



Queen Mary
University of London

Centre for Commercial Law Studies

MORE
THAN JUST A
GAME



WELCOME TO MORE THAN JUST A GAME

MTJG London 2024 will be dedicated to exploring what happens when principles in law-making collide and what our response ought to be to the loss of coherence and impact.

The interactive entertainment sector is yet again at the forefront of a Battle Royale for human flourishing as it navigates incoherent laws with colliding aims and objectives, incompatible regulations, conflicting jurisdictional approaches, or, at the highest level, clashes between who ought to determine what the principles are and how to implement them.

The conference will enable our speakers and panellists to outline these clashes, debate the colliding principles and aims of IP, privacy and data protection, consumer protection, antitrust law, and human rights, and ultimately, inspire the relevant actors to pursue practices based on trust and focused primarily on human welfare.



LOADING...



DAY 1 / 5TH MAY

9.15 - 9.45 **Registration**

9.45 - 10.00 **Welcome**



Dr. Gaetano Dimita, Queen Mary University of London

Gaetano is a Senior Lecturer in International Intellectual Property Law at the Centre for Commercial Law Studies, Queen Mary, University of London, where he focuses his research and teaching on Games and Interactive Entertainment Law.

He is the founder and co-editor-in-chief of the Interactive Entertainment Law Review, Edward Elgar, the producer of the More Than Just a Game conference series; the co-author of Mastering the Game 2nd edition, WIPO, and a video games enthusiast.



Dr Michaela MacDonald, Queen Mary University of London

Michaela is a lecturer at the School of Electronic Engineering and Computer Science at Queen Mary, University of London. In her role as co-editor in chief of the Interactive Entertainment Law Review (IELR) and co-organizer of the More Than Just a Game (MTJG) conference series, she is also one of the leading interactive entertainment law scholars.

Michaela is a legal expert who works with the World Intellectual Property Organisation (WIPO), the UK Intellectual Property Office, the European Space Agency and the European Audiovisual Observatory. Her recent work includes co-authoring a WIPO study on copyright infringement in the video game industry and a UKIPO-commissioned study on IP and the Metaverse.

10.00 - 11.00 **Video Games, Culture & Society**

Video games and the industry have both transformed radically since they got hold of the public's imagination back in the 1960's. They have long surpassed the notion that they are a niche form of entertainment. Today, video games are a fundamental part of our culture and heritage, shaping our perceptions, experiences, and expectations. They have truly become 'more than just a game'.



Dimiter Gantchev, WIPO

Mr. Dimiter Gantchev is Deputy Director and Senior Manager in the Copyright and Creative Industries Sector in the World Intellectual Property Organization (WIPO) in Geneva. He leads the work related to the economics of copyright and related rights, their contribution to economic development as well as the management of copyright by creators in specific creative sectors ranging from music, publishing and film to videogames and mobile applications. 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, creative industries data as well as capacity-building activities. Under his guidance have been implemented over 60 research projects and have been published more than 12 guides on copyright management in creative sectors and on creative industries data analysis. Mr. Gantchev is a national of Bulgaria. He holds a PhD in economics of copyright from the Sofia University of National and World Economy (2004) and an MA in international relations from the Moscow State Institute of International Relations (1987).



Dr Kimberly Voll, Brace Yourself Games & Fair Play Alliance

Dr. Kimberly Voll is a veteran game designer and developer with a passion for creating inclusive online gaming experiences. Her background in cognitive science and computer science (AI) informs her work, blending technical expertise with a player-centric design approach.

Formerly a principal designer at Riot Games, Kimberly is now CEO of Brace Yourself Games, and is the co-founder of the Fair Play Alliance, a global coalition dedicated to healthier game communities.



Andy Phelps, University of Canterbury

Dr. Andrew "Andy" Phelps is an artist, designer and professor in the Film & Media Arts division of the School of Communication, and is the director of the AU Game Center at American University in Washington DC. He also currently consults as the Chief Learning Officer at Endless Studios, which is a global games studio and educational technology start-up centered broadly on using games to teach computing and media development in concert with entrepreneurship and team-based collaboration, and developing games and development platforms in service to this larger goal.

