

Esports and Gaming

The esports and gaming industry has reached new heights over the past decade. This highly dynamic sector is engaging new audiences and attracting heavy investment and endorsement worldwide.

GAME ON. The rise of new market players and technologies, complex and innovative ownership structures for intellectual property rights, advertising and marketing opportunities, and gaming regulations present numerous challenges for stakeholders. We combine leading experience in technology and digital law with a long history of supporting traditional sports, media, and entertainment businesses to provide holistic legal solutions to clients.

From game publishers and developers to hardware manufacturers and esports teams to brands and sponsors, we are here to help you overcome the most complex legal, regulatory, and commercial challenges and succeed in your ventures. We help you reach the next level. We are game.

Representative experience

Represented Blizzard Entertainment Inc. and NetEase in a copyright infringement and unfair competition dispute against a Chinese gaming company regarding infringement of Blizzard's online game.

Advised Anschutz Entertainment Group, Inc. on its equity investment into, and commercial partnership with, Immortals Gaming Club.

Advising an international leader in the computer gaming

Contacts

Eugene Low,
Hong Kong

Anthonia Ghalamkarizadeh,
M.Jur. (Oxford),
Hamburg

Aleksandra Kuc-Makulska,
Warsaw

John Brockland,
San Francisco

David A. Toy,
Denver

Industries

Sports, Media &
Entertainment

industry in connection with its expansion into the character business, including movies and theme parks.

Representing a Japanese gaming company on multiple global trademark oppositions and litigation proceedings globally, including Japan, Southeast Asia, Europe, and Americas for its online game.

Advising a video game developer, publisher, and distribution company on trademark portfolio management and anti-counterfeiting in various countries, including recording trademark rights at various customs.

Advised a leading telecoms company on its sponsorship of a professional esports team.

Represented a major gaming software company in several successful arbitrations in relation to royalty disputes.

Supported a leading video game developer and publisher on organizing esports tournaments in various Asian jurisdictions.

Counseling video game companies on protecting AI incorporated into their games and augmented reality offerings.

Regularly advising developers and publishers on matters relating to terms of use, game content, virtual currencies and loot boxes, game payments, and gambling law.

Advising a virtual reality company on product compliance, certification, safety, labelling, and stewardship issues relating to the launch of their products in more than 30 countries worldwide.

Coordinating the EU-wide customs enforcement program for a major Japanese video game company.

Latest thinking and events

News

Directive for the supply of digital content and digital services to consumers: Spain update

Insights

House rules? Nevada looks to establish the first U.S. esports regulator

Insights

Main features and sanctioning regime of the P2B Regulation for online intermediation and business users

News

Children's rights in the digital world: new guidelines in the Netherlands

Insights

EU Commission calls “game over” on geoblocking by Valve gaming platform “Steam” and others

Webinar

Sports and esports - the same but different?!