



Queen Mary  
University of London

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Centre for Commercial Law Studies

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**MORE  
THAN JUST A  
GAME**

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**LONDON 2022**

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**7-8 APRIL**

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**THE OLD HALL**

**THE HONOURABLE SOCIETY  
OF LINCOLN'S INN**



## WELCOME TO MORE THAN JUST A GAME

More Than Just a Game is an international series of academic-led conferences on Games and Interactive Entertainment Law, which address cutting-edge legal and regulatory issues in an environment where creativity meets the latest technologies. 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 among industry, the legal profession and academia.

MTJG was developed in 2015 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. 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.

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, Dr Michaela MacDonald and the Centre for Commercial Law Studies (CCLS), Queen Mary University of London.

10.00-10.45

REGISTRATION – TEA & COFFEE

10.45-11.00

WELCOME

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

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Gaetano is the creator and lead organizer of MTJG, the Editor-in-Chief of the Interactive Entertainment Law Review, Edward Elgar, and a video game enthusiast.

**DR MICHAELA MACDONALD, LECTURER, SCHOOL OF ELECTRONIC ENGINEERING AND COMPUTER SCIENCE (EECS), QMUL**

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Dr Michaela MacDonald is the co-organizer of MTJG, the co-Editor-in-Chief of the Interactive Entertainment Law Review, Edward Elgar, and a consultant at Moorcrofts LLP. Michaela teaches and researches on the impact of laws, norms and environmental constraints on users' behaviour and interactions in Cyberspace.

11.00-12.00

THE MAKING OF THE METAVERSE: AN IP PERSPECTIVE

**GWILYM ROBERTS, CHAIR, KILBURN & STRODE**

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Gwilym Roberts 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.

As well as being a Visiting Professor at Queen Mary University of London, Gwilym is the co-host of the podcast Two IPs In A Pod alongside CIPA's Lee Davies. They chat with entrepreneurs, creatives, patent attorneys and the occasional judge about how patents, trade marks, designs and copyright can improve our lives and solve problems for humanity. You can listen to them here or on most podcast platforms. He has also recently spoken on a podcast by the European Patent Office called Talk Innovation.

## ROSIE BURBIDGE, PARTNER, GUNNERCOOKE LLP

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Rosie Burbidge is a partner at Gunnercooke LLP. She helps her clients to develop, expand, exploit and enforce their intellectual property rights. Rosie has worked for a wide range of high-profile gaming clients around the world. Her team supports clients from building their international trade mark and design portfolios through to managing complex international disputes concerning trade marks, patents, designs, copyright and confidential information. She is trusted for her strategic advice and excellent international network.

## SCOTT KELLY, PARTNER, BANNER & WITCOFF

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Scott Kelly is an attorney with Banner Witcoff in the U.S., and focuses his practice on patent prosecution and counseling. He frequently speaks about intellectual property law at video game and interactive entertainment conferences, and writes on the impact of IP law on the business of videogames. He is a former chair of the Digital Games and New Media committee of the American Bar Association's Intellectual Property Law Section, an assistant editor at PatentArcade.com, and a contributing author to the ABA Legal Guide to Video Game Development, 2nd Edition (2016).

## NICK KEMPTON, SENIOR ASSOCIATE, OSBORNE CLARKE

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Nick is a Senior Associate in Osborne Clarke's intellectual property team, specialising in a variety of IP matters including IP disputes and brand protection, with an emphasis on trade marks, copyright and online enforcement. Nick advises on traditional IP issues, as well as, frontier technologies such as blockchain and the metaverse.

Nick is also a member of the Interactive Entertainment group at Osborne Clarke advising various clients in the video games industry.

12.00-12.20

## THE METAVERSE: TRENDS AND WIDER REGULATORY ISSUES

## TOM HARDING, PARTNER, OSBORNE CLARKE

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Tom is a partner specialising in digital media, e-commerce and consumer law, and leads Osborne Clarke's UK Interactive Entertainment practice. He provides commercial and regulatory advice on issues such as digital content, e-commerce, consumer regulation, privacy and technology. Tom also regularly advises on the compliance of consumer facing platforms and digital services across multiple jurisdictions, and has particular expertise in content licensing.