His research is supported in part by the Transformative Play Initiative at Uppsala University in Gotland, Sweden, where he is a visiting faculty. He serves as president (and co-founder) of the Higher Education Video Game Alliance, representing over 530 colleges and universities worldwide engaged in games curricula and research. His latest games are The Witch's Way (Itch.io, 2021, part 2 coming 2025) and Fragile Equilibrium (XBOX, Steam, Itch.io 2019). He maintains a website of his games, publications, artwork, curriculum development and more at andyworld.io.



Dr. Yin Harn Lee, University of Bristol

Dr. Yin Harn Lee is a Senior Lecturer in Law at the University of Bristol. Her research interests lie primarily in intellectual property law, with a special emphasis on copyright law. A significant part of her research focuses on copyright law and videogames, and she has written on issues such as videogame modding, game cloning and videogame preservation.

Most recently, she has co-authored a study for the World Intellectual Property Organization on copyright infringement in the videogame industry, and a study on IP and the Metaverse for the UK IPO. She is a co-editor of the Interactive Entertainment Law Review. She finds it strange to talk about herself in the third person.

11.00 - 11.45 Patent and Innovation

Intellectual property rights, and patents in particular, can be considered a powerful catalyst for innovation and creativity. This session will look at how video games and interactive entertainment can be leveraged to connect people and enhance user experience on an unprecedented level.



Ross Dannenberg, Banner & Witcoff

Ross Dannenberg practices intellectual property law, with a focus on software. Ross's clients include many social media, blockchain, video game and immersive media (AR/VR) companies. With a background in computer science, Ross is also a patent attorney who has helped clients procure over 3,000 patents during his 24+ year career.

Putting his money where his mouth is, Ross has patented his own software, released his own video games on the Apple and Google Play app stores, and founded, coded, and managed the world's largest crypto mining pool on the now sunset Helium Blockchain Network. Ross is still a nerd in his spare time, much to the chagrin of his wife (but his two boys are quickly gaining interest!).



Gwilym Roberts, Kilburn & Strode

Gwilym advises clients on all aspects of the patent process including IP audit and capture, IP filing strategies and patent portfolio management techniques, with a strong focus on Board-level IP strategic IP advice. 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. Honorary Secretary of CIPA and an ad personam member of the EPO's SACEPO Working Party on Rules.



Arty Rajendra, Osborne Clarke

Arty is a Partner and Head of IP Disputes in the UK. She was named in The Lawyer's prestigious Hot 100 for 2021 and in JUVE's Ones to Watch 2022. Arty focuses on litigation and has acted in several leading cases in the UK Supreme Court, Court of Appeal, High Court and CJEU. She is ranked in Legal 500 (Leading Individual) and Chambers (Band 2). Arty advises on all IP rights.

In relation to patents, Arty acted for Nintendo in its patent dispute against Philips regarding motion sensing technology. Arty also acted for Unwired Planet in its landmark UK Supreme Court Standard Essential Patent (SEP) and FRAND licensing dispute against Huawei. Arty is also acting for Optis in its SEP and FRAND dispute against Apple. Other patent cases have involved location tracking, virtual reality and high tech mechanical inventions. In relation to other IP rights, Arty has acted in cases concerning trade mark infringement, parallel imports, passing off (classic and extended form), copyright, and database rights.

11.45 - 12.00 Refreshments Break

12.00 - 13.15 TMs, Designs and Freedoms

Our panellists will consider the interplay between the freedom of creativity in an ecosystem underpinned by trademarks and designs.



Kostyantyn Lobov, Harbottle & Lewis

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.



Kinga Palinska, CD Projekt Red

Kinga Palińska, LL.M. joined video game developer CD PROJEKT in 2019 after working for a private practice international law firm. Joining CD PROJEKT allowed Kinga to combine legal expertise with her love for games and the entertainment industry.

In her daily work, Kinga offers advice on all legal matters surrounding creating and publishing video games and managing brand protection matters, including overseeing registrations, oppositions, and trademark disputes. She also supports CD PROJEKT in other areas such as licensing agreements, partnership deals, and marketing campaigns.

Kinga also shows professional interest in regulatory problems and works closely with the Polish Games Association (PGA) on various public policy matters.



