



# Video Games

WE KNOW HOW TO PLAY THE GAME WELL  
WITH OUR MULTIJURISDICTIONAL APPROACH  
AND DEEP INDUSTRY KNOWLEDGE

COUNSEL TO THE WORLD'S  
LARGEST VIDEO GAME, TECHNOLOGY  
AND SOCIAL MEDIA COMPANIES

## WHAT WE DO

### DATA PRIVACY & SECURITY

We advise on all aspects of data protection law, including policy drafting, data transfers, employee and player data, evaluation of player behavior, chat monitoring for the prevention of cyber-grooming, data processing agreements and entire compliance projects.

### E-COMMERCE & APP COMMERCE

We advise mobile and digital game developers and distributors on all aspects of e-commerce and consumer law, including terms and conditions, right to withdrawal, in-game purchases, geoblocking, EU Digital Content Directive and advertisement restrictions.

### MEDIA REGULATORY

We provide multijurisdictional advice on contentious and non-contentious media regulatory matters, including due diligence on youth protection and age-gating requirements, advertisement restrictions and appeals of age-rating or other youth-protection-related classification decisions, loot box investigations and restrictions, e-money, payment requirements and advertisement restrictions.

### IP/TRADEMARKS

We advise on all aspects of intellectual property including development agreements, brand strategy, copyright, designs, IP issues in relation to the use of cheats, notice and takedown procedures and IP enforcement, Let's Play videos, violation of non-disclosure agreements etc.

### VIDEO GAMES AS A STREAMING SERVICE

We advise on all issues, including IP matters, regulatory questions, youth-protection matters and questions of data ownership with regard to disputes between the video game streaming platform provider and game developer.

### M&A & CAPITAL MARKETS

As one of the most active law firms in M&A and capital markets in the video games industry, we have a dedicated team of M&A lawyers with a specific focus on transactions in the gaming space. We have closed deals of all sizes and work with a number of video gaming companies with their IPOs or private placements.

## WHY WE ARE DIFFERENT

### Industry Knowledge

Video gaming companies benefit from our specific set of legal advisors who focus their practice in the video games sector and therefore have specific industry knowledge in this particular field. With over 100 practitioners regularly working in the video space we maintain one of the largest teams in the market.

### Global Approach

Our multijurisdictional approach and deep industry knowledge save valuable time and effort in identifying key contacts in any jurisdiction and coordinating representation all over the world. We offer our clients one point of contact who can manage all projects and matters with the right practitioners from the relevant jurisdiction and practice group, ensuring cohesive and efficient management.

### Cross-practice

As a full service firm, we advise on all aspects of video games law. From IP over tax to employment, we offer specialized practitioners in all areas of law who regularly advise video game companies.

**ASK US ABOUT...**

Digital Transformation & Cloud Survey • Global Data Privacy & Security Handbook • Legal Bytes  
Visit <https://resourcehub.bakermckenzie.com/> and <https://www.connectontech.com/>  
to learn more about our value added services

**ACT FOR ICONIC GAME  
COMPANY ATARI, ONE OF THE  
WORLD'S LEADING INTERACTIVE  
GAME DEVELOPERS**

**COUNSEL FOR GLOBAL  
GAMES COMPANY EMBRACER  
GROUP IN HIGH-VALUE  
ACQUISITION DEALS**

**WITH THE RIGHT PRACTITIONERS  
AROUND THE WORLD, WE OFFER  
OUR CLIENTS ONE POINT OF  
CONTACT TO MANAGE PROJECTS  
IN KEY JURISDICTIONS**

Baker McKenzie is "highly regarded for its international capabilities in multi-jurisdictional mandates...and has notable experience in mandates in the technology, digital entertainment and gaming sectors." CHAMBERS GLOBAL

"Baker McKenzie is a 'full-service international firm with a strong profile in digital media' with 'significant expertise in relation to online content exploitation and other areas at the cutting edge of technology... and very active in new tech convergence.'" CHAMBERS UK

"We value their expertise in the law and the tech sector as we know the advice we receive is based on practical experience and benchmarks." CLIENT TESTIMONIAL



Chambers Global      Chambers Global



Global Data Review      Refinitiv

Advised a leading gaming and app store platform on the multi-jurisdictional introduction of IARC.

Advised several game companies on age rating procedures in different jurisdictions, e.g. we successfully represented a leading software company on the appeal of the Australian age rating refusal decision of "The Happy Few".

Advised several video game companies on loot box investigations and restrictions, including landmark procedures in Belgium, Italy and the Netherlands.

Advised several video gaming companies on a large number of M&A transactions, including THQ Nordic (now Embracer Group) and Tencent.

Advised a leading game developer on investigating and taking down a cheat developer abroad.

Advised several video game companies on multijurisdictional data protection compliance programs and all other aspects of data security.

Advised several video game companies on securing trademarks.

Advised a manufacturer of game machines and software of games, concerning a series of corporate and commercial disputes with its joint venture partner arising from alleged financial misconduct and unfair competitive activities.