Safeguarding Intellectual Property in User-Created Experiences within the Metaverse

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Our Project
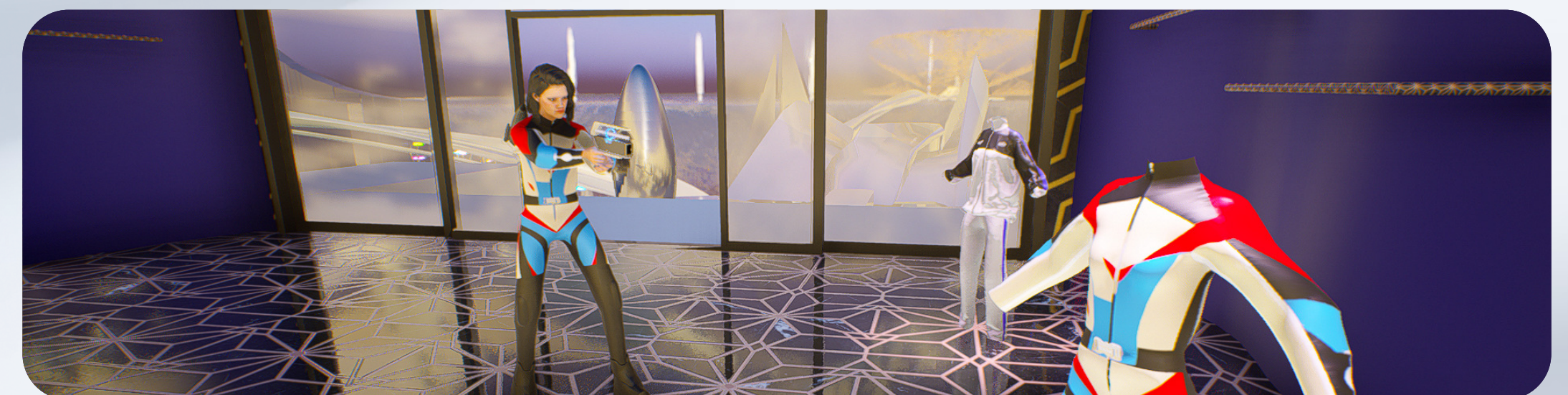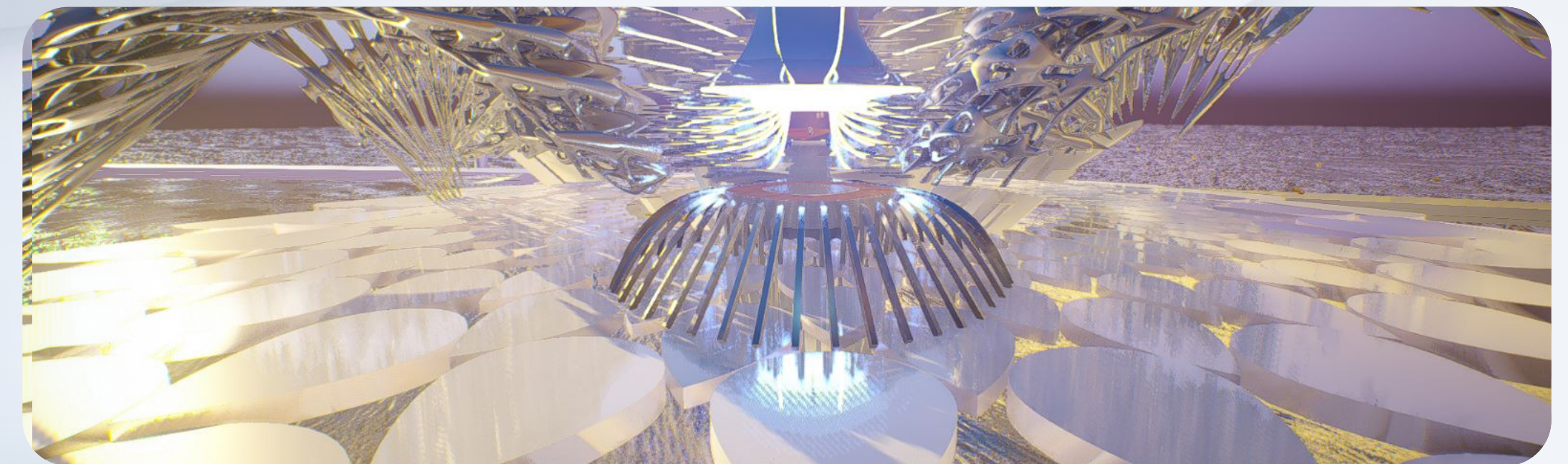
ASTRA