Alexandre Rudoni, Allen & Overy

Alexandre is a Partner in the Intellectual Property and Litigation department at Allen & Overy Paris. He leads Allen & Overy's global 'Gaming, Interactive & Entertainment Group'. His key areas of expertise are high-end trademark and copyright litigation, where he assists right holders or alleged infringers in pre-trial or court litigation, and transactional IP, for which he delivers strategic advice in complex operations where IP are considered as key assets.

He has developed a solid practice, advising companies in the hi-tech, media and entertainment industries. He has a strong client base in the video game sector and durable relationships with some of the biggest brands on the market.



Rosie Burbidge, Gunnercooke

Rosie Burbidge is a globally recognised IP specialist. She helps clients across the gaming sector to obtain and enforce their IP rights. She is an expert in her field and praised by clients for her 'enthusiasm and professionalism'. Rosie has significant experience of the gaming industry and is regularly invited to speak and comment on the intersection of gaming and IP law. This experience began when she worked with Nintendo on a major patent trial against Philips Electronics based on 3D computer graphics and virtual reality in 2014.

Since then, she has helped gaming companies to build and defend their trademark and design portfolios, managed various UK and international disputes and cleared new games for use, including some very popular titles.



Dorian Slater Thomas, Frankfurt & Kurnit

Dorian Slater Thomas practices in the firm's Interactive Entertainment Group and Advertising, Marketing & Public Relations Group, where he handles a wide range of transactional work for prominent agencies, brands, platforms, developers, publishers, and individual creative talent.

The National Law Journal's 2022 Trailblazers list included him for Sports/Gaming/Entertainment Law and Variety included him as an "Up Next" honoree in their 2022 Legal Impact Report. The Legal 500 listed him as a "Rising Star" in Advertising and Marketing for 2021 and Best Lawyers in America recognized him in the 2024 "Ones to Watch" edition for Entertainment and Sports Law and Intellectual Property Law.

Mr. Thomas has experience advising some of the world's best-known gaming and technology companies, including developers and publishers, in the interactive entertainment industry. He has negotiated and drafted development/publishing agreements, licensing agreements, software (SaaS) agreements, and operational agreements across various digital media platforms.

Mr. Thomas also negotiates and drafts advertising and marketing services agreements, whether in the interactive entertainment industry or otherwise. He regularly handles creative services agreements, talent, spokesperson, endorsement and influencer agreements, sponsorship and promotion agreements, branded entertainment agreements, agency and management agreements, production agreements, license agreements and releases.

13.15 - 14.15 Lunch Break

14.15 - 15.15 Copyright and Creativity

This session explores the intersections between the complex and cross-cutting nature of video games and interactive entertainment, and copyright. Does creativity thrive because or despite copyright?



Monika Gebel, Tripledot Studios

Monika Gebel is an attorney and the Senior Legal Counsel at Tripledot Studios, a mobile games studio based in London with offices in Warsaw, Barcelona, Minsk, Jakarta and Melbourne. She is responsible for, among others, developing and implementing IP protection policies and complex contract negotiations. Monika is passionate about tech law.

Previously, she worked both as an inhouse counsel for a global video game developer and as an outside counsel for international law firms in Poland, advising innovative technology and interactive entertainment companies as well as digital platforms on regulatory matters, intermediary liability, and technology-driven transactions.

A graduate of the University of Warsaw in Poland and Université de Poitiers in France, she holds a master's degree in law. She is admitted to the Warsaw Bar Association. Monika is a regular speaker at international conferences and a mentor for programs that support young lawyers in developing their careers in intellectual property law.



Andrea Dufaure, Allen & Overy

Andrea assists clients in the entertainment sector (video game publishers, media service providers and production companies) and photography and imaging companies in their trademark and copyright disputes before French courts. She is a Senior Associate in our Intellectual property team based in Paris. As both an American and French citizen, she is qualified to practice law in Paris and New York.

Andrea regularly speaks at trademark and gaming conferences across Europe such as The Warsaw Gaming Conference and the Games Industry Law Summit in Vilnius, Lithuania. She also previously spoke at More Than Just a Game in Paris.

Andrea delivered a course on Design Law at the Nanterre University and a class on IP Protection of Video Games at the Sorbonne University (2021).

Andrea is also active in the pro bono field. She has been assisting Café Joyeux (a coffee-shop chain which employs staff suffering from mental disabilities) for several years in their trademark disputes.



