



Centre for Commercial Law Studies

MORE THAN JUST A GAME

LONDON IV EDITION

Games & Interactive Entertainment Law

International Conference

5-6 April 2018

IRONMONGERS' HALL

Shaftesbury Place, Barbican, London EC2Y 8AA

WELCOME TO MORE THAN JUST A GAME

More Than Just a Game is an international academic-led series of conferences on Games and Interactive Entertainment Law, the most successful and fastest-growing of the creative industries. In this environment, creativity meets the latest technologies, discussing cutting-edge legal and regulatory issues. Now in its fourth year, the conference brings together an international network of researchers and legal professionals working in Games and Interactive Entertainment law to explore emerging challenges and forge strong bonds between industry and academia.

MTJG was developed in 2015 by Dr Gaetano Dimita, Games and Interactive Entertainment Law scholar to encourage and build bridges between the industry, legal profession, and academic research at the time in which games and interactive entertainment are facing new challenges relating to social issues, industry autonomy, and the regulation of technology. Now in its fourth year, MTJG is a well-established platform to exchange ideas, discuss challenges, explore solutions and map the legal issues that must be addressed for a more appropriate understanding, promotion and protection of interactive entertainment.

Since 2016, the conference has been part of the Fringe of the London Game Festival. Each conference is themed by a set topic and gathers specific perspectives that inform future research and policy papers, covering an array of topics including Immersive Technologies, Artificial Intelligence, E-Sports and Loot Boxes. Due to increasing demand and interest, conferences are now being organised in a number of cities around Europe including Paris, Madrid, Frankfurt, and soon Milan.

In 2018, the network of researchers, practitioners and experts linked to MTJG launched the first peer-reviewed academic journal dedicated to Games and Interactive Entertainment Law: the 'Interactive Entertainment Law Review' published by Edgar Elgar.

The conference is organised by Dr Gaetano Dimita and the Centre for Commercial Law Studies (CCLS), Queen Mary University of London.

9.00 -09.45

REGISTRATION & TEA/COFFEE

10.00-10.20

OPENING SPEECHES



DR GAETANO DIMITA, SENIOR LECTURER IN INTERNATIONAL INTELLECTUAL PROPERTY LAW, CENTRE FOR COMMERCIAL LAW STUDIES (CCLS)

Gaetano is an Interactive Entertainment and Intellectual Property Law scholar, the lead organizer of this conference, the Editor-in-Chief of the Interactive Entertainment Law Review, Edward Elgar, and a passionate gamer. He is the Director of Taught Programmes, CCLS; the Director of the LLM in Intellectual Property Law, and the co-director of the Queen Mary Intellectual Property Research Institute. He is a member of Executive Committee of the British Literary and Artistic Copyright Association, the UK national group of the Association Littéraire et Artistique Internationale; and a member of the BCC Copyright and Technology Working Group. Gaetano teaches International and Comparative Law of Copyright and Related Rights; Global Intellectual Property Law; Art and Intellectual Property Law and Interactive Entertainment Law. Gaetano is also a qualified Avvocato in Italy (Italian Bar Association – Rome) and of Counsel, Osborne Clarke.

10.00-11.15

THE DREAMS, PRINCIPLES AND REGULATION OF A.I.



CHAIR: LORD TIMOTHY CLEMENT-JONES, CBE

Lord Clement-Jones is a solicitor by profession and a Partner of the global law firm DLA Piper where he is Head of UK Government Affairs. Former positions held include London Managing Partner from 2011 to 2016, Chairman of its China and Middle East Desks, International Business Relations Partner and Co-Chairman of Global Government Relations. He is Chair of Ombudsman Services Limited, the not for profit, independent ombudsman service that provides dispute resolution for the communications, energy, property and copyright licensing industries. He is a member of the Advisory Board of Airmic (the Association of Insurance and Risk Managers in Industry and Commerce) and of the Faculty of Corporate Finance of the ICAEW. Tim was made a life peer in 1998 and until July 2004 was the Liberal Democrat Health Spokesman and thereafter until 2010 Liberal Democrat Spokesman on Culture, Media and Sport, in the House of Lords. From 2015 to 2017 he was spokesman on the Creative Industries and is now Liberal Democrat spokesman on the Digital Economy. He is former Chair of the House of Lords Select Committee on Artificial Intelligence (2017), member of the Select Committees on Communications (2011-2105) and the Built Environment (2015-2016). He is Co-Chairman of the All-Party Parliamentary Group on Artificial Intelligence.

Tim was, until its merger with University College London (2008-2012), Chairman of the Council of the School of Pharmacy, University of London. He was an external member of the Council of University College London and Chair of its Audit Committee from 2012 to 2017. He is also Chairman of the Council of Queen Mary University London (2017).

'THINKING MACHINES TODAY: THE LIMITS, POSSIBILITIES AND DREAMS OF AI'

In recent years the AI conversation has been heating up, in part because of advancing technology, but also due to the vast amount of data, the lifeblood of AI, we now produce as a society. For better or for worse, the term "artificial intelligence" has been co-opted to mean several technologies, which has led to considerable confusion. This talk will attempt to bring some clarity to the field, including an overview of what AI is (and isn't), and the related fields machine learning and deep learning. We'll also discuss how this technology is driving innovation today and impacting our daily lives, and we'll talk about where we might be going next and what we should be doing to prepare.



DR KIM VOLL, SENIOR TECHNICAL DESIGNER, RIOT GAMES

Kimberly Voll specializes in the science of interaction, holding a PhD in computer science and an honours degree in cognitive science. She has spent considerable time creating and helping others bring experiences to the latest-generation VR hardware, and recently shipped *Fantastic Contraption* for VR (Vive, Oculus Touch, and soon PSVR) as an independent developer. Currently a senior technical designer at Riot Games working on *League of Legends*, Kim's work has also spanned companies like Microsoft, Relic Entertainment, EA, Google, and more. Prior to moving into industry full time, Kim was also a professor of

computer science (and cognitive science) at the University of British Columbia, and later the Centre for Digital Media. She also specializes in design and artificial intelligence.

'PRINCIPLES, POLICES AND LAWS FOR RESPONSIBLE AI'

Recent advances in artificial intelligence are giving rise to computing systems that can see, hear, learn and reason, creating tremendous opportunity to augment human understanding and decision-making in fields like education, healthcare, transportation, agriculture, energy and manufacturing. Accompanying these technological breakthroughs are a host of complex questions about the impact they will have on other aspects of society: jobs, privacy, safety, inclusiveness and fairness. How can we ensure that AI treats everyone fairly, and that it is safe and reliable? How can we attain the benefits of AI while protecting privacy? How do we not lose control of our machines as they become increasingly intelligent and powerful? This discussion will consider such questions and the emergence of principles that will be fundamental to developing and deploying ethical and responsible AI.



