



USPTO OPIA Design Forum

May 7, 2025

USPTO Guideline

Something (1) with a Something (2)

- Display screen
 - Display panel
 - Computer screen
 - (or portion thereof)
- Icon
 - Graphical User Interface
 - integral and active component in the operation of a computer
 - *Mere display of a picture on a screen will not be accepted*

<https://www.uspto.gov/sites/default/files/documents/2023-25473.pdf>

What about protecting Virtual Goods?

Consumers spend around \$50 billion USD on gaming loot boxes and skins



<https://headstuff.org/entertainment/gaming/it-costs-how-much-unraveling-the-economics-of-gaming-skins/>

What about protecting Virtual Goods?

- AND for metaverse and other applications
- 10 "impossible" virtual furniture pieces sold for \$450,000 at auction



- Chair on right went tangible – sells for \$27K and is now in Barcelona museum

<https://www.dezeen.com/2021/02/23/andres-reisinger-the-shipping-digital-furniture-auction/>

What about protecting NFT?

- Separately salable and authenticated products
- CryptoPunks Total value of all sales (lifetime) over \$3B
- Solare – Player cards selling for more than \$20K



#5822

8KΞ (\$23.7M)

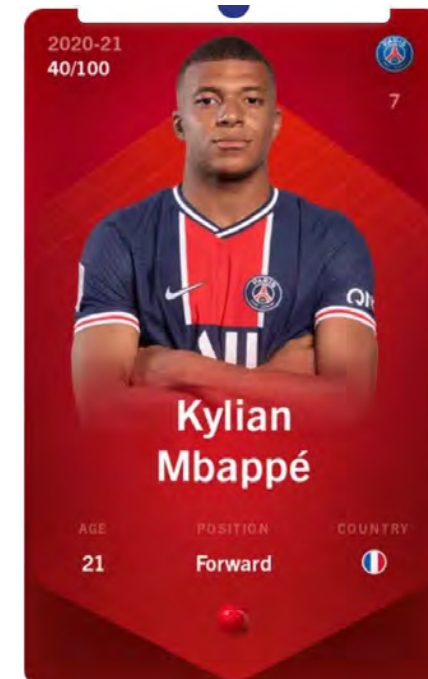
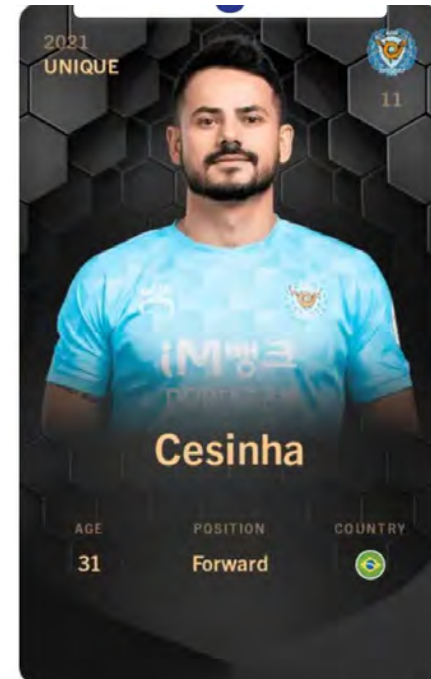
Feb 12, 2022



#7804

4.85KΞ (\$16.42M)

Mar 20, 2024



<https://cryptopunks.app/> AND <https://sorare.com/>

What about protecting NFT?

