

# TRADEMARKS IN THE METAVERSE

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Off to new shores – or just old  
wine in new bottles?

7<sup>TH</sup> EUROPEAN INTELLECTUAL PROPERTY FORUM  
27 & 28 APRIL 2023, BERLIN

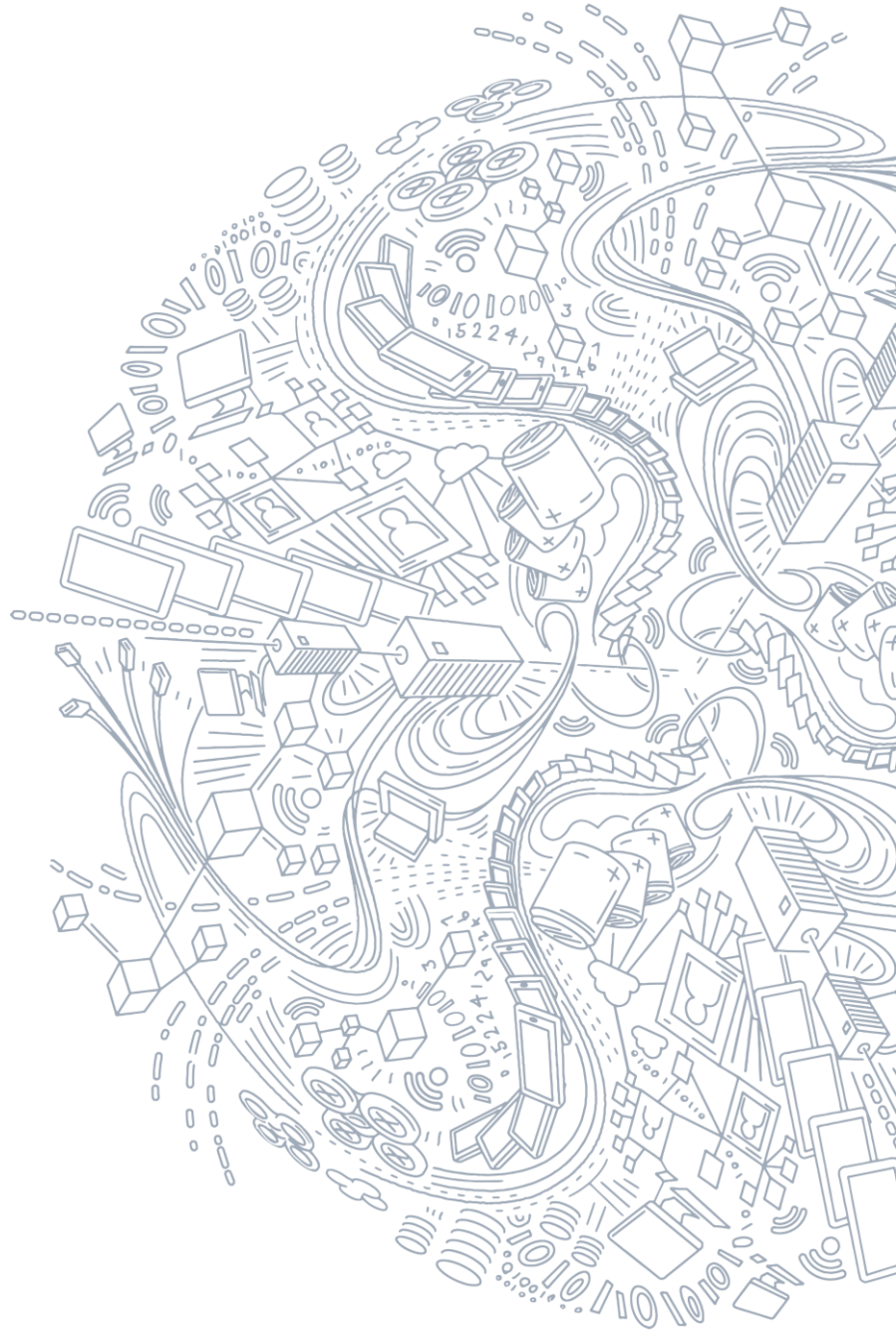
 **ADDLESHAW  
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MORE IMAGINATION **MORE IMPACT**



