

Intangibles assets in 2025

=

Almost 100 trillion USD

A virtual world is a multiverse
of intangible assets

Where?

Copyrights

Creative works like artwork, writing, music and software

- Music
- Code
- Story
- Characters*
- Art and drawings*
- Website design
- Advertisements
- User interface
- Motion capture
- Voice acting

Trademarks

Words, phrases and images

- Company name
- Company logo*
- Title
- Subtitle
- Identifiable “catchphrases”

Design rights

2D or 3D features, like shape, patterns, lines and colors

- Company logo
- Characters
- Art and drawings
- Website design
- User interface

Patents

Inventions

- Inventive game play or design elements
- Technical innovations such as elements in software, networking or database design
- Hardware technical innovations

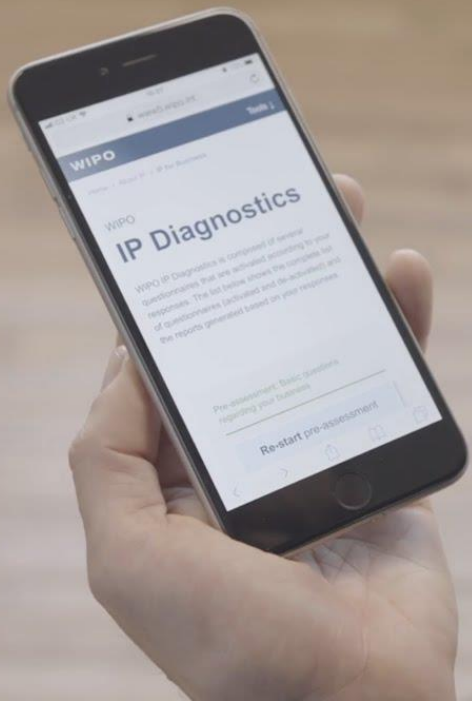
Trade secrets

Confidential information

- Customer lists
- Pricing information
- Contacts
- In-house development tools
- Deal terms

who?

- ⟨ Virtual world developers
- ⟨ Content Creators & Asset Creators/Designers
- ⟨ Brand Owners
- ⟨ Marketers & Advertisers
- ⟨ Users/Players
- ⟨ Investors
- ⟨ Municipal Governments & City Managers creating citiverses



WIPO IP Diagnostics
is a simple,
easy to use tool

AI Infrastructure Interchange (AIII)



WIPO

< wipo.int