Discover Fashion Before It Exists

In The Astraverse you can:

- Customize your avatar try on & buy virtual fashion receiving the physical version

- Explore user created stores for different retail categories with your personalised avatar

- Play free games against other players to win clothes and other products in real life
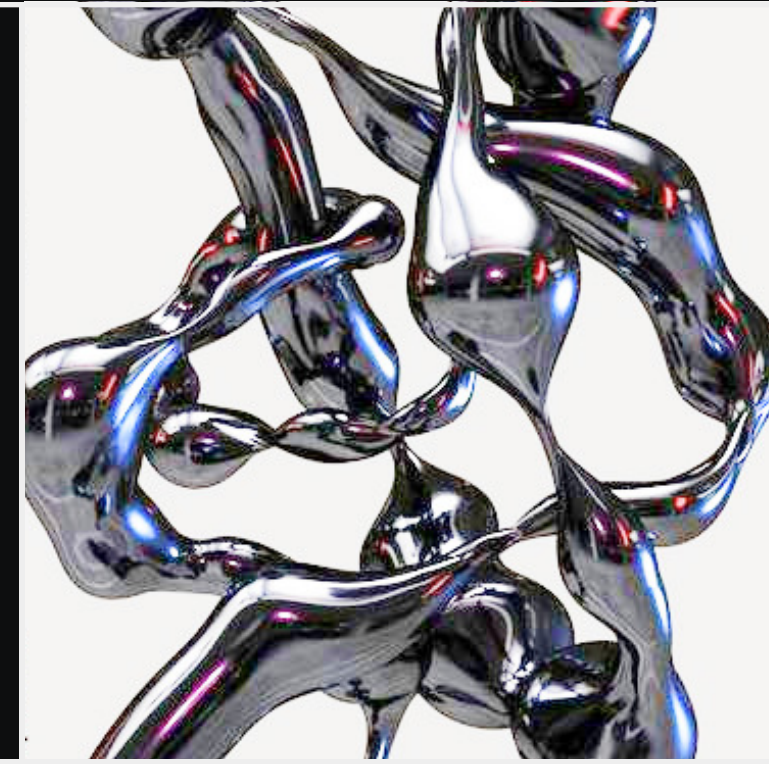
Our Team

ASTRA

We are a highly skilled team of creative technologists. We have vast experience in 3D modelling, business model innovation & blockchain game development. We are driven to make global impact.

Delz Erinle
Founder,
Web3 Product Lead
10 years in Product Innovation. Ex BT & Vogue (UX Design), 3 Degrees (2 MSc's)

Luke Jeffers
Co-founder,
Blockchain Game Lead
10 years in Game Development. Game Dev Degree & Former Game Dev Tutor

Niyi Okeowo
Co-founder,
Art Direction Lead
10 Years in Multidisciplinary Art Direction & Graphic Design
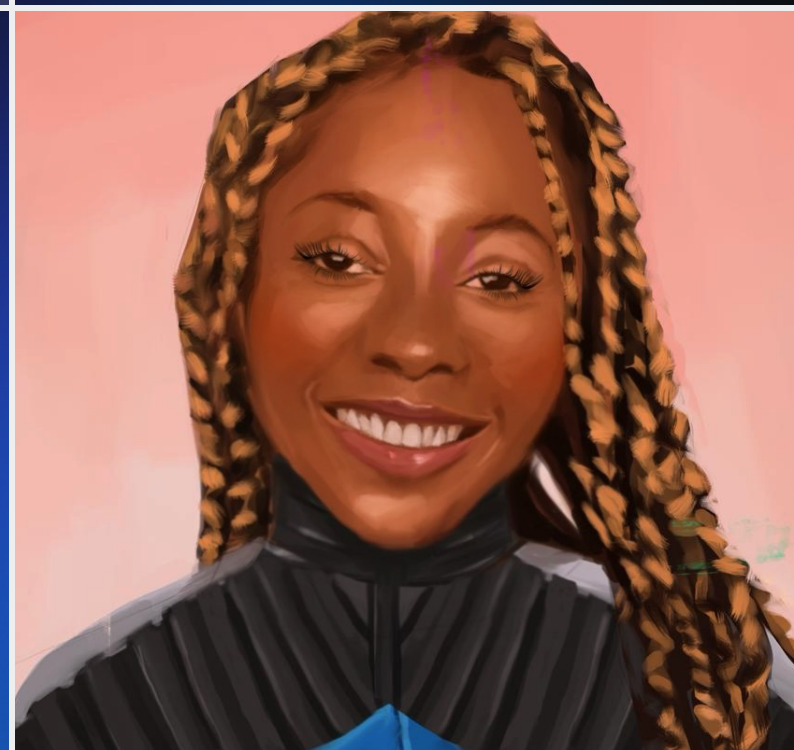
Adekunbi Ajai
Co-founder,
VR Architecture Lead
3 years in 3D Design, Degrees in Architecture & Product Design

