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WIPO CONVERSATION ON INTELLECTUAL PROPERTY (IP) AND FRONTIER TECHNOLOGIES

Seventh Session
Geneva, March 29 and 30, 2023

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 – 11.30

**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 video game 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.

- What is the Metaverse? Is it different from online video games, 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

Moderator: Dr. Christina Yan Zhang, Chief Executive Officer, The Metaverse Institute, United Kingdom

Speakers: Mr. Luis Bravo Martins, Chief Marketing Officer, KIT-AR, Portugal

Dr. Recep Erdem Erkul, Chief Executive Officer, Cerebrum Tech, Türkiye

Dr. Jorge Soares, Technical Program Manager, Protocol Labs and Vice-Chair of the IEEE European Public Policy Committee, Andorra

Dr. Chin Chin Sia, Programme Director and Senior Lecturer, Faculty of Business and Law, Taylor's Law School, Malaysia

Mr. QuHarrison Terry, Author of The Metaverse Handbook, United States of America

H.E. Mr. Gabriel Abed, Ambassador, Embassy of Barbados to the United Arab Emirates, Ministry of Foreign Affairs and Foreign Trade, Barbados

¹ Online survey

11.30 – 11.45

Panel 1: Moderated Q&A

11.45 – 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?

Moderator: Ms. Koromone Koroye, Communications and Media Specialist (Africa), Nigeria

Speakers: Mr. Mic Mann, Co-Founder, Africarare, South Africa

Ms. Paula Vargas, Director, Privacy Policy and Engagement LATAM, Meta, Argentina

Ms. Jennyfer Dreyfuss, Attorney, RLTY, France

Mr. Lee Namkyung, Head of Media Intellectualization Research Section, ETRI, Republic of Korea

Mr. Ananth Viraj, Legal Head, Poko, Viet Nam

12.40 – 13.00

Panel 2: Moderated Q&A

13.00 – 15.00

Lunch break

15.00 – 15.20

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.

Mr. Song Hefa, Professor, Institutes of Science and Development, Chinese Academy of Sciences, China

15.20 – 16.20

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?

Moderator: Ms. Micaela Mantegna, Berkman Klein Center at Harvard affiliate, TED Fellow, Argentina

- Speakers: Ms. Nina Jane Patel, Co-Founder, Director of Metaverse Research, Kabuni, United Kingdom
- Mr. Himanshu Goel, Co-Founder and COO, FUTR Studios, India
- Mr. Ehab Mousa, Manager, Digital Transformation Unit, Ministry of Tourism and Antiquities, Egypt
- Ms. Khalid Radwan, Executive Manager, Metatut, Egypt
- Mr. Widi Nugroho, Deputy EVP CX and Digitization Digital Business Technology, PT Telkom, Indonesia
- Mr. Ahsan Imtiaz, Co-Founder and Chief Executive Officer, The Cloud City Metaverse, Pakistan
- Ms. Idiat Shiole, 3D Virtual Designer, Web 3 Startup Founder and XR Advocate, Nigeria

16.20 – 17.40

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
- Patenting and IP for Digital Twins and computer simulations

Moderator: Mr. Konstantinos Georgaras, Chief Executive Officer, Canadian Intellectual Property Office (CIPO), Canada

Speakers: Ms. Raquel Xalabarder Plantada, Chair of Intellectual Property, Professor and Director of the Law and Political Science Department, Universitat Oberta de Catalunya, Spain

Ms. Rasha Al-Ardah, Legal Counsel, Al-Tamimi and Associates Advocates and Legal Consultants, United Arab Emirates

Mr. Mitchell Adams, Senior Lecturer and LLB Course Director, Swinburne Law School, Australia

Mr. Bastian Best, Patent Attorney, BESTPATENT, Germany

Mr. Andres Guadamuz, Reader in Intellectual Property Law, University of Sussex, United Kingdom

Mr. Jean-Marc Deltorn, *Centre d'Études Internationales de la Propriété Intellectuelle (CEIPI)*, France

Mr. Jesse Wensch, Michalsons Law Firm, South Africa

Ms. Patricia Adjei, First Nations Arts and Culture Director, Australia Council for the Arts, Australia

17.40 – 17.50

Panel 4: Moderated Q&A

18.00

Close of Day 1

Thursday, March 30, 2023

10.00 – 10.05 **Opening of Day 2**

10.05 – 10.15 **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?

Ms. Wu Ximei, Professor, Zhengzhou University, China

10.15 – 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 video games. What does the Metaverse mean for video games, are the terms identical? What are the main IP touch points of video games and what can we learn from this for the emerging Metaverse and IP issues? The panel will feature stories from video games 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.

Moderator: Mr. Gaetano Dimita, Senior Lecturer in International Intellectual Property Law, QMUL, United Kingdom

Speakers: Ms. Deborah Papiernik, SVP New Business and Strategic Alliances, Ubisoft, France

Ms. Anna Piechówka, CD PROJEKT RED, Poland

Mr. Delz Erinle, Astraverse by Thrill Digital, Nigeria/United Kingdom

Mr. Gerson Da Silva, Director of Game Design, Ironhide Game Studio, Uruguay

Ms. Nicola Searle, Goldsmiths College, University of London, United Kingdom

Mr. J. Dario Veltani, Attorney, AVOA, Argentina

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.