Andy Ramos, Perez-Llorca

Andy Ramos is a partner of the IP and Digital Law practice of the Spanish independent law firm Pérez-Llorca, with offices in Madrid, Barcelona, Lisbon, London, Brussels, New York and Singapore.

Previously, Andy worked in a boutique firm in Madrid, a collective management organization and a film studio in Los Angeles. Andy works with technological, audio visual and music companies as well as software and video game developers and publishers.

He advises on complex copyright and technology transactions and litigation. He is co-founder and VP of the Spanish Entertainment Law Association (DENAE) and is featured in various legal directories such as: Chambers Global: 'Intellectual Property: Copyrights' and Chambers Europe: 'TMT: Information Technology'.

Andy lectures in different universities and has published papers and contributed to collective books on video games, software, technological protection measures, internet law, and precautionary measures on copyright litigation.

He is the director of the publication The Legal Status of Video Games: Comparative Analysis in National Approaches (2013) commissioned by WIPO and the book "Aspectos Jurídicos y de Negocio de los Videojuegos" (2023).



Paolo Lanteri, WIPO

Paolo Lanteri is an IP lawyer, with 15+ years' experience in international copyright policy and wide expertise on digital copyright issues. As Legal Counsellor in the Copyright Law Division of the World Intellectual Property Organization (WIPO), his responsibilities include providing legislative advice to member states and technical support to the Standing Committee on Copyright and Related Rights (SCCR).

Furthermore, Paolo leads the work in areas at the intersection between copyright and new technologies, such as streaming market, Generative AI, Open Science and Open Access, UGC, metaverse, and blockchain.

Before joining WIPO, Paolo practiced in the law firm Uría Menéndez Abogados LLP and in the Spanish collecting society, Sociedad General de Autores y Editores (SGAE). An Italian National, he speaks English, French, Italian and Spanish. He holds an Italian and a Spanish LL.B. and an LL.M. from the Autonomous University of Madrid.



Sophie Goossens, Reed Smith

Sophie is a partner in the Entertainment and Media Industry Group, widely recognised as a leading practitioner in digital entertainment, online media and copyright law. She focuses on copyright, content regulation, internet laws, and artificial intelligence, and is also a member of On-Chain: Reed Smith's Crypto & Digital Assets Group.

Sophie works with some of the largest online media and tech companies, delivering cutting-edge advice about EU copyright law, French copyright law, safe harbours regulations, data ownership, content regulation, platform regulations, AI, and content licensing and acquisition.

Sophie has significant experience in music (especially in multi-territorial licensing), videogames, social media, video and audio content and in advising companies operating in cutting-edge areas, including the next breed of entertainment and media services relying on artificial intelligence (AI), blockchain (including NFTs) or the latest content recognition technology. A former in-house lawyer, Sophie is highly commercial, practical, solution-focused and always attentive to industry dynamics. She is known as the go-to lawyer for innovation and first-of-its-kind content-based product launches.

15.15 - 16.00 IP and Competition Law

We are witnessing an increasing pushback from national authorities regarding the perceived use of intellectual property rights that may harm competition. Our panellists will discuss different strategies on how we strive for a more levelled and open ecosystem.



Verity Egerton-Doyle, Linklaters

Verity is a partner in the Linklaters Antitrust & Foreign Investment Group, UK Co-Head of Technology Sector & Global Co-Head of Gaming, London. She is recognised as a 'Rising Star' in Legal 500 and IFLR and was recognised in Management Today's '35 under 35' list of leading businesswomen.

Verity has over a decade of experience across advisory, investigatory and transactional aspects of competition law in the EU and the UK and is expert in dealing with competition issues connected with market power. She is particularly familiar with the UK's Competition and Markets Authority, having spent time on secondment to the CMA.

Verity is recognised as an expert on the technology sector and frequently speaks and writes on issues connected with competition law and the broader regulatory landscape for tech companies.



Tom Smith, Geradin Partners

Tom is a partner at Geradin Partners, a law firm with offices in London, Brussels, Amsterdam and Paris that focuses on competition law and digital regulation. He was previously Legal Director and Director of Mergers at the UK's Competition and Markets Authority (CMA). He advises on all aspects of UK and EU competition law, including on mergers, investigations and regulatory matters. He led the legal team on the Digital Markets Taskforce, set up by the British Government to advise it on the new regulatory regime for 'digital gatekeepers' such as Google, Apple, Facebook and Amazon. He also directed the CMA's digital advertising market study, its antitrust enforcement cases in the tech and pharma sectors, and the implementation of the UK's Open Banking regulations. He testified to the Parliament's public bill committee on the Digital Markets, Competition and Consumers Bill. He writes regularly for the Platform Law Blog.