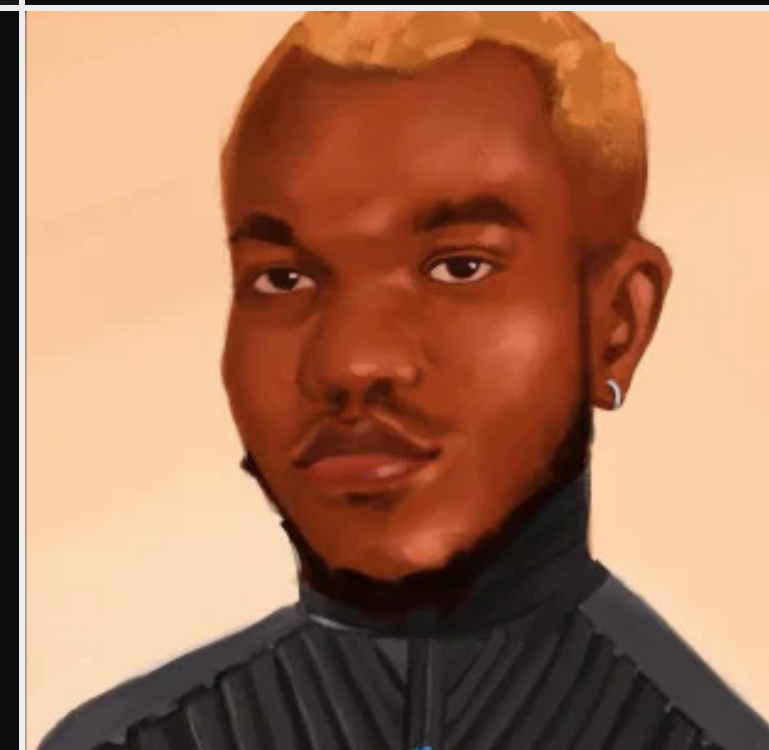## Priscilla Alao
Operations Lead
3 years in Legals & Relationship Mgmt, BA & PGDL

