

**Baker
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**Manoeuvring
the metaverse:
Are you Ready?**

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Manoeuvring the metaverse: Are You Ready?

Once thought of as the stuff of amateurish virtual games, futuristic movies and imaginary science fiction, the metaverse is close enough to mainstream reality to mandate that we consider its consequences. Described as a shared, online, three-dimensional space where people can live, work, interact and connect virtually, the metaverse poses unending opportunities to revolutionise work and play.

One day, the metaverse may well become the Internet 3.0.

On the one hand, businesses that successfully peer round the corner and leverage this new medium can enhance branding and expand product and service offerings. On the other hand, the metaverse presents a slew of new challenges regarding the ownership, protection and enforcement of intellectual property rights.

Understanding the opportunities and challenges associated with the protection of your intellectual property rights in the metaverse is paramount to ensuring your business thrives in this brave new world.

Key IP Issues

To prepare your business for the metaverse, it is necessary to examine what IP challenges the metaverse may pose to owners and users of protected content. Generally, some key questions for every business to consider are:

- 1 Does my current intellectual property portfolio adequately protect my rights in the metaverse?
- 2 Do my brand management and brand enforcement strategies take into consideration the expanded mediums, distribution channels and avenues for distribution and infringement in the metaverse?
- 3 How do I detect and address infringement of my intellectual property rights in the metaverse?
- 4 Do my existing contracts with third parties, such as software vendors or cloud storage providers, adequately protect my intellectual property rights?
- 5 Do my existing licence agreements adequately guard against unauthorised reproduction and/or distribution of my works on the metaverse?
- 6 As a software inventor or hardware supplier, does my product qualify for patent protection? Is my invention better protected via a patent or as a trade secret?
- 7 As an internet intermediary, will I be liable for infringement of intellectual property rights by third parties or other users in the metaverse?

Baker McKenzie helps clients overcome the challenges of competing in the global economy.

We solve complex legal problems across borders and practice areas. Our unique culture, developed over 70 years, enables our 13,000 people to understand local markets and navigate multiple jurisdictions, working together as trusted colleagues and friends to instill confidence in our clients.

Contact Us

We would be happy to have a chat with you to see how we can assist your business with these issues.



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