Jessica Giraud, Homa

Passionate about the dynamic and creative world of video games, she brings over 10 years of legal expertise to the gaming industry. With a background spanning 6 years in a boutique law firm, followed by 7.5 years as Head of Legal at Focus Entertainment, and currently serving as General Counsel at Homa since November 2022, she has honed her skills in transactions, IP/IT, data privacy, and team management. As a Legal Director in gaming, she possesses a profound understanding of the sector's unique challenges and opportunities. Her journey reflects a commitment to navigating the ever-evolving legal landscape of video games, ensuring strategic counsel that drives innovation and growth in this exciting field.

16.00-16.30 Refreshments Break

16.30-17.30 Human and Non-human Labour and Creativity

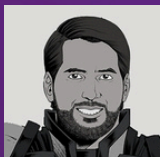
We are now living in a world where the outputs of human and non-human labour exist alongside each other, becoming even undistinguishable, perhaps. How can we embrace these new value chains and business models while balancing creativity, access and commercial exploitation?



Erich Hou-Richards, UK Intellectual Property Office

A dual-jurisdictional lawyer (US and UK, non-practicing), Erich has worked in Taipei, New York, Hong Kong, London and South Wales in both law and business. He joined UK Intellectual Property Office (UKIPO) in 2021 after several years of research and lecturing in higher education institutions in South Wales.

His legal interests are public international law, international human rights law, intellectual property law, consumer laws and LawTech. Currently he is the Senior Research Manager and Senior Policy Advisor at the Strategy Directorate of UKIPO.



Scott Kelly, Banner & Witcoff

Scott Kelly is an attorney with Banner Witcoff in the U.S., and focuses his practice on patents and IP counselling. 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 video games. He works with clients to develop leading patent portfolios in AI/ML, cybersecurity, and FinTech. He is a former chair of the Digital Games committee of the ABA's Intellectual Property Law Section, a contributing author to the ABA Legal Guide to Video Game Development, 2nd Edition (2016), and an adjunct professor of video game law at American University. He enjoys watching speedruns and kaizo romhacks, and playing Slay the Spire.



Evangelia Nitti, Improbable

Evangelia Nitti is a Senior Legal Counsel at Improbable, a London-based company providing technology, content, expertise, and services to help companies and brands realise the full potential of virtual worlds and the metaverse. Improbable has started a new entity called MSquared to create a network of interoperable metaverses, virtual worlds and experiences for users to socialise, play games, attend concerts, create and build value over time. Evangelia focuses on commercial arrangements, including in relation to software development and licensing, commercialisation of intellectual property, content creation and music licensing. Her background is in technology, helping businesses navigate the constantly evolving technologies and IP landscape. She has an MSc in Law and Business, LLM in International Commercial Law and BA in Law from University of Kent.



Loredana Cacciotti, Downtown Music Holdings

Loredana is the EVP, Digital Revenue & Licensing at Downtown Music Holdings. With nearly 15 years of experience as a music lawyer, Loredana's work is nowadays focussed on digital licences both from a commercial and legal stand-point. Her role at Downtown brings her to oversee the digital strategy of Downtown Music Group where she and her team manage licenses for over 30+ million tracks and 3+ million compositions.

Prior to joining Downtown, Loredana led the Business Affairs & Licensing department of FUGA for more than five years after leaving her role in the legal department of MixRadio. Loredana also worked at BPI (British Phonographic Industry), and before that she spent several years at Ministry of Sound. Loredana is an avid music lover of shoegaze, post-punk and new wave. Italian by origin she has been living abroad between London and Amsterdam for the last 18 years.



Ben Richards, Microsoft

Ben is a Principal Corporate Counsel at Microsoft, supporting Microsoft's gaming and consumer strategy across EMEA, advising clients on a range of transactional and regulatory matters.

Prior to joining Microsoft, Ben was a Senior Associate in the Commercial team at Osborne Clarke.