Charles Egbejule
Digital Fashion Lead
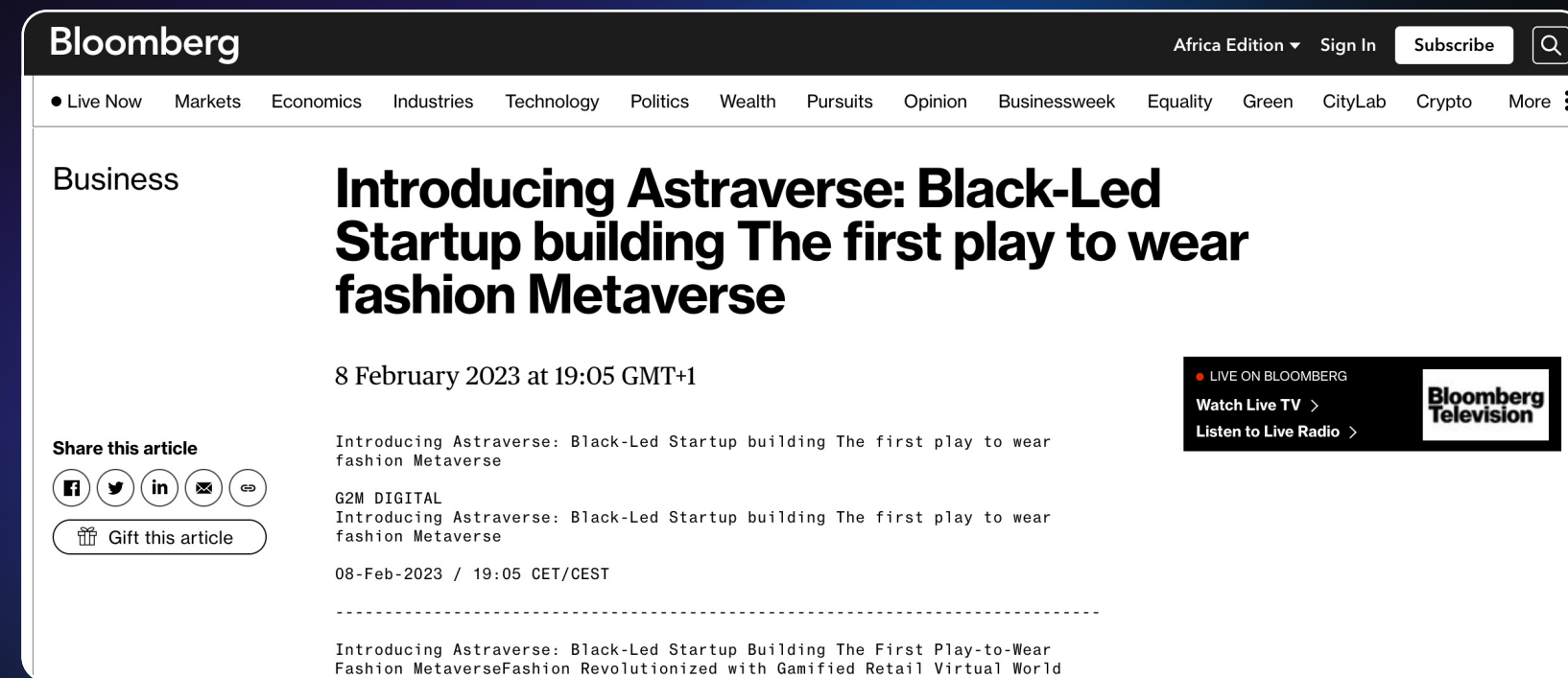10 years in physical & virtual fashion design. Degree in Engineering & Mechatronics