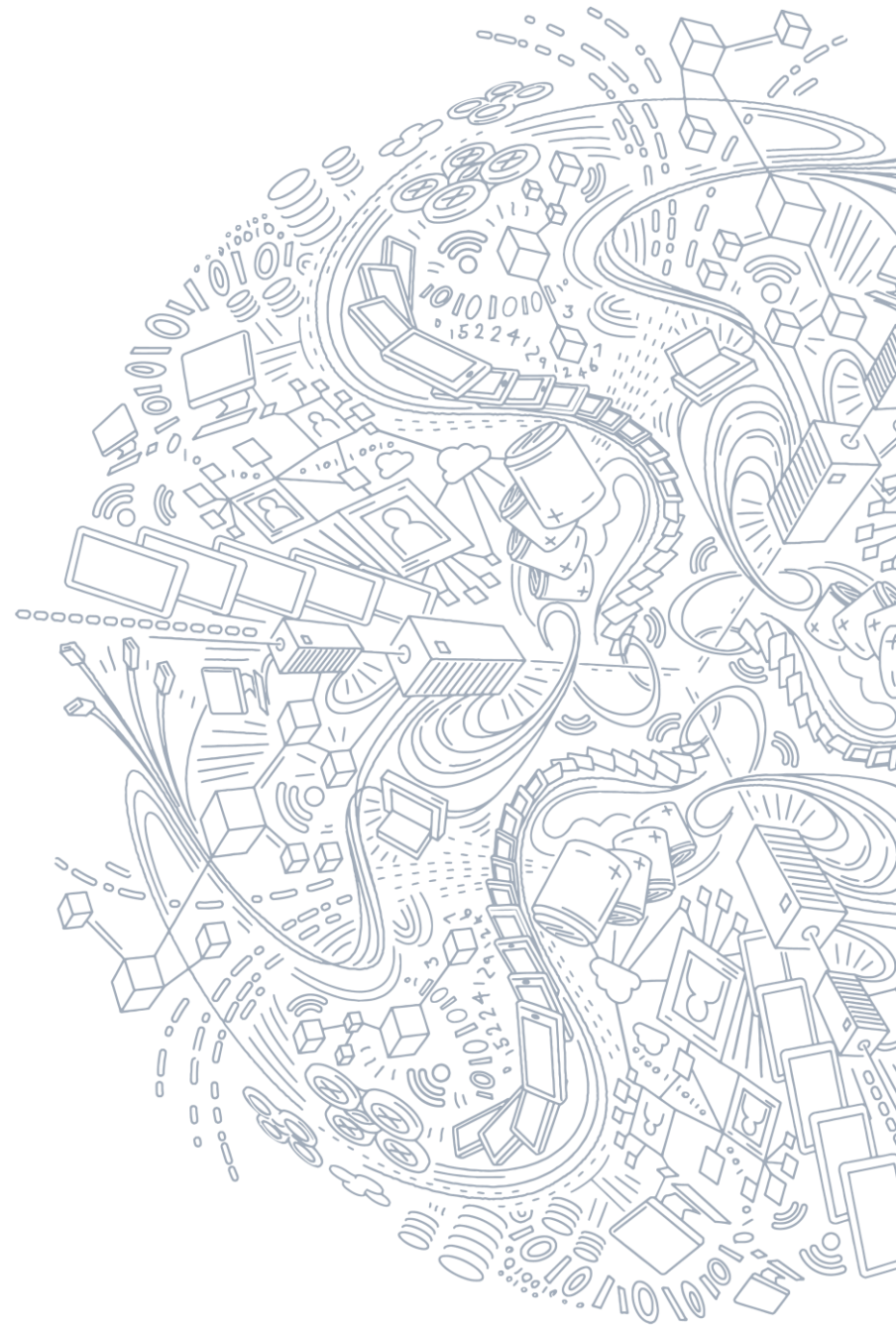
# CURRENT FILING PRACTICE

- The relevant goods and services
- The cases of Gucci and Prada: How to deal with bad faith applications



