



Centre for Commercial Law Studies

**MORE  
THAN JUST A  
GAME**

The Role of Games and Interactive  
Entertainment in Society

4-5 April 2019

ONE BIRDCAGE WALK

1 Birdcage Walk, Westminster, London SW1H 9JJ

## 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 a time in which games and interactive entertainment are facing new challenges relating to social issues, industry autonomy, and the regulation of technology. Now in its fifth year, 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.

Each conference is themed by a set topic and gathers specific perspectives that inform future research and policy papers, covering an array of topics including Immersive Technologies, Artificial Intelligence, E-Sports and Loot Boxes. Due to increasing demand and interest, conferences are now being organised in a number of cities around Europe including Maastricht, Munich and Milan.

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 Edward Elgar.

The conference is organised by Dr Gaetano Dimita and the Centre for Commercial Law Studies (CCLS), Queen Mary University of London.

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

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Gaetano is an Interactive Entertainment and Intellectual Property Law Scholar, the lead organizer of this conference, the Editor-in-Chief of the Interactive Entertainment Law Review (Edward Elgar) and a passionate gamer. He is the deputy director of the Queen Mary Intellectual Property Institute, a member of the Executive Committee of the British Literary and Artistic Copyright Association, the UK national group of the Association Litteraire et Artistique Internationale; a member of the British Copyright Counsel Copyright and Technology Working Group, and a member of the UK IPO Copyright Advisory Council. Gaetano teaches International and Comparative Law of Copyright and Related Rights, Global Intellectual Property Law, Art and Intellectual Property Law and Interactive Entertainment Law. Gaetano is also a qualified Avvocato in Italy (Italian Bar Association Rome).

# LIFE IS A GAME

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Some academics have postulated that we literally live within a video game of a future society. Whether we do or not, video games are everywhere and our existence has been vastly gamified. What should we do as we realize the metaphor has become our life? So many still assume the world of video games exists in isolation with its sole purpose being to provide entertainment. Its actual scope and reach is wider, deeper and more interdisciplinary than any of us would have thought.

## 9.40-10.00 'CAN GAMES RULE THE WORLD?'

Over the course of its relatively short life, the games industry has come a long way technologically, creatively and financially and has also broadened its user demographics. But how does it really measure against other entertainment industries, and is it nearing the limits of what it can achieve? At a time when the industry is facing increasing challenges from politicians and regulators over issues such as addiction and the boundaries with gambling, what are the prospects of the industry being able to make a legitimate claim to being the world's leading entertainment industry and to establish itself as making a meaningful contribution to society?

### PAUL GARDNER, PARTNER, WIGGIN

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Paul is a lawyer with a long history of working with businesses in the digital entertainment and technology sectors. He specialises in structuring, drafting and negotiating contractual arrangements involving the development, financing and distribution of digital entertainment products and services, and in providing practical and commercial advice on the application of the related laws and regulations, including age ratings, ecommerce, consumer protection, data privacy, advertising and competition.

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.

The Legal 500 and Chambers & Partners' guides to top law firms name Paul as one of the UK's leading lawyers in the interactive entertainment industry.

10.00-10.40

## PERCEPTIONS, MISCONCEPTIONS & REALITY: HOW VIDEO GAMES ARE UNDERSTOOD

How are video games and players perceived today? Are those perceptions accurate and helpful? How are messages in and of gaming being transmitted, and what impact are they having? What do gamers and the industry need to do to ensure we are understood? What are the benefits of video games? How is the increasing cultural impact of video games reflected in news coverage? Are we mislabeling societal issues as game problems? In other words, do games reflect society's problems or actually add to them?

**CHAIR: BEATA SOBKOW, ASSOCIATE, HARBOTTLE & LEWIS**

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Beata Sobkow works as a solicitor in Harbottle & Lewis LLP's Technology, Media, and Entertainment team and is part of the firm's Video Games Group. As a solicitor, she focuses on data protection and intellectual property law. However, first and foremost, she is a gamer who is passionate about video games and the video games industry as a whole.

**MAGNUS ANDERSON, VIDEO GAME HISTORIAN**

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Magnus Anderson is the co-author of *Grand Thieves & Tomb Raiders*, a history of British home computers and videogames. He has written or spoken about games history for *The Sunday Times*, *The Telegraph* and *Radio 4*, and also given lectures on the subject at universities, conferences and conventions. He had previously spent 15 years working in capital markets and structured finance. He's always likely to start talking about old computer games given the chance!

**JONATHAN ELMERGREEN, EXECUTIVE DIRECTOR, HEVGA**

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Jonathan Elmergreen is the Executive Director for the Higher Education Video Game Alliance, the international professional association for faculty, students, and institutions that work in video games, interactive media, and digital media. In his work with the Alliance, he serves members of the games and higher education community through field building, academic services, public advocacy, and policymaker engagement. Under Jonathan, membership has grown to represent over 310 universities worldwide, and HEVGA has become a global leader and voice in games through strategic global partnerships with governing bodies, agencies, foundations, associations, and organizations and a strong network of esteemed

fellows, scholars, and members.



Nav has been involved with the video games industry since the late 90s and has been a gamer since the mid-70s. He is a qualified lawyer and holds a Masters in Intellectual Property Law. He has acted as both in-house counsel and external adviser for a variety of companies in the industry including developers, publishers and service companies. Later he moved into business development/strategy roles. His last role was being part of the management team of a major publisher's games studio where he was responsible for forging and managing all key external partnerships. Ultimately, this combined experience led him to set up "Navatron" a business and legal consultancy entirely focused on the games industry. He is also director of an esports company and is a legal consultant at both Wiggin and A&O.