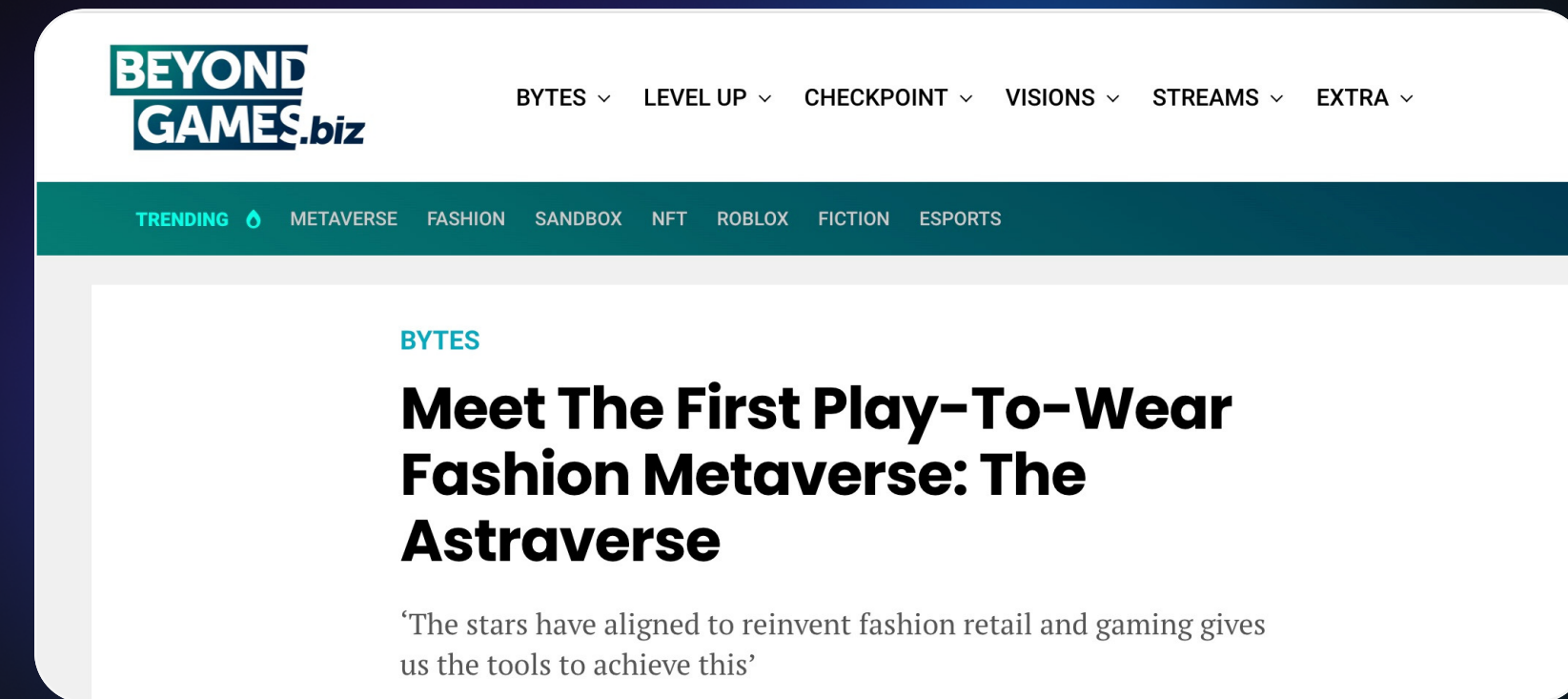
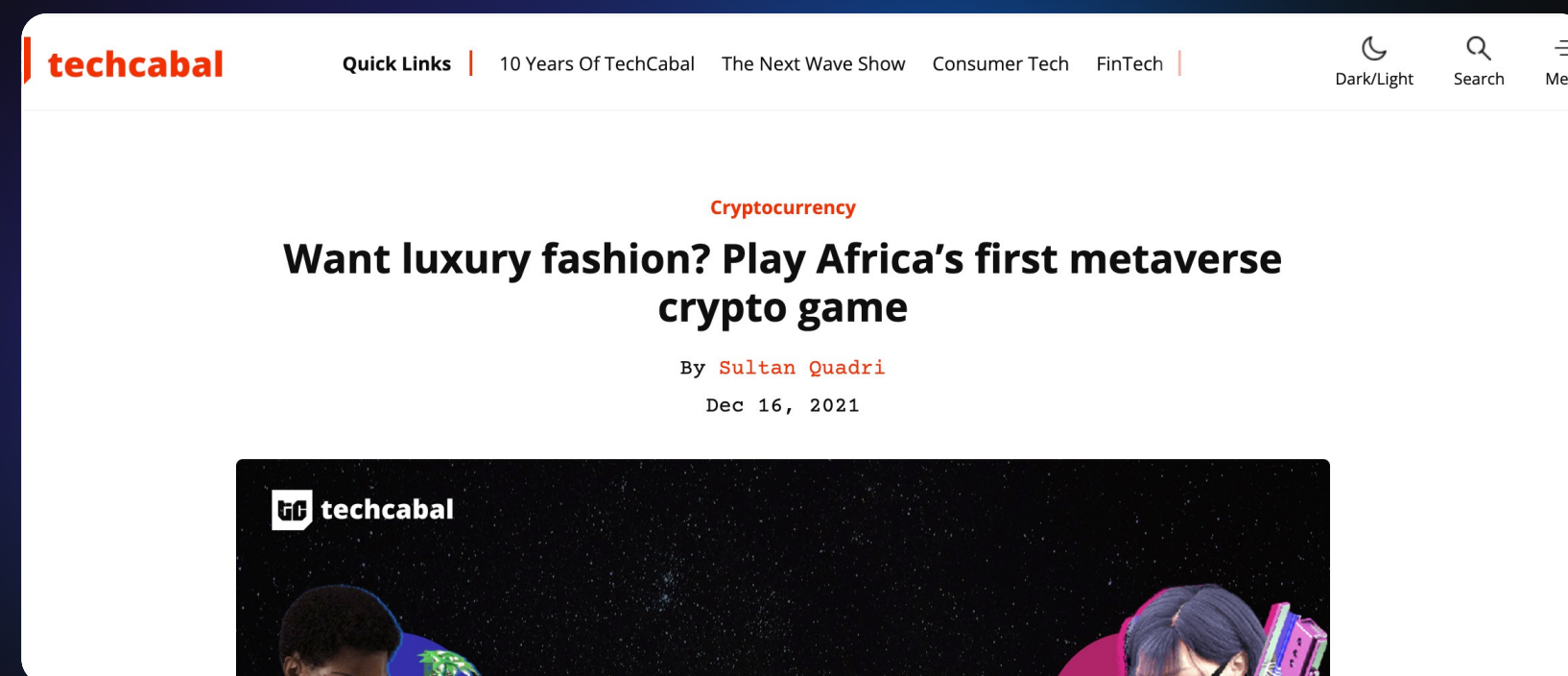## +15 Others
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Astra in the Press

