

#### **Agenda**

- What is the Metaverse?
- How do non-fungible tokens (NFTs) and cryptocurrency relate to the Metaverse?
- Brief Metaverse tour
- IP and Corporate issues to consider in the Metaverse
- Where do we see the Metaverse headed in 5-10 years?

# The Evolution of the Web



1990

Web 2.0

Storage

Web as a Platform

Collaborative

Social Media

**SmartPhones** 

Apps

Corporations monopolized internet

Platforms own and manipulate data



**Present** 

2005

Web 1.0

Information economy

Read

Search

Desktop Infrastructure

E-commerce

Web 3.0

2020

Token Economy

Interactive

Decentralized

Users monetize their own data

3D graphics

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https://blackownednft.io/

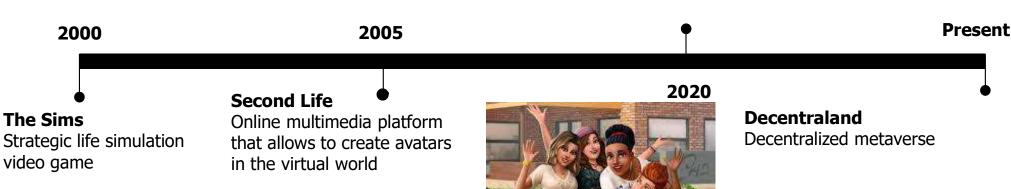
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## **The Evolution** of the Metaverse



**Roblox** Online game platform

https://nbcnews.com



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https://ea.com

# What is the Metaverse?

Generally, a "metaverse" is a term used to describe any virtual world where users can interact using digital avatars

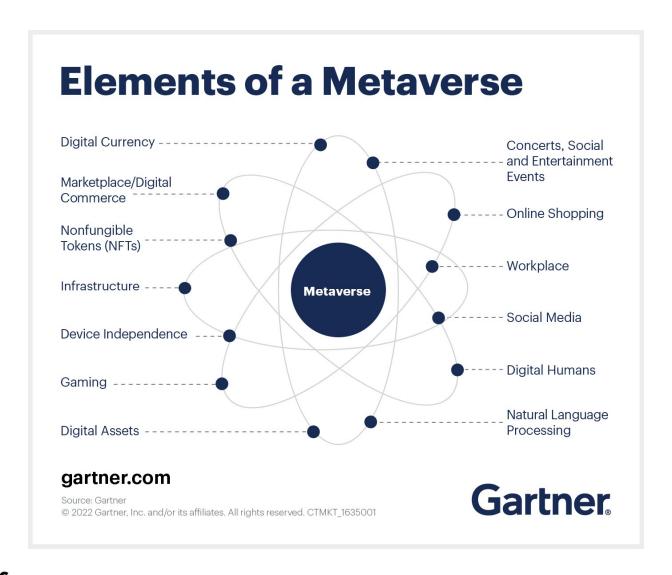


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https://instagram.com/sandbox HorizonWorld







#### **Metaverse Gateways**



https://d-core.net/en/

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#### **Metaverse Gateways - Asia**

## Tencent 腾讯













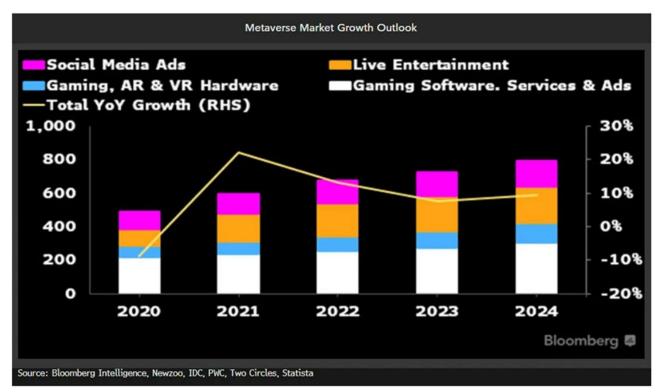








#### **Metaverse Growth Outlook**



https://www.bloomberg.com/professional/blog/metaverse-may-be-800-billion-market-next-tech-platform/

# How Do NFTs Impact The Metaverse?



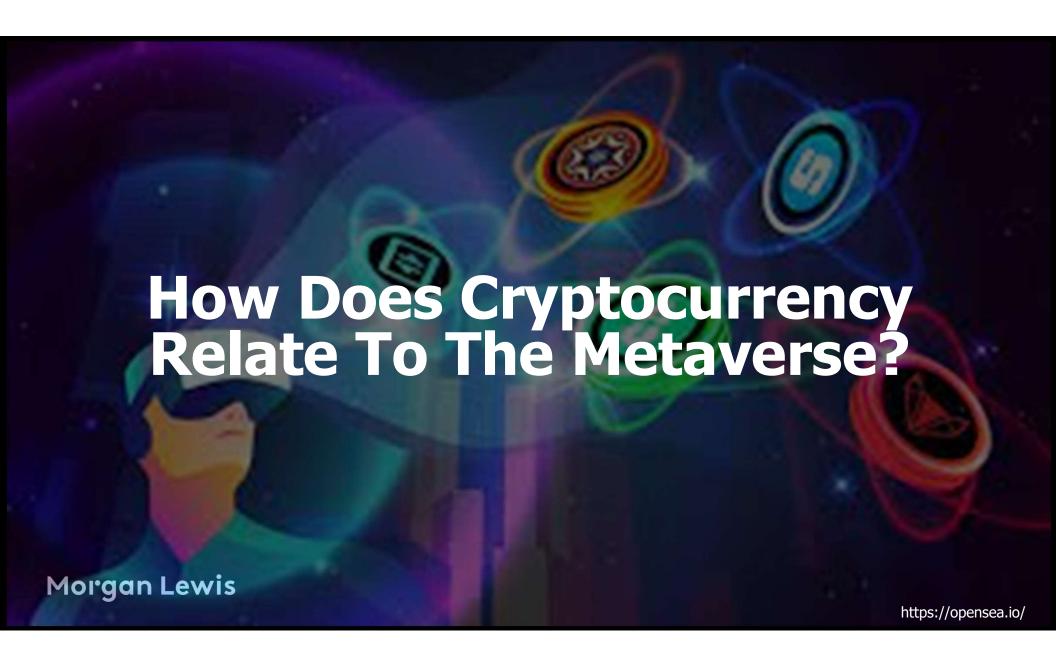
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https://opensea.io/

#### NFT

NFT stands for non-fungible token. An NFT is a non-interchangeable unit of data stored on a block chain, a form of digital ledger. The NFT allows for authentic ownership.