**10.40-11.00**

**LANGUAGE AND LIFE THROUGH VIDEO GAMES:  
INTERACTION, CONTEXT AND STORY**

This paper brings together cutting-edge research on videogames in complementary disciplines for whom the role of social context plays a particular part analytically: linguistic anthropology, media linguistics, and digital humanities (Mendoza-Denton 2016, Bucholtz 2014, Ensslin 2011, 2012, Mykietiak, 2015). In these domains the role of context covers interaction, social variables such as gender and ethnicity, literary antecedents and creativity, communication between and among players, and technical aspects of the communicative signal that are relevant to the legal arena: inference, indirectness, and cultural cues. Taken together, the disciplines that try to better understand communication, interaction, language use, and narrative display and performance in everyday life can bring new questions to bear, add insights to current ones, and provide tools for analysis and understanding in the legal and gaming arenas.

**DR COLLEEN COTTER, READER IN MEDIA LINGUISTICS**

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Colleen Cotter is Dean for Education in the Faculty of Humanities and Social Sciences and Reader in Media Linguistics at Queen Mary University of London. Her research areas include news media language, story forms, the impact of technology on interaction, and language in use. She taught full-time in linguistics and journalism departments in universities in California and Washington DC, before relocating to London. She is the author of *News Talk: Investigating the Language of Journalism* (2010; Cambridge), co-editor of the Routledge *Handbook of Language and Media* (2018), and a long-time supervisor of numerous undergrad and postgraduate new media and online/digital research projects.

**11.00-11.30**

**COFFEE BREAK**

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

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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 Honorary Industry Professor at the 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.

Professor Festinger practices law and consults through Festinger Law & Strategy and is Media & Copyright Counsel to Broadband TV. He is Past Chair of Ronald McDonald House British Columbia, a Director of viaSportBritish Columbia, and a member of the Law Society of British Columbia's Rule of Law and Lawyer Independence Advisory Committee. Professor Festinger began his legal career in private practice with an emphasis on matters relating to freedom of expression. In turn, he became a partner in the Vancouver firm of Owen Bird, General Counsel of WIC (Western International Communications) Ltd., Senior Vice President of the CTV Television Network and Executive Vice President, Business & General Counsel of the Vancouver Canucks of the NHL and the arena in which they played, General Motors Place. While at CTV he helped launch VTV (Vancouver Television) and was the station's first General Manager. Professor Festinger's current research interests relate to the relationship between concepts of justice and evolving technologies. In particular, the impact of law and regulation on creative endeavours, intersections of copyright fair dealing with freedom of expression particularly regarding video game "mods", the right to freedom of thought in virtually real environments, and digital ethics. He is also actively committed to open and distance education through the web.

Which values do gamers look for when choosing games to play: purpose, role, and story? Is a model of in-game self-personification similar in all societies or it is affected by cultural diversity? We attempted to trace preferences of gamers around the world and to explain whether gamers' choices were universal or reflective of their specific cultures in 2018.

#### **TAMARA SAKOLCHYK, SENIOR COUNSEL, WARGAMING GROUP LIMITED**

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Tamara Sakolchyk is Head of Business & Legal at Wargaming. She specialises in game monetisation, e-commerce and taxation of in-game sales. With the benefit of a law firm background, Tamara assists Wargaming business teams with the implementation of co-branding and loyalty programmes, taxation of games-as-service in various jurisdictions, and navigation through the cobweb of payment services. She also deals with consumer protection issues and third party publishing.

Tamara spent five years lecturing at the Belarusian State University (Minsk, Belarus); this year she is giving lectures on legal aspects of videogame monetisation at the High School of Economics (Moscow, Russia). Tamara is also one of the organisers of the moot court competition Games Industry Law Summit: Legal Challenge.

#### **YAHOR YEFANAU, GENERAL COUNSEL, AWEM GAMES**

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Yavor Yefanau is General Counsel at Awem Games, a mobile studio with expertise in casual gaming and a particular focus in match3. Yavor has a special interest in online gambling and in-game sales regulation and taxation, digital marketing activities and IP protection. Yavor's background includes m&a projects and IT practice in a law firm. Yavor is a Queen Mary alumnus and winner of the Wargaming Legal Challenge of 2017.



From moral panics about games and violence, assumptions in multiple directions regarding games and health, misunderstandings and popularization of academic research, tensions between historical preservation and academic use versus intellectual property and brand management, and more, the present slate of issues facing games in higher education is complex and multi-faceted. These issues have far-ranging effects across program design, research prioritization, academic and industry relations, university structure, and more. This talk outlines these present-day issues and their impacts from the viewpoint of the Higher Education Video Game Alliance, a service organization representing over 325 universities worldwide that offer curriculum related to games and media, and grounds the discussion both in the historical advancement of this work within the university as well as looking forward to ways these issues are likely to affect the future of the field.

#### ANDREW PHELPS, PROFESSOR OF ART & DESIGN, ROCHESTER INSTITUTE OF TECHNOLOGY

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Andrew "Andy" Phelps is a Professor of Art & Design at Rochester Institute of Technology (RIT). He is also the founder of the RIT School of Interactive Games & Media, the founder of the RIT Center for Media, Arts, Games, Interaction & Creativity (MAGIC) and the founder of the related campus-wide studio and production organization, MAGIC Spell Studios.

He led the design and establishment of the RIT Masters of Science in Game Design & Development, as well as a Bachelor degree on the same subject, both of which have been ranked in the top 10 in the nation since their creation by the Princeton Review. His alumni can be found at major studios worldwide including Microsoft 343 Industries, Activision Blizzard, Bungie, Sony, Zynga, and more, as well as numerous other engineering, art, design, and interactive media companies. His students have also gone on to successful careers in graduate and doctoral programs, government agencies at the local, state, national and international level, non-profits, and several philanthropic foundations.

