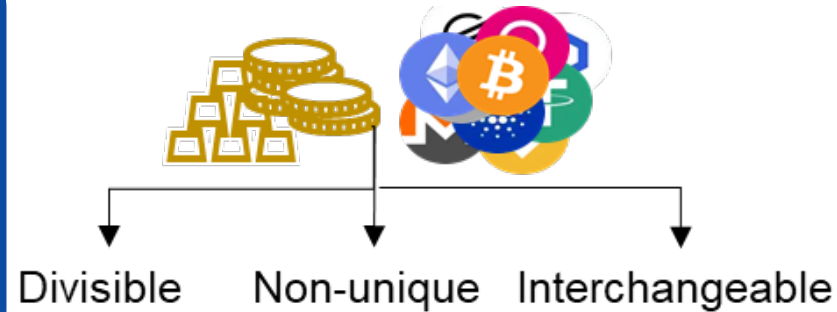
Money and cryptocurrencies:
can be exchanged for one
another as they have the same
value



Fungible tokens

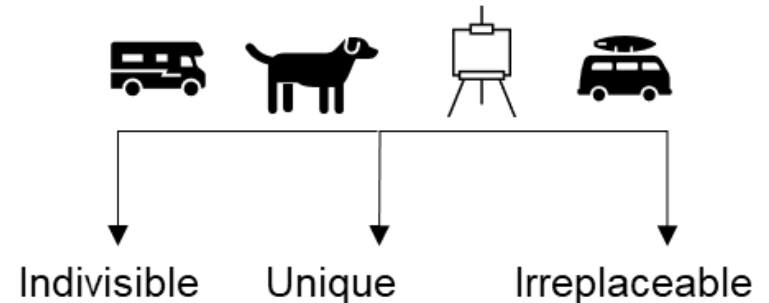
Money and cryptocurrencies:

can be exchanged for one another as they have the same value



Non-Fungible Tokens (NFTs):

Tokens on a blockchain representing a unique asset like a piece of art, digital content or media



A blockchain or crypto wallet: software allowing to manage, secure and use different kind of cryptocurrencies



Public key

Similar to an account number used to receive funds



Private key

Similar to bank account pass-word, used to sign transactions

A blockchain or crypto wallet: software allowing to manage, secure and use different kind of cryptocurrencies



Public key

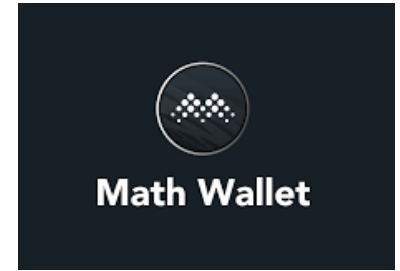
Similar to an account number used to receive funds



Private key

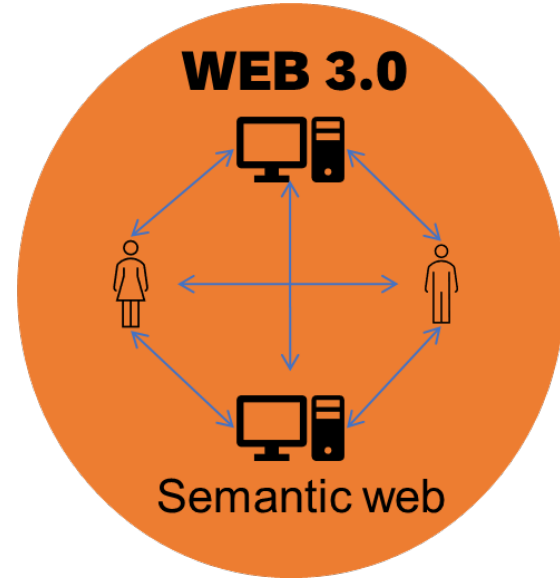
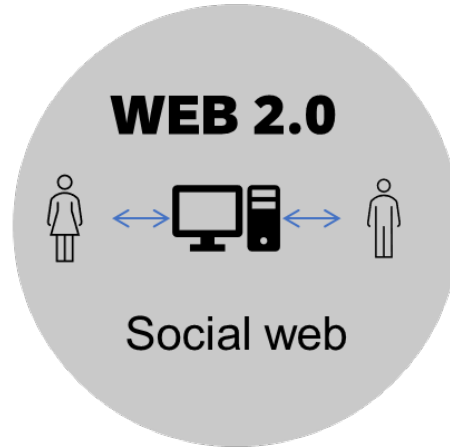
Similar to bank account pass-word, used to sign transactions

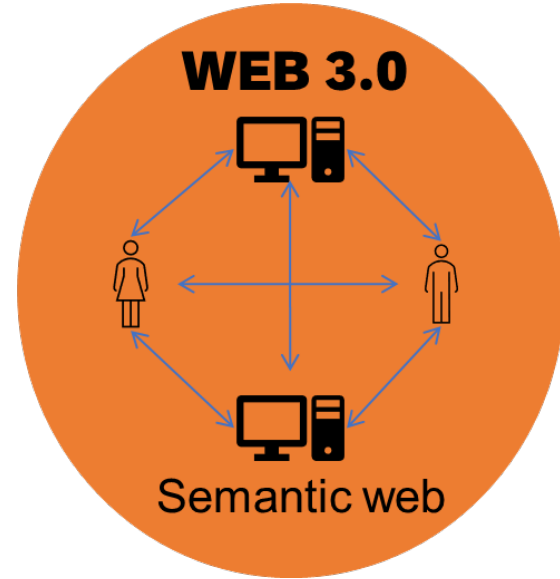
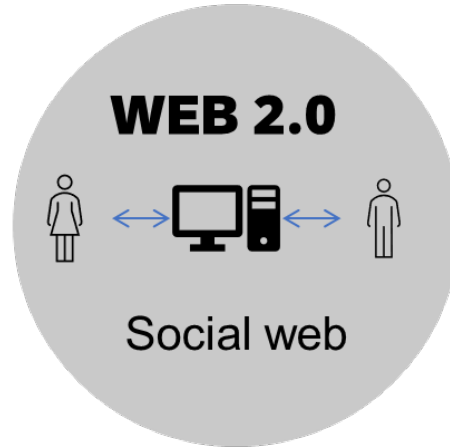
Metaverse wallets similar to crypto wallets **allowing to interact with NFTs**