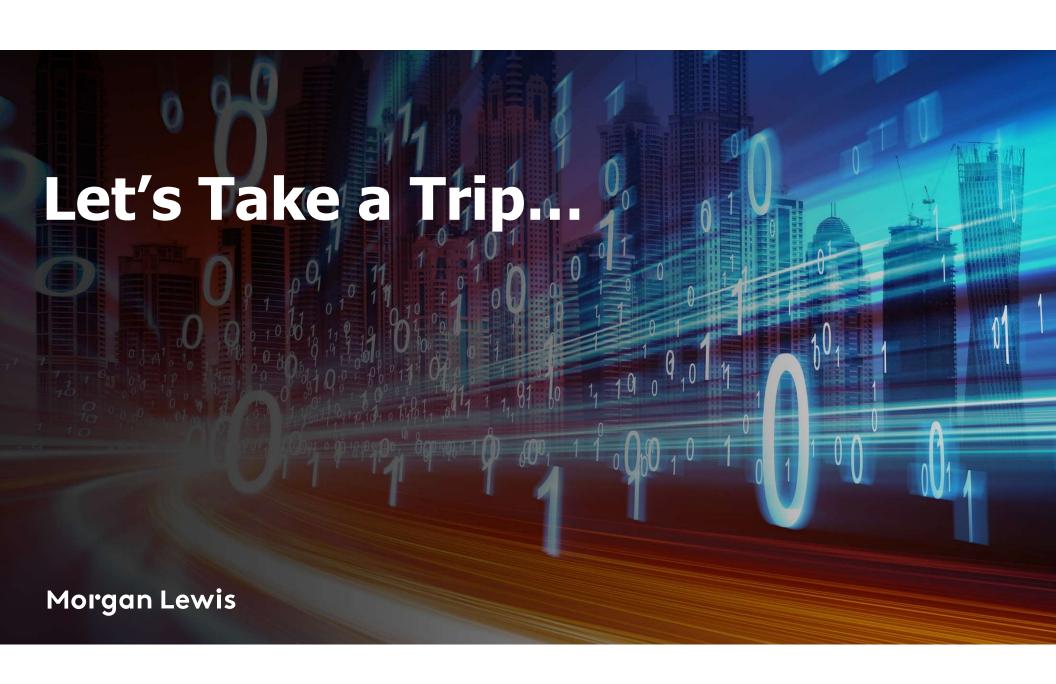
In the metaverse, all things can be NFTs. The NFT can be décor in your virtual space. The NFT can be the very space itself. There is no limit on how to utilize NFTs in the metaverse.



### **Digital Wallets**



https://docs.decentraland.org/examples/get-a-wallet/

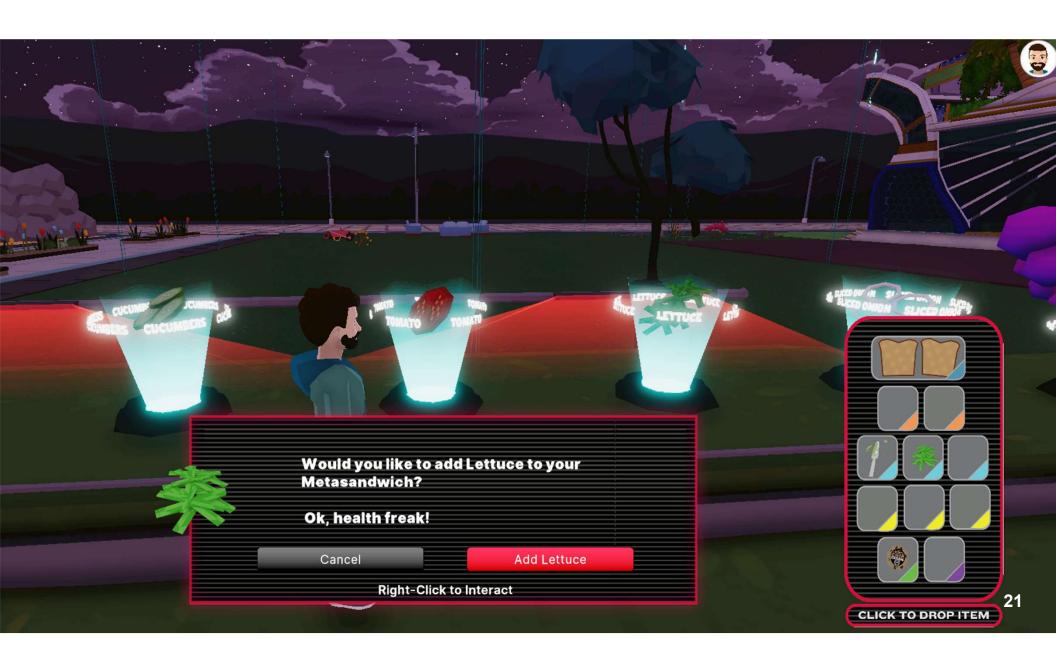




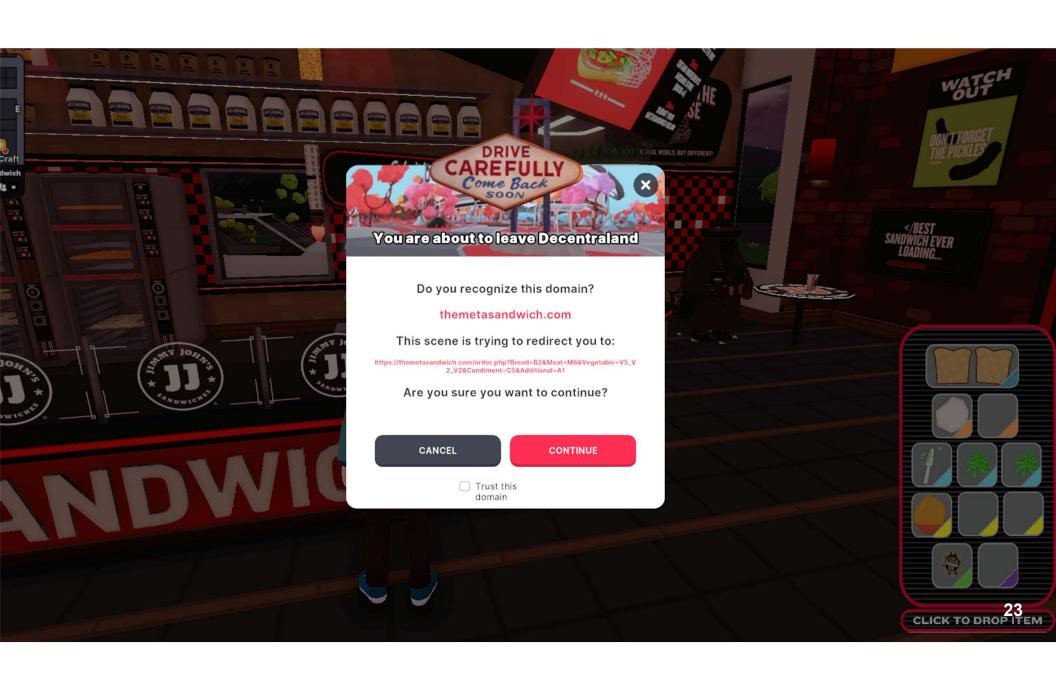














#### YOUR INGREDIENTS:

Wheat Bread - Turkey - Avocado Spread - Lettuce - Lettuce - Oil / Vinegar - Chocolate Chip Cookie















IF THE INTERNET VOTES YOURS AS THE WINNING JIMMY JOHN'S METASANDWICH, IT WILL BECOME THE NEXT JIMMY JOHN'S REALSANDWICH.

