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# Gleiss Lutz Among First European Firms to Step Into Metaverse



by **URECOMM NEWS** — July 13, 2022 in [Metaverse](#)





German heavyweight law firm Gleiss Lutz has become among the first major law firms to set foot in the 'metaverse'—a developing 3D world billed as the latest development in online social networking.

The metaverse, a decentralised network of 3D virtual worlds which people can enter through various mediums from a web browser to VR, has seen drawn major interest from tech luminaries including Facebook's founder Mark Zuckerberg, who has heavily invested in it.

Believing that the development presents an opportunity for law firms, Gleiss follows U.S. firms such as Pond Lehocky Giordano, Benesch, and Arent Fox into the the newfangled virtual space. According to the firm's announcement, the metaverse can offer companies a wealth of exciting opportunities but also "a range of highly complex legal issues, especially given that this virtual space is still largely unregulated."

"We not only provide clients with comprehensive advice on these legal issues, but can now do so from our new office inside the metaverse," the firm added.

Further, the new metaverse office will be leveraged to strengthen thought leadership on key issues such as legal tech, digital future and ESG.

The virtual office's target group includes "well-known domestic and foreign companies that are already active in the metaverse and Web3 context, or are considering steps towards becoming engaged," a spokesperson said. "But we are also targeting start-ups and investors as well as progressive medium-sized companies.

The firm's presence on the digital frontier will be headed up by Professor Eric Wagner, who jointly heads the firm's legal tech department and will be the resident partner at the virtual office.

A brief foray into the virtual Gleiss Lutz office in "Decentraland" demonstrated that it serves primarily as a means to offer links to its website, Instagram profile and selected media content.

"Advice by Gleiss Lutz lawyers' avatars is a possibility the firm intends to activate once it becomes a pervasive client need," a spokesperson said.

"This is not the case as yet, for a number of technical and regulatory reasons. However, we are closely monitoring any further developments. Depending on the further development and our clients' needs, much more activities and exchange will be done on the metaverse."