



## Electronic Gaming



### At a Glance

#### Game On

With vast resources and focused knowledge, Munck Wilson Mandala attorneys help video game studios, esports teams, publishers, content and rights owners, hardware developers, broadcasters, advertisers, and other industry actors address virtually all legal aspects of this dynamic industry. Our team has worked with clients in a wide variety of transactions with recognized names in the industry, including Apple, Microsoft, Netflix, Nintendo, ZeniMax Media, Inc., and Zynga, to name a few.

#### Level Up Your Legal Protection

Video and interactive gaming, esports, and the personalities who stream live are drawing audiences, sponsors, and online communities where opportunity and revenue continue to grow along with the required skills of legal advisors who understand the dynamic nature of the business and its risks. For more than two decades, MWM has represented clients through the challenges and opportunities presented in the world of video games, esports, and electronic gaming.

### Overview

**Munck Wilson Mandala's electronic gaming and esports practice is at the forefront of the rapidly converging worlds of video games, esports, virtual and augmented reality, entertainment, mobile media, music, and social networking. Our attorneys leverage deep industry knowledge with legal capabilities in diverse areas including information technology, intellectual property, data protection, corporate and securities, mergers and acquisitions, labor and employment, regulatory/compliance, and litigation.**

### Our Clients Include:

- Content Creators
- Esports Organizations
- Game Developers
- Influencers
- Investors/Startups

- Media and Advertising Companies
- Streamers and eSports Athletes/Competitors
- Tournament and Charitable Event Organizers

### **Our Services Include:**

- Advertising, Promotions, & Sponsorships
- Commercial Joint Ventures
- Communications, Media Rights, & Broadcasting
- Compliance with FTC Guidelines
- Copyrights
- Employment, Professional Services, & Appearance Contracts
- Esports Team Representation
- Game Development Agreements
- Influencer Agreements
- Intellectual Property Protection & Compliance
- Investment & Venture Capital Financing
- Labor & Employment
- Licensing Agreements
- Media Rights
- Mergers & Acquisitions
- Mobile Gaming
- Name, Image & Likeness
- Online Streaming Rights
- Patents
- Publicity Rights
- Publishing Agreements
- Real Estate Acquisition
- Securities Offerings & other Financing
- Sponsorships & Endorsements
- Trademark
- Venue Hire Agreements

*Interactive entertainment is the 21st century art form. Thanks to breakthrough technologies, our players will literally inhabit our stories, reach out and embrace our characters. It is indistinguishable from magic.*

*Paul Bettner, Founder and CEO of Playful Corp., and MWM client*