MICHAEL PHILIPS, ASSOCIATE GENERAL COUNSEL, MICROSOFT

Michael Philips is an Assistant General Counsel in Microsoft's Corporate, External and Legal Affairs (CELA) organization. In his current role, he supports aspects of Microsoft's Artificial Intelligence & Research division, including the product development work of the AI Products organization and the policy initiatives of the Microsoft Research AI team. Michael joined Microsoft in October 1999 and in his time at the company has provided legal support to a variety of product groups, including Bing, Office Server, Unified

Communications, Xbox and MSN Mobile, as well as a number of field organizations, including during a 2-year assignment as the lead for CELA's South East Asia legal team based in Singapore. Prior to Microsoft Michael practiced law for five years at Preston Gates & Ellis (now K&L Gates) in Seattle, where he focused on mergers and acquisitions and general corporate work.

'ARTIFICIAL INTELLIGENCE IN GAMING – SHOULD WE REQUIRE TRANSPARENCY TO ACHIEVE SAFETY?'

The big leap forward in AI came when it was able to incorporate machine learning. Suddenly AIs began to cope with real-world problems in (apparently) similar ways to humans. Increasingly, games are building in AI facilities to control aspects of the game, enrich the gaming environment and so on. The worry is that machine learning comes from multiple examples of human actions and decisions. Those human activities are inevitably flawed, and fail to live up to the aspirational standards demanded by the law. Thus humans cheat, they discriminate against other humans, they deliberately flout clear rules, and so on. Because the AI learns to behave like a human, to also learn to behave badly like humans do. Transparency about how AIs make their decisions has been put forward as the way of solving this problem. But is it really the solution? This paper explores that issue, explaining the limits of transparency and how it needs to be defined carefully if it is to achieve what the law needs without damaging the effectiveness of the technology.



PROFESSOR CHRIS REED, CHAIR OF ELECTRONIC COMMERCE LAW, CENTRE FOR COMMERCIAL LAW STUDIES (CCLS)

Chris Reed is a member of the CCLS. He joined the Centre in 1987 and is responsible for the University of London LLM courses in Information Technology Law, Internet Law, Electronic Banking Law and Telecommunications Law. Chris has published widely on many aspects of computer law and research in which he was involved led to the EU directives on electronic signatures and on electronic commerce. From 1997-2000, Chris was Joint Chairman of the Society for Computers and Law, and in 1997-8 he acted as Specialist Adviser to the House of Lords Select Committee on Science and Technology. Chris participated as an Expert at the European Commission/Danish Government Copenhagen Hearing on Digital Signatures, represented the UK Government at the Hague Conference on Private International Law and has been an invited speaker at OECD and G8 international conferences. He is a former Director of CCLS, and from 2004 to 2009 was Academic Dean of the Faculty of Law & Social Sciences.

11.15- 11:45 COFFEE BREAK

11.45- 13.00 CREATIVITY & INVENTIVENESS IN THE AGE OF A.I.



CHAIR: GWILYM ROBERTS, PARTNER, KILBURN & STRODE

Arguably the highest profile patent attorney in Europe, Gwilym advises clients on all aspects of the patent process including IP audit and capture, IP filing strategies and patent portfolio management techniques. He acts for a range of clients including individuals, SMEs, Universities, and spin outs through to multi-nationals and handles a broad and diverse range of cases before the UK Patent Office, EPO and WIPO.

This presentation focus on the issues of copyright protection of works created by AI, in particular originality and authorship highlighting when necessary the difference in approaches of the civil law and common law perspectives.



SOPHIE GOOSSENS, COUNSEL, REED SMITH

Sophie is a digital media lawyer with over 10 years of experience as counsel to media and technology industries. She leads Reed Smith's Entertainment and Media Industry practice in Paris. Sophie is a counsel in Reed Smith's Entertainment & Media Industry Group. Brussels born, French qualified as a lawyer and based between Paris and London, Sophie balances technical legal experience – in Contract, IP, IT, Data and European law – true commercial insight and cutting edge knowledge of developments in the tech sector. Sophie acts as counsel and litigator for French and international clients – household names and start-ups – in digital music, audio-visual, image, video games, advertising, heritage, virtual reality and artificial intelligence, as well as state-of-the-art data intelligence and technology providers, and advises them on all topics relating to IT, content acquisition, distribution, monetisation, strategy and control. Sophie has a particular experience in digital music and the imagery sector after spending close to 6 years in-house or seconded to record companies, streaming services and, most recently, to Getty Images. She also advises an increasing number of clients on EU policy-making in the field of media and technology and lectures at University Paris XI on European IP Law. Sophie is a regular moderator and speaker at conferences on music, technology and the future of the media industry. Most recently, she has been acting for the European Commission to moderate a cross-sector consultation on future EU Funding Programmes in music.

'AI AND PATENTS'

AI continues to develop at a lightning pace. AI implementations once considered at the cutting edge of AI technology are now regarded as merely standard computational tools – see Google Translate. Humans think they are clever inventing AI applications but the tables are turning and now AI has inventive capacity of its own. This brings with it challenges as to who should own those rights and whether we need to look at the principles underlying patent ownership afresh in light of AI. Furthermore, technology companies are busy patenting their own AI innovations and thickets are occurring. As well as looking at ownership issues, this talk also looks at the some of the AI applications being patented right now.



ARTY RAJENDRA, PARTNER, OSBORNE CLARKE

Arty is a Partner in the Intellectual Property Group at Osborne Clarke. She focuses primarily on litigation and has acted in several leading High Court, Court of Appeal and CJEU cases. She advises market-leading video and online gaming companies. In 2014, she acted for a well-known console maker in patent litigation involving motion sensing, virtual reality and user interface technology. Arty is featured in Chambers and Legal 500, and in 2015 was listed in MCV's top 100 Women in Games. Arty sits on the committee of the Intellectual Property Lawyers' Association (IPLA) and chairs its Brexit working group for trademarks and designs.

'FULFILLING THE PROMISE OF AI: BETWEEN OPPORTUNITIES AND IP CHALLENGES'

Artificial Intelligence (AI) has the potential to change our world by augmenting and assisting humans and improving our lives, whether for example by accelerating medical research or by simplifying day-to-day tasks such as scheduling, purchasing consumables, and translating languages. Consider the benefits of Microsoft's **Seeing AI** app, which helps blind and partially sighted people by narrating the world around them, and Microsoft's **Project Emma**, a wearable device designed to help those suffering from Parkinson's compensate for the tremors in their hands. AI's ability to fulfil its promise is dependent on the existence of a legal and regulatory framework that facilitates its success whilst balancing the interests of all relevant stakeholders and addressing risk areas. In the field of Intellectual Property, AI has given and will continue to give rise to a complex universe of questions and challenges. This talk will focus on two specific IP challenges, namely: (1) What are the trade mark law implications of AI's growing role in the product recommendation and product purchasing processes? (2) Given AI's need to have access to and use data at scale to learn and develop, what would be the impact of the EU Commission's current proposal for a new copyright exception for text and data mining?



