

Third Annual Seattle Comprehensive Two-Day Conference on

# Gamer Technology Law

New technologies, opportunities, regulations and business models

October 4 & 5, 2012

Seattle, Washington

Washington State Convention Center

**Credits:** WA 13 CLE (call about others)

**Quick when/where:** 8:30 a.m., 800 Convention Place

**Twitter:** #LSIGAME

**Featuring Speakers From:**

- Davis Wright Tremaine LLP
- DLA Piper
- Electronic Arts Inc.
- Fenwick & West LLP
- Johnson & Moo
- Kelley Drye & Warren LLP
- Latham & Watkins LLP
- Lewis & Roca LLP
- McDermott Will & Emery
- Meteor Solutions
- Microsoft Corporation
- Osborne Clarke
- Perkins Coie LLP
- Reed Smith LLP
- Sandbox Legal Advisors PLLC
- T-Mobile USA Inc.
- Wedbush Morgan Securities Inc.

**Gamer Technology Law Conference**  
October 4 & 5, 2012 | Seattle, Washington  
Washington State Convention Center

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For which state(s)? \_\_\_\_\_

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8:00 Registration Opens

8:30 Introduction and Overview

**Kraig L. Marini Baker, Esq., Program Co-Chair**  
Davis Wright Tremaine LLP ~ Seattle, WA

**Kirk A. Soderquist, Esq., Program Co-Chair**  
Perkins Coie LLP ~ Seattle, WA

**8:45 Special Opening Address: The Big Picture View of the State of the Industry**

A financial analyst's perspective on what has happened in the past year and what will be shaping the industry here and abroad in the coming year

**Michael Pachter, Esq., Managing Director, Equity Research**  
Wedbush Morgan Securities Inc. ~ Los Angeles, CA

9:30 Mobile Gaming

As smartphones get more sophisticated and more prevalent, how are developers, distributors, and carriers approaching the platforms; what are the unique risks posed by mobile gaming?

**Seann W. Hallisky, Esq.**  
T-Mobile USA Inc. ~ Bellevue, WA

**Jovan Anthony Johnson, Esq.**  
Johnson & Moo ~ Los Angeles, CA

10:30 Break

**10:45 The Battle of the Living Room: Video Game Consoles as Media Centers**

What are the new developments and how can we expect the transactional landscape to change?

**Kraig L. Marini Baker, Esq., Program Co-Chair, Moderator**

**Alan Bruggeman, Esq.**  
Microsoft Corporation ~ Redmond, WA

**Anoop Desai, Esq.**  
Electronic Arts Inc. ~ Burnaby, BC

12:15 Lunch (on your own)

**1:30 Getting Started on Game Development: New Opportunities for Initial Financing**

The JOBS Act and its impact on financing game development: Crowdsourcing and other new private placement options for early stage companies; incubation, acceleration, and other development options

**Roxanne E. Christ, Esq., Moderator**  
Latham & Watkins LLP ~ Los Angeles, CA

**Ed Fries, Co-Founder, Former VP**  
Microsoft Game Studios ~ Kirkland, WA

**Joel H. Trotter, Esq.**  
Latham & Watkins LLP ~ Washington, DC

**Jordan Weisman, Chairman & Co-Founder**  
Meteor Solutions ~ Seattle, WA

3:15 Break

**3:30 Litigation Update: The Explosion of Disputes Over Game Content**

The most common IP claims (including copyright, trademark, and right of publicity); how to analyze potential claims during the game development and approval phases; developer and distributor liability; steps companies can take to minimize liability

**Jennifer L. Kelly, Esq.**  
Fenwick & West LLP ~ San Francisco, CA

**4:15 Real-World Laws and Virtual Borders**

The intersection of real-world laws and virtual environments; strategies for addressing these issues in your terms of use

**Neal D. L. Black, Esq.**  
Sandbox Legal Advisors PLLC ~ Kirkland, WA

**5:00 Continue the Exchange of Ideas: Reception for Faculty and Attendees**

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About the Conference



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*New trends and cutting-edge business and legal issues in the interactive entertainment business will be featured at this seminar. Leading attorneys and innovative business leaders will discuss continuing expansion of digital distribution and the future of consoles; how companies can make user data more secure; recent developments in mobile and handheld device gaming; new cutting-edge business models such as crowdfunding and incubators and new business areas like Internet gambling, and much more.*