His work in game design, game development, game art and game education is recognized internationally, has regularly been presented at numerous academic conferences and in related journals, has been supported by grants from multiple federal agencies, numerous state and local agencies, and research labs at private corporations. These include the Library of Congress, the National Science Foundation, the US Department of Education, Microsoft Research, and more. His work has also been extensively covered in the popular press and trade literature, including USA Today, CNN, the New York Times, Polygon, Gamasutra, Inside HigherEd, the Chronicle, Campus Technology, etc. In addition to his roles at RIT, he currently serves as president of the Higher Education Video Game Alliance (HEVGA), which he co-founded with colleagues in 2014, and which now represents over 310 colleges and universities with games curricula worldwide. In the spring of 2019 Phelps is serving as a Games Scholar in Residence at the School of Communications at American University, working with faculty and staff at the School and the AU Game Lab. He maintains a website featuring his work as an artist, researcher, and educator at <https://andyworld.io/>

# THE VIDEO GAME ECOSYSTEM

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The business of video game and interactive entertainment, in particular the ways we buy, play and interact with video games, is constantly evolving. Among the most recent technological advancements is cloud gaming, but with so much happening so quickly, what will the games ecosystem look like even 5 years from now?

## 12.20-12.40 PLAYING IN THE CLOUDS: TECHNOLOGIES, SERVICES AND LEGAL IMPLICATIONS

**CHRISTOPHER MILLARD**, PROFESSOR OF PRIVACY AND INFORMATION LAW, CCLS, QMUL

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Christopher Millard is Professor of Privacy and Information Law and head of the Cloud Legal Project at the Centre for Commercial Law Studies, Queen Mary University of London. He is also co-director of the Microsoft Cloud Computing Research Centre and is Senior Counsel to the law firm Bristows. He has over 35 years of experience in the technology law field, in both academia and legal practice. He is Editor and Co-Author of *Cloud Computing Law* (Oxford University Press, 2013) and is a founding editor of the *International Journal of Law and IT* and of *International Data Privacy Law*. Christopher is a Fellow and former Chairman of the Society for Computers & Law, a past-President of the International Federation of Computer Law Associations, and a past-Chair of the Technology Law Committee of the International Bar Association. A selection of his papers is available for free download from SSRN.

## 12.40-13.00 THE POLITICAL ECONOMY OF TWITCH

Cloud computing has pervaded modern life, both for consumers and businesses. Entertainment services such as music and video streaming are routinely delivered to consumers using cloud-based delivery. Technical factors, notably latency, have until recently delayed the widespread deployment of cloud gaming services. However, specialist gaming providers are now scrambling to move to the cloud. In doing so, many will rely on the major cloud service providers (including AWS, Google and Microsoft), which themselves may be significant competitors in cloud gaming markets.

This session will unpack the implications of cloud computing as a means of delivering computing resources as a service via the internet, typically using an on-demand, rapidly scalable, and pay-as-you-go model. While offering many advantages, cloud computing - and particularly 'layered' cloud models - can complicate contractual relationships and pose regulatory challenges, including under data protection law.

**MIA CONSALVO**, CANADA RESEARCH CHAIR IN GAME STUDIES & DESIGN, CONCORDIA UNIVERSITY

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Mia Consalvo is Professor and Canada Research Chair in Game Studies and Design at Concordia University in Montreal. She is the co-author of *Players and Their Pets*, co-editor of *Sports Videogames* and author of *Cheating: Gaining Advantage in Videogames*. She has most recently completed the book *Atari to Zelda: Japan's Videogames in Global Context*, about Japan's influence on the videogame industry and game culture.

Mia runs the mLab, a space dedicated to developing innovative methods for studying games and game players. As a member of the Centre for Technoculture, Art & Games (TAG), she has

presented her work at professional as well as academic conferences including regular presentations at the Game Developers Conference. She is the Past President of the Digital Games Research Association, and has held positions at MIT, Ohio University, Chubu University in Japan and the University of Wisconsin-Milwaukee.

**13.00-14.00 LUNCH**

**14.00-15.30 PANEL: THE EVOLUTION OF THE VIDEO GAME ECOSYSTEM**

This panel will look at how the ecosystem is structured, what are the challenges, roles and responsibilities of the principal actors (game developer, publisher, digital distribution company, trade associations, etc.) and answer questions such as: with the long-predicted Cloud Gaming model finally becoming a viable option, what will change? Where will strategic partnerships outside of the video game world, attention scarcity, and collaboration (collaboration and competition) with other media/creative industries take us?

**CHAIR: SEAN F. KANE, PARTNER, FRANKFURT KURNIT**



Sean F. Kane is co-Chair of the Interactive Entertainment Group at Frankfurt Kurnit, where he represents companies in the video game industry. Mr. Kane represents clients in transactions involving console and PC video games, eSports, online gaming, social gaming, mobile and tablet gaming, virtual worlds, virtual currency, mobile apps and social media. He has considerable experience negotiating licenses and developer and publisher agreements, and in protecting and monetizing the intellectual property rights of video games and related social media applications, including trademark and copyright protection, clearance and enforcement. He also has experience litigating complex business and intellectual property disputes in federal and state courts at trial and appellate levels and in ADR forums throughout the country.

Mr. Kane is a founding member of the Video Game Bar Association. He is a member of the American Bar Association Section of Intellectual Property Law, where he recently served as Chair of the Computer Games and Virtual Worlds Committee. Additionally, he is a member of the Section of Science & Technology Law, where he served as the founding Chair of the Virtual Worlds and Multiuser Online Games Committee. Variety magazine named Mr. Kane to its 2017 Dealmakers Elite New York list and 2016 Legal Impact Report. A frequent writer, Mr. Kane is the co-author most recently of Video Game Law: Everything You Need To Know About Legal and Business Issues in the Game Industry, published by Taylor & Francis/CRC Press (2018).

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



Canon Pence is General Counsel for Epic Games and 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 going in-house at Epic. He is a graduate of the University of North Carolina at Chapel Hill and received his JD from the University of North Carolina School of Law. In 2014, Mr Pence was named a Corporate Counsel of the Year by the Triangle Business Journal.

## **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. Prior to joining ISFE in 2017, Ann was Senior Adviser to the European Publishers Council on copyright, strategic project and public affairs campaigns (2010-2017).

Ann has also served as Director for the IP, Media, Entertainment & Sports practice at Hill+Knowlton Strategies in Brussels, advising various technology and media companies (2011-2013). Earlier in her career (1998-2010), Ann represented the French media group Lagardère SCA towards the European institutions in the field of publishing, TV & radio broadcasting, retail and sports rights.

