

Video Games & Esports

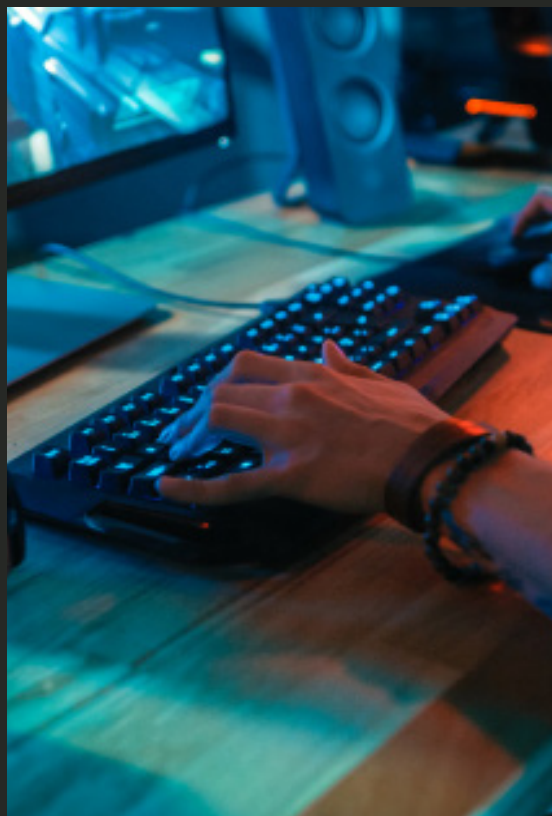
With an estimated 2.6 billion people playing video games globally across all devices and consoles, gaming is now the world's largest entertainment industry by annual revenue.

The impressive growth of the video game market in recent years has seen esports emerge as a mainstream form of both sport and entertainment; with vast prize pots for tournaments and sky-high audience viewing figures presenting hugely exciting opportunities for players, teams, investors and sponsors alike.

Lewis Silkin's market leading team are recognised experts in the fields of both video games and esports. Having advised in the sector ever since the days of the Sega Mega Drive, today Lewis Silkin works with some of the biggest names in gaming and esports on some of the most cutting-edge legal and technological issues.

We work with a diverse range of clients, including video game publishers and developers; game retailers and distributors; sponsors, brands and investors; broadcasters and publishers; traditional sports teams and rightsholders; and esports leagues, teams, agents, players and platforms.

We specialise in ensuring successful monetisation and enabling new business models for video game and esports companies. Our recognised expertise in traditional sports and sponsorship rights, coupled with a deep knowledge of the latest regulatory issues impacting both the gaming and esports markets, allows us to identify and interpret market trends ahead of the curve.



Our expertise



Video Games

- Game development and publishing agreements
- Software and IP licensing
- In-game programmatic advertising
- UK Video Games Tax Credit
- AI, AR, VR and Blockchain technology



Esports

- Player, team and agency contracts
- Sponsorship, merchandising and rights exploitation
- Esports regulations and tournament rules
- Broadcasting and streaming
- Event management, venue hire and ticketing



Regulatory

- Loot boxes
- Content and age rating
- Consumer law and advertising
- Data Protection
- Employment issues, immigration and worker status
- Competition law



IP and Disputes

- Trade mark registration and portfolio management
- Trade mark and copyright infringement
- Clearance
- Commercial disputes
- Media and communications disputes



Corporate Finance

- Term sheets
- Convertible loans, debt finance and ASAs
- SEIS/EIS
- Content and commercial agreements
- Investment, subscription and shareholders' agreements

Key contacts



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