FIRST NAME

LAST NAME

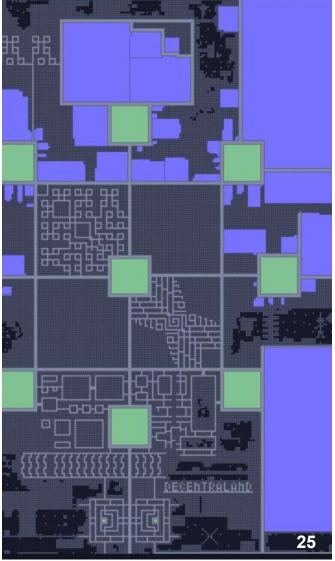
PHONE NUMBER

**EMAIL ADDRESS** 

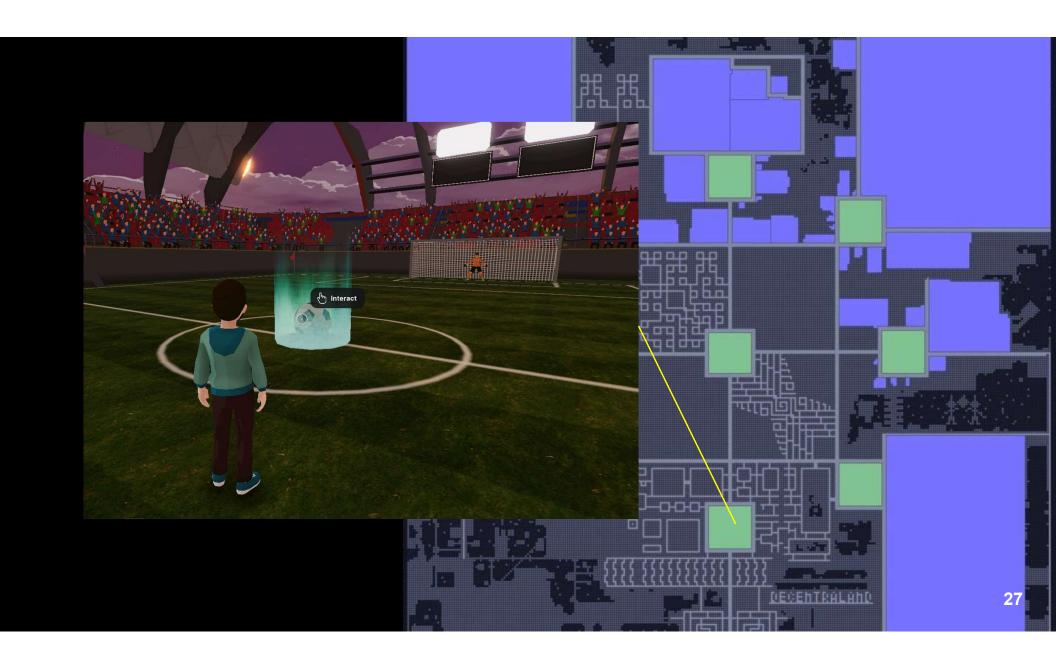
NAME YOUR METASANDWICH

METASANDWICH INSPIRATION



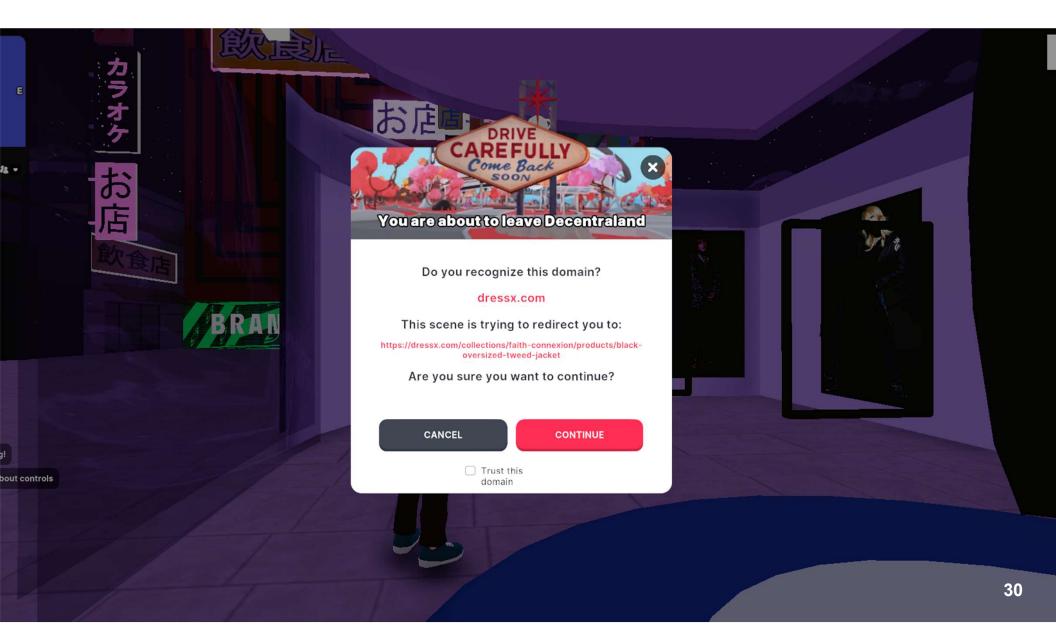


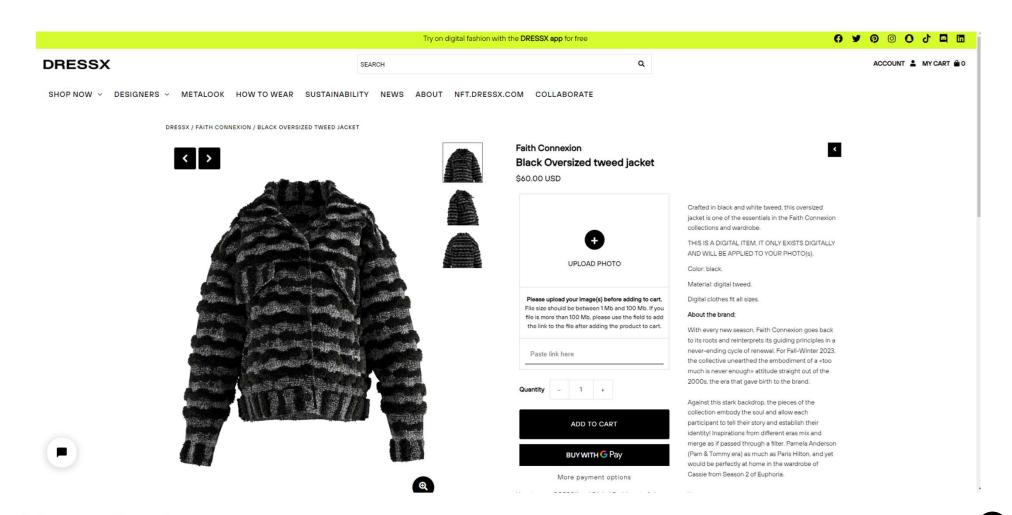












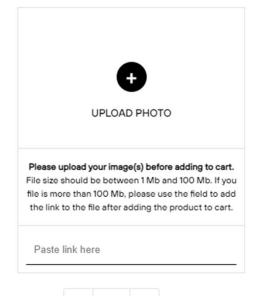






#### DRESSX Business Blazer - Dark Blue

\$30.00 USD



Quantity - 1 +

BUY WITH G Pay

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The DRESSX business blazer is available in 9 colorways, making sure you look just on point throughout the seasons, business occasions, time zones, countries, and Metaverses.

