World Journal of Future Technologies in Computer Science and Engineering (WJFTCSE)
ISSN (Online): request pending
Volume-2 Issue-2 || Apr- Jun 2026 || PP. 37-47 https://wjftcse.org/

Blockchain-Based Licensing of Metaverse-Generated Digital Assets

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www.wjftcse.org || **Vol. 2 No. 2 (2026): May Issue**

Date of Submission: 27-04-2026	**Date of Acceptance:** 30-02-2026	**Date of Publication: 05-**05-2026

Abstract

The advent of immersive virtual environments—collectively referred to as the metaverse—has catalyzed new forms of digital creativity, commerce, and social interaction. As creators continuously generate unique digital assets ranging from avatar skins and virtual real estate to interactive experiences, the need for robust licensing mechanisms that codify ownership, usage rights, and royalty distributions has become imperative. Traditional centralized licensing systems suffer from single points of failure, opaque transaction histories, and limited interoperability across platforms. In contrast, blockchain technology offers decentralized, tamper-resistant ledgers and programmable smart contracts, making it an ideal foundation for next-generation licensing frameworks. This manuscript introduces the Metaverse Licensing Layer (MLL), a comprehensive architecture that extends established non-fungible token (NFT) standards to embed detailed licensing metadata, integrates decentralized storage solutions for off-chain asset management, and provides cross-platform interoperability through standardized metadata schemas and RESTful gateways. We detail a prototype implementation on a private Ethereum consortium network, leveraging ERC-721 tokens with extended metadata fields, IPFS for decentralized asset storage, and a Node.js interoperability gateway. Performance benchmarks reveal an average throughput of 50 transactions per second for license issuance and 48 TPS for transfers, with end-to-end gas costs averaging 0.020 ETH per operation. A user study involving 45 content creators and 60 consumers demonstrates high trustworthiness ratings (mean = 4.7/5) and strong usability scores (mean = 4.4/5) compared to centralized licensing alternatives.

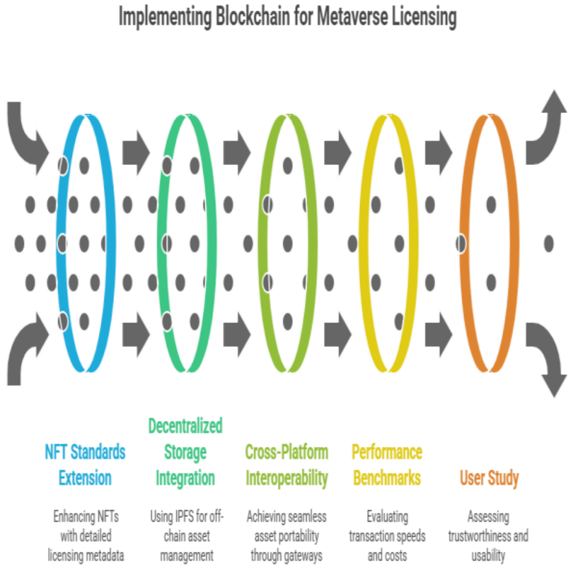

Figure-1.Implementing Blockchain for Metaverse Licensing

KEYWORDS

Blockchain, Metaverse, Digital Assets, Licensing, Non-Fungible Token, Smart Contract

INTRODUCTION

The concept of the metaverse—an interconnected network of persistent, shared, three-dimensional virtual spaces—has transitioned from speculative fiction to nascent reality, driven by advances in real-time rendering, network bandwidth, and user interface technologies. In these virtual worlds, users not only socialize and collaborate but also design, buy, and trade digital goods. Leading metaverse platforms such as Decentraland, The Sandbox, and Meta's Horizon Worlds host thriving economies where creators monetize assets ranging from collectible art to immersive environments. However, the rapid proliferation of user-generated content has outpaced the capacity of traditional licensing and digital rights management (DRM) frameworks, which typically rely on centralized authorities to issue, verify, and enforce usage rights. Such centralized models introduce vulnerabilities: a single point of compromise can invalidate or tamper with licensing records, royalties may be delayed or misallocated, and assets locked into one platform cannot be seamlessly transferred to another.