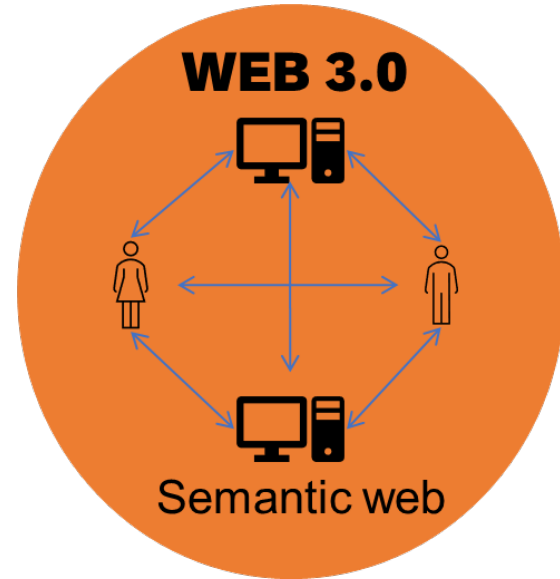
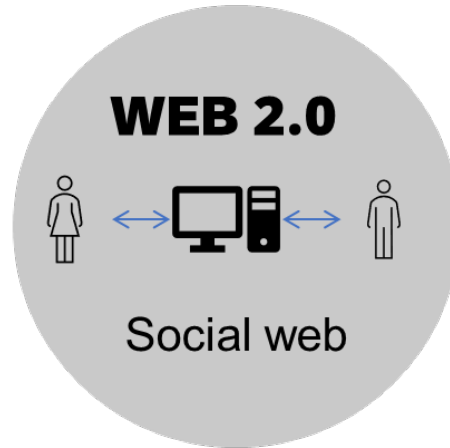


Metaverse wallets similar to crypto wallets **allowing to interact with NFTs**









Web 3.0

- ✓ decentralize ownership and control
- ✓ putting in the hands of users and community

AUGMENTED REALITY (AR)



AUGMENTED REALITY (AR)



VIRTUAL REALITY (VR)

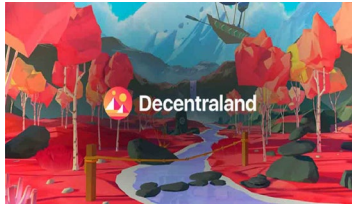




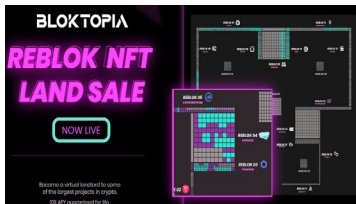
**Are we going to
spend meaningful
time in the future in
Virtual Reality?**

2

What is the Metaverse and why would it matter?



Decentraland Foundation
(<https://decentraland.org/>)



Blocktopia
(<https://www.blocktopia.com>)



Pixowl, Inc. (<https://www.pixowl.com/games/the-sandbox/>)

✓ An **immersive and constant virtual 3D world** where people may interact and **engage** through an avatar

✓ No single all-encompassing metaverse

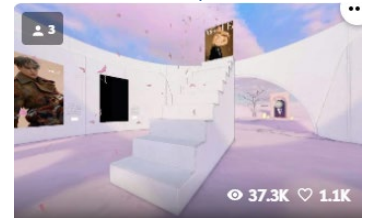
✓ **Centralized and decentralized** metaverses



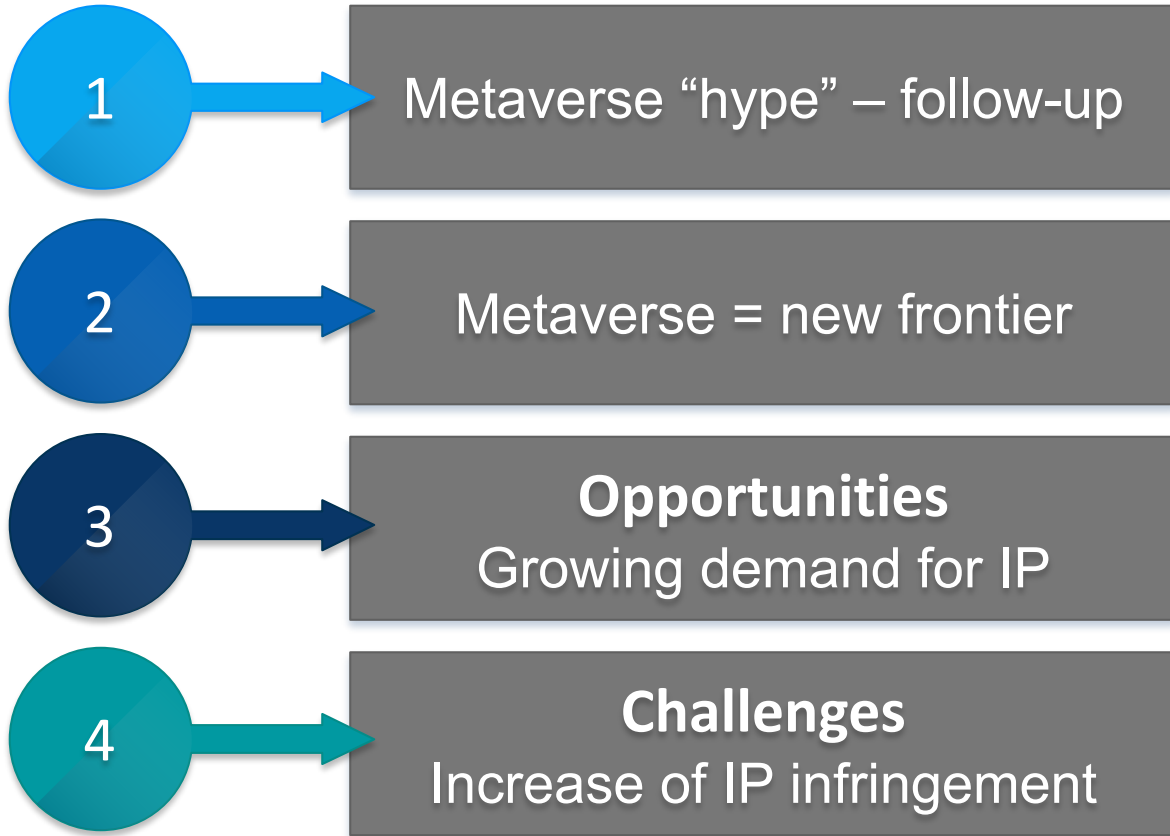
Meta (<https://about.meta.com/uk>)