THIS IS A DIGITAL ITEM, IT ONLY EXISTS DIGITALLY AND WILL BE APPLIED TO YOUR PHOTO(s).

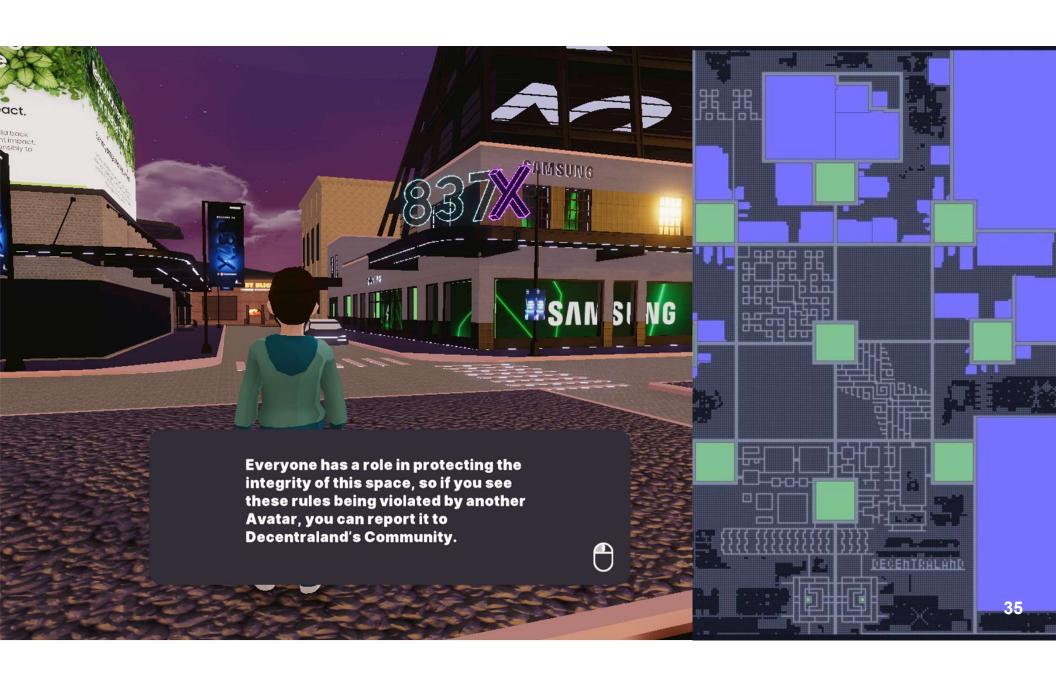
Material: 100% digital wool & silk.

Digital clothes fit all sizes.



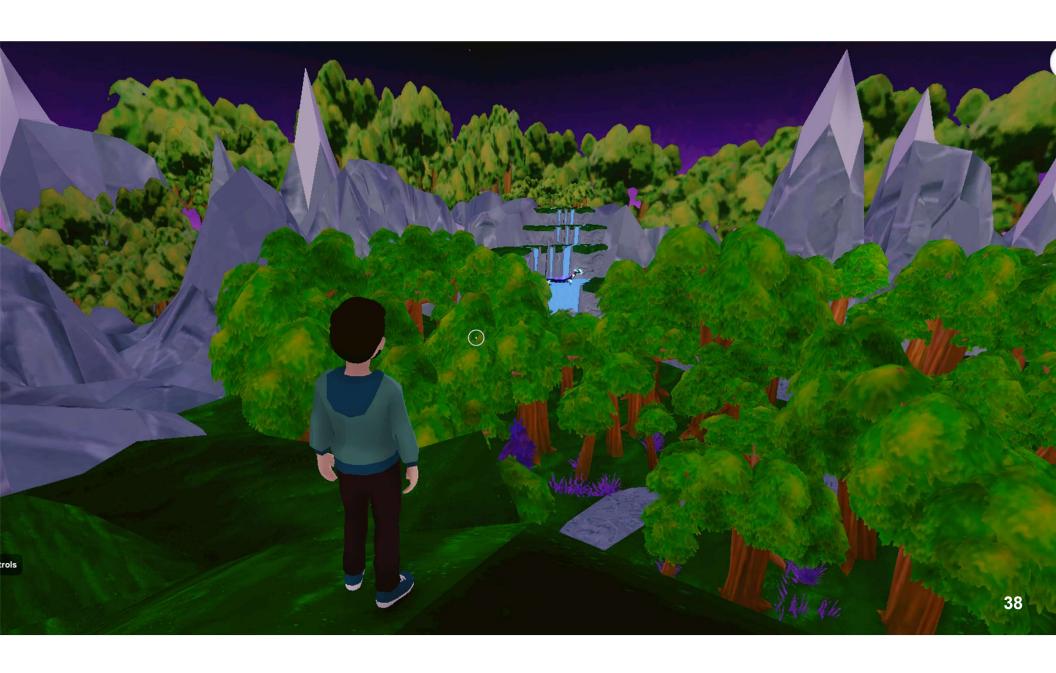
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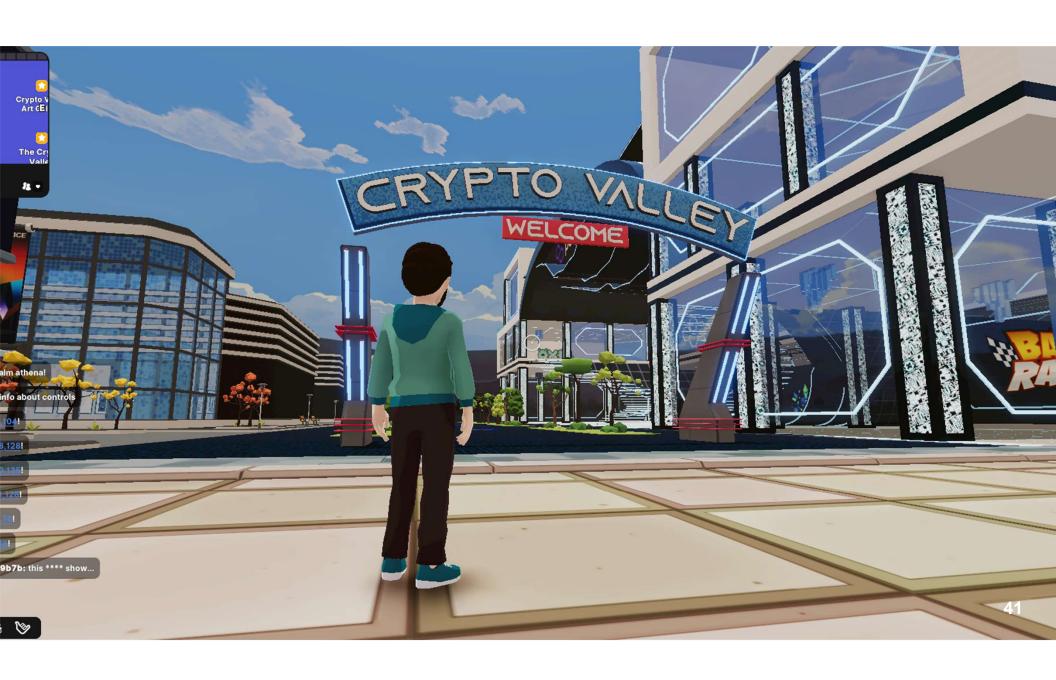