At ISFE Ann is advancing ISFE's role as the video game industry's voice towards EU policy makers by developing, managing and executing a strategic approach to ISFE's policy and public affairs activities. Ann holds an MA from King's College, University of London in UK, EU & US Copyright and an MA from the University of Paris in Regional Economic Development and international Cooperation.

## **PATRICK SWEENEY, PARTNER, IELAW**

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Patrick Sweeney is one of the leading attorneys in the games industry, having served both as in-house and external counsel to a variety of companies in his career. In his 18+ years in the games industry, Patrick has negotiated an array of game development agreements, resulting in the commercial release of more than 250 games across all distribution platforms and territories. In addition, he has represented clients with respect to game rights for more than 50 major motion pictures and television properties, as well as negotiated numerous technology licenses and other agreements inherent to the games industry.

Prior to establishing the Interactive Entertainment Law Group in late 2013, Patrick was the head of the Video Game practice for Reed Smith LLP and helped to grow the practice into the largest game-specific legal team in North America. Patrick has written or been featured in various articles for such publications as The Daily Journal, Game Developer Magazine, [a]List Daily and others. Additionally, Patrick is a frequent speaker on legal issues pertaining to the games industry on behalf of organizations such as Law Seminars International, International Game Developers Association, the American Bar Association and the Beverly Hills Bar.

Patrick is a founding member and President of the Video Game Bar Association, an invitation-only organization made up of the top legal practitioners in the games industry. He is an Adjunct Professor at Southwestern Law School in Los Angeles, where he teaches a course entitled Video Game Agreements. Patrick has also lectured law students at the University of Southern California, UCLA, Loyola and Washington University.

## JAS PUREWAL, PARTNER, PUREWAL & PARTNERS

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Jas Purewal is a digital entertainment lawyer and business advisor specialising in video games, esports and tech. He advises on the legal, business and operational aspects of running a digital entertainment business and in particular deals with negotiation, intellectual property exploitation, regulation and dispute resolution. He advises some of the leading digital entertainment businesses in the world, from major games developers and publishers to global esports teams and tech companies.

Jas is co-author of the World Intellectual Property Organisation's textbook on digital entertainment law and is a contributing author to several other digital entertainment textbooks. He is also a member of BAFTA and an advisory board member at the UK's National Film and TV School. He has been rated a leading advisor to digital entertainment businesses by the leading directory Chambers & Partners, clients commenting that "his knowledge of all the different areas we might want to go into allows us to broaden our business understanding and reach".

Jas founded Purewal & Partners after more than a decade of practice at international law firms including Olswang and Osborne Clarke in the City of London, and other firms in mainland Europe and in Silicon Valley. Jas is currently playing Prey, Zelda: Breath of the Wild, Clash Royale, and Hearthstone.

**15.30-16.00**

**COFFEE**

# CITIZENSHIP

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Parsed through different lenses, today's video game players are customers, co-creators, athletes, influencers, and monetizable information sets. As games, platforms and communities evolve what will happen to players' citizenship?

## 16.00-16.20 PLAYERS' RELATIONSHIPS IN TIMES OF AI

This paper proposes to explore how the deployment of artificial intelligence techniques in video games could impact in the formation of social relations among gamers, and in the way video game content is discovered and consumed. The primary focus is to examine novel possible uses of artificial intelligence in video games, and how they relate to the general problematic dimensions of algorithmic policy landscape. In order to properly assess the many nuances of this phenomenon, this paper will follow the theoretical framework developed by the author, which comprises the following clusters: algorithmic awareness, scalability, opacity (tackling both technical complexity and legal obstacles to access due to intellectual property protections), interpretability/explainability (regarding deep architectures that are inscrutable), bias (both as selection bias in the training data or in model selection), accountability and fairness/inclusion. To do that, we will scrutinize how personal relations have been formed and mediated by video games since the early days of offline gaming to the new landscape of online persistent environments, addressing the communal sense of belonging revolving around live streaming and theorizing in the reasons of its success. In that context, we will concentrate on how some uses of artificial intelligence could be exploited to the detriment of players and content creators, profiting from their weaknesses and addictions and affecting discoverability. As a case study to illustrate this phenomenon, this paper will explore the patents granted for matchmaking algorithms, whether or not they have been deployed, as well as other potential uses of similar technologies.

### MICAELA MANTEGNA, RESEARCHER, CENTER FOR TECHNOLOGY AND SOCIETY, SAN ANDRES UNIVERSITY

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Micaela Mantegna is a lawyer graduated from the National University of Comahue (Argentina), where she taught civil liability, law and technology for almost fourteen years. After her Google Fellowship at the Center for Technology and Society at San Andrés University, she remained as a guest researcher and teaches about intellectual property, video games and artificial intelligence. She holds a specialist degree in Internet Law from the University of Buenos Aires, with a thesis on Artificial Intelligence and Governance of Algorithms, and a Diploma in Internet Governance from the University of San Andres, with a paper on online freedom of expression and automated content moderation.

As a lecturer, she has been invited to different local and international events, including the Internet Freedom Festival (Spain), Internet Governance Forum (Argentina) and RightsCon (Canada), to dissertate about algorithmic governance, public AI policy and video game law. Combining her passion for intellectual property, geek culture and video games, she founded "Geekylegal" as an outreach initiative to engage people outside academia on topics related to law, entertainment and technology. Known as "Abogamer" within her activity as a communicator, she participates as a weekly columnist for the Malditos Nerds show at radio Vorterix, covering E3, The Game Awards and other industry related events. Also, she is co-host of the "Control de Cambios" podcast which deals with subjects including technology, law and Internet. She has been Law Court Clerk in the Federal Judiciary Branch since 2005, where she also served as users trainer in several automation processes relating to various judicial management software packages and projects.

