Wilson Sonsini Goodrich & Rosati, as the premier provider of legal services to technology companies, provides a full range of services to e-gaming clients. With more than 700 attorneys, we deliver comprehensive, integrated business and litigation services that companies in the e-gaming industry need. Whether the firm is assisting clients with their corporate financing needs, negotiating complex commercial transactions on their behalf, navigating antitrust and competition laws, or litigating novel intellectual property issues, our attorneys are well-equipped to advise e-gaming clients on a broad range of areas affecting their businesses, including:

**Technology Transactions**
- Licensing key technologies and third-party IP
  - Graphics and sound engines
  - Artificial intelligence (AI) engines
  - Modeling and auto-terrain generating software
  - Augmented reality (AR) hardware and software
  - Virtual reality (VR) hardware and software
  - Voice and facial recognition
  - Cloud-gaming services
  - Wearable peripherals
- Game development, music, and publishing deals
- Strategic partnerships, joint ventures, and development agreements
- In-licensing of music and other third-party IP

**Intellectual Property Strategy**
- Protecting key technologies and new inventions and innovations
- Registering trademarks, copyrights, and patents
- Digital Millennium Copyright Act (DMCA) and Communications Decency Act (CDA)
- Copyright strategy and fair-use analysis of user-generated or user-provided content
- Invention assignment agreements
- Open-source strategy and compliance

**Privacy, Cybersecurity, and Data Protection**
Privacy and information security policies and compliance
Children’s Online Privacy Protection Act (COPPA) compliance
California Consumer Privacy Act (CCPA) compliance
EU General Data Protection Regulation (GDPR) compliance

**Litigation**
- Patent, copyright, and trademark infringement
- Trade secret misappropriation
- Labor and employment disputes
- Consumer class action lawsuits
- False advertising and unfair competition claims
- Computer Fraud and Abuse Act (CFAA) litigation
- Corporate governance and securities litigation
- Commercial contract litigation
- Arbitration

**Game Monetization and Advertising Strategies**
- Payments, money, and virtual currency transmission
- Loot boxes, in-game credits, and other consumable virtual items
- Sweepstakes, contests, and gambling
- Blockchain technology and cryptocurrencies
- Compliance with federal and state advertising laws

**Corporate Fundamentals, Raising Capital, and Exiting**
- Corporate formation and governance
- Founder stock, employee benefits, and compensation
- Private and public equity and debt financing deals
- Mergers, acquisitions, and asset purchases and sales

**Antitrust and Competition**
- Criminal and civil investigations by government agencies, including the DOJ, FTC, European Commission, and Competition and Markets Authority
- Merger control filings and clearance
- Consumer protection
- Antitrust litigation
- Business strategy
  - Pricing and distribution
  - IP licensing
  - Standard setting and patent pooling
  - Pre-merger and merger integration counseling

Through the critical matters affecting their businesses, Wilson Sonsini’s attorneys are well positioned to assist e-gaming clients at every stage of their development. From early-stage startups to publicly traded companies, the firm represents a range of participants in the e-gaming industry, including developers and publishers of video games and mobile games; AR and VR designers and device manufacturers; creators of software development engines and other e-gaming middleware; e-sports companies, leagues, teams and gamers; online-streaming platforms, content creators and streamers; and venture capital funds, other private funds and other investors in the industry.

**REPRESENTATIVE EXPERIENCE**

**Representative Financings**
- **Roblox** $150 million Series G and $350 million tender offer
- **IVP** $245 million Series C in Niantic
- **Caffeine** $100 million Series C

**Representative Transactions**
- **Roblox** acquisition of PacketZoom
- **Beam** acquired by Microsoft
- **FanDuel** acquired by Paddy Power Betfair
- **Logitech** acquisition of Astro Gaming
- **TinyCo** acquisition by Jam City (FKA SGN)
- **Underwriter Counsel** on King IPO

**Representative IP Counseling and Litigation**

- Represent **Bungie** in intellectual property and advertising matters, including brand clearance, trademark prosecution, and management of trademark filings around the world, as well as intellectual property enforcement and dispute matters.
- Represent **Roblox** across multiple corporate, regulatory and litigation matters, including guidance on brand and content protection, enforcement of intellectual property rights, promotions and contests, and licensing.
- Represent **Playtech** in patent litigation and IP counseling matters.
- Represent **FlowPlay** in trademark and advertising matters.
- Represent **ReKTGlobal**, a global esports organization that includes the Rogue and London Royal Ravens professional esports teams, in strategic trademark matters, brand clearance, trademark prosecution, and management of trademark filings around the world.
- Represented **the outside directors of Zynga** in connection with derivative litigation in the Delaware Court of Chancery.