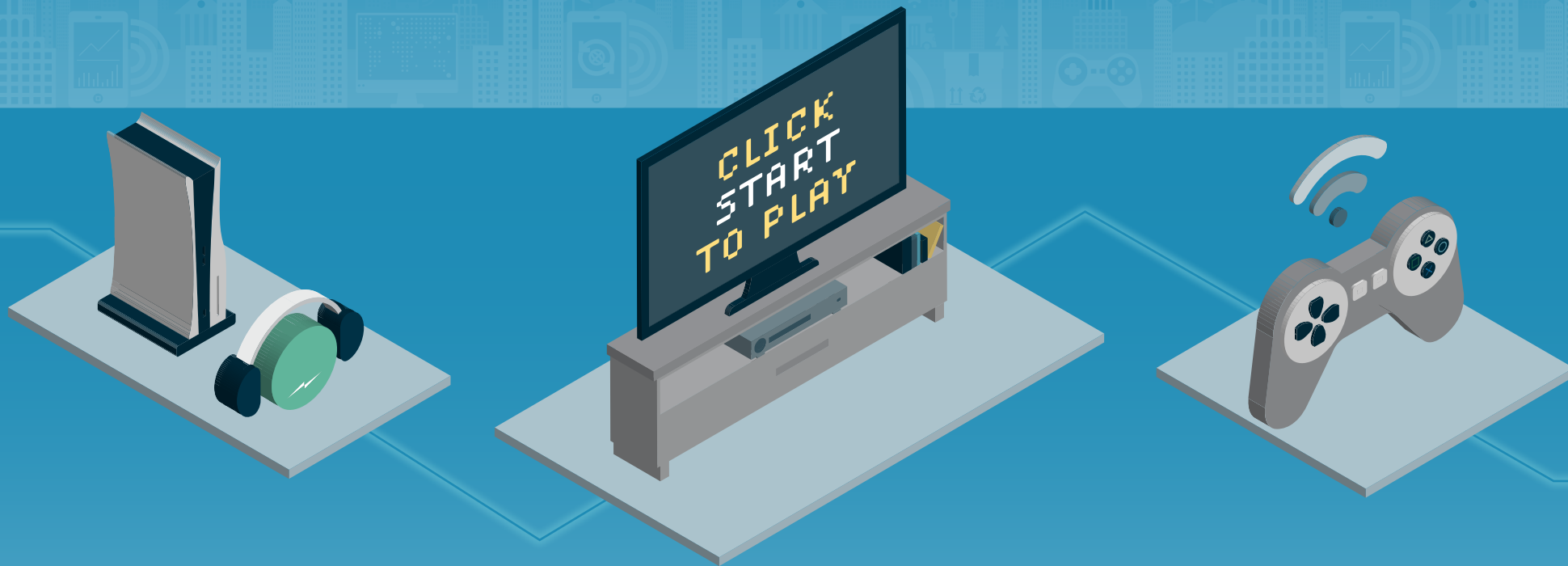


- Osborne Clarke's international
interactive entertainment expertise
Level up your legal strategy



Why Osborne Clarke?

Games and Interactive Entertainment is a fast-moving sector, and we've been involved from the outset. As one of the first law firms to focus on computer games, our international cross-border team of interactive entertainment lawyers have a deserved reputation as the best in this space – they're savvy, in touch with the sector, and gamers themselves.

We maintain the confidentiality of our clients but they include the likes of Bandai Namco, Electronic Arts, Keen Games, Miniclip, Wizards of the Coast, and several other interactive entertainment companies with multi-billion dollar revenue.

We work with businesses of all types and sizes – from the industry heavyweights above to market disruptors, and from independent studios to global platforms and device manufacturers. Having played from all angles, we have the experience to help you protect and position your business for success.



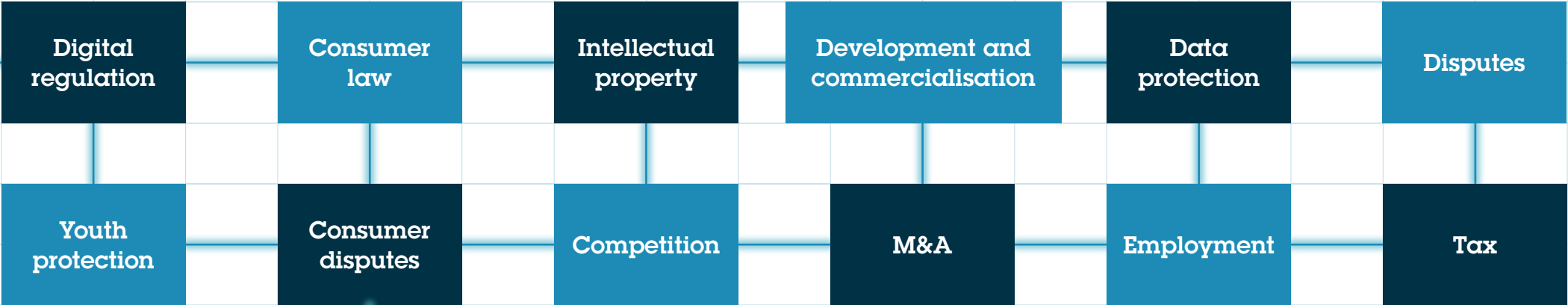
A super experienced team equipped with everything needed for digital consultancy.