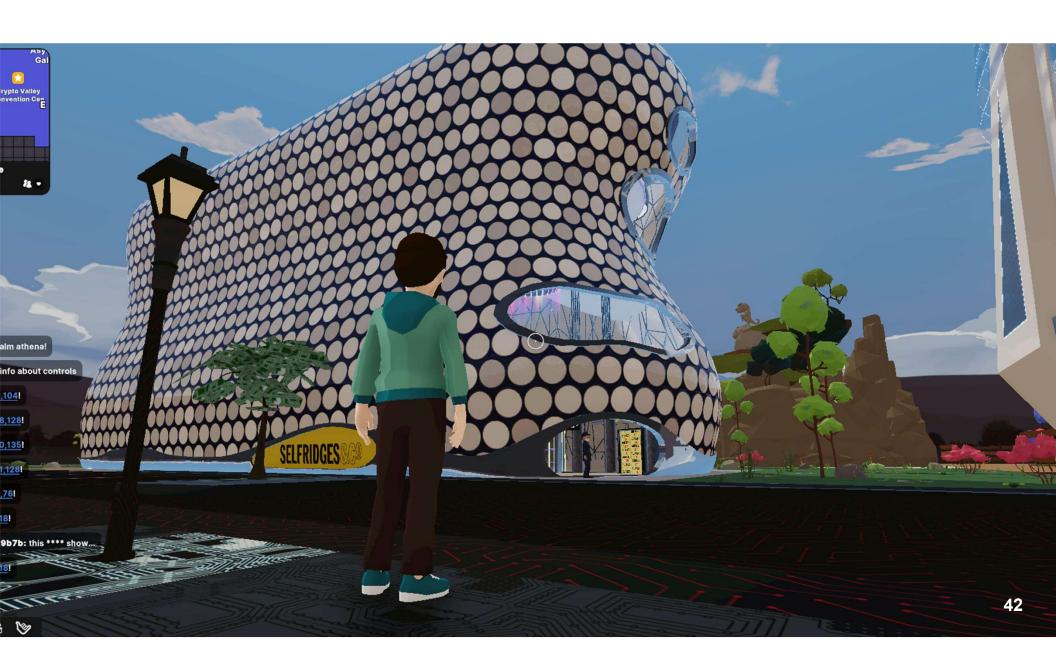






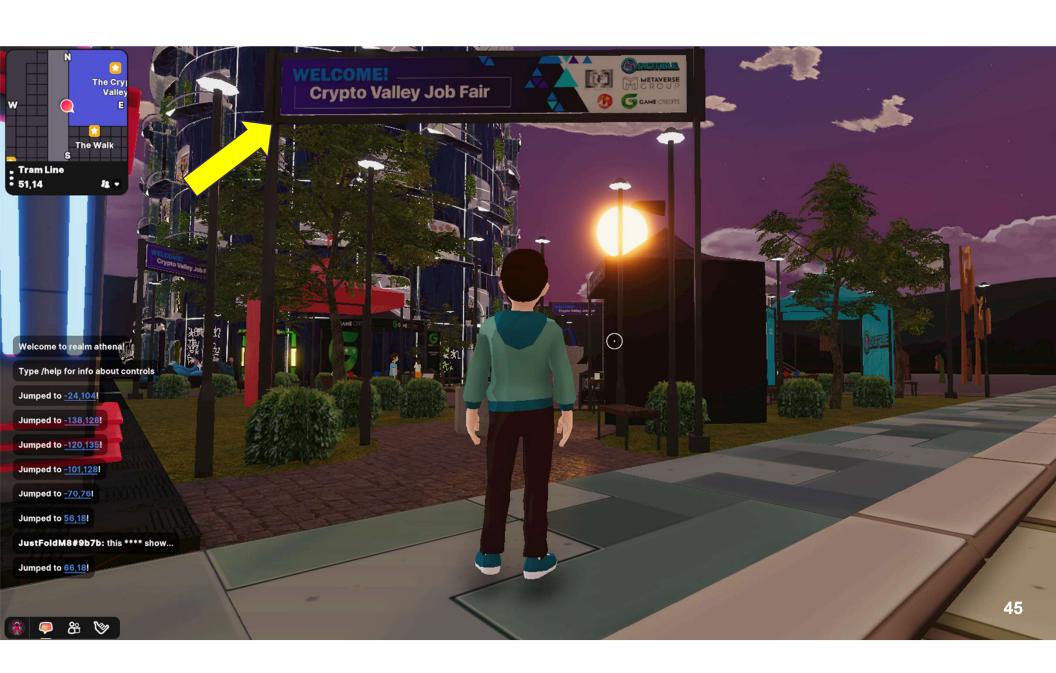




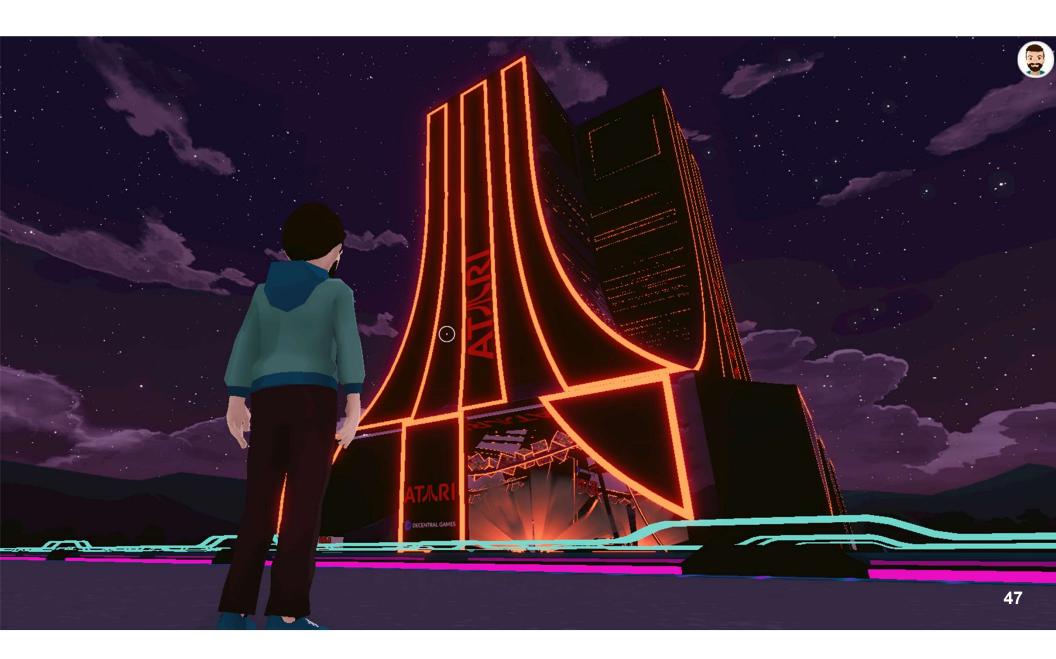


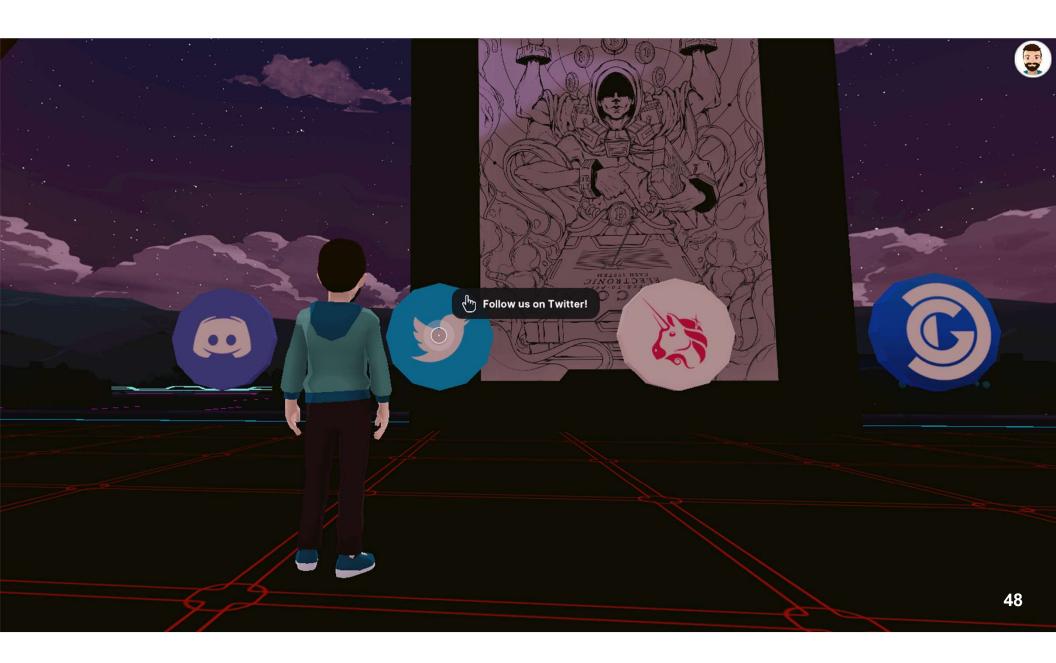






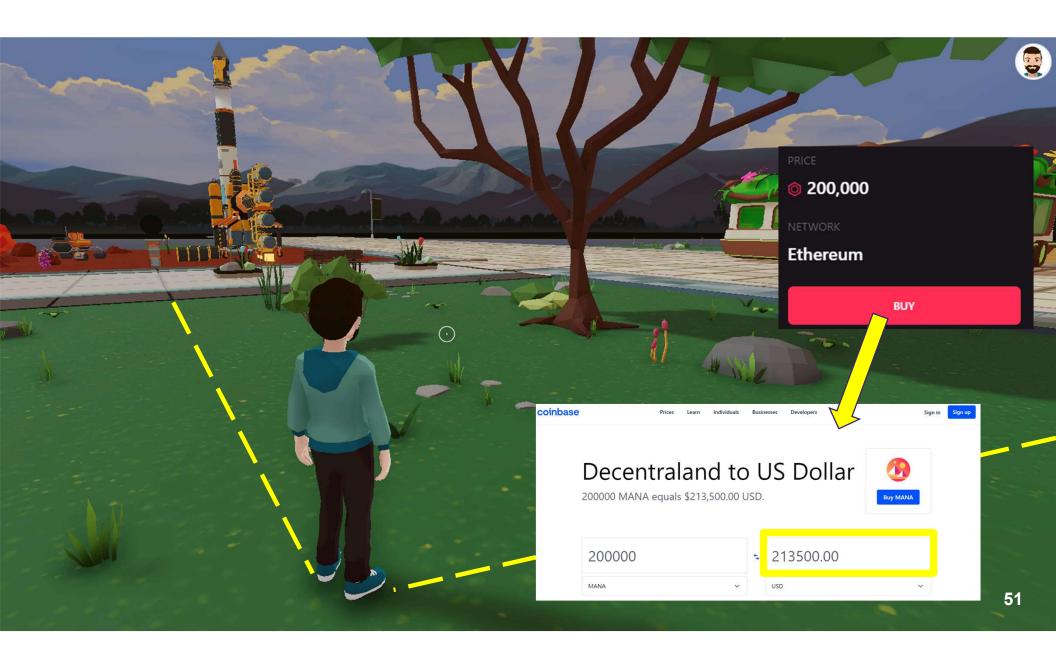














# What you should be considering?

- Choosing which metverse to house your business.
- What are the community rules in the metaverse?
- Acquiring metaverse land.
- Ownership.
- How will the company make money?



# **Business Opportunities in the Metaverse?**

- Higher education
- Virtual events
- Retail
- Enterprises
- Social media

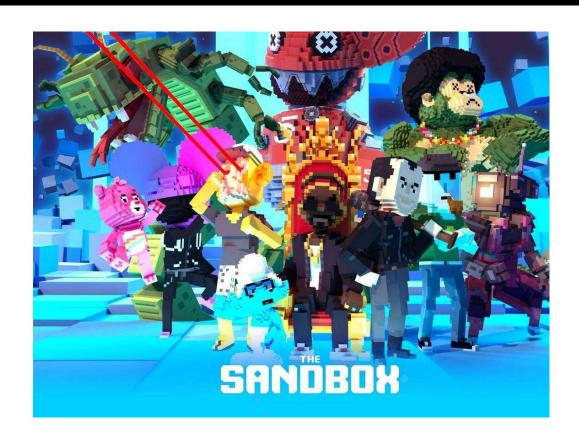


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https://webbiquity.com

# **List of Big Brands that Has Partnered with Sandbox**

- The Smurfs
- Atari
- Snoop Dogg
- Adidas
- The Walking Dead
- OpenSea



# **Statistics Related to Sandbox**

- \$13.8 billion fully diluted market cap for its SAND token (source: <u>CoinMarketCap</u>)
- \$10,000 floor price for land (source: OpenSea)
- \$1.45 billion in traded land value (source: Naavik)
- A return on investment of over 11,000% for the past year



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# **Metaverse IP Issues**

- Trademarks
- Copyrights
- Patents
- Data protection and privacy



# **Metaverse IP Litigation - Trademarks**

22-cv-384 (JSR)

MEMORANDUM ORDER

UNITED STATES DISTRICT COURT SOUTHERN DISTRICT OF NEW YORK HERMÈS INTERNATIONAL and HERMÈS OF : PARIS, INC., Plaintiffs,

Defendant.