CAM GATTA, ATTORNEY, TRADEMARKS, CORPORATE, EXTERNAL, AND LEGAL AFFAIRS, MICROSOFT

Cam Gatta is an Attorney in Microsoft's Trademarks Team. In his current role, he supports the Artificial Intelligence group (including Cortana, Bing, and Microsoft Edge) and the Office product group. Cam is responsible for: advising the business on brand development and naming processes (including trade mark searches); multi-jurisdictional trade mark portfolio management; advice on and co-ordination of multi-jurisdictional trade mark infringement and contentious registry matters; and client counselling and training in relation to brand use and due diligence. Cam is also involved in copyright counselling within the Marketing and Consumer Legal Group and domain name policy work. Prior to Microsoft, Cam was in private practice for over 8 years, including at boutique intellectual property firm Redd Solicitors (now Wiggin).

13.00-14.00

LUNCH

14.00-15.15

CULTURE, SOCIETY & AI



CHAIR: DIMITER GANTCHEV, DEPUTY DIRECTOR OF THE CREATIVE INDUSTRIES DIVISION IN THE WORLD INTELLECTUAL PROPERTY ORGANIZATION (WIPO)

Mr. Dimiter Gantchev is Deputy Director of the Copyright Infrastructure Division in the Culture and Creative Industries Sector of the World Intellectual Property Organization in Geneva. His experience in WIPO involves also Senior Counselor in the Copyright and Related Rights Sector, the Economic Development Sector and the Office for Strategic Use of Intellectual Property for Development.

In his professional activities in WIPO Mr. Gantchev focuses on issues related to the economics of copyright and related rights, their contribution to economic development as well as the use of copyright by creators in their everyday activities. In recent years he dedicated considerable attention to studying the relationship between creative industries and intellectual property and the possibilities generated by intellectual property for economic performance. He is directly responsible for economic analysis and capacity building activities on direct management of intellectual property assets in the creative industries. He has been in charge of research projects in WIPO on establishing methodologies for assessing the economic, social and cultural impact of copyright on the creative industries, estimating the impact of copyright piracy, providing evidence for policy making and enforcement policies on copyright as well as capacity-building and awareness building on creative industries. Mr. Gantchev is a national of Bulgaria. He holds a PhD in economics from the Sofia University of National and World Economy and an MA in international relations from the Moscow State Institute of International Relations. He is a Founding Member of the Bulgarian National Association on Intellectual Property. Mr. Gantchev has numerous publications on creative industries, intellectual property and foreign policy issues. He is frequently speaking at major international and national events on creative industries and copyright.

'LIFE AS A GAME: LEGAL CONSEQUENCES OF A.I. INDIVIDUATED MEDIA'

Based on current trajectories we can project at least one future for media – that of algorithmically generated entertainment content uniquely and intentionally generated for each consumer. Imagine for example a big data enabled, machine learning A.I. creating a film or video game experience with your favourite actors or characters, in your favourite genre, with your favourite narrative tropes, in the style of your favourite screen writer or game creator, with some of your favourite music, all informed by massive amounts of data including every known detail of your life, history, habits, and emotions. All just for you and no one else. Without both transparency of data and constraints on execution, this brave new world of completely individuated “MEdia” could make it impossible to know if you are playing a game, or are being played as a game. This future of bespoke tailor-made content becomes all the more consequential as it is built upon our current social media infrastructure; one that powerfully mediates social norms and very directly influences how we live our lives. We are clearly moving ever further away from traditional mass media for mass audiences. Recent political events have illuminated scenarios where prospective voters received customized “news” intended to influence their democratic rights. In this context, we must ask ourselves what could happen if big data enabled, machine learning A.I. techniques are used to make video games even more addictive, or loot boxes even more effective? How should we parse the role of law in such unusual terrain where we are receiving content born of our own data, which unfettered, may be used to please us or to manipulate us. In examining whether to regulate or not to regulate these new possibilities, we will explore those legal principles that reinforce human agency and individual freedom.



**PROFESSOR JON FESTINGER QC, CENTRE FOR DIGITAL MEDIA,
ALLARD SCHOOL OF LAW UBC, HONORARY INDUSTRY PROFESSOR,
CENTRE FOR COMMERCIAL LAW STUDIES (CCLS)**

Jon Festinger, Q.C. is a Vancouver, British Columbia based counsel and educator. He is Honourary Industry Professor in Centre for Commercial Law Studies working collaboratively with Professor Gaetano Dimita on a series of teaching, research, conference and journal projects. He is also a Professor of Professional Practice at Simon Fraser University and a faculty member of the Centre for Digital Media. Professor Festinger has taught a wide variety of law courses relating to intellectual

property, communications, journalism, sports and business over almost 25 years at the law school at UBC, now known as the Allard School of Law, as well as teaching at various times at the UBC Graduate School of Journalism, the Thompson Rivers University Faculty of Law and the University of Victoria Faculty of Law. He is the author of the first edition of Video Game Law published by LexisNexis in 2005, and co-author of the second edition published in 2012. Professor Festinger is a graduate of McGill University's Faculty of Law. While at McGill, Professor Festinger received a Scarlet Key (awarded to outstanding students who have demonstrated distinction and leadership) and also was a Director of the McGill Legal Aid Clinic.

Professor Festinger practices law and consults through Festinger Law & Strategy and is Media & Copyright Counsel to Broadband TV. He is Past Chair of Ronald McDonald House British Columbia, a Director of Viasport B.C., and a member of the Law Society of British Columbia's Rule of Law and Lawyer Independence Advisory Committee. Professor Festinger began his legal career in private practice with an emphasis on matters relating to freedom of expression. In turn, he became a partner in the Vancouver firm of Owen Bird, General Counsel of WIC (Western International Communications) Ltd., Senior Vice President of the CTV Television Network and Executive Vice President, Business & General Counsel of the Vancouver Canucks of the NHL and the arena in which they played, General Motors Place. While at CTV he helped launch VTV (Vancouver Television) and was the station's first General Manager.

Professor Festinger's current research interests relate to the relationship between concepts of justice and evolving technologies. In particular, the impact of law and regulation on creative endeavours; intersections of copyright fair dealing with freedom of expression particularly regarding video game "mods"; the right to freedom of thought in virtually real environments; and digital ethics. He is also actively committed to open and distance education through the web.

