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WIPO CONVERSATION ON INTELLECTUAL PROPERTY (IP) AND FRONTIER TECHNOLOGIES

**Seventh Session
Geneva, March 29 and 30, 2023**

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Wednesday, March 29, 2023

10.00 – 10.10	Opening
10.10 – 10.15	Pulse check: Have you been in the Metaverse?¹
10.15 – 10.25	Keynote Presentation: Introduction to the Metaverse - from science fiction to reality?
10.25 – 11.25	Panel 1: “All information looks like noise until you break the code” - Decoding the Metaverse Some say the Metaverse is the next big thing, a transformative revolution how we interact with technology and live our lives. Others perceive it as either nothing new over existing gaming platforms or something that does not (and may never) exist. This panel will attempt to separate reality from hype and fact from fiction. It will look at the component technologies for hardware, platforms, content and enablers such as digital IDs and NFTs and their current development status. The panel will also brainstorm the future to discuss what is needed to build the Metaverse, its regulatory framework and the role IP may play. <ul style="list-style-type: none">– What is the Metaverse? Is it different from online gaming, existing virtual worlds or Web 3.0, and if so how?– What are the essential innovation and technology building blocks and what is still missing?– Can the Metaverse provide solutions to global challenges and help close the technology gap?– Open vs. centralized Metaverse and the role of emerging standards– Risks and opportunities
11.25 – 11.40	Panel 1: Moderated Q&A
11.40 – 12.40	Panel 2: Blueprints, plans and IP stories from the architects building the Metaverse The panel will include stories from the developers, architects and builders constructing the Metaverse. What visions do they have for the Metaverse, what risks and opportunities are they facing and how is IP supporting them? What IP strategies are they using for leveraging business models and innovation in the Metaverse?
12.40 – 13.00	Panel 2: Moderated Q&A
13.00 – 15.00	Lunch break
15.00 – 15.10	Presentation: Economics of the Metaverse A discussion of the economics of the Metaverse: creator economy and digital economy, value, opportunities, and drivers, current investment, and IP trends.

¹ Online survey

15.10 – 16.10 **Panel 3: Living, working and playing in the Metaverse: IP stories from the Metaverse**

Many existing enterprises are exploring how to create a presence, sneaker and handbag NFTs are just one example. Entirely new entities such as DAOs are springing up. Engineers and manufactures are using digital twins to optimize designs and processes. Content makers, artists and young influencers are creating virtual works, spaces and pop-up shops. With much more direct access to consumers, will the Metaverse generate new income streams for these entrepreneurs? What visions do they have for the Metaverse, what risks and opportunities are they facing in building their businesses and navigating the digital economy and what role is IP playing for them?

16.10 – 16.30 **Panel 3: Moderated Q&A**

16.30 – 17.30 **Panel 4: A multiverse of IP issues**

While the Metaverse is still nebulous in shape, it is clear that IP will play a key role in supporting innovation building the virtual world and driving economic growth and activity. This panel aims to highlight the emerging issues around IP and the Metaverse including

- Are existing IP rights sufficient to protect innovations and creations in the virtual world?
- How to register trademarks for virtual goods
- IP protection for virtual designs
- Patenting platforms, AI and software
- AI, text and data mining and IP and why it matters in the Metaverse
- Digital IDs
- Jurisdiction, enforcement and dispute resolution

17.30 – 17.50 **Panel 4: Moderated Q&A**

17.50 – 18.00 **Presentation: The Future of IP in the digital economy and a fully virtual world**

The economic importance of the digital economy cannot be understated as highlighted by the Metaverse. Based on intangible assets, IP will be a key driver in realizing that potential. What does this mean for the future development of IP including in the context of emerging global challenges?

18.00 **Close of Day 1**

Thursday, March 30, 2023

10.00 – 10.05

Opening of Day 2

10.05 – 10.20

Presentation: DAOs, NFTs, smart contracts and other fantastic beasts and IP

In the world of decentralized technology, DAOs are making a big impact. These organizations operate using smart contracts, which are self-executing contracts with the terms of the agreement between buyer and seller being directly written into lines of code. DAO governance is coordinated using tokens that grant voting powers. This presentation will give an overview of these new entities and structures being created in the Metaverse.

10.20 – 11.20

Panel 5: Playing games and knowing the IP score: content and more in the Metaverse

One of the most advanced applications of the Metaverse is gaming. What does the Metaverse mean for gaming, are the terms identical? What are the main IP touch points of gaming and what can we learn from this for the emerging Metaverse and IP issues? The panel will feature stories from gaming companies and content creators, taking a closer look at how they protect their rights in the Metaverse and what can be improved now and in the future.

11.20 – 11.35

Panel 5: Moderated Q&A

11.35 – 12.45

Panel 6: Jurisdiction and enforcing IP rights in the Metaverse

NFT sneakers and handbags have shone spotlight on IP disputes in the Metaverse. This panel will provide background and overview of the ongoing litigation. It will also discuss issues of NFT reminting, counterfeits, deep fakes and IP and focus on how to shape protection and enforcement mechanisms in the Metaverse. In a virtual world built on intangible assets and more and more complex IP landscapes there is much larger scope for disputes. The panel will explore dispute resolution mechanisms that may have a role to play in resolving some of these issues and providing legal certainty.

12.45 – 13.00

Panel 6: Moderated Q&A

13.00 – 15.00

Lunch break

15.00 – 15.05

Pulse check: Can the Metaverse close the technology gap?²

15.05 – 15.15

Presentation: Realizing the potential of the Metaverse

The presentation will look at the difference in global perception of the Metaverse, how the Metaverse may be able to help close the technology gap and assist in reaching the SDGs (health, education *etc.*) and what is needed to realize that potential.

² Online survey

15.15 – 16.30

Sharing session (Member States and IP Offices)

Open floor interventions and discussion: exchange of current practices between IP Offices on work around the Metaverse.

What questions do Member States and IP Offices have regarding IP and the Metaverse and what actions are they currently taking? Are there any ongoing consultations or studies? Are IPO Offices considering IP services in the Metaverse or are they amending their guidelines or registration classes for virtual goods to better accommodate IP issues related to the Metaverse? What topics are at the forefront of their thinking? What can regulators do to make it easier for businesses to protect IP in the Metaverse? What are the opportunities and challenges?

16.30 – 17.45

Open floor interventions (all participants)

Having heard from IP Offices, Member States, innovators and IP professionals, what are the views of the participants including enterprises, IP academics, IP professionals and IP enthusiasts? Bringing together the widest set of stakeholders, the open floor provides a forum to bring together global and diverse views.

17.45 – 18.00

Closing remarks

18.00

Close of Day 2

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