

METAVVERSE AND COPYRIGHT

DR ANDRES GUADAMUZ, UNIVERSITY OF SUSSEX

APOLOGIES

THERE AIN'T SUCH THING AS THE METAVERSE



DEFINITION

- We have no definition.
- Virtual reality? Augmented Reality? 3D spaces? Games? Chat rooms?
- My own definition: **it is a persistent, virtual 3D space that allows people to interact with one another.**
- We've had that since the 90s.



ASSUME IT ACTUALLY TAKES OFF

- Let's assume my negativity is unjustified and we get the metaverse as advertised. What would it look like?
- **"Ready Player One"**: one company wins and there's only one metaverse.
- **"Ralph Breaks the Internet"**: different platforms co-existing connected to one another through common protocols.
- **"Multiverse of Madness"**: Incompatible worlds.



PROBLEMS IN THINKING ABOUT PROPERTY

- There is no IP, there is only contract.
- Everything handled through EULAS.
- Not your server, not your property.
- Decentralised and open models are the only ones that offer ownership options.
- 3 property options.



3 PROPERTY MODELS

1. **Closed.** Everything that exists in the Metaverse belongs to the company running the service. Roblox, Meta, etc.
2. **Open.** The virtual goods that a user purchases and/or creates belong to them (Second Life).
3. **Web3:** The platform is decentralised, so all ownership rests with the users. This is the ideal of so-called Web3 projects, where storage, services, and computing power will be paid using crypto-assets, so ownership will be mediated using NFTs and other tokens.



DIGITAL ASSETS

- The concept itself is not new, we use digital assets in our every day life, from currency to music.
- Will the deployment of pervasive environments require us to revisit our understanding of digital assets?
- There's an interface with IP, but for now that belongs to the platform owner, so we may have to think about digital assets as mere entries in a licence agreement.



METAVVERSE AND NFTS CLASH

- VEGAP v Mango (Barcelona commercial court).
- Mango makes several NFTs based on 4 works by Catalanian painters, and displays them on Decentraland.
- VEGAP sues, case ongoing.
- Commercial court issues injunction to have the NFTs removed from the metaverse, and is now in custody in a wallet held by the court for the duration of the case.



See you on the Metaverse
(or not, because it's oh so empty)

@TECHNOLLAMA