*Whether you are an attorney representing gamer technology industry clients or a member of the industry itself, you will not want to miss this important conference. Be sure to sign up soon.*

~ Program Co-Chairs: **Kraig L. Marini Baker, Esq., Davis Wright Tremaine LLP** and **Kirk A. Soderquist, Esq., Perkins Coie LLP**



8:30 Introduction to Day Two

Kraig L. Marini Baker, Esq., Program Co-Chair

Kirk A. Soderquist, Esq., Program Co-Chair

8:45 Online Gambling: Online Video Games Meet Online Casino Gambling

Prospects for legalization of online gambling; gamifying casino rewards programs; issues in gamifying other rewards programs; the related issues of gift cards, contests, sweepstakes, what constitutes gambling and what happens if you cross that line

Kirk A. Soderquist, Esq., Program Co-Chair

Mary Ellen Kanoff, Esq.

Latham & Watkins LLP ~ Los Angeles, CA

Anthony N. Cabot, Esq.

Lewis & Roca LLP ~ Las Vegas, NV

10:15 Break

10:30 Privacy and Data Security

New FTC consumer protection policies

Alysa Z. Hutnik, Esq.

Kelley Drye & Warren LLP ~ Washington, DC

Real money lessons from recent data breach cases

Todd M. Hinnen, Esq.

Perkins Coie LLP ~ Seattle, WA

12:00 Lunch (on your own)

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1:15 Acquiring Multimedia IP Rights and Protecting the IP You Develop for Your Game Play

Obtaining rights clearances: Contracting with celebrities and utilizing others' trademarks and trade dress

Jennifer G. Stanley, Esq.

Fenwick & West LLP ~ San Francisco, CA

Obtaining rights from studios and rights holders

Patrick Sweeney, Esq.

Reed Smith LLP ~ Los Angeles, CA

Patent wars: How do they affect development of new gamer technologies?

Ahsan A. Shaikh, Esq.

McDermott Will & Emery ~ Irvine, CA

2:45 Break

3:00 Issues Arising from the International Nature of the Development, Distribution and Consumption of Games

Key differences between the US, EU and other countries, particularly in market practices, consumer protection, regulation and privacy

Jas Purewal, Esq.

Osborne Clarke ~ London, UK

3:45 Back to the Money Game: M&A as an Exit Strategy

Lessons from Double Down

Stuart C. Campbell, Esq.

Davis Wright Tremaine LLP ~ Seattle, WA

Glenn Walcott, President

Double Down Interactive, LLC ~ Seattle, WA

Lessons from PopCap

Trenton C. Dykes, Esq.

DLA Piper ~ Seattle, WA

Christen L. Blunt, Esq., Managing Counsel

PopCap Games Inc ~ Seattle, WA

5:00 Evaluations and Adjourn



Registration & Other Conference Information

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Walk-ins are welcome, subject to space availability.

Registration is complete when we receive payment or agree to later payment.

**Tuition:** Regular tuition for this program is \$1245 with a group rate of \$935 each for two or more registrants from the same firm. For government employees, we offer a special rate of \$830. For students and people in their job for less than a year, our rate is \$622.50. All rates include admission to all seminar sessions, food and beverages at breaks, and all course materials. Make checks payable to Law Seminars International.

**Substitution & Cancellation:**

You may substitute another person at any time. We will refund tuition, less a \$50 cancellation fee, if we receive your cancellation by

5:00 p.m. on Friday, September 28, 2012. After that time, we will credit your tuition toward attendance at another program or the purchase of a Homestudy. There is a \$25 cancellation fee for Course Materials orders and \$50 for Homestudy orders.

**Seminar Location:** The conference will be held at the Washington State Convention Center at 800 Convention Place in Seattle, WA 98101. Contact either The Roosevelt hotel at 206-621-1200 x 5001 for reservations at the special negotiated rate of \$119.00 or Grand Hyatt Seattle at https://resweb.passkey.com/go/2012LSI for reservations at the special negotiated rate of

\$219.00. Rooms are on a first come, first served basis.