ASTRA

Bloomberg

Business

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8 February 2023 at 19:05 GMT+1

Bloomberg

Beyond Games

BYTES

Meet The First Play-To-Wear Fashion Metaverse: The Astraverse

'The stars have aligned to reinvent fashion retail and gaming gives us the tools to achieve this'

Tech Cabal

Cryptocurrency

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By Sultan Quadri

Dec 16, 2021

Guap Magazine

ASTRAVERSE: THE NEW BLACK-OWNED FASHION GAME

FASHION   FASHION NEWS   GUAP MAGAZINE   NEWS

BY LEONIE BELLE / DECEMBER 23, 2022

The Metaverse

The Metaverse is a network of virtual realities, where users can interact in real time to experience real life utility.

One of the most significant features of these platforms is the user-created games, which have seen explosive growth in recent years on platforms like Roblox, Minecraft and Fortnite.

Metaverse UGC

Roblox alone has over 20 million experiences created by users, Minecraft has 130 million monthly active users, and Fortnite's Creative mode has proven to be extremely popular.

Intellectual Property

The value of IP protection for user-created experiences is paramount. Creators invest a lot of time, money, and effort in developing these experiences, and without proper IP protection, their creations can be copied or used without permission.
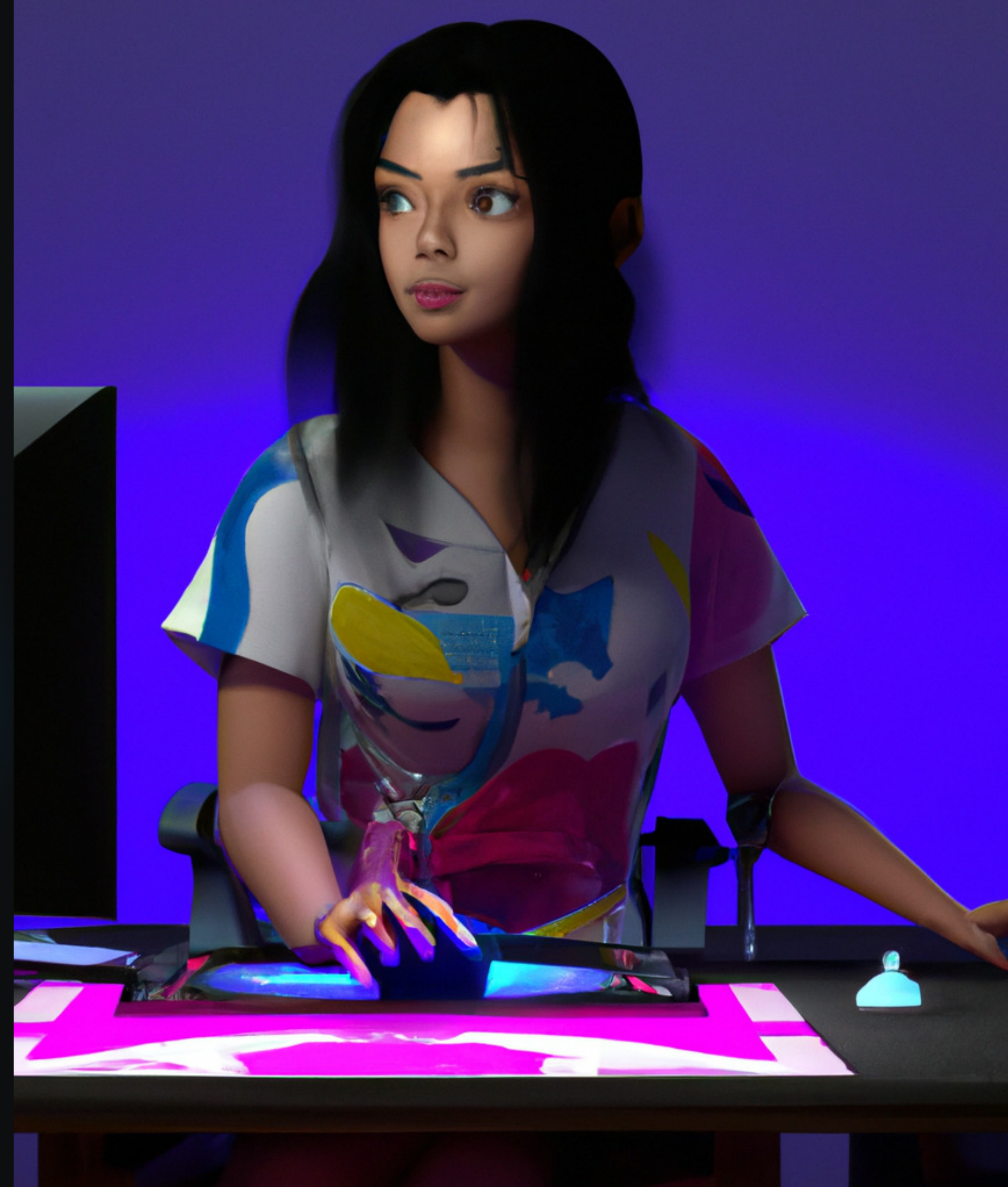
Example Case

In 2020, a group of Fortnite players were sued for copyright infringement for creating a virtual island that resembled the popular game Among us.

