



18th Annual Congress of Intellectual Property: Metaverse, Digital Economy and Law – Schedule and Programme

Date: August 11 and 12, 2022

Place: Externado University of Colombia – Room D-604

*The Congress' official language will be Spanish. Simultaneous translation to English will be available.

7:30 AM – 8:00 AM – **Registration**

8:00 AM – 8:15 AM – **Opening** (Dr. Hernando Parra, Dr. Emilssen González, Dr. Ernesto Rengifo)

August 11

1. General Aspects of the Metaverse (8:15 AM – 9:15 AM)

- a. **Concept, History, and Applications of the Metaverse** (Dr. Juan Manuel Escobar – President of the Colombian Association of Immersive, Interactive and Emerging Technologies)
- b. **Political, Social, and Economic Impacts of the Metaverse** (Dra. Carmen Ligia Valderrama – Minister of Information and Communication Technologies of Colombia)
- c. **Innovation, Metaverse, and Law** (Dr. José Luis Londoño – Policy Development Director of the International Trademark Association)

15 minutes – Questions and Comments

2. Trademarks on the Web 3.0 (9:30 AM – 10:30 AM)

- a. **Challenges for Trademark Protection in the Metaverse (Non-Traditional Trademarks (Fluid and Movement Trademarks), New Types of Products and Services, Notoriety in a Digital Environment)** (Dra. Juanita Acosta – Partner at Dentons Cárdenas & Cárdenas)
- b. **Trademark Licensing in the Metaverse** (Dr. Manuel Guerrero – Lecturer and Researcher at Externado University of Colombia)



- c. **Evidence of Use of Trademarks in Virtual Reality and Augmented Reality Environments** (Dra. Maria José Lamus – Superintendent Delegate for Industrial Property)

15 min – Questions and Comments

Coffee Break (10:45 AM – 11:05 AM)

3. LEGAL AND BUSINESS TRANSACTIONS IN THE METAVERSE (11:05 AM – 12:05 AM)

- a. **Supply Contracts of Digital Goods and Services** (Dr. Ernesto Rengifo – Director of the Department of Intellectual Property of the Externado University of Colombia)
- b. **Legal Issues About the Use of Cryptocurrencies and NFTs in Transactions in the Metaverse** (Dr. Jorge Ramírez – Senior Associate at CMS Rodríguez – Azuero)
- c. **Valuation of NFTs** (Dr. Luis Carlos Pombo - Lecturer and Researcher at Externado University of Colombia)

15 min – Questions and Comments

4. PATENTS IN THE CONTEXT OF THE INTEGRATION BETWEEN THE DIGITAL ECONOMY AND PHYSICAL SPACES (12:20 PM – 1:20 PM)

- a. **Patentability of Inventions Related to Virtual Reality and Augmented Reality** (Dr. Carlos Conde - Lecturer and Researcher at Externado University of Colombia)
- b. **Standardization in the Metaverse, Patent Contracts, and Risk Management** (Dra. Luisa Herrera - Lecturer and Researcher at Externado University of Colombia)
- c. **Patent Infringement in the Metaverse** (Dr. Karl W. Mutter – Partner at CMS Rodríguez – Azuero)

15 min – Questions and Comments

August 12

5. COMPETITION LAW AND UNIVERSAL DIGITAL WORLDS (8:00 AM – 9:00 AM)

- a. **Anticompetitive Sales Practices (Tied Sales and Anticompetitive Prices) of Virtual Reality and Augmented Reality Devices** (Dr. Carlos Perilla – Legal Consultant on Competition Law)



- b. **Collusion Practices Between Digital Platforms** (Dra. Lina Díaz – Associate Lawyer at Cavelier Abogados)
- c. **Compatibility of Algorithmic Transparency with Competition Law and Intellectual Property Law** (Dr. Juan David Gutiérrez – Associate Lecturer at the Faculty of International, Political and Urban Studies of the Rosario University)

15 min – Questions and Comments

6. CONFLICT OF LAWS AND THE METAVERSE (9:15 AM – 10:15 AM)

- a. **Applicable Law and Jurisdiction to Cross-Border Digital Services** (Dr. Daniel Peña - Lecturer and Researcher at Externado University of Colombia)
- b. **Applicable Law and Forum to Personal Data Treatment by Decentralized Digital Platforms** (Dr. Nelson Remolina – Associate Lecturer at the Faculty of Law of Los Andes University)
- c. **Applicable Law and Forum to Intellectual Property Infringement in the Metaverse** (Dr. Diego Acosta - Lecturer and Researcher at Externado University of Colombia)

15 min – Questions and Comments

Coffee Break (10:30 AM – 10:50 AM)

7. PROTECTION OF CREATIVE INDUSTRIES IN THE METAVERSE (10:50 AM – 11:50 AM)

- a. **Fashion Protection in The Metaverse Through Industrial Property** (Dra. Brenda Salas - Lecturer and Researcher at Externado University of Colombia)
- b. **Incorporation of Copyrights in NFTs** (Dr. Diego Guzmán - Lecturer and Researcher at Externado University of Colombia)
- c. **Videogames in the Metaverse and Implications in Copyright Law** (Dr. Wilson Ríos – Lecturer at the Externado University of Colombia)

15 min – Questions and Comments

8. DIGITAL MULTIVERSES FROM THE PERSPECTIVES OF SOCIOLOGY, EDUCATION, AND COMMUNICATION SCIENCES (12:05 PM – 1:05 PM)



- a. **Sociology of the Metaverse** (Dr. Gerardo Muñoz - Lecturer at the Externado University of Colombia)

- b. **A Look at The Metaverse from The Communication Sciences** (Dr. Santiago Wiesner - Lecturer at the Externado University of Colombia)

- c. **Challenges and Opportunities for Education in the Metaverse Environment** (Dr. Wei Maa Hung - Lecturer at the Externado University of Colombia)

15 min – Questions, Comments and Closing

**The Department of Intellectual Property of the Externado University of Colombia reserves the right to modify the schedule and programme of the event as it considers necessary for the convenient realization of the XVIII Annual Congress of Intellectual Property: Metaverse, Digital Economy, and Law.*