'ROBOTS, ARTIFICIAL INTELLIGENCE AND VIRTUAL REALITY: SHAPING THE LEGAL LANDSCAPE OF THE FUTURE'

The presentation will be focused on identifying the factors of a few selected emerging technologies which have or are anticipated to have significant legal impact and, perhaps, change the general paradigm of law, as we know it now, forever. Robots and artificial intelligence are something which is already knocking on our door, and if wholeheartedly welcomed not just as technologies but as social institutions (in terms of social constructionist methodology), this would amend a number of core approaches in general jurisprudence – from the concept of legal person to the very concept of justice, the latter being influenced by a potential array of automated decisions. Some light shall be shed on the recent developments of this area in Russia which would include a brief discussion over the first draft law on robotics in Russia widely discussed by academics and politicians alike at local level, being co-authored by the speaker together with Victor Naumov in 2016 – 2017, crafted on a request of Grishin Robotics and partly inspired by the EP resolution of 16 February 2017 with recommendations to the EC on Civil Law Rules on Robotics (2015/2103(INL)). The concept uses the features of a legal entity to define the status of a robot and model of liability. It also sets out the creation of a registry that will classify robots by use and degree of artificial intelligence. Later on this will make it possible to define the limits of legal personality. The presentation would also involve the discussion of recent developments of the "Digital Economy" Programme, supported in Russia. What would definitely not be omitted is also the legal discourse of computer games which can be seen as a forefather of virtual and amended reality. The forefather, however, is alive and kicking. Finally, we will try to portray a vision of a future where all three elements combine, something which has been previously familiar to science fiction only, and the discussion would be gently spiced by methodological flavour of the traditions kept by the Saint Petersburg school of legal philosophy (with due respect to practice, of course!).



VLADISLAV ARKHIPOV, OF COUNSEL, DENTONS, AND ASSOCIATE PROFESSOR AT ST. PETERSBURG STATE UNIVERSITY

Vladislav Arkhipov is Of Counsel in Dentons' Russian IP, IT and Telecommunications practice and Associate Professor at St. Petersburg State University. As a practicing lawyer he specializes in privacy, copyright, internet regulation, content restrictions and legal aspects of E-sports. His specific focus is regulation of the videogame industry. Vladislav has considerable experience of consulting videogame, IT and Internet companies in respect of the issues related to the Russian market and regulatory environment. As regards litigation, Vladislav has successfully represented clients in several complex Internet-related disputes. As an associate professor of the St. Petersburg State University, Vladislav delivers two authored courses – "Internet Regulation" and "Public and Private Law in Digital Age" and co-authored a Coursera course on Internet regulation in Russia. Together with Victor Naumov, Vladislav also co-authored Draft Robotics Bill developed by Dentons at request of Grishin Robotics in 2016. Vladislav is mentioned in the Legal 500, 2015 among recommended lawyers in TMT in Russia and Best Lawyers, 2017 in the Intellectual Property Law nomination.



MARIANNA DRAKE, POLICY AND PUBLIC AFFAIRS, UKIE

Marianna joined Ukie, the association for UK interactive entertainment, to work on policy and public affairs in August 2016. Prior to this she studied law, specialising in information technology law and intellectual property, and gained a number of experiences working in technology policy for startups, NGOs, and the European Commission. Alongside her work at Ukie she is currently studying for an MSc in Social Science of the Internet at Oxford University.

15.15-15.30

COMFORT BREAK

15.30-16.30

PANEL: IDENTITIES (A.I. PRIVACY & DATA PROTECTION)



CHAIR: KONSTANTIN EWALD, PARTNER, OSBORNE CLARKE

Konstantin Ewald is a Partner and Head of Digital Business at Osborne Clarke, Germany. He advises leaders in the digital media and software industry throughout Europe and the US on all matters of digital media and IT law as well as IP/technology-related transactions. Konstantin's practice focuses on advising on technology related matters with a particular emphasis on SaaS and PaaS cloud deployment models, complex software implementation and licensing projects, distribution agreements and white labelling strategies that safeguard IP. He is a specialist in E- and M-commerce law, as well as data protection issues. A large part of his practice is working with clients in the digital media/video game/mobile sector. Konstantin regularly acts for major computer and mobile games developers and publishers as well as other rights owners who are licensing rights for use in interactive software products. He regularly counsels clients during the product development phase, providing advice about how to design games/apps and other digital media products

to avoid claims for infringement and to comply with privacy and youth protection regulations. Konstantin has published the first legal handbook on mobile apps and is editor-in-chief of Germany's leading blog about legal aspects of games www.onlinegameslaw.com.



PAULINA SMYKOUSKAYA, DATA PROTECTION OFFICER, AVITO

Paulina is a Data Protection Officer at Avito, Russian leading classifieds platform, part of Naspers Group, and a lecturer at Vysokovsky Graduate School of Urbanism. Out of the ten years of her legal practice, Paulina has spent the last five advising in IT sector. Prior to joining Avito, she worked in the UK, the USA, South Africa and Belarus, specialising in data protection, corporate governance and compliance risk management. Paulina completed with distinction LLM Commercial and Corporate Law at Queen Mary University of London. She holds Regulatory Compliance certificate from the University of Cape Town and International Law diploma from the Belarusian State University. In her research work, Paulina explores the role of Internet intermediaries in protecting privacy and free speech online and advocates for privacy by design in urban projects.



DARYA FIRSAVA, INTELLECTUAL PROPERTY COUNSEL, WARGAMING GROUP LIMITED

Darya Firsava is Intellectual Property Counsel at Wargaming, also advising on data protection since 2013, and now based in Cyprus. For the last year, she has been supporting Wargaming GDPR team with a combination of legal expertise and understanding of the company's videogames-specific business processes. Darya has lectured in Belarus, Moscow and Cyprus on intellectual property and data protection issues arising in gaming industry, and is also a Fulbright Alumni. In her academic efforts Darya focuses on copyright aspects of depicting real-world objects in videogames.



RAFAL KŁOCZKO, CHIEF COUNSEL, CD PROJECT RED

Leading Legal Team at CD PROJEKT RED, a video game developer standing behind "The Witcher 3: Wild Hunt", the most awarded video game in history. At CD PROJEKT is responsible for, inter alia, creating global strategies for IP rights protection and management, supporting development of the internal structure of the company, negotiating business contracts, as well as for a full in-game legal compliance system. Specializes in intellectual property law. Before joining CD PROJEKT Rafał was working at one of the biggest law firms in Poland.