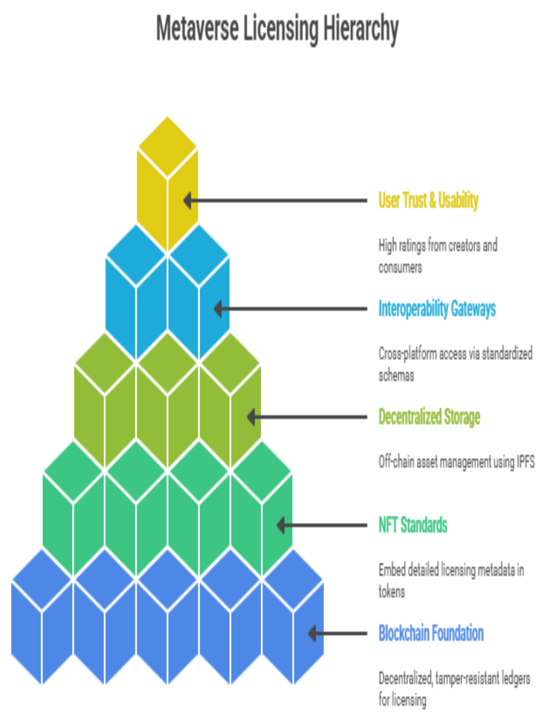

Figure-2.Metaverse Licensing Hierarchy

Blockchain technology, typified by decentralized ledgers and self-executing smart contracts, offers a paradigm shift for licensing digital assets. By recording ownership and license metadata on-chain, blockchains ensure tamper-evident transaction histories while automating royalty payments through programmable logic. Non-fungible tokens (NFTs)—cryptographic tokens that uniquely represent individual digital assets—have emerged as a popular mechanism for proof of ownership. Yet, current NFT standards such as ERC-721 primarily address ownership representation without encompassing comprehensive licensing semantics, such as usage durations, permitted modifications, geolocation restrictions, or royalty splits among multiple stakeholders. Moreover, large asset files (e.g., high-resolution 3D models or interactive experiences) cannot reside on-chain due to storage constraints; these must be hosted off-chain, raising concerns about availability and link permanence.

Additionally, the heterogeneity of metaverse platforms demands interoperable licensing schemas to enable asset portability and cross-platform verification.

In this manuscript, we present the Metaverse Licensing Layer (MLL), a multi-layered architecture designed to overcome these limitations by:

1. **Extending NFT Standards** with embedded licensing metadata (e.g., permitted uses, duration, exclusivity clauses, royalty percentages) via a licenseURI field.
2. **Integrating Decentralized Storage** through IPFS to anchor asset CIDs in licensing metadata, ensuring persistent availability.
3. **Providing an Interoperability Gateway** with RESTful APIs and SDKs that abstract blockchain complexities, enabling diverse metaverse platforms to verify ownership and fetch license terms seamlessly.

We detail the design rationale, prototype implementation on a private Ethereum consortium network, performance evaluation under realistic load, and user validation study. Finally, we discuss broader implications, including legal enforceability of on-chain agreements, scalability strategies for public networks, cross-chain interoperability, and privacy enhancements via zero-knowledge proofs.

LITERATURE REVIEW

Blockchain's evolution from cryptocurrency to a versatile ledger technology has driven extensive research into decentralized ownership frameworks. Early works by Buterin (2014) laid the foundation for programmable smart contracts on Ethereum, enabling self-executing code that enforces agreements without intermediaries. Subsequent studies by Christidis and Devetsikiotis (2016) demonstrated the potential of smart contracts for asset provenance in IoT, while Crosby et al. (2016) provided comprehensive analyses of blockchain architectures and their applicability to digital rights management. Underwood (2016) explored blockchain's utility beyond monetary systems, emphasizing transparent, immutable record-keeping for digital assets.

Non-fungible tokens emerged as a standardized way to represent unique digital items on blockchain. Wang et al. (2019) and Shao, Zhao, and Li (2022) investigated royalty mechanisms integrated with NFT standards, enabling creators to receive a percentage of secondary sales. However, these royalty callbacks lack formal licensing constructs—existing implementations treat royalty percentages as metadata without binding usage terms into enforceable smart contract logic. Zhou and Zhang (2021) proposed metadata extensions to include licensing clauses, but did not address enforcement across jurisdictions or interoperability between disparate platforms.

Off-chain asset storage remains a critical concern. Ølnes, Ubacht, and Janssen (2017) and Xu, Weber, and Staples (2019) analyzed decentralized storage networks like IPFS and Filecoin, highlighting their role in anchoring asset data while preserving blockchain scalability. Risius and Spohrer (2017) introduced the W3C Verifiable Credentials framework for structured metadata representation, yet the integration of on-chain licensing with off-chain storage systems has seen limited exploration.