# INFRINGEMENTS IN THE METAVERSE: THE CASE OF “METABIRKINS”

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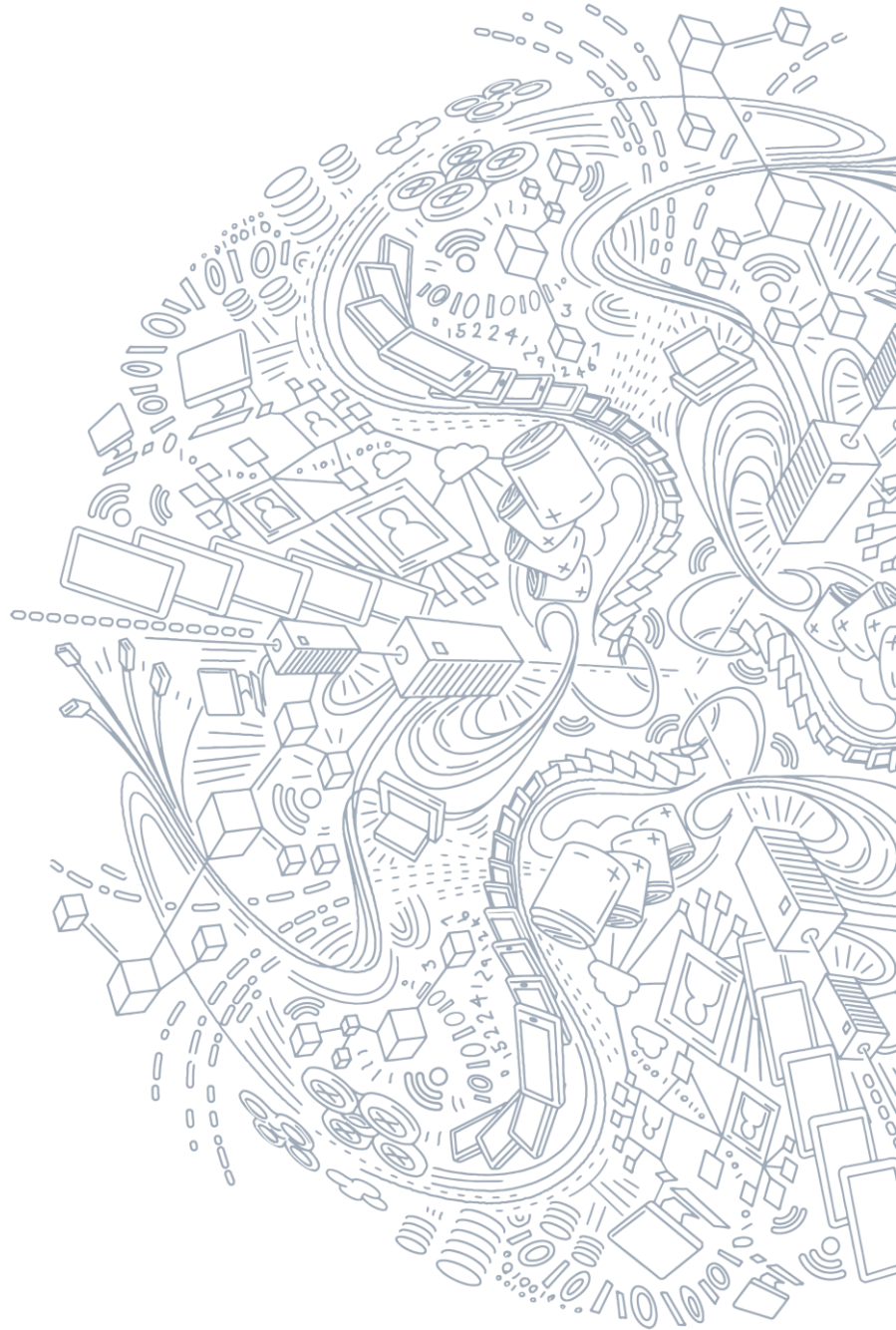




# INFRINGEMENTS IN THE METAVERSE: THE (POTENTIAL) CHALLENGES

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- Exhaustion and NFTs?
- How to trace infringers in a blockchain world?
- Serving legal documents in the metaverse?
- Which courts have jurisdiction in the metaverse?
- How to prove use of trademarks in the metaverse?





**The metaverse is here, and it's not only transforming how we see the world but how we participate in it – from the factory floor to the meeting room**

Satya Nadella, Microsoft



# TRADEMARKS IN THE METAVERSE: OUR TEAM IN GERMANY

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