Roblox (www.Roblox.com)



SPATIAL (<https://spatial.>)



STAMFORD, Conn., February 7, 2022

Gartner Predicts 25% of People Will Spend At Least One Hour Per Day in the Metaverse by 2026

Metaverse Hype to Transition into New Business Models that Extend Digital Business

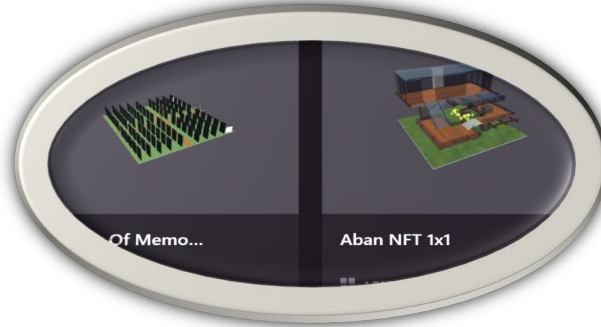
Fashion



Gaming



Virtual Property



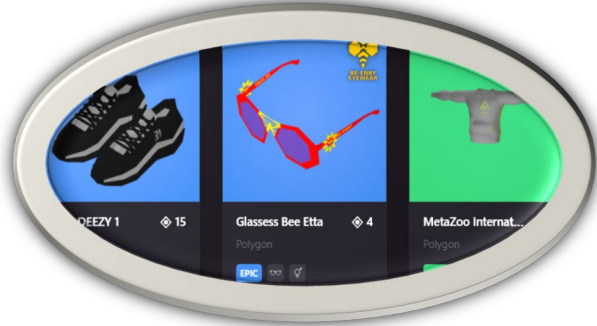
Entertainment



Education



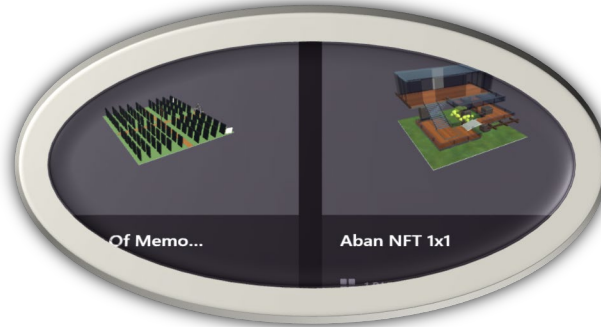
Fashion



Gaming



Virtual Property



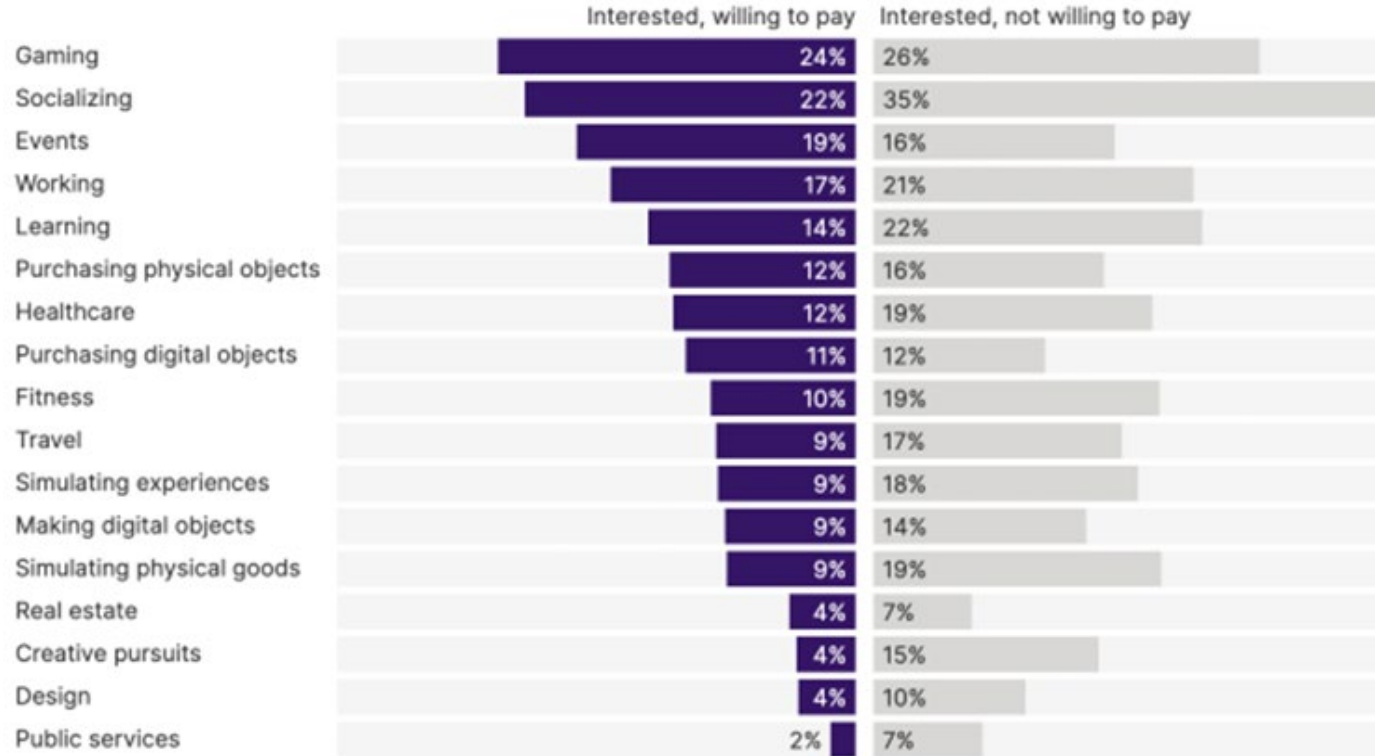
Entertainment



Education



Activities Metazens are interested in doing in the metaverse and may pay for.



