

Investigating and Analyzing the Legal Challenges of Avatars in The Metaverse Ecosystem

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Metaverses are immersive three-dimensional virtual worlds in which people interact as avatars with each other and with software agents, using the metaphor of the real world but without its physical limitations. It is argued that not regulating avatars in the metaverse can have serious ramifications as the very structure of cyberspace permits a separation between a person's real identity and their virtual one. While cyberspace is often regarded as more real than real life, harms committed in cyberspace are often dismissed as not really real, as they are by their nature not physical, bodily harms, but has real-life consequences ranging from psychological trauma to financial fraud, defamation and identity theft. Therefore, in this article, after defining the metaverse, avatar, metaverse ecosystem and the importance of avatar in this ecosystem, we will examine the types of damage that an avatar can cause in the metaverse and potentially lead to the expansion of the real world, analyze the legal challenges of avatars and We analyze and finally review the approaches of laws and regulations to overcome the existing challenges.

Keywords: Metaverse, Metaverse ecosystem, Avatar, Legal challenge, Approach, Companies' rights

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