



## NEWS AND INSIGHTS FROM GAMMA LAW

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Dear \*[FNAME]\*,

While the metaverse may seem like a purely recreational concept to many, it will undoubtedly revolutionize the way we do business as well. In this issue, we explore how companies and other organizations are using the metaverse to improve customer engagement, create new revenue streams, and streamline workflows. We'll also discuss legal concepts that businesses need to understand when entering the metaverse and how they may be able to manage legal risks.

With the demand for digital fashion forecast to hit \$50 billion by the end of the decade, we explore how some Web3 innovations may make designs, logos, and designer brands more vulnerable, while others can strengthen intellectual properties held by fashion businesses. Next, we look at a variety of other industries and use cases that entrepreneurs and brands may exploit to carve out additional niches and revenue streams in the metaverse. These include interactive gaming, virtual real estate, marketing, and more. Finally, DAOs will almost certainly play an important role in the metaverse business environment, though exactly how that will develop is yet to be seen.

It has been a busy month, with national media ramping up coverage of issues and developments in our focus areas. You can read my opinions on several of these developing stories in articles from [EDGE](#), [Vice](#), and [ABC News](#).

Best regards,

David B. Hoppe  
Managing Partner  
Gamma Law

[Gamma Law](#) provides premium legal support to select clients in cutting-edge media/tech business sectors. To discuss how we can support you to achieve your objectives, please [contact us](#).

### YOU SHOULD KNOW



**CASE CLOTHED: GUARDING FASHION DESIGNERS' INTELLECTUAL PROPERTY**

Fashion brands invest significant time, money, and effort into creating unique designs, logos, and other intellectual property. While Web3 technologies aid in these endeavors, they also can be used to steal and replicate this IP online. [Read more](#)



**VIRTUAL GOODS; REAL PROFITS: MONETIZING THE METAVERSE**

Metaverse-based business models give rise to unique legal and regulatory considerations. Our blog provides reviews some of the leading business models and the privacy, intellectual property protection, and other hurdles metaverse businesses must overcome. [Read more](#).



**LEGAL STRUCTURE AND ADVANTAGES OF DAOs IN THE METAVERSE**

Setting up a DAO in the metaverse delivers a range of benefits. Our blog shows how to reap the advantages with an equitable, transparent governance structure, legally binding smart contracts, and rigorous fraud protections. [Read more](#).

### IN THE NEWS

- [Powell on crypto risks: We see turmoil, fraud and lack of transparency](#) - CNBC
- [Virtual try-on is being hit by class actions. Should brands worry?](#) - Vogue Business
- [2023 will be the year that blockchain games deliver quality and fun](#) | Polygon - VentureBeat
- [DAO gets legal recognition in the US as Utah DAO Act passes](#) - CoinTelegraph
- [U.S. Lawmakers to Reintroduce Crypto Tax Reform Bill: Report](#) - CoinDesk
- [The Quiet Corner of Web3 That Means Business](#) - Sloan Management Review
- [U.S. agencies look to existing rules for crypto, Web3 regulation](#) - TechTarget
- [Don't fall for the hype, AI tech is not currently compatible with blockchain](#) - Andre Cronje - Kitco
- [Despite Troubles, Private Money is Flowing into Web3](#) - FINSMES
- [Big Brands Must Be 'as Crypto-Native as Possible' Entering NFT Space: Gmoney](#) - Decrypt

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**GDC GAME DEVELOPERS CONFERENCE**

San Francisco, March 20-24

David will be mingling with artists, programmers, producers, designers, and business leaders to discuss the legal issues that will shape the industry's future. [Register here](#)



**BEVERLY HILLS BAR ASSOCIATION**

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Online, March 28

David will participate in a panel as part of the Beverly Hills Bar Association's continuing education program. The discussion begins at 12:30 pm Pacific Time. [Register here](#).




**GameConnection**

**THE DEAL MAKING EVENT**

**GAME CONNECTION AMERICA 2023**

San Francisco, March 20-21

David will attend the international networking event for developers, publishers, distributors, and service providers in the gaming industry. [Register here](#).




**GamesBeat SUMMIT**

May 22-23, 2023

**GAMESBEAT SUMMIT 2023**

Santa Monica, CA May 22-23

GamesBeat Summit brings together the brightest minds within the gaming industry to share updates and opinions on the future of gaming. [Register here](#)



**HAVE DAVID SPEAK AT YOUR EVENT**

Gamma Law's founding partner, David B. Hoppe, speaks and writes frequently about legal topics in emerging technologies and entertainment in the US and Japan. If you'd like David to speak at your event, please [contact us](#).

*Gamma Law is a San Francisco-based firm supporting select clients in cutting-edge business sectors. We provide our clients with the support required to succeed in complex and dynamic business environments, push the boundaries of innovation, and achieve their business objectives, both in the U.S. and internationally. Contact us today to discuss your business needs.*

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