**Continuing Education Credits:**

Live credits: This program qualifies for 13 WA CLE credits. Upon request, we will apply for, or help you apply for, CLE credits in other states and other types of credits.

**If You Cannot Attend:** Our complete Homestudy Course, consisting of a DVD recording and the course materials (either a binder or searchable CD), is available for \$1255. The course materials alone are available for \$100. We will ship your Homestudy order via UPS ground within two weeks after the seminar or from the date we receive payment.

## Faculty: Gamer Technology Law Conference

**Kraig L. Marini Baker**, *Program Co-Chair*, partner and chair of the Technology and Digital Media Practice at Davis Wright Tremaine LLP, drafts and negotiates video game development contracts, publishing and consulting agreements, music recording contracts, talent, live event contracts, and television, film and theatre production contracts.

**Kirk A. Soderquist**, *Program Co-Chair*, partner and member of the firm's Licensing & Technology practice group and Co-Chair of the Interactive Entertainment practice at Perkins Coie LLP, focuses on intellectual property, technology licensing, digital media, entertainment, advertising and marketing law, and corporate finance.

**Michael Pachter**, *Special Address*, analyst at Wedbush Securities Inc., provides coverage of the entertainment software, entertainment retail and movies and entertainment sectors. Previously he worked as Director at Management Resource Center and in various positions at Atlantic Richfield Company.

**Roxanne E. Christ**, partner in the Corporate Department of Latham & Watkins LLP, focuses on intellectual property and media transactions. She represents companies in a variety of industries, including video game development and publishing, social networking sites, music, print publishing and software.

**Neal D. L. Black**, attorney at Sandbox Legal Advisors, previously served as VP and GC of Square Enix and Live Gamer, a provider of e-commerce solutions for the interactive media industry. At Square Enix, he also oversaw legal affairs for UIEvolution, a developer of software for cross-platform distribution of mobile applications, data and content.

**Christen L. Blunt**, Managing Counsel at PopCap Games (a subsidiary of Electronic Arts), is lead counsel for the PopCap Games studio. She is a member of their executive team, manages the legal team, negotiates licensing agreements and provides advice relating to corporate matters, trademarks/ copyrights, privacy/consumer issues, human resources, and litigation.

**Alan Bruggeman**, Senior Attorney at Microsoft Corporation, provides legal support to Microsoft's Interactive Entertainment Business and provides general legal counsel to the Xbox 360 hardware business and Microsoft Game Studios. He advises the engineering teams that develop the Xbox 360 platform software and Xbox LIVE service.

**Anthony N. Cabot**, partner and Practice Group Leader of the Gaming Law group at Lewis and Roca LLP, counsels in gaming law, Internet gambling, sweepstakes and contests providing legal counseling related to encompassing online games, casual games and complex skill-based games. He co-authored *Gaming Law: Cases and Materials*.

**Stuart C. Campbell**, partner at Davis Wright Tremaine LLP, focuses on mergers and acquisitions for public and privately held entities, advising founders of emerging technology and high

growth companies and their investors with respect to entity formation, founder equity issuances, venture capital financings, strategic alliances and liquidity transactions.

**Anoop Desai**, Director of Business Affairs for Electronic Arts Inc., analyzes and negotiates a variety of development, distribution and publishing partnerships for current and emerging platforms. Previously, he was with Alexander, Holburn, Beaudin & Lang LLP practicing M&A, Securities and Health Administration.

**Trenton C. Dykes**, partner and chair of Northwest Emerging Growth and Venture Capital practice of DLA Piper, focuses on securities and corporate finance, mergers and acquisitions and general corporate law ranging from advising startup companies about venture financings to representing public companies with SEC compliance. He represented PopCap Games in its acquisition by Electronic Arts.

**Ed Fries**, board member, advisor and consultant to publishers, independent game developers, and media companies, created his first video games for the Atari 800 as well as Microsoft Game Studios, co-founding the Xbox project. He launched FigurePrints, a company that uses 3D color printing technology to bring video game characters to life.