Source: Oliver Wyman Forum Global Consumer Sentiment Survey 2021

Legal framework



Data protection



Cybersecurity



Ownership



Do nothing



Legal framework



Data protection



Cybersecurity



Ownership



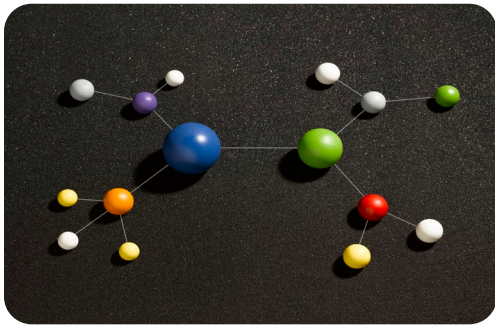
Do nothing



Equipment



Interoperability



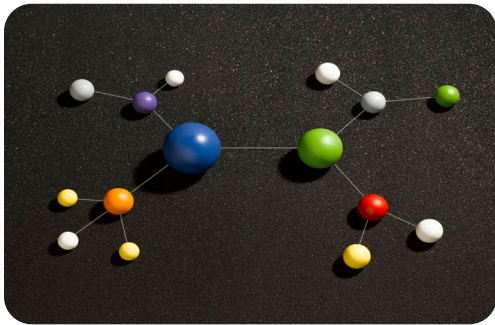
Immaturity



Equipment



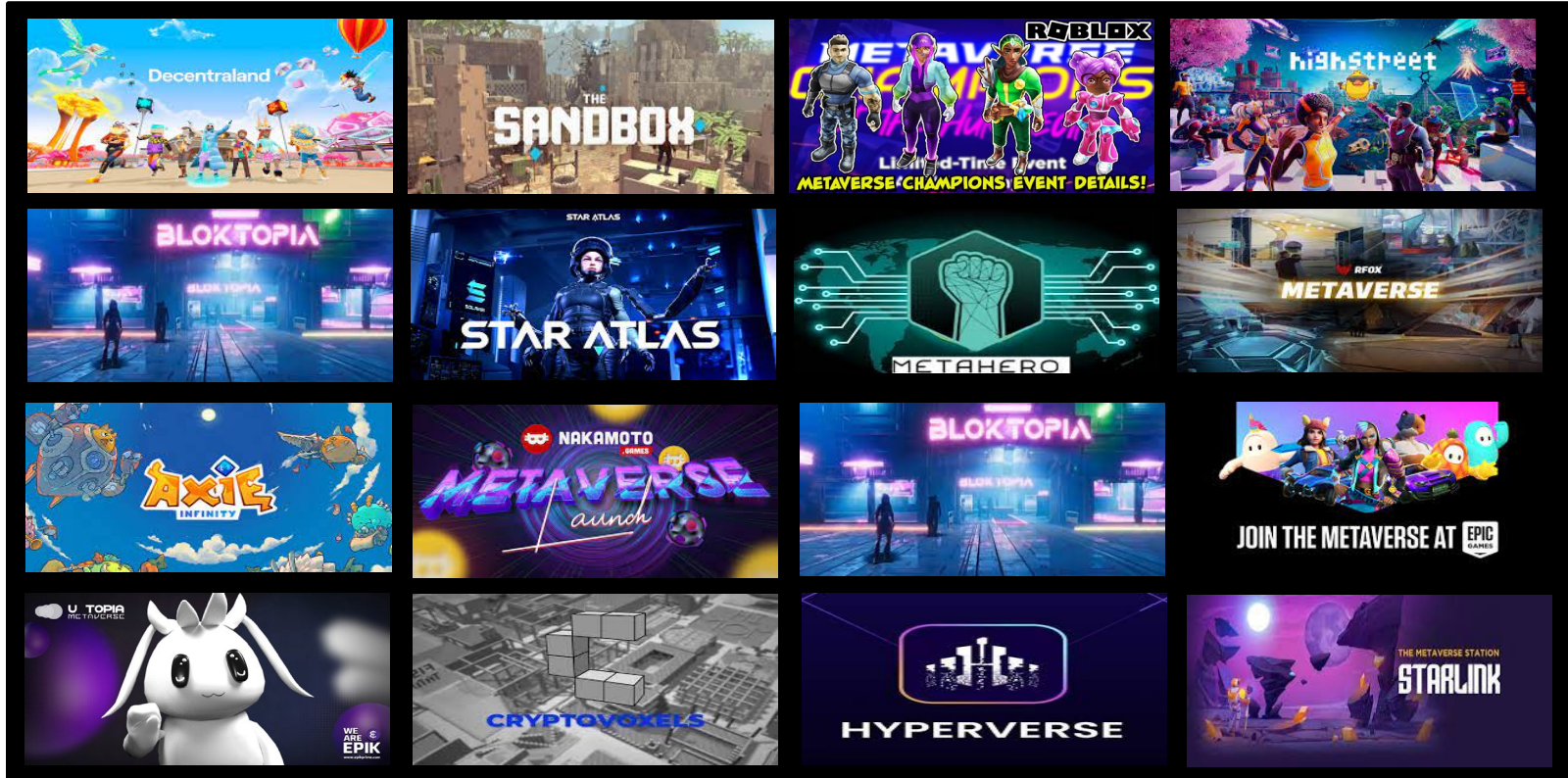
Interoperability



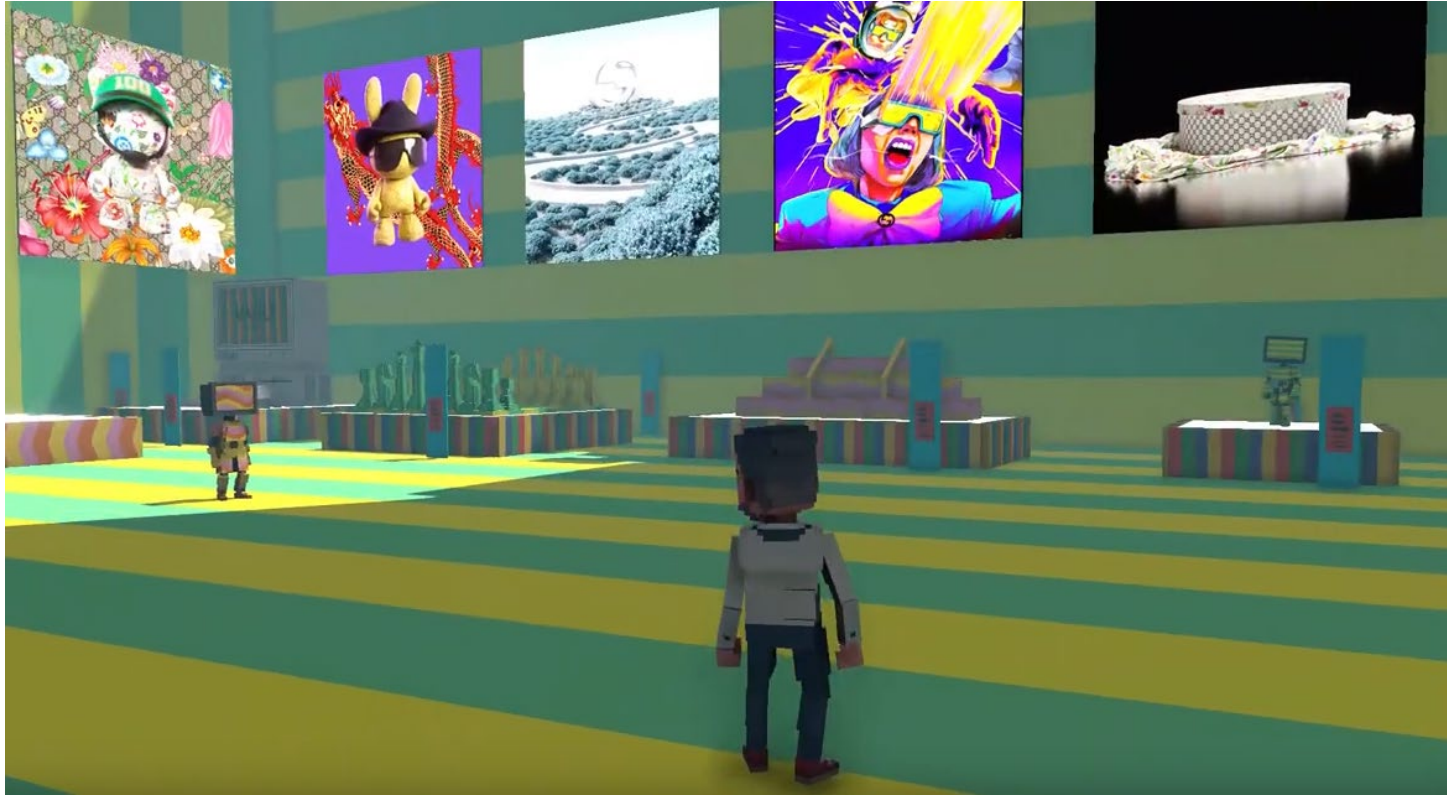
Immaturity

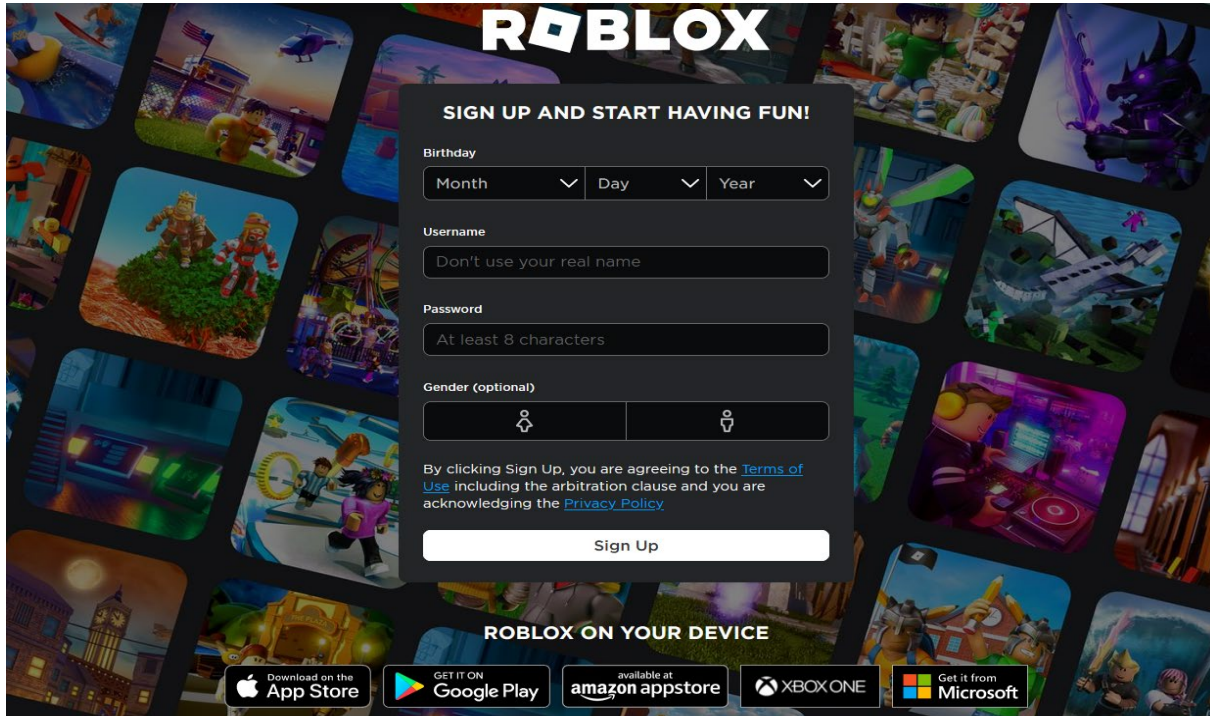


Some Metaverse projects









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Password
At least 8 characters

Gender (optional)

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3

Metaverse and IP

[Home](#) > [Press corner](#) > Declaration for the Future of the Internet

 Available languages: English ▾

Press release | 28 April 2022 | Brussels

EU and international partners put forward a Declaration for the Future of the Internet



Open

Free

Global

Interoperable

Reliable

Secure

[Home](#) > [Press corner](#) > [Metaverse](#)