**WILLY DUHEN, INTERNATIONAL LEGAL AND PRIVACY, ACTIVISION
BLIZZARD**

Doctor of Law, Willy currently operates within the Activation Blizzard's International legal team, working on various commercial and digital matters. He also leads the privacy and data protection program for Activision internationally. During his former academic life, Willy taught and published numerous articles about digital law, ISP liability, online services and data protection. He also worked few years at the Cnil (French privacy regulator) during the Snowden earthquake, dealing especially with intelligence services and law enforcement powers to access data from online and telecommunications activities. Within Activision, he has expended his expertise to the professional esports sector.

16.30-17.00

COFFEE BREAK

17.00- 18.15

THE CULTURE & BUSINESS OF E-SPORTS & STREAMING



**CHAIR: PROFESSOR JON FESTINGER QC, CENTRE FOR DIGITAL MEDIA,
ALLARD SCHOOL OF LAW UBC, HONORARY INDUSTRY PROFESSOR,
CENTRE FOR COMMERCIAL LAW STUDIES (CCLS)**

'E-SPORTS: A REPORT FROM PARIS'



ANDREA DUFAURE, ASSOCIATE, ALLEN & OVERY

Andrea is an associate in the Intellectual Property and Litigation department at Allen & Overy Paris. She is a leading member of Allen & Overy's global 'Gaming, Interactive & Entertainment Group'. Andrea deals in particular with contentious trademark and copyright issues and regularly advises clients in the gaming sector. As both an American and French citizen, she is qualified to practice law in both countries.

**'THE BUSINESS AND CULTURE OF LIVE STREAMING ON TWITCH: EVOLVING
PARADIGMS'**

This talk draws from a multi-year investigation of live streaming on the internet site Twitch.tv, where individuals can broadcast themselves playing videogames to a global audience. This investigation began with a seemingly simple question: how does live streaming change the act of gameplay? To find answers,

a team of researchers has identified and viewed dozens of streamers and hundreds of hours of gameplay, interviewed both casual and committed streamers, including those who see it as their full time job as well as a hobby, live streamed their own gameplay to understand the affordances and constraints of the process, and also investigated the larger culture of live streaming and the business of Twitch and its related industry. This research – and the talk- explain how live streaming is a constantly evolving practice and Twitch itself is a key business engaged in monetizing play in particular ways. It examines who streams and why, how gameplay practices like success, failure, skill and persistence are re-shaped by live streaming, and how the business practices of not just Twitch but related companies are re-forming play and players in concerning ways. These practices are related to the rise of the gig economy and precarious labour more broadly, as well as the increasing role of technology and always online connectivity in our daily lives.



MIA CONSALVO, PROFESSOR AND CANADA RESEARCH CHAIR IN GAME STUDIES & DESIGN, CONCORDIA UNIVERSITY

Mia Consalvo is Professor and Canada Research Chair in Game Studies and Design at Concordia University in Montreal. She is the co-author of *Players and their Pets*, co-editor of *Sports Videogames* and author of *Cheating: Gaining Advantage in Videogames*. She has most recently completed the book *Atari to Zelda: Japan's Videogames in Global Context*, about Japan's influence on the videogame industry and game culture. Mia runs the mLab, a space dedicated

to developing innovative methods for studying games and game players. She's a member of the Centre for Technoculture, Art & Games (TAG), she has presented her work at professional as well as academic conferences including regular presentations at the Game Developers Conference. She is the Past President of the Digital Games Research Association, and has held positions at MIT, Ohio University, Chubu University in Japan and the University of Wisconsin-Milwaukee.

'THE KEY TO KEY PRESSES: ESPORTS GAME INPUT STREAMING AND COPYRIGHT PROTECTION'

Replays and live streaming in video games have fostered the genesis of the booming eSports industry. Many modern games stream game user inputs to viewers rather than send bandwidth-intensive video. These game input streams can be used by the game to allow viewers to watch a match in real-time. In *World Chess U.S. v. Chessgames Services*, the court held that allegedly pilfered chess game moves, as facts, were neither subject to copyright protection nor eligible for "hot news" misappropriation. Might video game input streams (as facts) nonetheless be eligible for copyright to the extent that the input data corresponds to a copyright-eligible game performance? After all, input streams are significantly more granular and exacting than a mere listing of chess game moves. This article explores the copyright issues presented by live streaming of video game inputs and proposes that video game input streams should be copyright-eligible, insofar as they are usable to generate a faithful recreation of a copyrightable game play performance.



SCOTT M. KELLY, PARTNER, BANNER & WITCOFF

Scott M. Kelly is an intellectual property attorney and partner with Banner & Witcoff in the United States, and is a former USPTO patent examiner specializing in computer software. Scott helps large and small game studios protect their intellectual property by applying for patents, registering copyrights, and assessing risks presented by asserted IP rights. He also works with clients to develop effective responses to patent assertions, avoiding or reducing the cost of litigation through use of Inter Partes Reviews (IPRs) and Ex Parte Reexaminations at the USPTO. Scott has helped protect games such as Wargaming's World of Tanks and Techland's Dying Light. He is an assistant editor at PatentArcade.com and a contributing author to the ABA Legal Guide to Video Game Development, 2nd Edition (2016).

19.30- 23.00 DINNER AND DRINKS RECEPTION

DAY 2 – APRIL 6

10.00-10.45

DEAL TRENDS AND HIGH VOLUME TRANSACTIONAL SEGMENTS



CHAIR: PATRICK SWEENEY, PARTNER, IELAW

Patrick Sweeney is one of the leading attorneys in the games industry, having served both as in-house and external counsel to a variety of companies in his career. In his 18+ years in the games industry, Patrick has negotiated an array of game development agreement, resulting in the commercial release of more than 250 games across all distribution platforms and territories. In addition, he has represented clients with respect to the game rights for more than 50 major motion pictures and television properties, as well as negotiated numerous technology licenses and other agreements inherent to the games industry. Prior to establishing the Interactive Entertainment Law Group in late 2013, Patrick head the Video Game practice for Reed Smith LLP and helped to grow the practice into the largest game-specific legal team in North America.

Patrick has written or been featured in various articles for such publications as The Daily Journal, Game Developer Magazine, [a]List Daily and others. Additionally, Patrick is a frequent speaker on legal issues pertaining to the games industry on behalf of organizations such as Law Seminars International, International Game Developers Association, American Bar Association and the Beverly Hills Bar. Patrick is also a founding member and President of the Video Game Bar Association, an invitation-only organization made up of the top legal practitioners in the games industry. He is also an Adjunct Professor at Southwestern Law School in Los Angeles, where he teaches a course entitled Video Game Agreements. Patrick has also lectured law students at University of Southern California, UCLA, Loyola and Washington University.



