



Video Games and Interactive Entertainment Law

DLA Piper's Video Games and Interactive Entertainment Law subsector, part of the Media, Sports & Entertainment Group, advises domestic and international clients involved in all aspects of the video game and esports industries; including developers, publishers, service providers, leagues, and platforms. From AAA studios to indies, we help our clients bring their products to market by providing flexible, tailored, and industry-savvy advice based on our deep-rooted connections to the gaming industry and market-leading experience.

RELATED SERVICES

- 知的財産、テクノロジー

Our passionate and experienced media, entertainment and information technology teams are augmented by the expertise of our other core practice groups to enable our clients to benefit from DLA Piper's full-service capabilities and integrated international teams.

As such, our Video Games and Interactive Entertainment subsector is well positioned to provide advice and assistance across a broad range of practice areas, including:

- Drafting and negotiating development, publishing, distribution, and licence agreements;
- Registering, protecting and enforcing intellectual property rights;
- Advising regarding industry specific grants and tax incentives;
- Privacy and data protection;
- Consumer protection regulations;
- Betting and gaming regulations;
- Promotional contest and marketing regulations;
- Employment and immigration matters;
- Corporate structuring and governance;
- Fundraising, venture capital, and acquisitions;
- Tax structuring and transfer pricing; and
- Dispute resolution.

Emerging Issues

As passionate practitioners, we are active in the video games and esports community; regularly speaking at industry events and writing articles regarding emerging issues in the industry. We stay connected to this fast-moving sector so that our clients can make informed decisions for their business. The following are some of our current topics of interest:

- The reimagining of the employment relationship post-COVID;
- The continued maturation of the esports industry;

- Practically navigating multi-jurisdictional privacy and data protection regulation.
- Effectively managing and leveraging content creators, user generated content, mods, and fan art.
- Integration of cryptocurrency and blockchain technology in video games.
- Drafting modern terms of service that reflect both changes in the law and changes in community standards and expectations.