Tom has advised on and been passionate about media and technology throughout his entire career. He has previous in-house experience working in the BBC's media litigation team, and was Head of Television Broadcasting at Phonographic Performance Limited. He also sat on the DMA's Social Media Council. Before becoming a lawyer, Tom also worked for many years in the music industry. He joined Osborne Clarke in 2010 having previously worked at Olswang LLP.

12.20-13.20

LUNCH

13.20-14.20

THE METAVERSE (GOVERNANCE)

**PROFESSOR CHRIS REED, PROFESSOR OF E-COMMERCE LAW, CCLS, QMUL**

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He's been around a long time and has done a range of tech law stuff.

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

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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.

**ISABEL DAVIS, ASSOCIATE, WIGGIN**

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Isabel Davies is a lawyer specialising in video games and esports at UK media and entertainment law firm Wiggin LLP. Isabel has nearly a decade's worth of games industry experience, previously working at Disney Interactive and King. Isabel advises games businesses from up-and-coming indie developers all the way up to some of the largest interactive entertainment companies in the world. She advises on a range of matters, including commercial and intellectual property issues, but has a particular focus on regulatory matters impacting the games industry.

**DR YIN HARN LEE, SENIOR LECTURER IN LAW, UNIVERSITY OF BRISTOL**

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Dr Yin Harn Lee is a Senior Lecturer at the University of Bristol and an editor of the Interactive Entertainment Law Review. Her research focus lies primarily in the area of copyright law. She is currently completing a monograph on copyright and videogame modifications, and is working on a project about webnovel platforms. She finds it strange to talk about herself in the third person.

## ANDY RAMOS GIL DE LA HAZA, PARTNER, PÉREZ-LLORCA

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Andy Ramos Gil de la Haza joined Pérez-Llorca as Counsel in 2019 and became a partner in 2022. Prior to joining the firm, Andy worked 15 years at a boutique firm in Madrid, an intellectual property rights management agency and a film studio in Los Angeles (California).

As an expert in technology and intangible assets, Andy advises on the identification, protection, transfer and acquisition of intangible assets, including artwork and creative services, trademarks, patents, data and trade secrets. Andy is also co-founder of and Head of Legal at the Spanish Entertainment Law Association (DENAE).

**14.20-14.45**

### **EULAS AND USERS: EMPOWERMENT, GOVERNANCE, OR RESTRICTION?**

## DR KIM BARKER, SENIOR LECTURER, OPEN UNIVERSITY LAW SCHOOL

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Dr Kim Barker is a Senior Lecturer in law at the Open University Law School, specialising in internet law including online violence against women, online misogyny, online hate speech, regulation of online content (especially via social media platforms and online games), and intellectual property law (copyright, and digital content). Kim's research interests focus on regulation of online multi-user environments, particularly social media and online games. Her areas of expertise include social media regulation, online abuse, particularly online misogyny and online violence against women, intellectual property law, and aspects of online contractual regulation.

**14.45-15.15**

### **TEA & COFFEE**

**15.15-15.45**

### **CLOUD GAMING: CHALLENGES IN DELIVERING CONTENT ANYWHERE, ON ANY DEVICE**

## LEIGH ANN LUCERO, ASSOCIATE GENERAL COUNSEL, GAMING, MICROSOFT (REMOTELY)

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Leigh Ann Lucero has been a member of the Microsoft Gaming legal team for over 13 years. She leads a team of legal professionals who advise multiple Xbox business groups, including Xbox Game Streaming, Gaming Ecosystem Organization, Gaming Marketing, and Customer Experiences Business Development. Leigh Ann has been part of the executive team supporting launches of Xbox One and Xbox Series consoles, the Xbox Game Pass subscription service, and the Project xCloud streaming platform.

Prior to joining Microsoft, Leigh Ann worked in the legal department of Washington Mutual Bank and at Foster Pepper, PLLC. She received her Juris Doctor from the University of Washington School of Law. Leigh Ann has served on multiple non-profit boards, focused on issues related to education. She lives in the Seattle, Washington area with her family.