18:30 - 00:00

Evening Reception

Fidelio Cafe Farrington

DAY 2 / 10TH MAY

9.30 - 10.00 Registration

10.00 - 11.00 Data Privacy and Data

Our experts will kick off the day's agenda with a probe into where the line between fair and foul lies when it comes to data-based business models and practices. Trust and safety by design, tackling dark patterns and AI ethics, will people manage to stay ahead of the technology?



Willy Duhén, Activision Blizzard King

Dr. Willy Duhén is a recognized commercial astute legal team leader and Data Protection Officer covering Privacy, Consumer Protection, Digital Safety, Regulatory and Public Policy areas. At Activision Blizzard (part of Microsoft), he is leading the Privacy, Online Safety and Public Policy teams. As a leader, Willy has a particular interest in building and inspiring in-house legal teams that can be agile towards the business needs they support. His leadership is built on expertise in Data Protection, Digital Law, AI, Consumer Law, Online Safety and European Public Policy; on successful implementation of critical new legislations enhancing the protection of millions of players. His innovative approach and knowledge-sharing at conferences have earned him legal innovation awards. Willy was a published academic with a PhD in Digital Law, in addition to working for the Cnil (French data protection authority) gaining first-hand experience in dealing with national regulators and enforcement actions, and to holding the role of sole legal Counsel for two tech start-ups. His expertise has led to appointments on several domestic and pan-European boards.



Stacy Feuer, Entertainment Software Rating Board

Stacy Feuer is the senior vice president of the Entertainment Software Rating Board (ESRB) Privacy Certified program. In that role, she ensures that member companies in the video game and toy industries adopt and maintain lawful, transparent, and responsible privacy practices and policies for their websites, mobile apps, IoT products, downloadable games for PC (Windows or macOS) or consoles, games streamed remotely, and other games as a service (GaaS) products. On a day-to-day basis, she provides member companies with practical guidance on resolving privacy challenges arising from the constantly changing, complex, global data privacy landscape. Stacy oversees compliance with ESRB's privacy certifications, including its "Kids Certified" seal, which is an approved Safe Harbor program under the Federal Trade Commission's Children's Online Privacy Protection Act (COPPA) Rule. Stacy was also a partner in an international litigation firm and clerked for a U.S. federal district court judge. Stacy is a graduate of Cornell University and the New York University School of Law.



Andreas Lober, Advant Beiten

Dr Andreas Lober is Partner at ADVANT Beiten's Frankfurt office and head of the Practice Group IP/IT/Media. He is interested in innovation, his work focuses on technology, digital business and electronic entertainment. A techie in his heart, he provides comprehensive advice to his clients, and he represents them in court and in arbitration cases, never forgetting about their economic aims. He earned his doctoral degree from the University of Tübingen with a thesis on youth protection for games. He was admitted to the German Bar in 2001. Since 2015 he has been working with ADVANT Beiten as Partner. Prior to joining ADVANT Beiten, he was a partner at another law firm and held a senior position at an Internet Company. Dr Andreas Lober is a lecturer

at Georg-August University in Göttingen. In May 2022 he was appointed deputy assessor at the Federal Centre for the Protection of Children and Young People in the Media / Review Board for Media Harmful to Young People. He is a USK-certified Youth Protection Officer.



Mike Dunford, Kusk Law

Mike Dunford, PhD is an associate at Kamerman, Uncyk, Soniker, and Klein. Mike received his JD from the University of Hawaii at Manoa, and his LLM and PhD from Queen Mary University of London, where he focused on the copyright issues surrounding fan communities.

At KUSK, Mike represents game studios in anti-cheating and anti-harassment litigation, and helps his clients in the video and tabletop game industries understand and plan for the complex legal environments surrounding fan-created content, toxic actors in game communities, and generative AI. When he's not helping clients with their games, Mike is often found playing games both online and down at the local game store.



Rupam Davé, Harbottle & Lewis

Rupam is a partner at Harbottle & Lewis and his games practice centres around the commercial relationships and key technologies which underpin the games industry.

This includes advising on emerging tech (such as AI), cloud solutions, data monetisation, adtech, software licensing, outsourcing and consumer law.