Legal Frameworks

Existing IP laws can provide some protection for user-created experiences in the metaverse, but there are potential limitations and gaps. To address these challenges, there are recommendations for updating IP laws to better address user-created games in the metaverse.
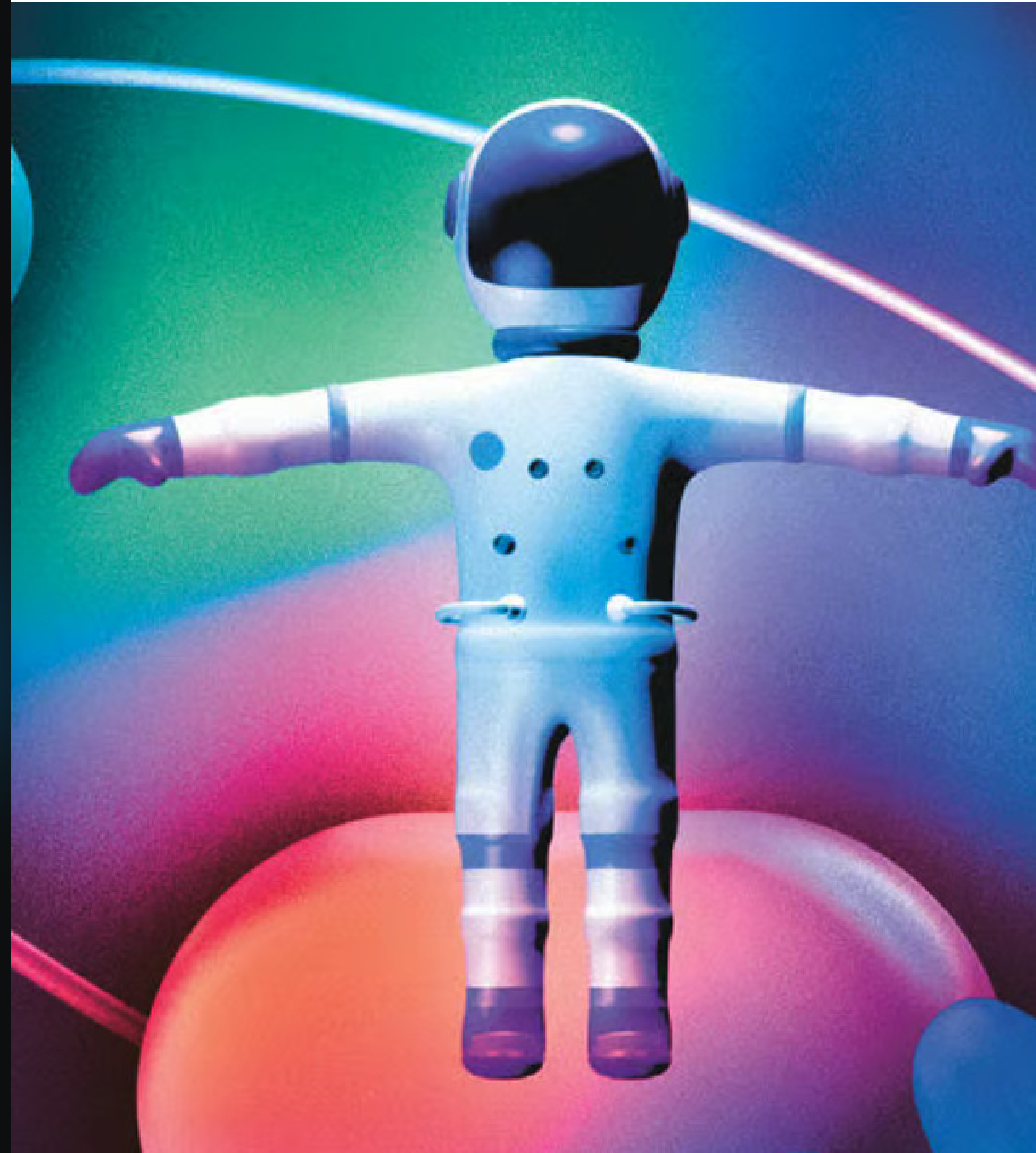
Protecting Creators

To better protect IP in user-created games, ongoing collaboration between governments, platforms, and users is vital.

Technical Solutions

Blockchain and smart contracts can be used for tracking and protecting IP in user-created games, making it easier to ensure that creators are fairly compensated for their work.