*GOOD FENCES MAKE GOOD NEIGHBOURS: WHY REGULATING THE WALL BETWEEN VIRTUAL AND REAL IS GOOD FOR EVERYBODY*

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PROFESSOR TED CASTRONOVA, PROFESSOR OF MEDIA, INDIANA UNIVERSITY (REMOTELY)

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Edward Castronova wonders why vanilla ice cream is even produced in a world that knows chocolate. At Indiana University he is Professor of Media specializing in Games, Technology, and Society, and has served in the past as Director of the BS degree program in Game Design, and Chair of the Department of Media Arts and Production. Books include *Wildcat Currency: The Virtual Transformation of the Economy* (Yale 2014), *Virtual Economies: Analysis and Design* (with Vili Lehdonvirta, MIT 2014), *Exodus to the Virtual World* (Palgrave 2007), and *Synthetic Worlds: The Business and Culture of Online Games* (Chicago 2005). Castronova's papers at the Social Science Research Network place him in the top 1% of downloads of over 300,000 academic authors. Castronova's game design work involves board games with a historical focus. He was born as Edward Bird in 1962, converted to Roman Catholicism in 1995, and took his wife's name on marrying in 2000. He has two sons, two god-children, and a beagle named Tilly. Castronova thinks God is a game designer: Get to Heaven for the win.

DR MICHAELA MACDONALD, LECTURER, SCHOOL OF ELECTRONIC ENGINEERING AND COMPUTER SCIENCE (EECS), QMUL

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DARYA FIRSAVA, HEAD OF INTELLECTUAL PROPERTY, WARGAMING (REMOTELY)

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Darya Firsava is Head of Intellectual Property at Wargaming, also advising on contracts, publicity rights and data protection. Darya has lectured in Belarus, Moscow and Cyprus on intellectual property and data protection issues arising in gaming industry, is a Fulbright Alumni, and is finalizing her MA at King's College London on protection of gameplay. In her academic efforts Darya focuses on copyright aspects of depicting real-world objects in videogames, cloning of hyper casual games and protection of gameplay



## KOSTYANTYN LOBOV, PARTNER, HARBOTTLE & LEWIS

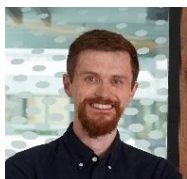
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Kostyantyn co-heads the Interactive Entertainment practice at London-based law firm Harbottle & Lewis, a top-tier firm which has been advising the video games industry since the days of the 8-bit console. His team's work includes advising studios, publishers, investors, esports orgs and talent on all manner of legal issues which they face, ranging from everyday contracts, to IP, regulatory issues and beyond.

## PETE LEWIN, SENIOR ASSOCIATE, WIGGIN

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Pete Lewin is a senior associate at Wiggin specialising in video games and interactive entertainment. He works with a number of the world's leading figures in the interactive entertainment industry ranging from game developers, publishers and distributors to esports businesses and influencers. While complex contractual matters are his specialty (particularly development and publishing deals), Pete regularly advises clients on a variety of intellectual property, licensing, regulatory, gambling and general commercial matters.

**19.00- 00.00**

### **DINNER AND DRINKS RECEPTION**

The Chapel Bar (Terrace)  
29 Penton Street  
N1 9PX London

## DAY 2 – 8 APRIL

10.00-10.30

**REGISTRATION – TEA & COFFEE**

10.30 -11.20

**IP ANALYTICS AND DATA**

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

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With a background in computer science, Ross handles all facets of intellectual property relating to computer software. In addition to patent prosecution and enforcement, Ross has extensive experience with contentious copyright and trademark matters, including litigation, counseling and licensing, for companies in virtually every industry from video games, blockchain and enterprise software to medical devices and craft brewing. Ross is the founder and Editor-in-Chief of PatentArcade.com as well as numerous books on video game law, and he is an adjunct professor of Video Game Law at American University's law school in Washington, DC. Ross is based in Banner Witcoff's Washington, DC, office, and is presently getting schooled in Minecraft by his 6 and 8 year old sons.

### **CHRIS HARRISON, HEAD OF IP ANALYTICS AND DATA INSIGHTS, UKIPO**

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Chris leads the IP analytics team at the UK Intellectual Property Office (UKIPO) and has been providing patent analysis and data-driven IP research for the UK government for the past 10 years. He has a particular interest in emerging technologies and is part of the UKIPO Futures Group that has a remit to understand the impact of future technologies on the IP framework and UKIPO.