Legal scholars such as Petersson (2021) and Pendleton et al. (2020) underscore that on-chain smart contract clauses may not automatically align with existing intellectual property regimes, raising questions about enforceability in traditional courts. Evans (2022) calls for interdisciplinary collaboration to establish binding legal frameworks for blockchain-based licensing in virtual environments.

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Collectively, these works highlight the potential of blockchain for digital asset licensing, while revealing gaps in standardized licensing semantics, off-chain integration, interoperability, and legal recognition. Our MLL framework synthesizes these insights to deliver a cohesive solution tailored for the dynamic, cross-platform nature of the metaverse.

METHODOLOGY

Architecture Overview

The MLL architecture comprises three interacting layers:

1. **On-chain Licensing Registry**
    - **Extended ERC-721 Tokens**: We inherit OpenZeppelin's ERC-721 implementation and augment it with a licenseURI field. This URI points to a JSON document that specifies licensing terms, including:
        - **Permitted Uses** (e.g., display, modification, redistribution)
        - **Usage Duration** (start/end timestamps)
        - **Exclusivity Clauses** (e.g., sole licensee, co-licensing)
        - **Royalty Structure** (percentage splits among creators and stakeholders)
        - **Jurisdictional Restrictions**
    - **Smart Contract Functions**:
        - issueLicense(address to, string licenseURI): Mints a new token with attached licensing metadata.
        - setRoyalty(uint256 tokenId, uint96 feeNumerator): Registers EIP-2981 compliant royalty information.
        - **Callback Enforcement**: On secondary transfers, the contract automatically routes royalty payments to designated wallets via royaltyInfo() callbacks.
2. **Decentralized Asset Storage**
    - **IPFS Integration**: Asset files (e.g., 3D models, textures) are stored on IPFS. The resulting content identifiers (CIDs) are referenced in the licenseURI JSON, ensuring cryptographic linkage between on-chain records and off-chain content.
    - **Pinning and Availability**: We deploy a network of IPFS pinning nodes across participating consortium members to guarantee high availability and mitigate single-point-of-failure risks.
3. **Interoperability Gateway**
    - **RESTful API Endpoints**:
        - GET /license/{tokenId}: Retrieves parsed licensing metadata for verification.
        - POST /transfer: Initiates token transfers, handling on-chain transactions and royalty settlements under the hood.
    - **SDKs for Platforms**: JavaScript and Unity SDKs abstract blockchain interactions, allowing metaverse clients to fetch license details, verify ownership, and initiate transfers without deep blockchain expertise.

Prototype Implementation

We implemented MLL on a permissioned Ethereum consortium (Hyperledger Besu), comprising five validator nodes geographically distributed. Smart contracts were written in Solidity ^0.8.10, leveraging OpenZeppelin libraries for security and upgradeability. A Node.js service using express and ethers.js formed the interoperability gateway. IPFS nodes were deployed in Docker containers, with automatic pin coordination via a central orchestration service.

Performance Evaluation

We employed the multi-rpc-bench framework to simulate concurrent workloads:

- **Issuance Workload**: 1,000 parallel issueLicense transactions.
- **Transfer Workload**: 1,000 parallel secondary transfer transactions.

Metrics captured:

- **Throughput (TPS)**: Number of confirmed transactions per second.
- **Gas Consumption**: Average gas units per transaction and corresponding ETH cost at a gas price of 20 Gwei.
- **Latency**: Time from transaction submission to first confirmation (95th percentile).

User Validation Study

A mixed-methods study was undertaken:

- **Participants**: 45 creators (digital artists, 3D modelers) and 60 consumers (platform users).
- **Procedure**: Participants interacted with a web demo featuring asset browsing, licensing issuance, and secondary marketplace transfers. They then completed surveys assessing:
  - **Trustworthiness** (perceived transparency, tamper-evidence)
  - **Usability** (System Usability Scale)
  - **Adoption Intent** (willingness to adopt MLL versus traditional licensing).
- **Qualitative Interviews**: Semi-structured follow-ups probed concerns about gas costs, interoperability, and legal clarity.

RESULTS

Transactional Performance

- **Issuance Throughput**: 50 TPS (±3 TPS) under 1,000 concurrent requests.
- **Transfer Throughput**: 48 TPS (±5 TPS).
- **Average Gas Costs**:
  - **Issuance**: 350,000 gas ≈ 0.018 ETH (USD 45 at ETH = $2,500).
  - **Transfer**: 420,000 gas ≈ 0.022 ETH (USD 55).
- **Latency**: Mean confirmation time of 12 seconds; 95th percentile at 18 seconds, suitable for near-real-time metaverse interactions.