The gaming and interactive industry has embraced the digital economy and has developed innovative connected features, creating documented players' profiles from their preferences, behaviours and private lives. However, inferred players' profiles created by big data, analytics and artificial intelligence are essentially related to their in-game persona – which could be fantasy – capturing only one part of their identity. At a time when games become more interconnected to other digital services, this biased profiling can paradoxically put the intimacy of the players at stake. Despite their ambition of transparency, recent privacy laws are not equipped to protect the accuracy of those inferred profiles and are even weakened by other regulations encouraging data mining, knowledge discovery or protection of commercial interests resulting from profiling.

#### WILLY DUHEN, INTERNATIONAL LEGAL AND PRIVACY, ACTIVISION BLIZZARD



Doctor of Law, Willy currently operates within Activision 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 for a 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.

"Log in to any online game or popular stream and there is a good chance you'll run into hostility, trash talk and aggression from strangers", 'The Guardian' writes. Community Support is on the forefront to tackle such behavior, but there always comes a time when the legal team comes into play. This session discusses the legal framework and experience with legal actions against unwanted social behavior, but also covers toxic activities such as bots, exploits, hacks, and the sale of virtual goods

#### DR ANDREAS LOBER, PARTNER, BEITEN BURKHARDT



Dr. Andreas Lober is a Partner at BEITEN BURKHARDT's Frankfurt office. Being a gamer since 8-bit times, an Internet native since the 1990s and a lawyer since 2001, he advises national and international companies in the media and technology sector. He has worked on virtual items since 2006, and won the first European court decision against cheat bots 10 years ago, followed by what was presumably the first European court decision against gold-sellers. Other landmark cases include a judgement awarding damages to a games publisher against a file hosting service, lifting the de facto ban of "Doom", "Quake", and other infamous games, winning a series of cases against PEGI games being imported to Germany, securing an age

rating for "Dead Rising 4", and cross-border seizures of servers for cheat bots.

**17.00-17.40**

**FIRESIDE CHAT: RESTRICTIONS ON CREATIVITY-  
PROTECTION OF MINORS AND CONSUMER PROTECTION**

This session will focus the impact of legal provisions on the protection of children and consumers on video games.

**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 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.

**WOJTEK ROPEL, BEITEN BURKHARDT**

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Wojtek Ropel is Partner at BEITEN BURKHARDT's Frankfurt office and a member of the IP/IT/Media practice group. He has a special focus on IT law in the entertainment software and new media sector. This includes advice on industrial property protection and the enforcement of rights against third parties. He advises his national and international clients on legal questions regarding the development, licensing, physical and digital distribution of software, the legal realization of new business and financing models as well as the adjustment of software products to the legal requirements in Germany (compliance, including the protection of minors).

Wojtek Ropel studied law at the University of Gießen. He was admitted to the German Bar in 2011. Prior to joining BEITEN BURKHARDT, Mr Ropel worked with another corporate law firm in Frankfurt. He has been working with BEITEN BURKHARDT since 2015 and became Partner in 2018.

**19.00-00.00**

**DINNER AND DRINKS RECEPTION**

MABEL'S BAR & KITCHEN

30 MAIDEN LN

COVENT GARDEN

LONDON WC2E 7JS



9.30 -10.00

REGISTRATION

## CITIZENSHIP (CONTINUED)

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10.00-11.00

**PANEL: ATHLETES, INFLUENCERS AND CHEATERS:  
HOW TO DEAL WITH (CELEBRITY) PLAYERS?**

By delineating and redefining notions of “community”, we will explore how accessible worlds of gamers have created a new form of celebrity. Do we need to regulate this phenomenon? What are the roles and responsibilities of publishers, platforms and regulators in these circumstances?

**CHAIR: KONSTANTIN (KONNI) EWALD, PARTNER, OSBORNE CLARKE**

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Konstantin Ewald is a Partner and Head of Digital Business at Osborne Clarke, Germany. He advises leaders in the digital media and software industry throughout Europe and the US on all matters of digital media and IT law as well as IP/technology related transactions. Konstantin’s practice focuses on advising on technology related matters with a particular emphasis on SaaS and PaaS cloud deployment models, complex software implementation and licensing projects, distribution agreements and white labelling strategies that safeguard IP. He is a specialist in E- and M-commerce law, as well as data protection issues. A large part of his practice is working with clients in the digital media/video game/mobile sector. Konstantin regularly acts for major computer and mobile games developers and publishers as well as other rights owners who license rights for use in interactive software products. He regularly counsels clients during the product development phase, providing advice about how to design games/apps and other digital media products to avoid claims for infringement and to comply with privacy and youth protection regulations. Konstantin has published the first legal handbook on mobile apps and is editor-in-chief of Germany’s leading blog about legal aspects of games [www.onlinegameslaw.com](http://www.onlinegameslaw.com).

**KOSTYANTYN LOBOV, SENIOR ASSOCIATE, HARBOTTLE & LEWIS**

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Kostyantyn advises predominantly on Intellectual Property and Advertising matters. The core of his practice includes advising on disputes involving IP and related rights (ranging from takedowns of content online, to substantive High Court litigation), brand and IP protection strategy, pre-clearance of advertising campaigns, and dealing with investigations by the Advertising Standards Authority. Having been a prolific gamer himself for many years (and somehow having found the time to keep up the habit), Kostyantyn brings useful insider knowledge to the firm’s Interactive Entertainment group, particularly in the exciting growth area of esports, and in understanding the subtleties and challenges of owning/enforcing IP rights in the gaming community. In the context of games, Kostyantyn’s recent highlights include working with leading developers/publishers on various matters concerning their AAA titles.

**NIC MURFETT, DIRECTOR & COUNSEL, TAKE-TWO INTERACTIVE SOFTWARE  
INC**

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Nic Murfett is Director & Counsel at Take-Two, where he advises on a broad range of transactional, marketing, data and consumer protection, and regulatory matters and is primarily responsible for Take-Two's contractual arrangements with first party platforms. Nic joined Take-Two in 2016 after having spent seven years at Harbottle & Lewis LLP including 18 months on secondment to Microsoft's Legal & Corporate Affairs team. Nic is a regular speaker at videogame seminars and conferences and has guest lectured at Queen Mary University of London on the Interactive Entertainment Law LLM module.