**Seann W. Hallisky**, Principal Corporate Counsel at T-Mobile USA Inc., specializes in drafting and negotiating commercial contracts, merger and acquisition transactions involving intellectual property, advertising law, music law, Internet, wireless and e-commerce law, online privacy, copyright law, trademark and unfair competition law.

**Todd M. Hinnen**, partner at Perkins Coie LLP, focuses on civil and criminal litigation, investigations, and regulatory compliance counseling regarding interaction with government law enforcement, national security, homeland security, and intelligence agencies. Previously, he was Acting Assistant Attorney General for National Security at the U.S. Department of Justice.

**Alysa Z. Hutnik**, partner at Kelley Drye & Warren LLP, practices before the FTC and State Attorneys General, and counsels clients in consumer protection issues, including privacy audits, breaches, data sharing, social platforms, games and mobile apps. Previously, she was a federal clerk for the Honorable Joseph R. Goodwin.

**Jovan A. Johnson**, partner at Johnson & Moo, specializes in helping indie and mobile developers grow their companies. While he started marketing and managing web sites with the creation of big-jovy.com, today he helps video game and mobile app developers with common issues including publishing, copyright, licensing and affiliate deals.

**Mary Ellen Kanoff**, partner at Latham & Watkins, specializes in corporate finance, public and private mergers and acquisitions and general company representation. She represents companies

and boards, and often speaks on corporate governance and securities regulation issues.

**Jennifer L. Kelly**, partner in the Litigation Group of Fenwick & West LLP and member of their IP & Technology Litigation subgroup, focuses on commercial and intellectual property litigation, with an emphasis on copyright, trademark, trade secret, false advertising, and unfair competition disputes for technology companies.

**Jas Purewal**, an interactive entertainment lawyer with Osborne Clarke, advises clients from independent developers to publishers on contracts negotiation, IP, regulation and disputes. He writes regarding developments in interactive entertainment and technology and is a speaker at interactive entertainment conferences.

**Ahsan A. Shaikh**, partner at McDermott Will & Emery LLP, practices in patent applications and management of patent portfolios. He represents companies in the video game, mobile device, e-commerce, and computer software and hardware industries. Previously, he worked for Cisco Systems and is an avid gamer, having started with the 8-bit Sega Master System.

**Jennifer G. Stanley**, partner at Fenwick & West LLP, concentrates on intellectual property, including video game development agreements, video and user-generated content uploading and distribution agreements, copyright counseling, online advertising agreements, social networking, technology development and distribution agreements and strategic alliances.

**Patrick Sweeney**, counsel at Reed Smith, heads up their Video Game practice having negotiated game agreements resulting in the commercial release of game titles, and has represented clients for television/motion picture/comic book licenses. He is a founding member of the Video Game Bar Association.

**Joel H. Trotter**, partner and co-chair of Latham & Watkins LLP's Public Company Representation Practice Group, focuses on capital markets transactions, mergers and acquisitions, securities regulation and general corporate business. He represents NYSE and Nasdaq companies and counsels issuers and underwriters in the public offering process.

**Jordan Weisman**, co-founder of the Center for Serious Play at the University of Washington - Bothell, and is CEO of Go Go Kiddo, Inc. and Harebrained Schemes LLC. Previously, he has been the creative force behind several interactive entertainment companies and was Creative Director for Microsoft's Games Division.

**Glenn Walcott** is the President of Double Down Interactive, a leading social game company focusing on casino style games. Previously, he was the CFO at Big Fish Games, where he led the growth from 30 people to over 400 people and revenues to over \$100 million. He was also in leadership roles at Blue Nile.

October 4 & 5, 2012

Seattle, Washington

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800 Convention Place  
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### Who Should Attend:

Attorneys and business executives involved in the interactive entertainment industry

### You Will Learn About:

- The Big Picture View of the State of the Industry
- Mobile Gaming
- Video Game Consoles as Media Centers: The Battle of the Living Room
- Getting Started on Game Development: New Opportunities for Initial Financing
- Litigation Updates: The Explosion of Disputes Over Game Content
- Real-World Laws and Virtual Borders
- Online Gambling: Online Video Games Meet Online Casino Gambling
- Privacy and Data Security
- Acquiring Multimedia IP Rights and Protecting the IP You Develop for Your Game Play
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- M&A as an Exit Strategy

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