Education Is Key

Raising awareness of IP rights among game creators and users is also essential. Programs and campaigns aimed at educating the metaverse community on IP protection in user-created games can help prevent IP violations.

Platform Protection

Platform providers have a significant role to play in protecting IP for Creators. They must ensure that their guidelines and policies are in place for reporting and resolving IP disputes involving user-created experiences.

It's a Joint Effort

The growth of user-created experiences in the metaverse brings about new challenges for IP protection. It is vital for ongoing collaboration between governments, platforms, and users to protect IP rights, ensuring the long-term benefits of strong IP protection for creativity and innovation for users.
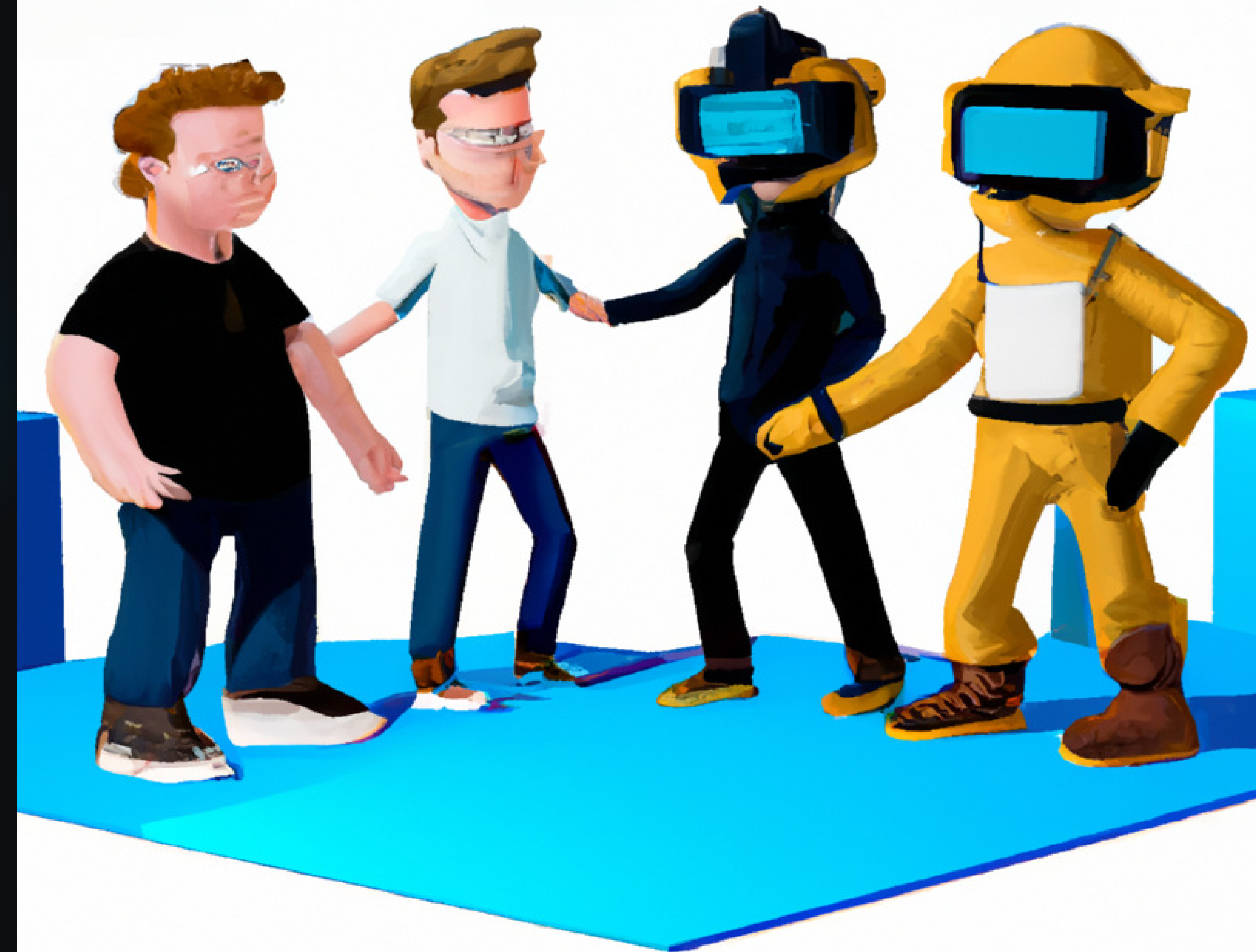
Scan to see a demo video & join our mission to the Astraverse!