

Law and Regulation of Virtual Worlds

Seminar

Wednesday 25 June 2008, 4–6.30 pm

Monash Centre for Regulatory Studies
Monash University Law Chambers
472 Bourke Street Melbourne

Key Speakers

Gary Hayes, Director LAMP @ AFTRS and Head of Virtual World Development, TPF

Dan Hunter, New York Law School, Melbourne University Law

Melissa deZwart, Senior Lecturer, Monash Law

David Lindsay, Senior Lecturer, Monash Law



Businesses, and communities of users are increasingly operating in virtual worlds, such as Second Life. But doing business in virtual worlds raises many complex, novel legal issues. Already, potentially landmark cases have come before US courts. This seminar features well-known experts and legal academics in this rapidly-emerging area. It will be an indispensable introduction to virtual worlds, as well as an overview and analysis of significant legal issues.

Speaker profiles

Gary Hayes is the Director of the Australian Laboratory for Advanced Media Production (LAMP), which is run through the Australian Film, TV and Radio School (AFTRS), based in Sydney. LAMP is rapidly emerging as Australia's pre-eminent media R&D and production lab. Through AFTRS, he runs workshops in multi-user virtual environments (MUVE), exploring the potential of shared social online virtual spaces for collaborative production, creativity and education. Gary is also Head of Virtual Worlds with the UK-based Project Factory. In this capacity, he has produced and built both the Telstra and ABC Second Life presences, and is currently building and devising other commercial and game-like services for virtual worlds. From 1995-2004, as a Senior Producer and Development Manager for the BBC in London, Gary led the BBC's development of the internet, interactive TV and emerging platforms. As a published music producer, composer and performer, he has had over 200 works performed live and on TV, film and radio. Gary has been an International Interactive Emmy juror for the past two years.

Dan Hunter is an expert in cyberspace and internet law, and artificial intelligence and cognitive science models of law. He holds a chair in law at the University of Melbourne, and will join the New York Law School faculty permanently in mid-2008. Dan regularly publishes on issues dealing with the intersection of computers and the law, including papers dealing with the regulation of virtual worlds and high technology aspects of intellectual property. He was one of the first scholars to examine the social significance of virtual worlds, co-founded the scholarly blog *Terra Nova* (terranova.blogs.com), and ran the 2006 *State of Play/Terra Nova Conference* at New York Law School, and the 2007 *State of Play Conference* in Singapore. Dan holds a PhD from the University of Cambridge on the nature of legal reasoning. He was a tenured faculty member at the Wharton School, University of Pennsylvania, from 2000-2007, where he continues to teach as an adjunct faculty member. Prior to joining Wharton he taught on the law faculty at Cambridge University in England.

Melissa deZwart is a Senior Lecturer and Director of Teaching in the Faculty of Law at Monash University, where she teaches Cyberlaw,

Law of the Internet, Intellectual Property and the Internet, and Introduction to Legal Reasoning. Melissa is an expert in cyberlaw, e-commerce law, information technology law, technology contracts and copyright law, and is widely-published in these areas. She is the co-ordinator of a Monash Arts/Law grant researching the law and regulation of virtual worlds, and has been instrumental in establishing the Monash presence in Second Life. In 2008, Melissa will introduce the graduate subject, Law of Virtual Worlds. Melissa has a PhD from Monash on the intersection of copyright and contract in the digital environment. Prior to joining the law faculty, she was the Legal Manager at CSIRO.

David Lindsay is a Senior Lecturer in the Faculty of Law at Monash University teaching Intellectual Property Law, Copyright, Law of the Internet, Communications Law & Regulation and Trusts. He is the author of many articles and reports in the areas of intellectual property law, internet law, communications law and privacy law, and a well-known speaker on these areas. David is a contributing author for *Copyright and Designs* (Butterworths, Sydney, 1996-) and the author of *International Domain Name Law: ICANN and the UDRP* (Hart Publishing, Oxford, 2007).

Program

4 pm	Welcome
4.10 pm	The Sex, the Violence and the Dirty Money: The Truth about Social Virtual Worlds Gary Hayes
4.40 pm	Property, Intellectual Property and Virtual Worlds: What Do Virtual Worlds Tell Us About Property? Dan Hunter
5.10 pm	Beyond the Terms of Service: Legal Issues in Regulating Virtual Worlds Melissa deZwart
5.40 pm	Copyright Protection of Buildings and Artistic Works in Virtual Worlds: Comparative Legal Analysis David Lindsay
6.10 pm	Questions & Discussion
6.30 pm	Refreshments

Registration Form – use as a tax invoice

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Monash Centre for Regulatory Studies,
Faculty of Law, Building 12,
Monash University, VIC 3800

Registrations close on Wednesday 18 June 2008

For further information please contact: Meli Voursoukis (03) 9905 4135