

For: Giving Legal Personalities to Avatars

Group A

Legal personality definition

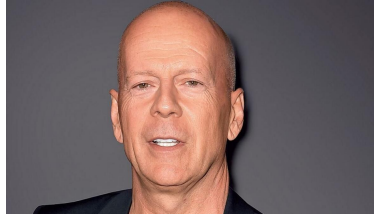
VTuber/Avatar

- Freedom to explore who they are (and protect their image through IP laws)
- Avatars can be held accountable for what they say and indie VTubers (not just large VTuber companies like Hololive and Nijisanji) can also protect their branding (parasocial responsibility for the community)
- Gives liability to avatars if they ever cause harm or engage in illegal activities
- Privacy rights, which would provide distinct delineation between avatar and user

Defamation and Slander

- In March 2022, a creator who worked as a virtual YouTuber filed a lawsuit against the internet service provider, claiming that hateful and accusatory comments have caused defamation for her and her avatar.
- However, the internet service provider argued that the comments did not defame the creator because the creator and the avatar are different beings.
- Comments and posts aiming to defame and slander the character should be treated as such
- The intention is important to consider - did the commenter aim to defame the creator or the character?

Personality Copyright



Deepfake:

Deepfakes are Avatars based on a real human being, so giving legal personalities to deepfaked avatars should be the same concept as legal personalities as real human beings.

- Bruce Willis - the first celebrity to sell his own Deepfake copyright

Personality preservation for the masses :

A creative method/medium that can help bring closures or help others heal without bringing emotional toil to one person