MASON ROTHSCHILD,

JED S. RAKOFF, U.S.D.J.

Around December 2021, defendant Mason Rothschild created digital images of faux-fur-covered versions of the luxury Birkin handbags of plaintiffs Hermès International and Hermès of Paris, Inc. (collectively, "Hermès"). Rothschild titled these images "MetaBirkins" and sold them using so-called "NFTs" (non-fungible tokens), explained further below. In response, Hermès filed a complaint, subsequently amended, claiming trademark infringement, trademark dilution, and cybersquatting.

Now before the Court is Rothschild's motion to can be granted under Fed. R. Civ. P. 12(b)(6). ECF motion is fully briefed and the Court heard oral arg 4, 2022. As the Court stated by "bottom-line" order 2022, see ECF No. 49, the Court denies the motion to de



3 Rogers might not apply, Rothschild seems to concede, if the amended complaint for failure to state a claim upon NFTs were attached to a digital file of a virtually wearable Birkin handbag, in which case the "MetaBirkins" mark would refer to a non-speech commercial product (albeit not one that is, as yet, considered ordinary or quotidian).

Hermes v. Rothschild

# **Metaverse IP Litigation - Trademarks**



Nike, Inc. v. StockX LLC

of commerce.

2. Unfortunately, novel product offerings, burgeoning technologies, and gold rush

emerged throughout the past two years. Far more than a fleeting trend, NFTs are part of the future

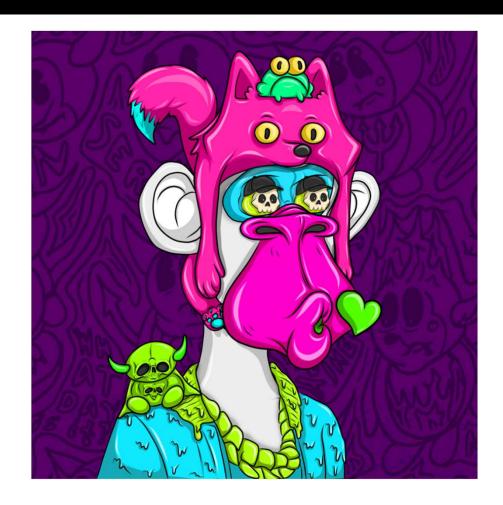
markets tend to create opportunities for third parties to capitalize on the goodwill of reputable brands and create confusion in the marketplace. NFTs are, not surprisingly, no exception to the rule, and this new frontier has swiftly become a virtual playground for infringers to usurp the

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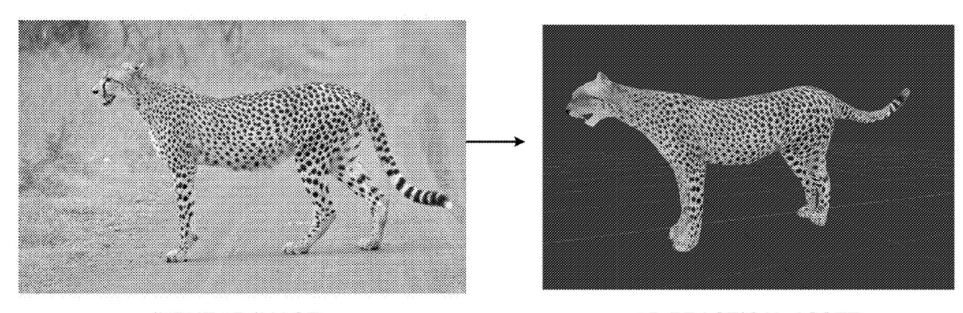
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# **Metaverse IP Litigation**

- Copyrights
  - Nygard v. Whitely (Caked Apes)
  - Roc-A-Fella Records v Damon Dash
  - Miramax v. Quentin Tarantino



# **Metaverse Patents**

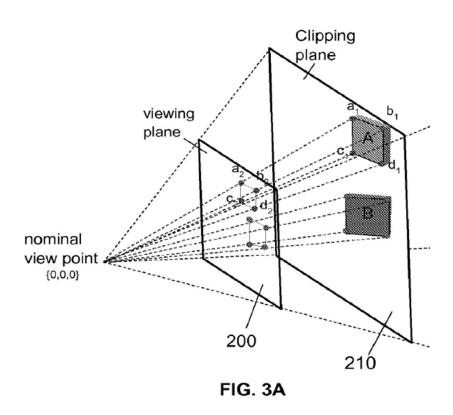


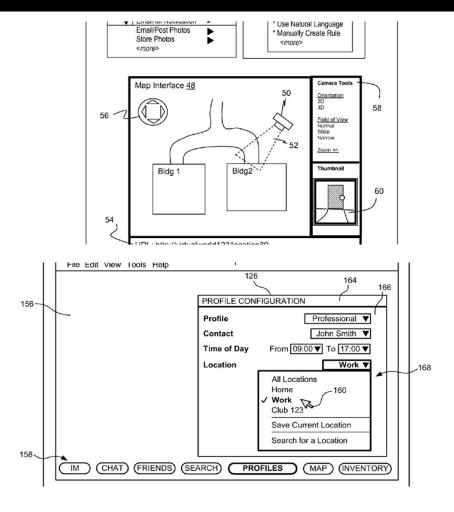
**INPUT 2D IMAGE** 

3D PRACTICAL ASSET

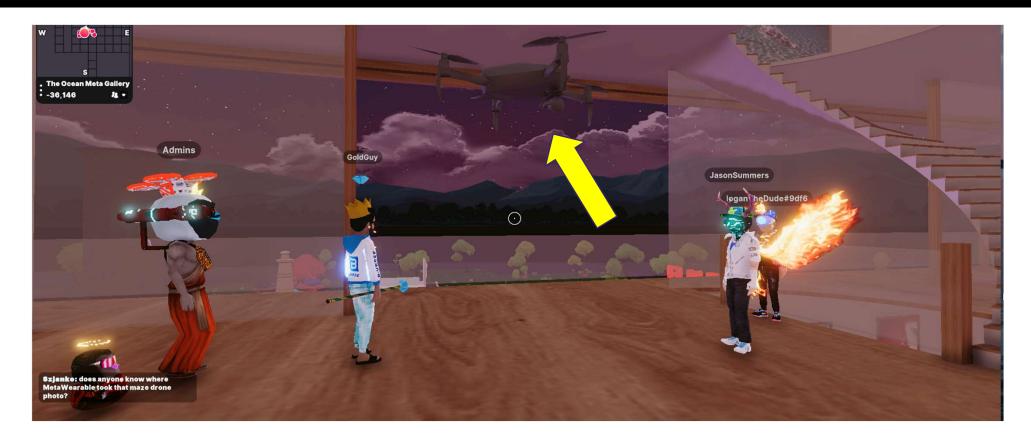
FIG. 6G

# **Metaverse Patents**





# **Metaverse Patents**



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# How will litigation in the metaverse occur?