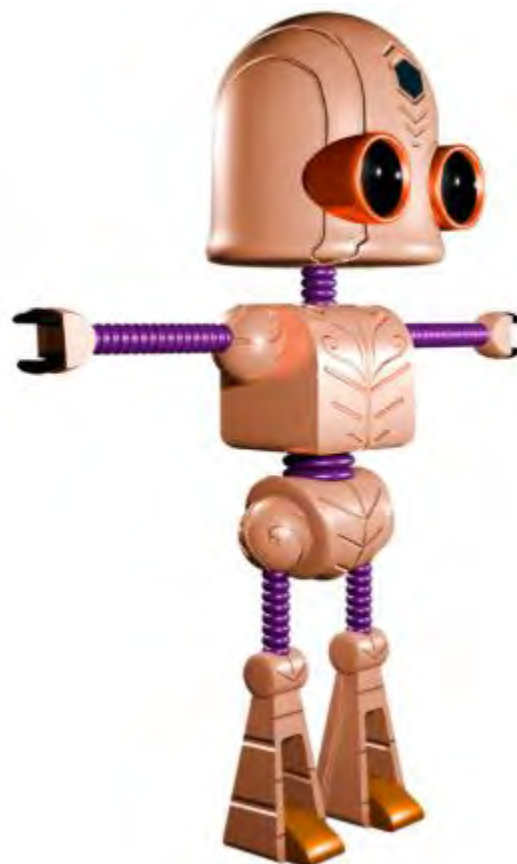
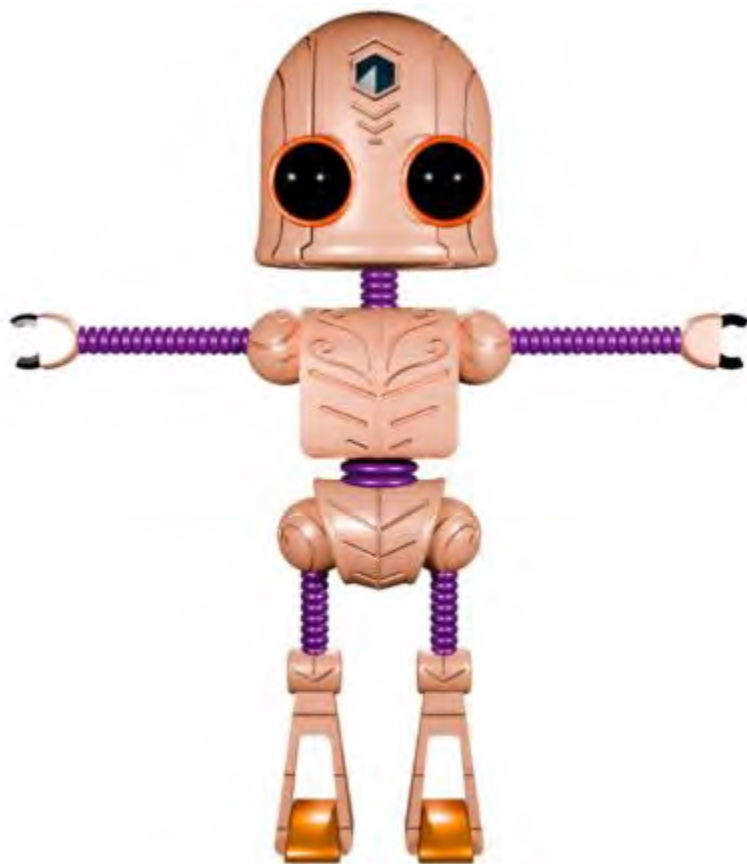
- Creative exchange value
- Owner of NFT can redeem the digital asset for the physical one. (1800 Tequila and Hennessy cognac)
- NFT sneaker drops can be redeemed for physical copies of their digital counterparts



<https://blockbar.com/how-it-works> AND <https://www.nicekicks.com/jeff-staple-rtfkt-studios-meta-pigeon-nft-physical-sneakers/>

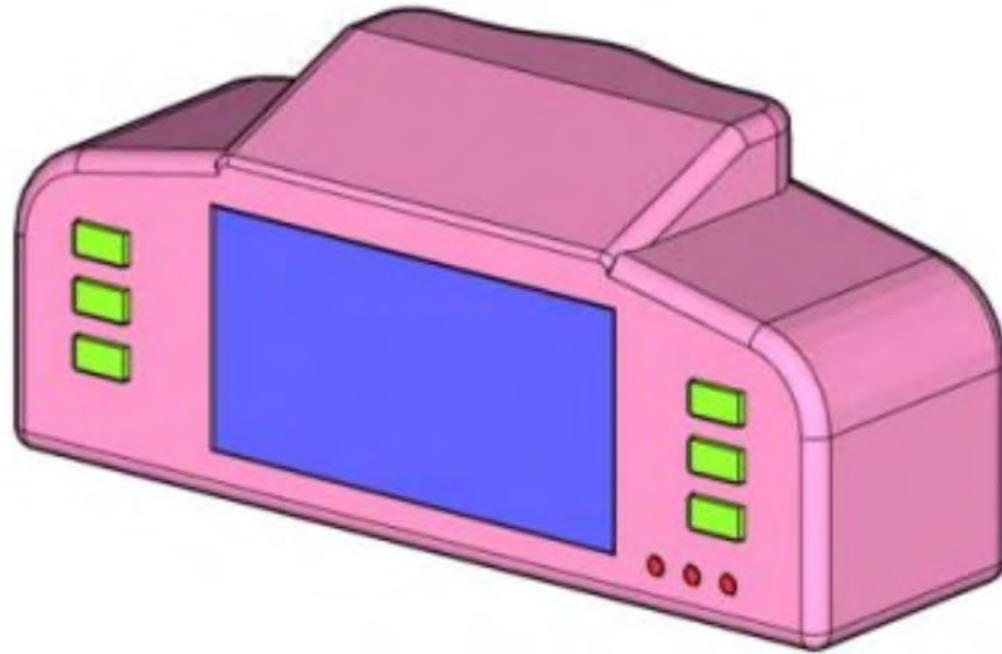
EU Design No. 015082730-0001

Animated Characters



India Reg. No. 419266-001

Device for image analysis in virtual environment



CN Reg. No. 307942043
Person Model (OV AVATAR 02).

The purposes of present
design product: for
animation, virtual
community, the model or
doll played.



CN Reg. No. 308420051
Virtual avatar of the
intelligent voice assistant
in the central control
program of the in-vehicle
computers.