RYAN PETERSON, PRESIDENT, FINGER FOOD STUDIOS

Ryan Peterson is the CEO and Co-Founder of Finger Food Studios Inc., an award-winning technology solutions company in Port Coquitlam, BC. He is Finger Food's rocket fuel, setting the course for the organization with his extraordinary vision, strategic planning, and an unshakeable passion to have a positive impact on business, community and the world. Under Ryan's leadership as CEO, Finger Food has seen tremendous growth, transforming from a small basement start-up to a multi-million-dollar company with 140+ employees. The company creates immense value for some of the world's largest organizations in industries including manufacturing, retail, oil & gas, education, healthcare, mining and more.

Finger Food excels at creating industry-transforming solutions for global companies at the convergence of AR/VR, AI, IoT and robotics. Combining technical prowess and some of the world's best creative, engineering, quality assurance, and business professionals, the company embraces challenge as the catalyst for opportunity to change things for the better. From skiing on mountain tops to deep sea diving, the Holodeck to Finger Food headquarters, Ryan Peterson is constantly pushing the boundaries of imagination, innovation, and execution.



JAS PUREWAL, PARTNER, PUREWAL & PARTNERS

Jas Purewal is a digital entertainment lawyer and business advisor specialising in video games, esports and tech. He advises on the legal, business and operational aspects of running a digital entertainment business and in particular deals negotiation, intellectual property exploitation, regulation and dispute resolution. He advises some of the leading digital entertainment businesses in the world, from major games developers and publishers to global esports teams and tech companies. Jas is co-author of the World Intellectual Property Organisation's textbook on digital entertainment law and is a contributing author to several other digital entertainment textbooks. He is also a member of BAFTA and an advisory board member at the UK's National Film and TV School. He has been rated a leading advisor to digital entertainment businesses by the leading directory Chambers & Partners, clients commenting that "his knowledge of all the different areas we might want to go into allows to broaden our business understanding and reach". Jas founded Purewal and Partners after over a decade of practice at international law firms including Olswang and Osborne Clarke in the City of London, mainland Europe and Silicon Valley. Jas is currently playing: Prey, Zelda: Breath of the Wild, Clash Royale, Hearthstone.

10.45-11.15 **COFFEE BREAK**

11.15- 12.00 **MONETISATION REGULATION**



CHAIR: DR MARIA IOANNIDOU, SENIOR LECTURER IN COMPETITION LAW, SCHOOL OF LAW, QMUL

Maria Ioannidou is a Senior Lecturer in competition law at the School of Law, Queen Mary, University of London where she also serves as the Deputy Director of the Interdisciplinary Centre for Competition Law and Policy. Previously, she was a Lecturer in law at the University of Surrey, where she taught constitutional, contract and EU law. She has also practiced competition law in leading law firms in Athens, Greece and Brussels, Belgium. Maria studied law in Athens (BA, LL.M) and Oxford (MJur, MPhil, DPhil), during which time she also worked as a researcher and conducted legal research in a wide range of EU and US competition law issues. Her areas of interest include EU, UK and international competition law, competition law enforcement, the interaction between competition and consumer law, competition law in the energy sector, as well as the impact of big data and artificial intelligence on competition law enforcement and the consumers' role in markets. Maria serves as the managing editor for the Journal of Antitrust Enforcement and as an editor of the World Competition Law and Economics Review. She is the author of 'Consumer Involvement in Private Competition Law Enforcement' (OUP 2015).

'VIDEO GAME MONETIZATION REGULATIONS: CULTURE, IDENTITIES, FREEDOMS AND...MONEY'

What's the impact of new monetization models on the video game industry? The digital revolution and the proliferation of gaming platforms have opened the door to self-publishing, thus making market entrance easier for content creators, on the one hand, while, on the other hand, increasing the offering of products and services available to consumers, who now have more options in terms of ways in which they can remunerate creators for the entertainment they consume. And yet, new monetization models also bring about new legal issues and perspectives for the industry: from money laundering, to cryptocurrency, to gambling regulations, the complexity of the regulatory landscape has increased significantly over the last few years and video game lawyers find themselves wrestling with issues that they would not have anticipated would have become so relevant to their practices. In-app purchases, in-game advertising, loot boxes, virtual item trading are attracting the attention of legislators and regulators in several jurisdictions across the world and are infuriating parts of the gamers community. What do the changes in the regulatory framework tell us about the state of the industry? While for some these changes may be the signs of the industry reaching of point of maturity point, for others they beg the question: is the video game industry at risk of losing its identity?



ANDREA RIZZI, PARTNER, OSBORNE CLARKE

Andrea has significant experience in international business law, intellectual and industrial property and information technology law with particular reference to contracts for the exploitation of intellectual and industrial property rights relating to brands, content, software and hardware. He heads Osborne Clarke Italy's Digital Business sector. Before joining Osborne Clarke, Andrea worked in the UK as in-house counsel for the Legal & Business Affairs team of two of the leading players in the field of interactive entertainment software ('video games') development and sale, Activision Blizzard and Take Two Interactive

Software, having previously worked with a series of law firms in Italy. Since 2011 Andrea has worked with Queen Mary University in London as a Visiting Lecturer as part of the 'Interactive Entertainment Law' course. Andrea is dual qualified in Italy and the UK and holds a law degree (cum laude) from the University

of Bologna, an LL.M. in intellectual property law from Queen Mary University, London and a post-graduate degree in EU Competition law from King's College, London.

'CRYPTOCURRENCIES IN GAMES'

While crypto world grows like a rolling snowball, it keeps soaking up new industries on its way. Games industry is no exception. It was already a while ago when game publishers started accepting cryptocurrencies as legitimate means of payment for games and in-game items. Some of them have changed their approach along the line, but many continue accepting Bitcoins and other virtual currencies even for micro-transactions. The risks of such approach are becoming clearer as more and more countries around the globe finally articulate their attitude towards newly emerging decentralized non-governmental currencies. At the same time, cryptocurrency is not merely a mean of payment in a game. One of the recent trends among FinTech startups is combination of virtual game currencies and cryptocurrencies. That said, will crypto-based game currencies conquer the industry and substitute Gold, Credits or Gil? There is no definite answer to this question at the moment, but initial risk assessment can already be done.



TAMARA SAKOLCHYK, SENIOR COUNSEL, WARGAMING GROUP LIMITED

Tamara Sakolchyk is Senior Legal Counsel at Wargaming. She specializes in e-commerce, game monetisation and taxation of in-game sales. With the benefit of law-firm background, Tamara assists Wargaming business teams with implementation of co-branding and loyalty programmes, taxation of games-as-service in various jurisdictions, and navigation in cobweb of payment services. She also deals with consumer protection issues and third party publishing.

Tamara spent five years lecturing at Belarusian State University (Minsk, Belarus) and one year at High School of Economics (Moscow, Russia). She is also one of the organisers of Wargaming Legal Challenge (Moot).