11.00 - 11.30 Refreshments Break

11.30 - 12.45 Players/Consumers and World Creators

Interaction and participation are central to video games. This panel will explore how consumer protection, advertising and privacy rules and regulation drive business decisions with regards to marketplaces, monetisation and subscription models.



Isabel Davies, Wiggin

Isabel Davies is a lawyer specialising in interactive entertainment at UK media, tech and entertainment law firm Wiggin LLP. Isabel has over 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.



Tamara Sakolchyk, Epic Games

At Epic Games, she supervises marketplaces, support monetisation workstreams, and advises on various consumer protection and regulatory issues. In her marketplace-related work, she helps build robust first- and third-party content marketplaces that aim to support the creation of video games and other entertaining experiences by creators of all kinds.

In her consumer-related work, she focuses on monetisation models, in-game purchases, and issues around them (in-game currencies, pricing, discounts, refunds, withdrawals, gifting, etc.). The ability to purchase in-game content is essential to support greater consumer choice and is vital for a player-centric model. Tamara's previous experience as a Head of Legal & Business Affairs at Wargaming, where she spent almost 10 before joining Epic, helps her attain the goals that are in front of her today.



S. Gregory Boyd, Frankfurt Kurnit

S. Gregory Boyd is a Partner and the Co-Chair of the Interactive Entertainment Group at Frankfurt Kurnit, where he represents a wide variety of interactive entertainment, new media, privacy, and data security clients.

He has extensive experience negotiating and drafting game development agreements for consoles, PC's, mobile games, social games, online games, and MMO's. He also advises on the ongoing operations of online games, social networks, branded entertainment, and high technology media outlets.

He is co-author of Video Game Law: Everything You Need To Know About Legal and Business Issues in the Game Industry (2018). He is a founding member of the Video Game Bar Association and a member of the Advisory Board for the NYU Game Center Incubator.

He is often quoted in Mashable, Gamasutra, Edge-Online, CNN, Fortune, Forbes, and the New York Law Journal. He is recognised in the 2023 edition of Best Lawyers in America for advertising law and The Legal 500 has praised him for his work with media and technology companies.



Mikolaj Skowronek, NetEase

Mikolaj Skowronek is the Legal Director at NetEase Games, based in Paris. He supports NetEase's European studios and international investments.

Before joining NetEase, he held legal roles at Ubisoft and CD Projekt Red. Mikolaj enjoys supporting the creation of video games and playing them afterward.



Nick Allan, Lewis Silkin

Nick is a partner at Lewis Silkin in London, a full-service UK firm that focusses on the creative industries. He heads up the Interactive Entertainment group at Lewis Silkin that advises companies in the games industry on commercial, IP, data privacy, corporate, tax, employment, regulatory and further areas of law.

Nick is a commercial, intellectual property and technology lawyer by background and his personal focus is on transactions and advisory work within the games industry, especially external development contracts, publishing deals and licensing agreements.

He also offers regulatory advice to games companies, especially in relation to online safety, consumer safety, advertising regulations, age ratings and loot boxes.

Outside of work, Nick is also a video games enthusiast and mostly to be found playing narrative-driven indie games on his Steam Deck these days.

12.45 - 13.45 Lunch Break

13.45 - 15.00 Clash of Regulations

The core theme of the conference revolves around the unfolding clash of values, principles, and objectives informing the existing and emerging laws and regulations. Our panellists will unpack the main challenges and fault lines in this legendary battle for human welfare.



Paul Gardner, Wiggin

Paul is a lawyer and works with businesses across the interactive entertainment industry. He specialises in drafting and negotiating contracts involving the development, financing and distribution of interactive 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.



Nicoletta Serao, LCA Studio Legale

Nicoletta Serao is a Senior Associate at LCA Studio Legale in Milan, where she co-coordinates together with Francesco de Rugeris the interactive entertainment focus team.

She assists videogame and esports clients in complying with the applicable regulatory framework, with a particular focus on consumer law issues, e-commerce regulation, advertising law, audiovisual content regulation, regulation applicable to prize draws and contests, monetization mechanics and data protection as well as content clearance. Nicoletta also assists clients of the interactive entertainment industry in drafting and localizing B2C contracts, guidelines and regulations and in negotiating B2B agreements.



