



NEWS AND INSIGHTS FROM GAMMA LAW

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Dear *[FNAME]*,

Web3 technologies continue to capture the headlines. With almost dizzying speed, public opinion has swung from amazement at the capabilities of generative AI to fear about where it might all lead, and now there seems to be a consensus that development should be "paused" – which has some appeal, though realistically it's not clear what we're going to resolve during the "pause," or if it's even possible to stop the momentum that's developed. Meanwhile, an increasing number of companies are focused on the development of the metaverse, both the infrastructure and the experience, and immersive technologies and content continue to regain momentum.

Our April newsletter addresses some of the most intriguing aspects of AI and the metaverse, the opportunities they present, and the potential criminal and civil liabilities involved. First, we look at how pop culture icons can deploy metaverse technologies to create unforgettable fan experiences and new revenue streams. Our other two articles take us on a deep dive into very real legal challenges facing the use of AI. By its nature, AI continually learns from its users and its programmers, adapting its responses to their beliefs and preferences. Web2 has already demonstrated some of the negative impacts of algorithmically-moderated content generation, such as artificial social polarization, narrowing of perspectives, and the discouragement of intellectual exploration. Concerns about adding AI to the mix seem entirely well-founded.

We also discuss challenges relating to metaverse avatars. As avatars begin to function as personal representatives in metaverse business and personal interactions, it's inevitable that bad actors will see the opportunity to hide behind these alternate personas. For humankind to realize the metaverse's full potential, we must figure out how to manage new opportunities for criminal and antisocial behavior.

Finally, I wish to thank the Beverly Hills Bar Association for the opportunity to participate in a pair of panel discussions last month, "Esports and Copyright" and "AI and Copyright." It's also a privilege also to be published in the [Blockchain Gaming Alliance's magazine](#) (flip to p. 11) set for distribution at NFT.NYC and Consensus in Austin. And speaking of Consensus, if you're attending, please consider joining my presentation on Wednesday afternoon, "[A Lawyer's Guide to the Metaverse](#)."

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

FANNING THE FLAMES & INFLAMING FANS IN THE METAVERSE

The metaverse connects fans with their favorite musicians, movie stars, and athletes in ways that were not previously possible. Here's a look at how companies and cultural icons leverage Web3 fan engagement. [Read more.](#)

FIGHTING WORDS: CAN CHATBOTS TALK THEIR WAY INTO COURT?

Who should get credit for AI-generated content? And who should take the blame if things go sideways? If ChatGPT creates defamatory, libelous, or slanderous speech, who will be held accountable? [Read more.](#)

IS AN AVATAR-BASED METAVERSE AN OPEN DOOR TO LITIGATION?

Businesses can benefit by using digital avatars as part of their brand identity and for delivering a more personal user experience to their customers. However, avatar use comes with caveats and a range of legal issues. [Read more.](#)

IN THE NEWS

- [AI Sports Commentary is Coming, Even to the Masters](#) - Sportico
- [Apple's Tim Cook still believes in the metaverse](#) - Innovation Origins
- [Artificial Intelligence: 3 Things Travel Executives Should Know Now](#) - Skift
- [Saudi Arabia Pumps \\$38 billion Into Video Games](#) - Motley Fool
- [Justice Department settles with video game publisher over esports salaries](#) - Courthouse News Service
- [Blockchain In Gaming: Decentralised Marketplaces Drive Innovation, Revenue Streams](#) - India Times
- [The Future of E-Commerce is in 3D, Web3 and AI](#) - Sourcing Journal
- [Digital simulations open up real-world possibilities](#) - MIT Technology Review
- [Esports Teams Unionize Amid a Collapsing Market](#) - Game Crate
- [Mind-Controlled Robots: New Graphene Sensors Are Turning Science Fiction Into Reality](#) - SciTechDaily

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COINDESK CONSENSUS

Austin, TX, April 26-28

David's discussion of game developers, platform hosts, and other metaverse businesses' rights and responsibilities is scheduled for April 26 at 2:15 Pacific Time. [Register here.](#)

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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