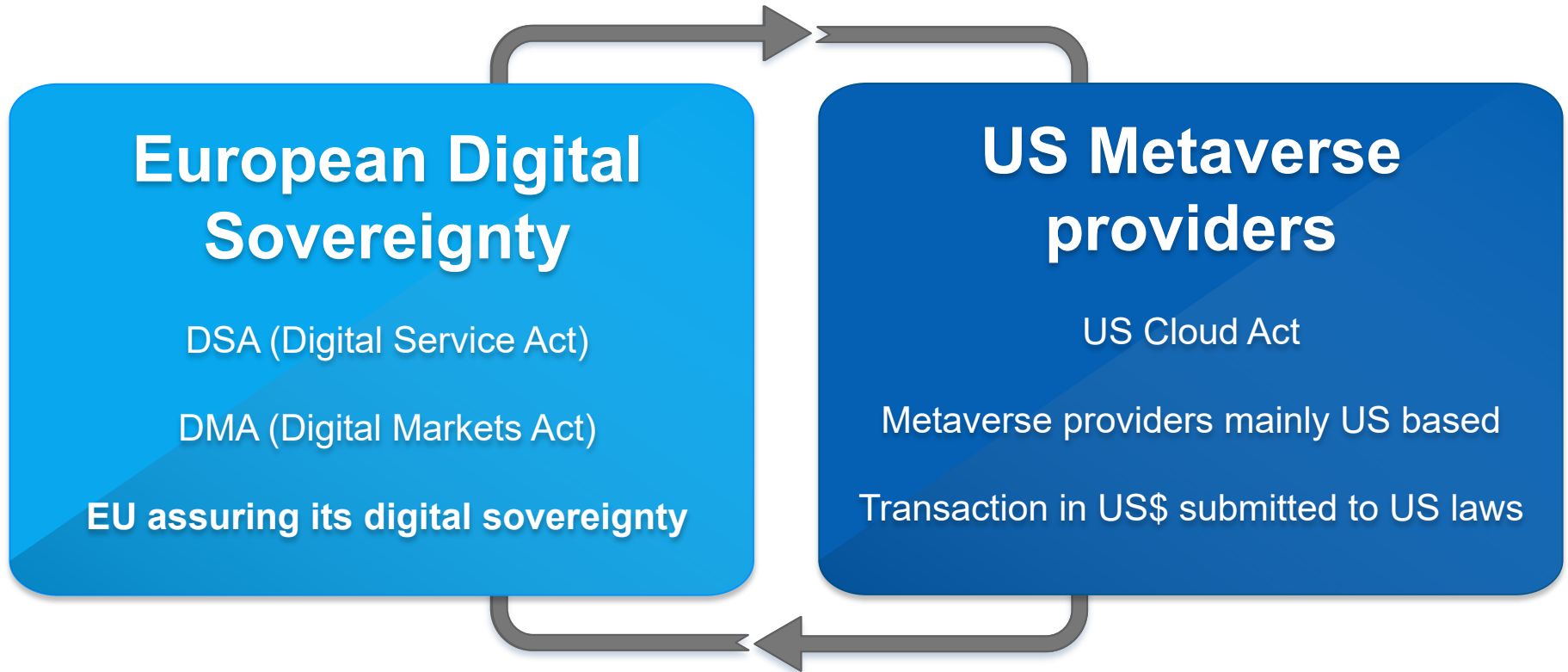
Available languages: [English](#) ▾

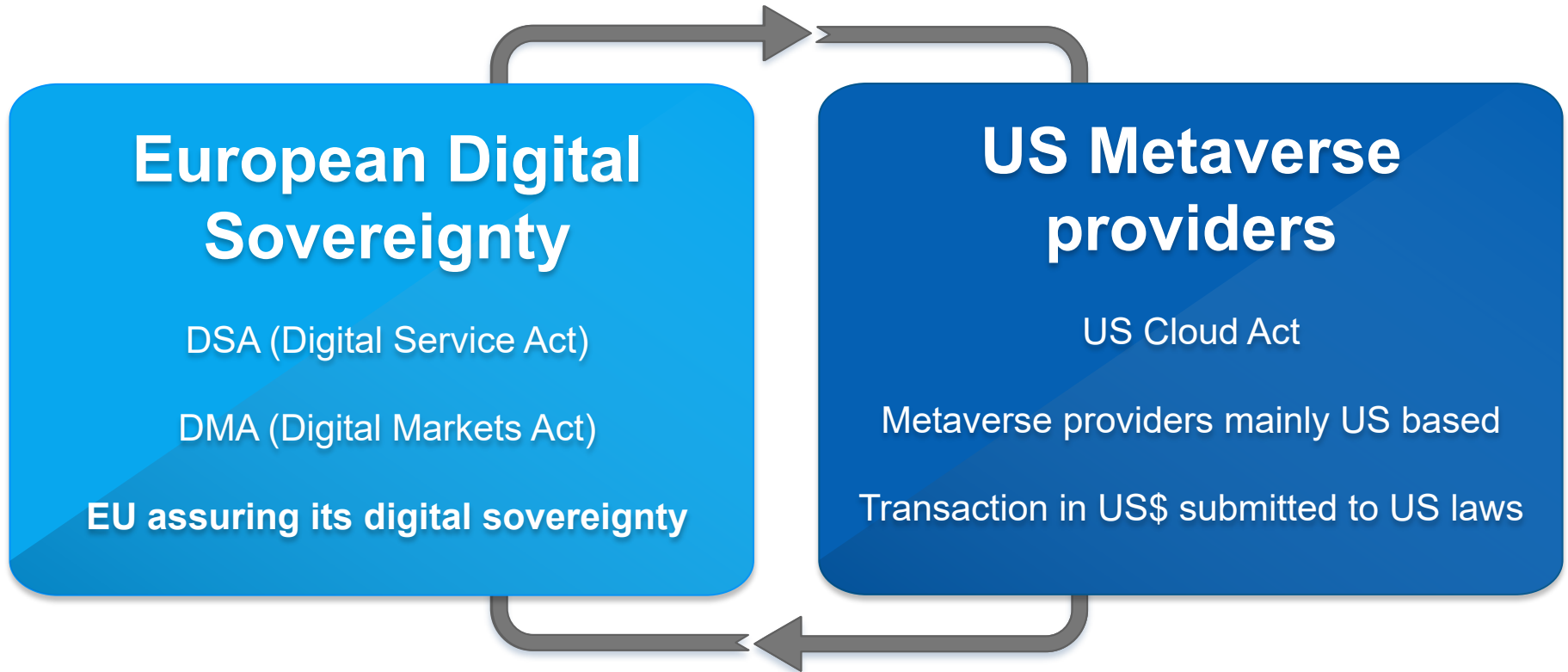
[Statement](#) | [14 September 2022](#) | [Brussels](#)