William Leslie, Linklaters

Will Leslie is a partner in the Antitrust & Foreign Investment Group at Linklaters LLP, and co-heads the firm's technology sector team. Will has extensive experience advising clients on a variety of regulatory and competition matters, particularly in relation to complex EU and UK merger control investigations, abuse of dominance proceedings, and competition litigation, with a focus on the tech, telecoms, and gaming industries. He advised Vodafone on the merger control and antitrust aspects of its outsourcing and cloud partnership with IBM, and Intel on global merger control proceedings for the sale of its NAND and SSD business to SK Hynix. He has also counselled several third-party clients during market studies and investigations by the CMA and the European Commission into online platforms, digital advertising practices, and price-comparison services.

15.00 - 16.00 Globalization and Localization – Who Decides Which Principles Shall Prevail?

Stay with us for the final session of the day, discussing the state of the industry and future trends.



Ben Golant, TenCent

Golant has nearly a decade of experience working on policy issues in the video game industry, first as Chief Counsel at the Entertainment Software Association in Washington, DC, and now as Senior Director for Global Game Policy at Tencent. In both positions, he has worked extensively on IP, technology, and player protection issues. He is an Adjunct Professor at the Georgetown University Law Center where he teaches a highly popular class on video game law. Ben had a long career working in senior legal roles at US agencies including the Federal Communications Commission, the United States Copyright Office, and the United States Patent and Trademark Office. He earned his J.D. from Georgetown University Law Center, where he focused on communications law, and his BA/BS in social psychology and advertising from Boston University.



Heidi Holman, Microsoft Corporation

Heidi Holman is an Assistant General Counsel at Microsoft Corporation, based in Redmond, WA, USA. Ms. Holman leads the Corporate, External & Legal Affairs team that supports Microsoft's Mixed Reality business, which includes HoloLens2 and Microsoft Mesh, along with many forward-looking research and development projects relating to AI, metaverse, and next-generation immersive experiences. Since joining Microsoft in 1997, she has previously led legal support for Devices, Gaming, and other consumer business initiatives. Ms. Holman also serves as Board Chair of the XR Association, the trade association representing the technology manufacturers that power the virtual, augmented and mixed reality industries, and dedicated to the responsible development and thoughtful advancement of XR technologies across the globe. Ms. Holman is a graduate of the University of California, Berkeley, and holds a law degree from Georgetown University Law Center.



Kate Edwards, Geogrify

Kate Edwards is the CEO and principal consultant of Geogrify, a consultancy which innovated content culturalization, as well as the CXO and Co-Founder of SetJetters, an app focused on connecting tourists to filming locations. She is also the former Executive Director of the International Game Developers Association from 2012 to 2017 and the Global Game Jam from 2019 to 2022. In addition to serving in several board and advisory roles, she is a geographer, writer, and corporate strategist. Following 13 years at Microsoft, she has consulted for EA/BioWare, Google, Amazon, Meta, LEGO, EA, Ubisoft, SEGA, and many other companies. As an award-winning 30+ year veteran of the game industry, in 2021 she was included in the Forbes' "50 Over 50" Vision List as one of 50 veteran women selected from a wide variety of industries, and in the same year was inducted into the Women in Games Hall of Fame.



Julian Ward, Lee & Thompson

Julian is Head of Lee & Thompson's Digital & Technology Group – a digital media, IP and technology lawyer with over 17 years' experience working across the creative industries advising clients on all matters relating to digital content, interactive entertainment and digital publishing.

Julian provides specialist advice across multi-media platforms and all forms of media content with a particular focus on the development and publication of videogames, software applications and websites; all elements relating to the licensing and distribution of online content; e-commerce and digital retail; online platforms, distribution and broadcasting (DTO, VOD, OTT); the technology architecture underpinning digital platforms; online advertising and marketing (including online partnerships, co-branding and affiliate deals); rights management and clearance, personality rights, e-Sports, betting and gambling compliance; social media publishing, the monetisation of digital content and all areas of data protection, privacy and cyber-security.

Before joining Lee & Thompson in May 2017, Julian was Head of Digital Media at Hamblins having previously spent over a decade as in-house counsel to leading media and technology companies, including BBC World Wide as Head of Business & Legal Affairs for Digital Retail and Games, and leading video games developer and publisher Codemasters as Head of Legal.

16.00 - 17.00 Closing remarks



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