

# **TRADEMARK IN THE METAVERSE**

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## ECONOMY

Metaverse is a new economy for businesses to capitalise, which means potential new revenue streams



## ADAPTABILITY

Metaverse is easy to adopt by companies that are already involved in digital-related businesses



## POSSIBILITIES

With its endless possibilities, brick-and-mortar businesses can find creative ways to market their products or services in the Metaverse, such as pairing of digital assets with physical goods, or IRL rewards for holders of digital assets, or even creating hangout spaces in the Metaverse



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## EARLY ADVANTAGE

Securing trademark registrations in respect of virtual assets and related services is an easy way to lock in that early advantage in the Metaverse



## LATE ADOPTERS



Late adopters may encounter “trademark theft” in respect of virtual assets and related services, which can be costly to remedy