# **Regulation in the Metaverse?**



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Metaverse is a virtual world with its own set of rules.

https://abovethelaw.com/2022/04/what-laws-apply-in-metaverse

# **Decentral and DAO**



# What is the Decentraland DAO?

DAO stands for "Decentralized Autonomous Organization". The Decentral DAO owns the most important smart contracts and assets that make up Decentral and – the LAND Contract, the Estates Contract, Wearables, Content Servers and the Marketplace. It also owns a substantial purse of MANA which allows it to be truly autonomous as well as subsidize various operations and initiatives throughout Decentral and.

https://dao.decentraland.org/en/

# Where do we see the metaverse headed in 5-10 years?

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

#### Metaverse – policy and concerns

Plan for Development of the Digital Economy During the "14th Five-Year" Period

Fraud Illegal fund Disruption of financial markets

raising

Money Direct selling Illegal foreign

exchange trading

Gambling

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#### Prohibition of cryptocurrency

Businesses relating to virtual currencies constitute illegal financial activities.

Chinese government: http://www.gov.cn/zhengce/zhengceku/2021-10/08/content\_5641404.htm



#### NFTs definancialized

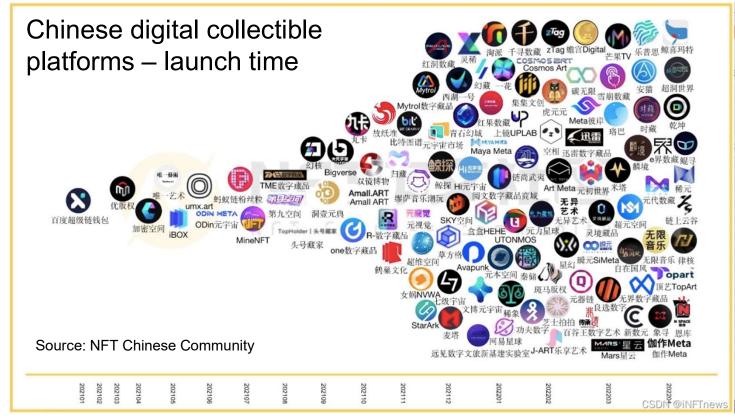
- No bonds, insurance, securities, precious metals or other financial assets.
- Not to indirectly facilitate initial coin offerings
- No centralized exchanges
- Not to be transacted in cryptocurrencies.
- Identity verification
- No direct or indirect investments in NFTs

Securities Association of China https://www.sac.net.cn/tzgg/202204/t20220413\_148867.html

#### NFTs as digital collectibles

- Sale of artwork on permissioned blockchains
- No secondary market
- Transactions done in CNY only (not cryptocurrencies)
- BSN-DDC Network

# NFTs as digital collectibles



# Takeaways - Stepping into the Metaverse

- Register IP assets
- Monitor and enforce IP
- Consider impact on current and future license agreements
- Dive in!
  - Many metaverses to choose from, but which one is right for me?
  - Digital asset acquisition

# **Questions?**

# **Next Session:**



WEBINARS



# IP YEAR IN REVIEW: IMPORTANT CHINESE CASES DECIDED IN 2021



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BO TANG MANAGING ASSOCIATE Shanghai

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https://www.morganlewis.com/events/asia-technology-innovation-series-2022

# **Upcoming Sessions**

#### September

Title	Date / Time	Speaker(s)
Why Technology Companies Should Care About ESG Issues	Thursday, September 1, 2022 09:00am CST/SGT   10:00am JST	Carl Valenstein, Karen Abesamis, Lesli Ligorner, Sin Teck Lim
Technology Disputes Involving Founders and Startup Companies in Asia	Tuesday, September 6, 2022 10:00am CST/SGT   11:00am JST	Daniel Chia
CFIUS Considerations with Foreign Investors	Tuesday, September 13, 2022 09:00am CST/SGT   10:00am JST	Carl Valenstein, David Plotinsky

For more information: <a href="https://www.morganlewis.com/events/asia-technology-innovation-series-2022">https://www.morganlewis.com/events/asia-technology-innovation-series-2022</a>

# **Upcoming Sessions**

#### September

Title	Date / Time	Speaker(s)
Digital Innovation and Disruption: Tech & Sourcing—The Year in Review	Wednesday, September 21, 2022 09:00am CST/SGT   10:00am JST	Mike Pierides, Peter M. Watt Morse
Key Issues in Tech M&A	Wednesday, September 28, 2022 09:00am CST/SGT   10:00am JST	Wai Ming Yap, Todd Liao, Shaobin Zhu, Motonori Araki, Yuting Zhu

For more information: <a href="https://www.morganlewis.com/events/asia-technology-innovation-series-2022">https://www.morganlewis.com/events/asia-technology-innovation-series-2022</a>

# **Biography**



Jason E. Gettleman
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Jason brings an electrical and computer engineering background to his services, which focus on patent litigation in the electrical and mechanical arts. Jason practices primarily before US District Courts and the US International Trade Commission (ITC), and he is also engaged in patent post grant proceedings before the Patent Trial and Appeal Board, patent portfolio analysis, infringement and invalidity analysis, and IP due diligence.

Jason spent three years in the Morgan Lewis Tokyo office where he assisted Japanese clients with US intellectual property matters, including patent litigation support. He also counseled US companies on Japan-related IP matters.

Prior to attending law school, Jason was a design engineer with a major New York engineering consulting firm, where he designed copper and fiber telecommunications systems. As a design engineer, he worked on the Phoenix Project, the name given to the reconstruction of the Pentagon after the September 11, 2001, attacks.

# **Biography**



Wai Ming Yap
Partner
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Wai Ming is a partner at Morgan, Lewis & Bockius LLP and is also the Managing Director at Morgan Lewis Stamford LLC, a Singapore law corporation affiliated with Morgan, Lewis & Bockius.

Wai Ming Yap counsels corporate clients on merger and acquisition transactions, covering both public and private transactions and general corporate and commercial transactions. Wai Ming's experience spans more than 30 years of managing sophisticated corporate transactions in Singapore and Malaysia, advising major corporations in M&A, takeovers, delistings, privatizations, and corporate restructuring and reorganizations.

Wai Ming's practice also encompasses corporate finance and advising corporates on debt capital-raising (including Islamic finance) transactions including securities offerings and debt restructuring matters. He also acts as a sponsor to issuers on Catalist, the sponsor-supervised board of The Singapore Exchange (SGX). Wai Ming is also active in the area of data privacy, having advised various clients in reviewing and drafting their data protection policies, data protection obligations and compliance.

# **Biography**



William Ho
Partner
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william.ho@morganlewis.com

William Ho focuses on capital market transactions and private equity investments. He has worked on numerous initial public offerings with Rule 144A/Regulation S international placements on The Stock Exchange of Hong Kong Limited (SEHK). He also represents Hong Kong-listed companies in debt and equity offerings, mergers and acquisitions, and other post-listing compliance and general corporate matters. William is fluent in Cantonese, Mandarin, and English.

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