

Infringement of IP Rights in Augmented and Virtual Reality

Protecting and Monitoring Trademarks, Right of Publicity, Copyrights

Strafford Webinar

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Speaker:

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About:

This CLE webinar will guide counsel on intellectual property infringement issues that arise in augmented reality (AR) and virtual reality (VR). The panel will discuss steps that IP owners can take to monitor and police use of their marks, copyrights and images and what game developers, creators and owners can do to mitigate the risk of infringing on real-world IP rights.

Description

The market for VR and AR technologies is expected to exceed \$200 billion by 2022. GPS navigation and sports telecasts are among the many things that are **enhanced by AR digital content**. VR allows the user to step into a virtual world where he can do things such as tour the world from the comfort of his living room.

Both AR and VR applications can infringe on real-world IP rights. Owners of such rights should be aware of potential infringement and be **monitoring for the use of the IP right** without permission. Does that world tour have permission to feature the architecture or artwork that is being viewed by the user? Is there underlying music? Has permission been granted for that music?

Augmented and virtual worlds raise challenging IP issues for both the holders of the real-world IP rights and creators and developers of the AR and VR content. IP rights holders should be aware of the **potential infringement on their IP rights** in AR and VR. Infringements of intellectual property rights under AR and VR may also give rise to some procedural difficulties, such as the collection of evidence.

Listen as our authoritative panel of IP attorneys examines how the use of protected work in VR and AR infringes on the IP rights of the real-world owners. The panel will discuss the steps that IP owners can take to monitor and police use of their marks, copyrights and images and what game developers, creators and owners can do to mitigate the risk of infringing on real-world IP rights.

Outline

1. Monitoring/policing IP rights used in AR and VR

1. Copyright
 2. Right of publicity
 3. Trademarks
2. Hurdles to protecting IP rights in AR and VR
 3. Liability and what can and cannot be mitigated

[Click here for more information and registration.](#)

Attorneys

James G. Gatto

Practice Areas

Copyrights

Intellectual Property

Trademarks and Trade Dress

Industries

Entertainment, Technology and Advertising