

MVV296K Interactive Entertainment Law

Lecture 5

In-Class Exercise: Intellectual Property Strategy in the Metaverse

Instructions:

1. **Form Groups:**

Break into small groups of 3–4 students, each team will represent an IP consulting firm tasked with creating an IP strategy for this collaborative venture.

2. **Scenario:**

A digital music service provider (**Spotify**) is hosting a live-streamed concert by **TNT** on a global gaming console platform (**Sony PlayStation**) during the interval of an eSports tournament organized by a leading games publisher (**Electronic Arts**) and sponsored by a luxury fashion brand (**Gucci**). **Gucci** is offering both digital and physical merchandise, including:

- Digital fashion items and accessories from their A/W 2024 line
- VIP personalized experiences
- Physical fashion items that fans can obtain by redeeming digital tokens purchased during the digital event

3. **Analyze:**

- Identify all key **IP assets** and their associated rights in this scenario.
- Create an **IP Asset Map** mapping the key IP assets, associated rights, and entities responsible for protecting them.
- Draft an **IP Strategy Memo** addressing how to protect and manage these assets.

4. **Prepare a Short Presentation:**

Each group will prepare a 2–3 minutes summary of their findings.