

## Representative Legal Matters

### Sebastian Schwiddessen

#### **Platforms and Social Media**

- Advised several leading social media and video-sharing platforms on the implementation of the German hate speech law (NetzDG), including advice on notice and takedown procedure and regulator trainings for notice and takedown teams.
- Advised several leading social media companies and other platforms on the implementation of the German law that implements Art. 17 Copyright Directive, including comprehensive advice on upload filter requirements, rights acquisition and German collection societies.
- Advised a leading video-sharing platform on different notice and takedown requests from German media regulators.
- Advised a leading social media platform on the requirements of the German law that implements the neighboring right for press publishers (Art. 15 Copyright Directive), including comprehensive advice on negotiations with German collection societies.
- Advised a leading video-sharing platform on the implementation of different German youth protection laws, including comprehensive advice on the EU country of origin principle.

#### **Video Games and eSports**

- Represented several leading game companies in over 30 age are-rating appeal procedures, among many others, Valve in two successful criminal court proceedings to lift the German ban of the game Left 4 Dead 2, followed by administrative proceedings before German regulators and the German age-rating body USK to fully rehabilitate the Game in Germany, Gearbox in the successful appeal procedure to overturn the Australian classification refusal decision of the game We Happy Few and a leading video games company in appeal procedures against different PEGI age-rating classification decisions, including comprehensive advice on PEGI advertisement rules.
- Advised a Chinese mobile game developer on the localization of terms of service, privacy notices and GDPR cookie compliance in preparation of the launch of two mobile games in the EU and representation in civil court proceedings on the EU right of withdrawal, including comprehensive advice on compliance with EU consumer rights.
- Advised a leading video game and esports company on advertisement regulations for alcohol in 27 different jurisdictions and advertisement restrictions for crypto currency exchanges in 26 jurisdictions.



- Advised several leading video game companies on loot box regulations in different jurisdictions, including advice on loot box investigations in Italy, France, Belgium and the Netherlands.
- Advised a Finish video game developer on the drafting of terms of service and GDPR compliance in preparation of the launch of a new game.
- Advised a leading virtual reality headset developer on youth protection requirements.
- Advised a leading video games publisher on IP questions in Germany, including regarding panorama freedom and parody exemption.
- Advised a leading AR mobile game developer on location-based advertisements.
- Advised several leading video game publishers on the monitoring of in-game text and audio chats.

#### **Film, Entertainment and Video on Demand**

- Represented Sony in over 10 criminal court proceedings to lift the German ban of the well-known Sam Raimi movie Evil Dead, followed by administrative proceedings before German regulators and the German age-rating body FSK to fully unban and rehabilitate the movie in Germany.
- Advised several leading video on demand platforms on the implementation of German youth protection laws, including comprehensive advice on the EU country of origin principle.
- Represented Apple/iTunes in landmark proceedings against the German film tax on foreign video on demand providers before the European General Court.
- Advised and represented two leading video on demand platforms on negotiations with the German film tax authority regarding the imposition of the new German film tax law.
- Advised a leading film studio on the global chain of title research for a well-known classic horror movie.
- Represented various German independent publishers in over 20 criminal court proceedings to lift the German ban of various well-known movies such as Friday the 13th Part 3, Friday the 13th Part 4 - The Final Chapter and Phantasm, followed by administrative proceedings before German regulators and the German age-rating body FSK to fully unban and rehabilitate the movie in Germany.

#### **Media M&A**



- Advised Devolver Digital on the acquisition of Croteam.
- Advised Embracer Group on the acquisition of several game developing studios and publishers (incl. Asmodée Group, Deca Live Operations GmbH and Easybrain).
- Advised Tencent regarding its strategic investment in German game developing studio YAGER Development GmbH.
- Advised a leading Chinese game company on post-transactional GDPR compliance and integration.
- Advised a leading US game company on post-transactional GDPR compliance matters, including the transfer of personal data.