

“Must Worlds Collide?”  
Real and Virtual Property Worlds

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GikII

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# Overview



- Introduction
- A tale of many spaces
- Explore
  - problems and solutions
  - old and new
  - information, power and property
  - regulation and its limits

# A wee story



- One day in Power Ranger Land, the green Power Ranger decided to go away surfing in the far north of Scotland. He went with his friend Hamish, Bob the Man in the Moon, and the people from the UFO. Everyone was very surprised when they all had the same O'NEILL wetsuit, each bought from their local reputable specialist retailer. It turned out they had all seen it, or something that looks like it, on the Fifthlife beach (except Bob who hated computers and had seen it in a lunar surf magazine). Hamish said his Mum thought someone might not be too happy – the local O'NEILL rep agreed as O'NEILL only do real waves.

# In the olden days



“Problem”	“Solution”
Geography	Paris, Berne, TRIPS
Internet/WWW	Judicial activism, e-commerce/digital media legislation, ICANN, WSIS
Virtual communities/MMORPGs	EULAs, virtual norms, user pressure

# In brave new “world”



- Boundaries dissolved
  - national, virtual, planetary, imaginary
  - if you want them to
- And not everything dissolves..
  - property
  - brand power
  - human/corporate nature
- **Collision(s)?**

# What is the problem

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- “Trade marks”
- Different trade marks
- Different reputations
- Different spaces

# Potential solution - 1



- Central system “Pan Universal Grant of Intellectual Property”
  - “PUGIP”
  - Pan Universal Portfolio “PUPs”
  - cf EPO
- Old problems remain
- Compulsory?
- Proper basis for PUGIP’s formation by members
  - Sovereignty
  - Cutting the ties

# Potential solution - 2



- Unitary system of grant
  - Pan Universal Rights Regulator “PURR”
  - “PURE”
  - cf CPC, Community Design and CTM
  - Basis for establishment?
- Would everyone want/need to play
  - cost cf “PUPs” (and prePUPs)
  - Bob and his computers....

# Conclusions



- There are parallel spaces within real world
- IP bridges these
- Real world IP can sometimes be infringed by virtual world conduct
- Virtual worlds can avoid IP but not its problems
- New regulatory mechanisms can be created
- But will still be collisions

# THE END



- And the green Power Ranger, Hamish, Bob and the UFO people all went for an ice cream. They all recognised and wanted a CORNETTO. Oh dear.