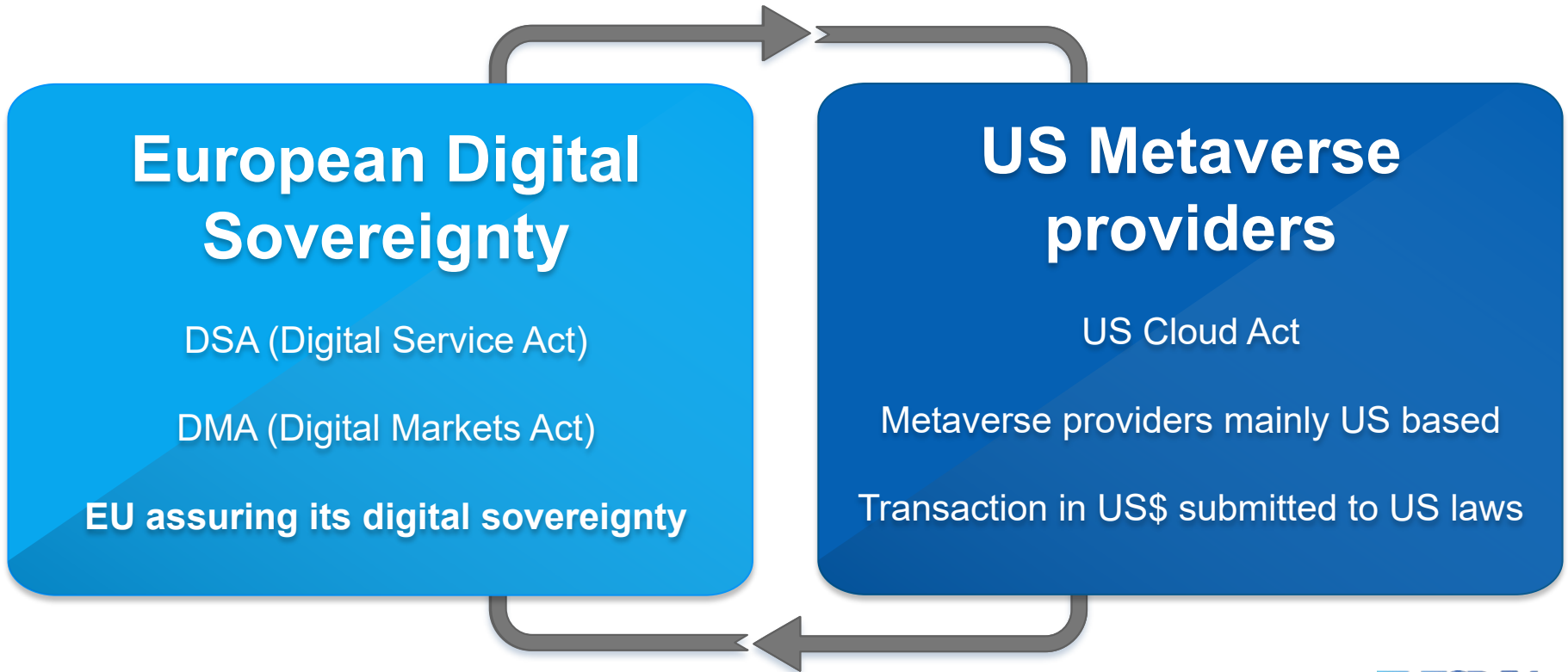
People, technologies & infrastructure – Europe's plan to thrive in the metaverse | Blog of Commissioner Thierry Breton