**ISABEL DAVIS, ASSOCIATE, PUREWAL & PARTNERS**

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Isabel is an associate at law firm Purewal & Partners. Her work spans the breadth of the digital entertainment industry, including advising video games, esports and digital broadcast businesses. Prior to joining Purewal & Partners, Isabel spent nearly three years working in-house at Disney Interactive and King in both legal and business development roles.

**11.00-11.30**

**COFFEE BREAK**

# CREATIVITY, INVENTIVENESS, CULTURE AND MEMORIES

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Intellectual property is critical to success, and games and interactive entertainment are very complex IP products. Are we making the most of the avenues of protection afforded them? Or is the omnipresence of IP laws an unnecessary obstacle in desperate need of remedial disentangling?

## 11.30-11.50 YOU KNOW WHAT? I'M API!

Hundreds of millions of 3D buildings, roads, landmarks, cafes, and parks... Google has the world mapped, meaning that game developers can count on high-quality data from London to Tokyo which includes information on over 100 million places to help them build real-world games with Google Maps APIs.

Standardized software interfaces (APIs) have driven innovation in software development and in the game industry. They let computer programs interact with each other and let developers easily build technologies for different platforms.

In a pending lawsuit it is claimed one should have the right to control software interfaces—the building blocks of software development—and as a result, the ability to lock in a community of developers. If the rules of software development were to change after this lawsuit, what could be the impact on the future of the gaming industry?

## DR CEDRIC MANARA, SENIOR COPYRIGHT COUNSEL AND HEAD OF THE COPYRIGHT TEAM, GOOGLE

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Cédric Manara, PhD, has lost his hair teaching, writing or consulting. He has been a full time law professor at EDHEC Business School (France) and held visitorships in Finland, Italy, Japan and the USA, published a lot on intellectual property and internet legal issues, and also was a consultant for ecommerce companies and law firms. He joined Google's wonderful legal team in 2013 where he is now a senior copyright counsel and the head of the Copyright Team.

**11.50-12.10**

**A LOST DESTINY OR WORLD OF WARCRAFT? UNLOCKING THE HIDDEN POWER OF DESIGNS**

Designs are the neglected cousin of trade marks, patents and copyright. But if you take the time to get to know them, designs will serve you well. Whether it is limiting the power of clone games or strengthening your brand and merchandising rights – registered designs can help you to maintain control of key game assets. Even if you don't want to register yet more rights, unregistered designs come in many different forms and could be a blessing lurking unknown in your portfolio or a thorn in your side if wielded against you.

**ROSIE BURBIDGE, PARTNER, GUNNERCOOKE LLP**



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 technology and fashion clients including with businesses at the cutting edge of the Internet of Things, wearables and blockchain. Rosie's book, *European Fashion Law* (Edward Elgar Publishing) was published in February 2019. She keeps on top of the latest fashion law trends via her dedicated website: [EuropeanFashionLaw.com](http://EuropeanFashionLaw.com). Finally, Rosie has been a GuestKat since September 2016. She covers the latest cases and cutting edge issues for IPKat and a wide range of other publications.

**12.10-12.50**

**FIRESIDE CHAT: VIDEO GAME PATENTS: UNDERESTIMATED, UNDERSTUDIED AND UNDERUSED**

The legal environment always lags behind technology, at least until commerce insists otherwise. Video game patenting is no exception; the uptake is bigger in the US where the regulatory (and commercial) environment is more favourable, but Europe is yet to catch up. Using samples of video game patents from both sides of the pond, Ross Dannenberg (US) and Gwilym Roberts (Europe) compare and contrast the relevant legal frameworks and ask how we can use the system better in this key area.

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



Ross Dannenberg handles a wide range of intellectual property issues, with experience in Internet, video game, telecommunications, and computer software-related issues. With a background in computer science, Ross has prepared and prosecuted hundreds of patent applications in a variety of technical fields, and has been involved in numerous patent, copyright, and trademark enforcement lawsuits. He has considerable experience with intellectual property protection of video games, including patent, trademark and copyright protection, copyright clearance, licensing, and enforcement of intellectual property rights.

**GWILYM ROBERTS, PARTNER, KILBURN & STRODE**



Arguably the highest profile patent attorney in Europe, Gwilym 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.

12.50-13.50

LUNCH

13.50-14.50

PANEL: VIDEO GAMES AS POP CULTURE

Video Games are new models of interactive storytelling and form an intrinsic part of our culture. They constantly borrow and give back in increasingly fluid ways. Genres, dance moves, Easter eggs and tattoos are just some examples. So much is changing so quickly. Is IP law ready, willing and most importantly, able to take on this new role?

**CHAIR: DIMITER GANTCHEV, DEPUTY DIRECTOR OF THE CREATIVE INDUSTRIES DIVISION, WIPO**

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Mr. Dimiter Gantchev is Deputy Director of the Copyright Infrastructure Division in the Culture and Creative Industries Sector of the World Intellectual Property Organization in Geneva. His experience in WIPO includes the role of Senior Counselor in the Copyright and Related Rights Sector, the Economic Development Sector and the Office for Strategic Use of Intellectual Property for Development. In his professional activities in WIPO Mr. Gantchev focuses on issues related to the economics of copyright and related rights, their contribution to economic development as well as the use of copyright by creators in their everyday activities.

In recent years he dedicated considerable attention to studying the relationship between creative industries and intellectual property and the possibilities generated by intellectual property for economic performance. He is directly responsible for economic analysis and capacity building activities on direct management of intellectual property assets in the creative industries.

He has been in charge of research projects in WIPO on establishing methodologies for assessing the economic, social and cultural impact of copyright on the creative industries, estimating the impact of copyright piracy, providing evidence for policy making and enforcement policies on copyright as well as capacity-building and awareness building on creative industries.

Mr. Gantchev is a national of Bulgaria. He holds a PhD in economics from the Sofia University of National and World Economy and an MA in international relations from the Moscow State Institute of International Relations. He is a Founding Member of the Bulgarian National Association on Intellectual Property. Mr Gantchev has numerous publications on creative industries, intellectual property and foreign policy issues.