12.00-12.15

COFFEE BREAK

12.15- 13.15

LOOT BOXES



CHAIR: SEAN F. KANE, PARTNER, FRANKFURT KURNIT

Sean F. Kane is Co-Chair of the Interactive Entertainment Group at Frankfurt Kurnit, where he represents a variety of companies in the video game and social media industries. Mr. Kane's clients often are on the cutting-edge of media, content and technology creation where rapid innovation is leading to the birth of new products, companies and industries. He has considerable experience negotiating licenses, developer and publisher agreements, and in protecting the intellectual property rights of video games and related social media applications, including trademark and copyright protection, clearance and enforcement.



ANNE-SOPHIE UCCELLO JAMES, PARTNER, LEXCASE

Anne Sophie has been a partner at LexCase since 2009 and is responsible for the Intellectual Property, Data Protection, and IT & Digital Economy Law Departments, and co-heads the Business Law Department. Her practice - both consulting and litigation – has focused on the law governing intellectual property and new technologies, as well as business law, since 2000. She assists a wide variety of clients, ranging from innovative startups to international, French and foreign groups in diverse sectors with a particular focus on the video game sector for more than a decade and esports since a couple of years. She particularly enjoys this practice, as these areas of the law require constant adaptation to the continuous changes in creative industries, the digitalization of traditional activities and the fast rate of technological and legal changes, which is very stimulating intellectually and requires permanent reassessment. With her team, they systematically adapt our way of working to that of their clients and they are committed to being responsive and pragmatic in line with the requirements of each specific situation.



PAUL GARDNER, PARTNER, WIGGIN

Paul is a partner who specialises in commercial transactions and regulatory issues relating to the cross-over of technology and entertainment. An early adopter of the Atari 2600, Paul has a particular focus on the computer games industry. He has extensive experience of the contractual and copyright issues relating to content licensing and distribution through new media platforms and applications, including digital distribution, streaming and web-based services. Paul also advises on the regulatory issues relating to the creation and exploitation of digital entertainment products and services including age ratings, broadcast and telecom regulations, collecting society issues, data privacy, virtual currencies, e-commerce and betting and gaming regulations.



DR AXEL VON WALTER, PARTNER, BEITEN BURKHARDT

Dr Axel von Walter is Partner at BEITEN BURKHARDT's Munich office and member of the IP/IT/Media practice group. He advises his clients on the entire media law (including copyright, broadcasting law and press law) and information law (in particular IT, tele media and telecommunications law), as well as on competition law. Dr von Walter focuses on the comprehensive advice on data protection law, including compliance issues. In addition to operative advice, Axel von Walter specialises in litigation, particularly injunctive relief. After he studied law at the University of Munich, he was admitted to the German Bar in 2004. He has been Partner at BEITEN BURKHARDT since 2011. Before joining BEITEN BURKHARDT he had been working for other international law firms in the field of IP/IT, media and data protection law, among others, in London. His doctoral thesis was awarded the Faculty Award of the faculty of law of the University of Munich. Dr von Walter is a lecturer for media and information law at the faculty of law at the University of Munich and he is CIPP/E certified under the IAPP certification scheme for privacy professionals.

**CHAIR: ROS LYNCH, DIRECTOR, UNITED KINGDOM INTELLECTUAL PROPERTY OFFICE**

Ros joined the UK Intellectual Property Office in February 2014 as Director of Copyright and IP Enforcement. As Director, Ros leads the work to shape the direction of policy and operational work, and acts as a member of the IPO senior leadership team and the IPO Board.

Prior to joining the UK Intellectual Property Office Ros worked in the UK Department for Business, Innovation and Skills where she led a series of projects to develop skills policy. Ros joined the UK civil service as a social researcher and spent nine years of her career researching a range of topics for the Government including how to address small area deprivation.

'10 LAWSUITS THAT HAVE SHAPED THE GAMES INDUSTRY (IN THE US)'

Video game litigation in the United States is neither new nor infrequent, and video game developers can learn valuable lessons from cases won, and lost, by others before them. Ross will provide an overview of some of the most important video game cases that have occurred in the United States, from freedom of speech all the way to contract law, and he will curate a discussion of what you and your clients can learn from them so that history is not doomed to repeat itself.

**ROSS DANNENBERG, SENIOR PARTNER, BANNER & WITCOFF**

Ross Dannenberg handles a wide-range of intellectual property issues, with experience in Internet, video game, telecommunications, and computer software-related issues. With a background in computer science, Ross has prepared and prosecuted hundreds of patent applications in a variety of technical fields, and has been involved in numerous patent, copyright, and trademark enforcement lawsuits. He has considerable experience with intellectual property protection of video games, including patent, trademark and copyright protection, copyright clearance, licensing, and enforcement of

intellectual property rights.

**CANON PENCE, GENERAL COUNSEL, EPIC GAMES**

Canon Pence is General Counsel for Epic Games, a leading video games and game engine developer. Mr Pence has worked with the games industry for over a decade, having been a video games litigation and IP associate for the law firm, Hunton & Williams prior to go in-house at Epic. He is a graduate of University of North Carolina at Chapel Hill and received his JD from University of North Carolina School of Law. In 2014, Mr Pence was named a Corporate Counsel of the Year by the Triangle Business Journal.



ALEXANDRE RUDONI, PARTNER, ALLEN & OVERY

Alexandre is a partner in the Intellectual Property and Litigation department at Allen & Overy Paris. He regularly advises companies in the pharma, high tech, media and entertainment industries. He is specialised in intellectual property law and deals with IP litigious and non-litigious matters, as well as with regulatory matters in the pharmaceutical industry. Alexandre was seconded part-time to Novartis in France for 6 months in 2010.



JULIETTE AUVERNY-BENNETOT, SENIOR LEGAL COUNSEL, PARADOX

Juliette is an Intellectual Property lawyer who has been working for the past 6 years as in-house counsel at Paradox Interactive AB working mostly with IPR, company law issues and M&A. Paradox is a major game developer and publisher and is the company behind the critically acclaimed games “Cities: Skylines”, “Europa Universalis” and “Crusader Kings II”. Before working for Paradox Juliette worked as Contract Manager at Plus Licens and at Laird Technologies. Juliette has a law degree from both France and Sweden and a LLM degree from

Southampton University.



KOSTYANTYN LOBOV, SENIOR ASSOCIATE, HARBOTTLE & LEWIS

Kostyantyn advises predominantly on Intellectual Property and Advertising matters. The core of his practice includes advising on disputes involving IP and related rights (ranging from takedowns of content online, to substantive High Court litigation), brand and IP protection strategy, pre-clearance of advertising campaigns, and dealing with investigations by the Advertising Standards Authority. Having been a prolific gamer himself for many years (and somehow found the time to keep up the habit), Kostyantyn brings useful insider knowledge to the firm’s Interactive Entertainment group, particularly in the exciting growth area of eSports, and in understanding the subtleties and challenges of owning/enforcing IP rights in the gaming community. In the context of games, Kostyantyn’s recent highlights include working with leading developers/publishers on various matters concerning their AAA titles.