Moderator: Ms. Sneha Vijayan, Founder, Resolutio, India

Speakers: Mr. Scott A. McKinney, Partner, Wilson Sonsini, United States of America

Mr. Juan Londoño, Policy Analyst, Information Technology and Innovation Foundation, United States of America

Ms. Eleonora Rosati, Professor of Intellectual Property Law, Sweden

Mr. Reinhard Oertli, Partner, MLL Meyerlustenberger Lachenal Froriep, Switzerland

Mr. Ignacio de Castro, Director, IP Disputes and External Relations Division, WIPO Arbitration and Mediation Center, World Intellectual Property Organization (WIPO), Switzerland

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

Keynote Presentation: Realizing the potential of the Metaverse

The keynote 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.

Mr. Amandeep Singh Gill, Secretary-General's Envoy on Technology, Executive Office of the Secretary-General (EOSG), United Nations (UN)

15.15 – 15.30

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.

Ms. Aleksa Mil, DAOLexa, Belgium

² Online survey

15.30 – 17.15

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?

Presenters: H.E. Mr. Abdulla Al Saleh, Undersecretary of Ministry of Economy, United Arab Emirates

Mr. Agung Damarsasongko, Deputy Director for Legal Services, Directorate General of Intellectual Property (DGIP), Indonesia

Mr. Valeriy Frolov, Deputy Head, Federal Service for Intellectual Property (Rospatent), Russian Federation

Mr. Oswald Osaretin Guobadia, Senior Special Assistant on Digital Transformation to the President of Nigeria, Nigeria

Dr. Adamu Shafiu Yauri, mni, Registrar, Nigeria Trademarks Registry, Federal Ministry of Industry, Trade and Investment, Nigeria

Mr. Kim In Gyu, Deputy Director of Trademark Examination Policy Division, Korean Intellectual Property Office (KIPO), Republic of Korea

Ms. Charlotte Neveu, Trademark Expert, Trademark and Design Department, French Patent and Trademark Office (INPI), France

Ms. Park Kyoung-Shin, Member, Expert Committees of Presidential Council on Intellectual Property (PCIP), Republic of Korea

Mr. Pedro Damian Alarcon, Deputy Director of the Divisional Direction of Trademarks, Mexican Institute of Industrial Property, Mexico

Ms. Hala Saad Almaghrabi, Legislations and regulations specialist, Saudi Authority for Intellectual Property (SAIP), Saudi Arabia

Mr. Eid Yahya Alzahrani, Assistant IP Policy Analyst, Saudi Authority for Intellectual Property (SAIP), Saudi Arabia

Ms. Su Dan, Deputy Division Chief, Electricity Examination Department, China National Intellectual Property Administration (CNIPA), China

Mr. Benjamin Tan, Counsellor (Intellectual Property), Permanent Mission of the Republic of Singapore to the World Trade Organization (WTO) and to the World Intellectual Property Organization (WIPO), Singapore

Mr. Tauchi Koji, Director, Multilateral Policy Office, International Policy Division, Japan Patent Office (JPO), Japan

Ms. Lizzie Wilson, Senior IP Attaché, UK Mission to the UN and WTO, United Kingdom

Mr. Guy Robinson, Deputy Director of Strategy, UK IPO, United Kingdom

Mr. Narcisse Djenarbe, Director, African Intellectual Property Organization (OAPI)

Mr. Carlos Luna García, IT Specialist, New Technologies Service, Digital Transformation Department, European Union Intellectual Property Office (EUIPO)

Mr. Valentin Panko, Principal Examiner, Mechanics, Physics and Electrical Engineering Division, Examination Department, Eurasian Patent Office (EAPO)

17.15 – 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.

Interventions: Mr. Patrick Egbunonu, Associate Dean, School of Business, St. Lawrence College, Canada

Mr. Abbas Lightwalla, Acting Director of Global Legal Policy, International Federation of the Phonographic Industry (IFPI), United Kingdom

Mr. Abel Martín Villarejo, Chief Executive Officer, *Artistas Intérpretes, Sociedad de Gestión* (AISGE), Spain

Ms. Mara Mondolfo, Emerging Issues Committee (INTA), Società Italiana Brevetti S.p.A., Italy

Ms. Elizabeth Oyange-Ngando, Copyright Specialist, Copyright Office, Office of the University Librarian, The Aga Khan University, Kenya

Mr. Philippe Rixhon, Chief Executive Officer, Digiciti Networks, Estonia

Ms. Brigitte Vézina, Director of Policy and Open Culture, Creative Commons, Netherlands

Mr. Yoshino Naoki, Leader, Frontier Technology Study team, Japan Intellectual Property Association (JIPA), Japan

Mr. Davidson Oturu, Managing Partner, Nubia Capital, United States of America

17.45 – 18.00

Closing remarks

18.00

Close of Day 2

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