People Technology Infrastructure









**When will people
massively migrate to
the Metaverse?**

EUIPO's approach for classification purposes



Term **NFT on its own not acceptable**
the type of digital item authenticated by the NFT
must be specified



*Virtual goods → Class 9
& stating content to which they relate*

Consider protecting your EUTM or Community Design in the Metaverse!



Trade marks: Don't forget to have in mind the virtual environment when composing your list of goods and services !!



Designs ONLY intended for use in virtual environments: provide physical product indication & virtual product indication !!

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Applicability of
current Nice
classes

“Metaverse” in a
trade mark name

Applicability of
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How to detect infringements, how to investigate?

Cyber-squatting of trade mark

Unregistered designs and TM

How to enforce IP Rights in the Metaverse?

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New Music Industry Takedown Service Targets NFT and 'Metaverse' Piracy

February 11, 2022 by Ernesto Van der Sar

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<https://torrentfreak.com/new-music-industry-takedown-service-targets-nft-and-metaverse-pirac-220211/>

Italian anti-piracy group Digital Content Protection has launched a new service that helps rightsholders to police NFT platforms, Web 3.0 projects, and metaverse precursors. The company, which works with major music industry partners including Sony, Universal and Warner, stresses that there are large financial interests at stake.

There's a market for pretty much anything digital today and 'collectables' in particular sell like hot cakes.

The non-fungible token (NFT) rage shows that people are willing to pay vast amounts of



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<https://torrentfreak.com/new-music-industry-takedown-service-targets-nft-and-metaverse-pirac-220211/>

4

Conclusions

Reputation

Knowledge

Awareness

Communication

Potential growth

Entry requirements

Data protection

Multiple metaverses

Immaturity

Complexity

Interoperability



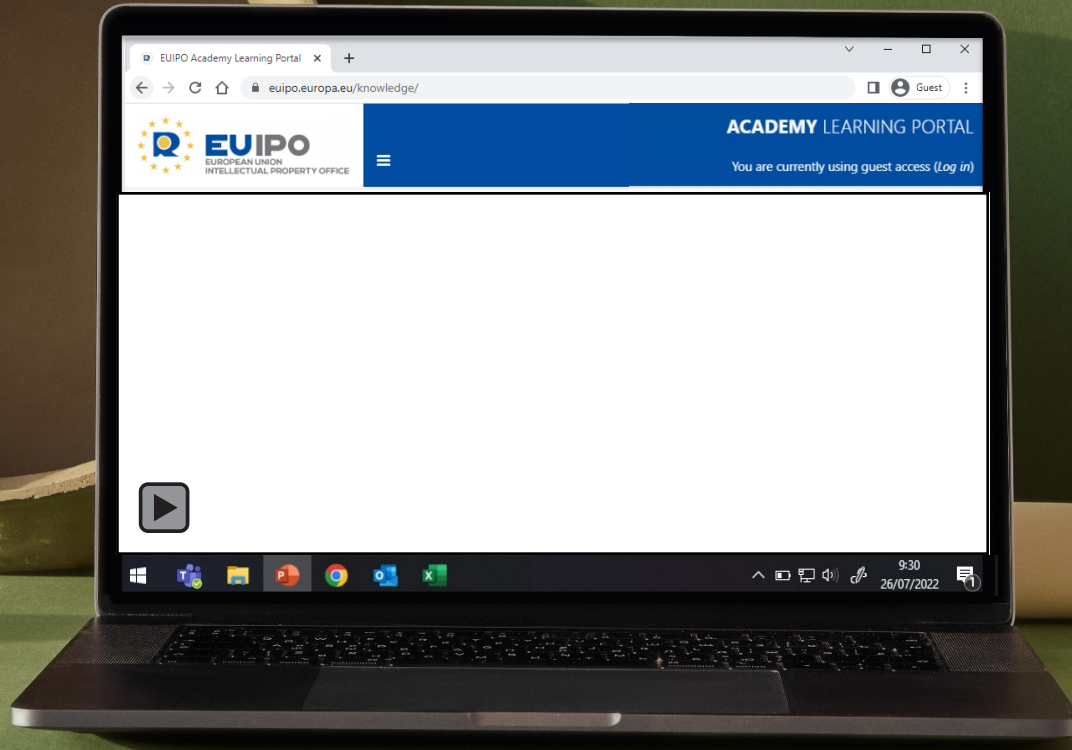
**Is the metaverse relevant
to your (IP) Strategy?**

Explore





Keep in touch with EUIPO Academy





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