12.20-12.00

**THE DIGITAL CONTENT DIRECTIVE**

### **TAMARA SAKOLCHIK, HEAD OF BUSINESS & LEGAL, WARGAMING (REMOTELY)**

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Tamara is the Head of Business & Legal at Wargaming. In her everyday tasks she deals with all sorts of issues surrounding game development and publishing. She is also one of the organisers of the Legal Challenge taking place annually under an umbrella of Games Industry Law Summit. In her rare free time Tamara disguises herself as King Boo and competes with her friends for the title of the best MarioKart player.

## MIKOLAJ SKOWRONEK, LEGAL COUNSEL, UBISOFT

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Mikolaj Skowronek, Legal Counsel at Ubisoft in Paris. As part of Game Production legal team, Mikolaj helps Ubisoft's developers around the world anticipate and clear legal issues they may encounter during the development process. Before joining Ubisoft in 2019, he worked at CD Projekt Red and several law firms in Warsaw. Mikolaj enjoys supporting creation of video games, but even more - playing them afterwards (he's always up for a quick Age of Empires 2 match).

## KINGA PALIŃSKA, LEGAL COUNSEL, CD PROJEKT RED

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Kinga Palińska, LL.M. graduated from the University of Warsaw and the University of Amsterdam where she received Master Degrees in Law. In 2019 Kinga joined CD PROJEKT after gaining experience in public institutions located in the Benelux countries and an international law firm based in Warsaw. Having professional experience within the area of IP, privacy and litigation, in her day-to-day work Kinga focuses on supporting CD PROJEKT in all matters related to IP, game development and publishing, including marketing, PR and business development. [IF NEEDED] Privately Kinga is a passionate violinist, video games fan and mountain climbing enthusiast

**12.00-12.30**

**THE REGULATORY FORCES SHAPING THE INDUSTRY**

## PAUL GARDNER, PARTNER, WIGGIN

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Paul has over 25 years' experience in the games industry. He advises on commercial and technology transactions relating to the development and commercialisation of games and game services and also on the regulatory issues relating to the industry, such as age ratings, consumer law, and betting and gaming regulations. Paul also advises on the regulatory issues relating to esports, and the commercial arrangements relating to the organisation and commercialization of esports events.

Paul is the author of Practical Commercial Law's guide to the computer games industry and a member of the Editorial Board of the Interactive Entertainment Law Review. He was one of the original trustees of GamesAid, the charity set up by the UK interactive entertainment industry and is a member of the advisory board of the BGI, a charity established to champion British games culture.

**12.30-13.30**

**LUNCH**

**LORD CLEMENT-JONES, CBE**

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Lord Clement-Jones was made CBE for political services in 1988 and a life peer in 1998. He is the House of Lords Liberal Democrat Spokesperson for Digital. He is the former Chair of the House of Lords Select Committee on AI which sat from 2017-18 and Co-Chair of the All-Party Parliamentary Group on AI. He is a founding member of the OECD Parliamentary Group on AI and a member of the Council of Europe's Ad-hoc Committee on AI (CAHAI). He is a former member of the House of Lords Select Committees on Communications (2011-15); the Built Environment (2015-16); and Risk Assessment and Planning (2020-21). He was a member of the Joint Select Committee on the Draft Online Safety Bill (2021-22). He is Deputy Chair of the All-Party Parliamentary Group on China and Vice Chair of the All-Party Parliamentary Groups on Music; The Future of Work; Digital Regulation and Responsibility; Ticket Abuse; Performers Alliance; Writers; Ovarian Cancer; PICTFOR; and Indonesia. He is a Consultant of global law firm DLA Piper where previous positions held include London Managing Partner (2011-16), Head of UK Government Affairs, Chair of China and Middle East Desks, International Business Relations Partner and Co-Chair of Global Government Relations. He is Chair of The Ombudsman Services Limited, the not-for-profit, independent ombudsman service providing dispute resolution for communications, energy, property and copyright industries. He is Chair of Council of Queen Mary University of London. He is President of Ambitious about Autism, an autism education charity. Full details at: <https://www.lordclementjones.org/>.

**ANN BECKER, HEAD OF POLICY AND PUBLIC AFFAIRS, INTERACTIVE SOFTWARE FEDERATION EUROPE - ISFE**

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ISFE is the European Federation representing the video games industry towards the European institutions and serves its membership across Europe. ISFE's membership comprises national trade associations in 18 territories in Europe and 15 of the major video game companies. Ann is Head of Policy and Public Affairs at ISFE since 2017. Prior to joining ISFE, Ann worked for various media and entertainment organisations assessing EU regulatory developments.