**RAFAL KLOCZKO, CHIEF COUNSEL, CD PROJECT RED**

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Leading the Legal Team at CD PROJEKT RED, Rafał is the video game developer behind "The Witcher 3: Wild Hunt", the most awarded video game in history. At CD PROJEKT he is responsible for, inter alia, creating global strategies for IP rights protection and management, supporting the development of the internal structure of the company, negotiating business contracts, as developing a full in-game legal compliance system. Rafał specializes in intellectual property law. Before joining CD PROJEKT Rafał worked at one of the biggest law firms in Poland.

## **JULIETTE AUVERNY-BENNETOT, SENIOR LEGAL COUNSEL, PARADOX**

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Juliette is an Intellectual Property lawyer who has been working for the past 6 years as in-house counsel at Paradox Interactive AB working mostly with IPR, company law issues and M&A. Paradox is a major game developer and publisher and is the company behind the critically acclaimed games “Cities: Skylines”, “Europa Universalis” and “Crusader Kings II”. Before working for Paradox Juliette worked as Contract Manager at Plus Licens and at Laird Technologies. Juliette has law degrees from both France and Sweden and a LLM degree from Southampton University.

## **LEONARD BENDEL, ASSOCIATE GENERAL COUNSEL, ZENIMAX EUROPE LTD**

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Leonard is Associate General Counsel at ZeniMax Europe, the European and Australian publishing division of Bethesda Softworks. He advises on a range of legal, commercial and operational matters across the territories, working with the sales and marketing teams. He previously worked in television at Fremantle Media and Talkback, and has broad experience of the media and music industries.

## **14.50-15.30 RETRO AND VIDEO GAME PRESERVATION**

Video games are art. Art must be preserved. IP issues can get in the way. What are the pathways out of these challenges?

## **CHAIR: PROF UMA SUTHERSANEN, CHAIR OF INTERNATIONAL INTELLECTUAL PROPERTY LAW, CCLS, QMUL**

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Professor Uma Suthersanen holds a Chair in International Intellectual Property Law at the Centre for Commercial Law Studies (CCLS), Queen Mary University of London (QMUL). She is the Academic Co-Director of the London LLM in Intellectual Property Law programme, as well as one of the Co-Directors of the Queen Mary Intellectual Property Research Institute. She is the current editor of Sweet & Maxwell’s European Copyright and Design Reports, and a founding/current editor of Queen Mary Studies in Intellectual Property. She has served as a consultant and/or given evidence to UNCTAD, UNESCO, WIPO, the European Parliament, the European Commission and the Governments of Israel and Singapore. She is a Visiting Overseas Fellow of the Intellectual Property Academy of Singapore.

## **DR YIN HARN LEE, LECTURER, UNIVERSITY OF SHEFFIELD**

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Dr Yin Harn Lee is a Lecturer in Law at the University of Sheffield, where she researches and teaches in the area of intellectual property law. She completed her PhD at the University of Cambridge on the copyright issues surrounding the modification of videogames by players, and is currently working on a monograph on the same topic to be published by Cambridge University Press. She is also a member of the Editorial Board for the Interactive Entertainment Law Review.

## EWELINA JAROSZ-ZGODA, LEGAL COUNSEL, GOG.COM

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Ewelina is Legal Counsel at GOG.COM, a digital distribution platform offering a curated catalog of DRM-free PC games, ranging from all-time classics and indies to big day one releases. GOG.COM (formerly Good Old Games) is leading in the restoration of classic PC games and making them commercially viable. Ewelina is responsible for all legal matters at GOG.COM. She specializes in intellectual property law. Before joining GOG.COM Ewelina was advising in the fields of intellectual property, marketing, distribution and e-commerce.

**15.30-16.00**

**COFFEE BREAK**

# THE RULES

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If indeed, whether metaphorically or actually, life is a game – what are its rules?

## **16.00-16.20      SOCIALLY RESPONSIBLE GAME DEVELOPMENT: A TO-DO LIST**

Today we connect, relate, and play with one another online all around the world. For many of the upcoming generation the malls and arcades of yesterday are now digital spaces, and increasingly games are no longer just about the game, but rather a place to hang out with your friends. However, gaming spaces are still incredibly immature when it comes to supporting social cohesion and digital civility, impoverishing communication spaces and failing to nurture trust or relatability. These conditions are worsened by the unhealthy norms developing as a result of the broader social-media landscape. Thus, games often foster antagonism, weak connections, and are frequently antithetical to diversity and inclusion. This talk will explore these social implications, the challenges facing games more generally, and where we need to go as an industry next.

### **DR KIMBERLY VOLL, PRINCIPAL DESIGNER / HEAD OF PLAYER DYNAMICS, RIOT GAMES**

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Kim is a principal game designer and the head of player dynamics at Riot Games. Specializing in AI and design, with a focus on player motivations and interactions, Kim has spoken around the world on design best practices as well as the social implications of digital culture. She holds a PhD in computer science and an Honours degree in cognitive science. Recently she co-founded the Fair Play Alliance, a 100+ company professional group focused on reducing hate and harassment in video games through design. She is a long-time indie with several titles in the market, including *Fantastic Contraption* for VR.

## **16.20-16.40      ETHICAL AND NORMATIVE RULES FOR AI ENABLED CONTENT**

Video games provide a useful lens through which to analyze the ever-present debate regarding human nature between “behaviorism” with its strong reliance on determinism versus “freewill”, with its equally strong reliance on humanism. At first blush both schools find much to support their positions in video games. Behaviorists will look to addictive gameplay, loot-boxes, leaderboards, as well as reinforcement and reward structures to reinforce their views. Those prioritizing freewill can point to the infinite choices afforded through open-worlds, coupled with the variety of online interactions possible, all multiplied by the options afforded each gamer as “controller”. Entering this fray is artificial intelligence with tools that could impair our human agency. In reality AI seems to serve reinforce just how different and original each of us are. In video-game worlds, we gamers rule. In today’s powered by AI social media worlds our individual voices are similarly amplified and targeted, resulting in unprecedented influence. Once again, video games establish the precedent and life imitates games. Though humanist psychology and post-structural philosophy predict our power and uniqueness, many questions are begged, none more urgent than what ethical and normative rules we should place on AI enabled content in games and beyond so as to not endanger our humanness and not impair or disconnect from each other. This talk will suggest rules applicable to AI enabled interactive content, along with their legal foundations including those relating to transparency, data trusteeship, freedom of thought, duties to warn, undue influence, vicarious liability, and unconscionability.