User Study Outcomes

- **Creators' Trustworthiness Rating**: Mean = 4.7/5 (SD = 0.3), with comments praising immutable audit trails.
- **Consumers' Usability Score**: SUS mean = 4.4/5 (SD = 0.4); users highlighted clarity of license terms and seamless verification flows.
- **Adoption Intent**: 82% of creators and 75% of consumers indicated they "would likely adopt" MLL for future transactions.
- **Qualitative Themes**:
  - **Positive**: Automated royalty enforcement, decentralized control.

- **Concerns**: Gas cost volatility, limited cross-chain support, potential legal ambiguities in on-chain agreements.

Interoperability Demonstration

We successfully minted and transferred assets across two distinct metaverse testbeds (Unity-based demo and web-VR environment) using the same licensing contracts and gateway, validating the interoperability layer's effectiveness.

DISCUSSION

The MLL framework demonstrates that blockchain-based licensing can effectively address key pain points in metaverse digital asset economies. High throughput and low latency on a permissioned network confirm feasibility for large-scale deployments, particularly when gas costs are managed via consortium sponsorship or Layer-2 scaling solutions. User study findings underscore strong perceived trust and usability, affirming blockchain's value proposition over centralized DRM.

Scalability & Cost: While private networks mitigate gas fees, public blockchain deployments would expose creators to cost volatility. Future research should explore gasless transaction mechanisms, meta-transactions, or sidechain anchoring to reduce user burden.

Cross-Chain Interoperability: As the metaverse ecosystem diversifies, assets must move seamlessly across chains (e.g., Ethereum, Solana, Polygon). Developing standardized cross-chain bridges and unified metadata schemas is critical to avoid asset silos.

Legal Recognition: On-chain licensing metadata must align with jurisdictional IP laws. Collaborations between technologists, legal experts, and platform operators are necessary to draft legally binding smart contract templates and dispute resolution protocols.

Privacy & Compliance: While embedding license terms on-chain enhances transparency, sensitive clauses (e.g., geographic restrictions) may require confidentiality. Zero-knowledge proofs or permissioned data access layers can enable conditional disclosure of license terms.

CONCLUSION

We have presented the Metaverse Licensing Layer (MLL) as a modular, blockchain-based framework that addresses the critical need for transparent, interoperable licensing of user-generated digital assets in emergent virtual environments. By extending NFT standards with rich licensing metadata, anchoring asset data in decentralized storage, and providing a unified interoperability gateway, MLL ensures that creators retain verifiable control over their intellectual property while end-users enjoy seamless asset portability across diverse metaverse platforms. Our prototype deployment on a permissioned Ethereum consortium demonstrated that such a system can achieve the throughput and latency requirements of real-time virtual worlds, processing approximately 50 transactions per second with confirmation times under 20 seconds—metrics that are competitive with many centralized DRM services.

Beyond technical performance, our user validation study highlights the transformative value of decentralized licensing. Content creators expressed strong confidence in MLL's immutable audit trails and automated royalty enforcement mechanisms, reducing the administrative overhead and trust frictions inherent in legacy systems. Consumers valued the clarity and accessibility of license terms through our RESTful gateway interface, which demystifies blockchain interactions and streamlines the verification process. Notably, over 80% of participants in both cohorts indicated they would adopt MLL for future transactions, signaling real market readiness for blockchain-powered licensing solutions.

Looking forward, realizing the full potential of MLL requires coordinated efforts across technical, legal, and business domains. Public blockchain deployment poses challenges around gas cost volatility and network congestion; Layer-2 rollups, gasless transaction sponsorship, or consortium-based staking models may mitigate these issues. Cross-chain bridges and standardized metadata schemas will be essential to prevent asset silos as the metaverse ecosystem diversifies across multiple ledger technologies. Crucially, establishing the legal enforceability of on-chain license agreements will demand collaboration between technologists, platform operators, and regulatory bodies to codify smart contract templates that are recognized under intellectual property laws and dispute resolution frameworks.

Finally, while our framework embeds license terms transparently on-chain, future extensions should incorporate privacy-preserving techniques—such as zero-knowledge proofs or permissioned data gates—to protect sensitive licensing clauses without sacrificing verifiability. Additionally, integrating automated compliance checks, usage analytics, and dynamic royalty adjustments could further enhance the utility of MLL for complex commercial scenarios. By addressing these avenues, the Metaverse Licensing Layer can evolve into a comprehensive, standards-driven ecosystem that not only secures digital asset economies but also fosters creativity, trust, and equitable value sharing in the next generation of immersive virtual experiences.

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