Law Firm of the Year for
Technology and Media
JUVE Awards, 2024



Our expertise



Our expertise

While we're a full-service firm but clients are particularly drawn to our expertise in the following areas. See the [next page](#) for highlights of our work experience in these areas.

Digital regulation

The surge of digital laws and regulations impacting this sector shows no sign of slowing down. We can help level up your understanding of these emerging issues, including in the context of in-game monetisation, digital content, subscriptions, online safety, direct marketing and advertising, use of children's data, tracking technologies, and AI. You can also count on our support if faced by regulatory and consumer organisation claims relating to alleged competition and consumer law infringements.

Intellectual property

For many interactive entertainment businesses, IP is their 'crown jewels', often forming a crucial part of the company's value. We can support your IP strategy and related matters, including complex disputes with third parties, such as copyright and copycat litigation.

Development and commercialisation

We can assist you at all stages of the development and commercialisation of a video game, including in the growing trend of exploiting the IP more broadly, such as through linear media rights deals and licensed merchandise). For the video game itself, we can advise on agreements for talent, outsourcing, publishing or distribution, as well as issues that arise relating to user testing, clearance and music rights.

M&A

Having amassed a wealth of experience from advising on a significant number of transactions (often where the value exceeds £100 million) means we are well-versed in the issues which often arise, including those requiring specialist input. We understand the importance of people and intellectual property are to the value and success of your deal. Our clear communication and practical advice has helped avoid unnecessary tensions arising between different ownership and stakeholder groups.

Disputes

Interactive entertainment is an increasing focus for regulators and consumer associations. We have supported our clients defending or prosecuting disputes and investigations, whether they relate to the protection and enforcement of IP or to alleged breaches of consumer law and unfair trade practices.

Employment

It's no secret that the video game industry has experienced difficulties over the past few years when it comes to managing their workforce. We've supported clients on significant restructuring exercises and various other employment issues, including the risks of outsourcing arrangements and the nuanced issues for esports teams employing young people.

Highlight work experience

We believe in providing 'no nonsense' commercial advice in a clear and actionable manner, and pride ourselves on being approachable, responsive and reliable. Some of our recent highlights include:

Digital regulation

- **Global VR company:** Advised on the UK and EU launch of a VR headset in compliance with UK/EU product safety legislation, competition law, consumer law, and advertising and marketing laws.
- **Global video game platform:** Advised on the impact of subscription regulations on the client's platform in nearly 20 countries.
- **Global mobile games publisher:** Advised on a range of regulatory and content issues, from DSA compliance through to content monetisation and sponsorship.
- **Entertainment site:** Advised on compliance with worldwide game classification standards, including the online age-gating of advertising and integrating age-gating for users. Our advice extended to OSA, DSA and other consumer issues, including rights of cancellation for digital gaming content.

Intellectual property

- **Mobile games developer:** Advised in relation to their trade mark portfolio.
- **Mobile games developer:** Advised in respect of an international trade mark dispute.
- **Mobile games developer:** Advised in respect of a copyright litigation case.
- **Games publisher:** Advised on various complex IP-related disputes.



M&A

- **Miniclip:** Advised on the acquisition of several independent developers, including GamoVation, Eight Pixels Square, Gamebasics, Masomo, and FuturLab.
- **Dovetail Games:** Advised shareholders of PC and console simulator games developer Dovetail Games on the sale to Focus Entertainment.
- **Fusebox Games:** Advised shareholders of story-driven games developer Fusebox on the EUR 25 million sale to Nazara Technologies, an Indian-listed technology company.
- **Headup Games:** Advised on the EUR 11 million sale of Headup Games to Swedish listed Thunderful Group and subsequent acquisition of Studio Fizbin, and later advised on the EUR 500k buy-back of Headup Games by the former seller.

“

The team has a good handle on both the legal issues and the various commercial factors at play and balance everything to give good, pragmatic advice.

Chambers, Media & Entertainment:
Gaming and Social Media, 2024



“

They have worked at the cutting edge of issues affecting clients for many years and it shows in their advice, which is always legally robust but commercially nuanced and appropriately risk-calibrated.

Legal 500, Media & Entertainment:
Gaming and Social Media, 2024



Highlight work experience

Development and commercialisation

- **Global video game platform:** Three secondments, gaining extensive experience in the corporate, game studios, third party relations, and licensed merchandise and peripheral legal teams.
- **Video game publisher:** Advised on the exploitation of the client's IP portfolio through games development agreements, co-development agreements, publishing agreements and distribution agreements.
- **Global VR company:** Advised on the terms and conditions for a multiplayer virtual reality platform, including the monetisation by players of their created content.
- **Global video game:** Advised on a new agency arrangement to sell virtual currency gift cards for a popular video game in Europe.