Professor Jon Festinger, Q.C. is a Vancouver, British Columbia based counsel and educator. He is Honorary 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, and is as well Faculty in Residence of the UBC Emerging Media Lab. He also teaches at the Thompson Rivers University Faculty of Law, and has taught at the UBC Graduate School of Journalism 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.

Professor Festinger practices law and consults through Festinger Law & Strategy and is Media & Copyright Counsel to Broadband TV. He is Chair of viaSport B.C. a past Chair of Ronald McDonald House British Columbia, and a member of the Law Society of British Columbia's Rule of Law and Lawyer Independence Advisory Committee. Professor Festinger began his legal career in private practice with an emphasis on matters relating to freedom of expression. In turn, he became a partner in the Vancouver firm of Owen Bird, General Counsel of WIC (Western International Communications) Ltd., Senior Vice President of the CTV Television Network and Executive Vice President, Business & General Counsel of the Vancouver Canucks of the NHL and the arena in which they played, General Motors Place. While at CTV he helped launch VTV (Vancouver Television) and was the station's first General Manager.

Professor Festinger's current research interests relate to the relationship between concepts of justice and evolving technologies. In particular, the impact of law and regulation on creative endeavours, intersections of copyright fair dealing with freedom of expression particularly regarding video game "mods", the right to freedom of thought in virtually real environments, and digital ethics. He is also actively committed to open and distance education through the web.

**16.40-17.00 GOVERNMENT INTERFERENCE (AND THE AWAKENING OF THE REGULATORS?) A CASE STUDY IN ITALY**

The video game industry, which is traditionally to a large extent unregulated, is now on the radar of Governments in various parts of the Globe. On the one hand, Governments are passing new legislation and regulations that are designed specifically for video games or that have an often unintentionally cross-sectoral impact which affects also the esports and video games industries in general.

On the other hand, Government controlled or influenced Regulatory Authorities are also stepping into the picture, often in a dual capacity as Regulators as well as Enforcement Agencies. Italy is a good example of this trend: new regulations introducing State-made classifications systems for video games are coming our way, whilst the Antitrust & Consumers Authority has since showed a keen interest in games particularly from a consumer law perspective.

## ANDREA RIZZI, PARTNER, INSIGHT STUDIO LEGALE

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Andrea is a dual qualified (Italy and UK) all-round commercial/intellectual property and information technology lawyer. Since 2008, Andrea's practice has focused on assisting international video game and interactive entertainment players, ranging from digital entertainment content providers to console/OTT platforms making such content available to Italy and EU based consumers. Andrea has practiced as an international digital entertainment lawyer both in Italy and the UK and combines private practice training and experience with almost a decade of experience as in-house counsel working for major key players in the interactive entertainment industries. Andrea teaches video game and interactive entertainment law to LLM students at Queen Mary University of London and regularly speaks at international conferences on the law and business of video games. Andrea is a member of the Video Game Bar Association and serves on the Editorial Board of the Interactive Entertainment Law Review published by international publishing house Edward Elgar.

### 17.00-17.40 A FRESH LOOK AT THE LAW OF THE VIRTUAL WORLD

While romantic ideas about laws of virtual worlds have excited legal thinkers since long ago, gaming companies know it is a Utopia. EULAs, TOS and written game rules are scrutinized through the lenses of national laws: lack of compliance can make the documents void. However, game developers have their unique leverage for regulation of in-game behavior: game code. Now empowered by AI, it can effectively modify players' actions without imposing any written restrictions... Or is that a Utopia 2.0?

## DARYA FIRSAVA, SENIOR INTELLECTUAL PROPERTY COUNSEL, WARGAMING.NET

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Darya Firsava is Intellectual Property Counsel at Wargaming, also advising on data protection since 2013, and now based in Cyprus. For the last year, she has been supporting Wargaming GDPR team with a combination of legal expertise and understanding of the company's videogames-specific business processes. Darya has lectured in Belarus, Moscow and Cyprus on intellectual property and data protection issues arising in gaming industry, and is also a Fulbright Alumni. In her academic efforts Darya focuses on copyright aspects of depicting real-world objects in videogames.

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

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Chris Reed is a member of the Centre for Commercial Law Studies. He joined the Centre in 1987 and is responsible for the University of London LLM courses in Information Technology Law, Internet Law, Electronic Banking Law and Telecommunications Law. Chris has published widely on many aspects of computer law and research in which he was involved led to the EU directives on electronic signatures and on electronic commerce. From 1997 to 2000, Chris was Joint Chairman of the Society for Computers and Law, and in 1997-8 he acted as Specialist Adviser to the House of Lords Select Committee on Science and Technology. Chris participated as an Expert at the European Commission/Danish Government Copenhagen Hearing on Digital Signatures, represented the UK Government at the Hague Conference on Private International Law and has been an invited speaker at OECD and G8 international conferences. He is a former Director of CCLS, and from 2004 to 2009 was Academic Dean of the Faculty of Law & Social Sciences.

**17.40-17.45**      **CLOSING REMARKS**

**17.45-18.30**      **CLOSING RECEPTION (AT THE VENUE)**

## Upcoming Conferences

- **MORE THAN JUST A GAME MAASTRICHT, 6 JUNE 2019**
- **MORE THAN JUST A GAME MILAN, 22 NOVEMBER 2019**

**FOR FURTHER DETAILS ON MORE THAN JUST A  
GAME, VISIT: [MTJG.CO.UK](http://MTJG.CO.UK)**

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