

The Next Frontier

28.03.2022 2 min read

Authors

Felipe Palhares

Related areas

Data Privacy and Cybersecurity

Topics

Data Privacy and Cybersecurity

Felipe Palhares Metaverse

Discussion over the Metaverse, its development, and the challenges to be faced in structuring a virtual reality is just beginning. From a legal point of view, as the articles in this e-book observe, there are questions that require reflection and analysis, especially in the areas of data protection, intellectual property and civil liability.

Other technologies have gone (and many are now going) through similar processes, of encountering legal obstacles as they evolve, and creating the fundamental pillars they need to develop in a sustainable way. The Metaverse will inevitably come under the eye of legislators and regulators as it becomes more important and omnipresent in social reality.

If the Metaverse does successfully establish itself, the coming years should see technological evolution and reduced costs in production of the gadgets required for deeper immersion in the Metaverse, such as virtual reality glasses, body sensors and other accessories, making the full experience that this parallel universe can provide available to a broader spectrum of society.

Expanding access will bring even more Metaverse-related business possibilities. Some products and services are already common in the Metaverse, like paid shows, digital art sales, and digital clothing, to name a few. The expectation, however, is that any product or service will be available for purchase in the Metaverse, including physical products, which will then be delivered to the users' residences. Before buying a sofa wouldn't it be great to see, in a hyper-immersive world, how it would look in your living room? Or, when thinking about purchasing a unit in a planned condominium development, being able to visit your future apartment in the Metaverse, rather than just looking at blueprints? The hype behind the Metaverse resides in these enormous possibilities, which will certainly disrupt many of today's business models.

It is too early to imagine all the changes that will occur if the Metaverse becomes everything that many hope it will be. Still, we cannot close our eyes to a reality that has been gaining traction, and simply wait until all these possibilities come into being before thinking about the legal problems they can bring with them.

The Metaverse is the next frontier. We are ready to help you explore the business opportunities opening up in this new environment, with innovative legal solutions designed for a new reality.

>>> This article is part of the e-book "Metalaw: Reflections on Law in the Metaverse".

[Click here to access more articles.](#)

› PROFESSIONALS

Professionals who combine legal insight and market perspective



Felipe Palhares