15.45-16.15

COFFEE BREAK

16.15-17.30

FREEDOMS & CONTENT REGULATION



CHAIR: PROFESSOR UMA SUTHERSANEN, PROFESSOR OF INTERNATIONAL INTELLECTUAL PROPERTY LAW, CCLS

Dr Uma Suthersanen holds a Chair in International Intellectual Property Law at the Centre for Commercial Law Studies (CCLS), Queen Mary University of London (QMUL). She is the Academic Co-Director of the London LLM in Intellectual Property Law programme, as well as one of the Co-Directors of the Queen Mary Intellectual Property Research Institute. She is the current editor of Sweet & Maxwell's European Copyright and Design Reports, and a founding/current editor of Queen Mary Studies in Intellectual Property. She has served as a consultant and/or given evidence to UNCTAD, UNESCO, WIPO, the European Parliament, the European Commission, the Governments of Israel and Singapore. She is a Visiting Overseas Fellow of the Intellectual Property Academy of Singapore.

'A BRIEF HISTORY OF BANNED GAMES'

Green blood has long been a signature feature of shooters adapted for the German market, to avoid being subject to a de facto ban based on excessive violence. Recently, games such as Quake, Fallout 3, and Gears of War have been "un-banned" in Germany. Expect to see graphical violence in this presentation, which is a history lesson, an analysis of the status quo and an outlook on banned games.



DR ANDREAS LOBER, PARTNER, BEITEN BURKHARDT

Dr Andreas Lober is Partner at BEITEN BURKHARDT's Frankfurt office. Being a gamer since 8-bit times, an Internet native since the 1990's and a lawyer since 2001, he advises national and international companies in the media and technology sector. He works on virtual items since 2006, won the first European court decision against cheat bots 10 years ago, followed by presumably the first European court decision against gold-sellers. Other landmark cases include a judgement awarding damages to a games publisher against a file hosting service, lifting the de-facto ban of "Doom", "Quake", and other infamous games, a series of cases against PEGI games being imported to Germany, getting an age rating for "Dead Rising 4", and cross-border seizures of servers for cheat bots.

'CONTENT REGULATION IN THE U.S. VIDEO GAME INDUSTRY: PAST, PRESENT, AND FUTURE: HERE WE GO AGAIN'

"I'm hearing more and more people say the level of violence on video games is really shaping young people's thoughts." - President Donald Trump quoted in The Guardian on March 8, 2018. Recent comments by the President of the United States in response to the tragic Parkland School killings in Florida claiming violent forms of entertainment lead to violence has once again drawn attention to the content contained in films and video games. While most people believe there is little, if any connection, between entertainment content and violent behavior, the video game industry will again need to address this issue in the near future. This presentation will provide a brief history of content regulation in the US video game industry and how the courts have attempted to balance first amendment concerns with government regulation. This presentation will also examine how the video game industry regulates itself and whether that will be enough in the wake of technological advancements in game development, easier access to games, and potential government pressure.



DAVID GREENSPAN, ADJUNCT PROFESSOR, SANTA CLARA UNIVERSITY SCHOOL OF LAW

David has been involved in the video game business for over 20 years working in Business and Legal Affairs for some of the most significant video game publishers at the time in the industry, including Sony/989 Studios, THQ Inc., and Midway Games. He most recently worked as the Sr. Director of Legal and Business Affairs for BANDAI NAMCO Entertainment America, the creators of Pac-Man and Tekken. He has worked on the day-to-day business and legal issues on more than 100 video games and has been involved in all aspects of video game development, publishing, licensing, distribution, and marketing and has negotiated hundreds of agreements covering these areas. Many of these deals have involved major game developers, distributors, motion picture studios, professional sports leagues, television networks, and advertisers. David was the lead author of the WIPO publication entitled Mastering the Game: Business and Legal Issues for Video Game Developers. He teaches a class in entertainment transactions with an emphasis on the video game industry at Santa Clara University School of Law. He has taught at the school for over 10 years. David has also lectured at several universities and at WIPO events in Poland, Colombia, Guatemala, Paraguay, and the Philippines.



LEONARD BENDEL, ASSOCIATE GENERAL COUNSEL, ZENIMAX

Leonard is Associate General Counsel at ZeniMax Europe, the European and Australian publishing division of Bethesda Softworks. He advises on a range of legal, commercial and operational matters across the territories, working with the sales and marketing teams. He previously worked in television at Fremantle Media and Talkback, and has broad experience of the media and music industries.



LORENZO VON PETERSDORFF, LEGAL COUNSEL, USK.ONLINE

Lorenzo von Petersdorff attained his law degrees with focus on media law. After a stint into the film production and distribution industry he joined the USK in 2015 as legal counsel. The USK is an officially recognised Entertainment Software Self-Regulation Body, established by the computer games industry to act as organisation responsible for the classification of computer/video games and apps in Germany. His tasks include providing advice and supporting members of USK.online in all fields of online media (online and mobile games, social media, VOD, streaming, user generated content, ...) in accordance with the Youth Media Protection State Agreement (JMStV) as well as any other legal business relevant for and within the USK.

17.30-17.45

CLOSING REMARKS

18.00-21.00

RECEPTION

UPCOMING CONFERENCES

MORE THAN JUST A GAME MADRID, 20 SEPTEMBER 2018

MTJG Madrid will be dedicated to Games and Interactive Entertainment law opportunities and challenges in Spain. Leading international academics, publishers, lawyers, industry experts and policy makers will discuss a wide range of legal and regulatory topics.

MORE THAN JUST A GAME FRANKFURT, 18 OCTOBER 2018

MTJG Frankfurt will be devoted to the legal protection and regulation of Games and Interactive Entertainment in Germany. Video Game Publishers, Lawyers, Industry Representatives and Academics will come together to discuss challenges, and explore solutions, for a more appropriate understanding, promotion, and protection of Games and Interactive Entertainment.

INTERACTIVE ENTERTAINMENT LAW JOURNAL

The aim of the *Interactive Entertainment Law Review* is to serve as a peer-reviewed hub for scholarly legal writing about interactive entertainment, video games, virtual/augmented/mixed realities, social media, and all related and emergent forms of digital interactive entertainment. The Journal is published twice a year with articles focusing on the legal changes, challenges and controversies in this high profile and increasingly critical area of legal inquiry.

morethanjustagame.london/iel-journal/

For further details on More Than Just a Game, visit: morethanjustagame.london

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