**KELVIN PLOMER, DIRECTOR OF PLAYER EXPERIENCE, JAGEX**

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As Senior Director of Player Experience, Kelvin is an expert and thought leader in customer services, player experience, online community safety and anti cheating. He has cross-studio responsibility for improving player experience, represents Jagex in liaison with Government and regulators and is active within UKIE policy making. Kelvin also heads up Jagex's Charitable Giving strategy – which has raised almost £1,400,000 since 2017 for their mental health charity partners. An excellent motivational speaker, he has represented the company at conferences lending his expertise on how others can ensure Player Experience

best practice is followed, as well as spreading the word on their award winning charity approach. Kelvin has been with Jagex for just over 17 years. Outside of Jagex, Kelvin is a film buff (Empire Strikes Back is the best film ever!) an avid reader of fact & fiction, with a particularly keen interest in politics ("I mentioned Brexit once, and I think I got away with it"), having studied Modern History & Politics at Queen Mary & Westfield College, University of London. He also enjoys photography, travel and kicking about with his two teenagers.

**DR WILLY DUHEN, SENIOR DIRECTOR, LEGAL - INTERNATIONAL, DATA PROTECTION OFFICER, ACTIVISION BLIZZARD**

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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.

**14.30-15.00**

**TEA & COFFEE**

**15.00-16.00**

**THE POWER OF GAMES AND IMMERSIVE TECHNOLOGIES**

***FROM DIVINING TO DEFINING: A CLOSER LOOK AT THE "METAVERSE"***

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**DR KIMBERLY VOLL, DIRECTOR OF PRODUCTION AT BRACE YOURSELF GAMES**

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Dr. Kimberly Voll is a designer, developer, researcher and educator passionate about digital social dynamics, the future of interaction, and how we can thrive together in online spaces. A long-time game maker, Kim spent several years at Riot Games as a principal technical designer and as the Head of Player Dynamics, as well as having independently launched several indie projects, including Fantastic Contraption for VR. In 2017, Kim co-founded the Fair Play Alliance, a global coalition of today over 250 gaming companies united in improving development practises to foster healthier, inclusive gaming spaces. In addition to helping run the FPA, she is currently the Director of Production at Brace Yourself Games. She holds a PhD in computer science (AI) and a honours degree in cognitive science.

## *HUNGER GAMES: HUMAN TARGETING IN THE METAVERSE*

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**PROFESSOR JON FESTINGER, CENTRE FOR DIGITAL MEDIA, ALLARD SCHOOL OF LAW UBC, HONORARY INDUSTRY PROFESSOR, CCLS, QMUL**

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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.

## *THE POWER OF GAMES AND IMMERSIVE TECHNOLOGIES*

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**PROFESSOR ANDREW PHELPS, UNIVERSITY OF CANTERBURY & AMERICAN UNIVERISTY**

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Andrew "Andy" Phelps is an artist, designer, and professor at the Human Interface Technology Laboratory NZ (HITLabNZ) within the College of Engineering at the University of Canterbury in Christchurch, New Zealand exploring virtual and augmented reality, games and education, and art and interactive media experiences. He is also the Programme Manager of the Digital Screen Campus at Canterbury centered on the intersection and convergence of film, games, and virtual production. He is also a professor in the Film & Media Arts division of the School of Communication, holds a joint appointment in the Department of Computer Science, and is the director of the AU Game Center at American University in Washington DC, USA. Prior to these appointments he served as a professor at the Rochester Institute of Technology as the founding director of the School of Interactive Games & Media, the RIT Center for Media, Arts, Games, Interaction & Creativity, and MAGIC Spell Studios. Phelps is also currently president of the Higher Education Video Game Alliance (HEVGA). His latest games are The Witch's Way (Itch.io, 2021) and Fragile Equilibrium (XBOX, Steam, Itch.io 2019), and he maintains a website of his publications, popular writing, artwork, curriculum development, and more at [andyworld.io](http://andyworld.io).

**16.00-17.00**

**CLOSING REMARKS AND RECEPTION**





**wiggIn**

**Pérez-Llorca**