Disputes

- **US games and software developer:** Defended in a highly important investigation by the Dutch Authority for Consumers & Markets with respect to potential unfair trade practices.
- **International games company:** Advised a leading international games company in platform liability cases in France, Germany, Italy, the Netherlands, and Spain.
- **Games company:** Advised on complex multi-million dollar cross-border litigation against the developers and sellers of "cheat software" in respect of an award-winning and best-selling game.
- **Popular gaming application:** Supported with a dispute about a cloned game developed by ex-employees, using the same game mechanics, a similar name and referring to their past work with the client.
- **Global video game platform:** Assisted with claims raised by German consumer organisations in consumer law disputes about the implementation of a termination button on the platform.

Employment

- **Video game publisher:** Supported a client with employment issues in the UK, including a significant multi-jurisdictional restructuring of their workforce.
- **Mobile games company:** Advised on employment and immigration matters.
- **Global video game platform:** Advised on the applicability of TUPE and related regulations, and how to address the risks of such regulations in the client's vendor contracts.
- **Video game publisher:** Advised on a variety of employment matters.



“

Commercially pragmatic, legally knowledgeable, extremely personable and able to work in the way that we need them to – a standout firm.

Chambers, Media & Entertainment:
Gaming and Social Media, 2024



“

They provide deep expertise and agile service delivery.

Technology, Media, Telecoms (TMT): Asia-Pacific



“

Osborne Clarke show good understanding of issues and technical expertise. They integrate very well with the business.”

Chambers, Media & Entertainment:
Gaming and Social Media, 2024



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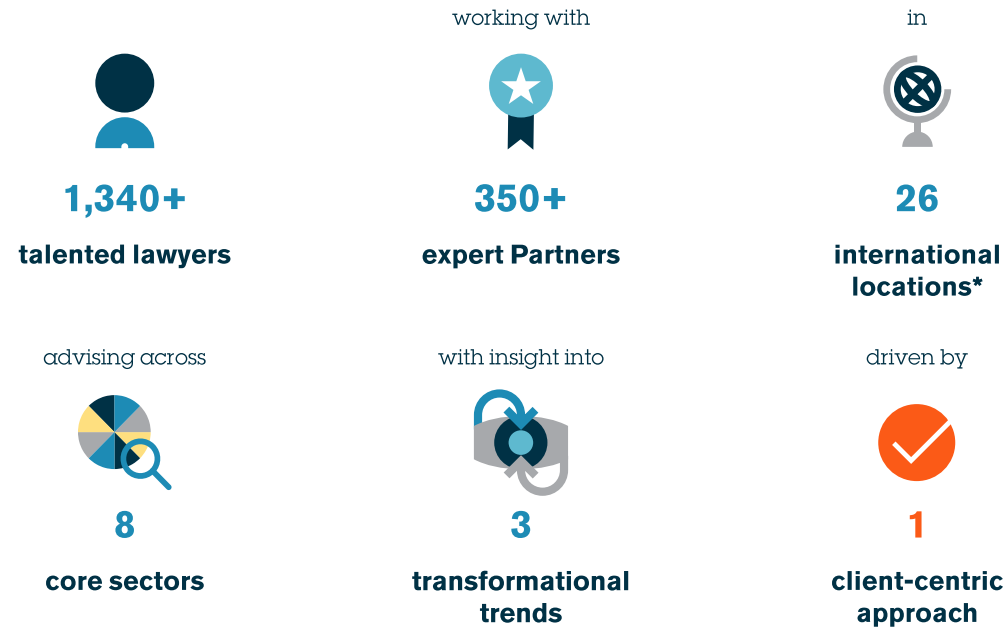
Click [here](#) to view our full International Video Games Team.



About Osborne Clarke

Our global connections and 'best friends'

In addition to our 26 international locations, we extend our reach across the globe through a network of like-minded, best friend firms. With trusted contacts in over 100 countries, particularly in North America, EMEA & Asia Pacific, we'll find the right local partner for you, and make sure that you receive the Osborne Clarke level of service.



Osborne Clarke are very responsive and provide clear, thorough and actionable advice.

Chambers, Media & Entertainment:
Gaming and Social Media, 2024



Our locations around the world

Europe

Belgium: Brussels

France: Paris

Germany: Berlin, Cologne, Hamburg, Munich

Italy: Busto Arsizio, Milan, Rome

The Netherlands: Amsterdam

Poland: Warsaw

Spain: Barcelona, Madrid, Zaragoza

Sweden: Stockholm

UK: Bristol, London, Reading

USA

Miami, New York, San Francisco

Asia

China: Shanghai

India*: Bengaluru, Mumbai, New Delhi

Singapore

*Services in India are provided by a relationship firm

Osborne Clarke is the business name for an international legal practice and its associated businesses. Full details here: **osborneclarke.com/verein**

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