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# Hughes Hubbard & Reed

## DigitalHHR Presents Live CLE-Accredited Webinar “Legal, Business and Operational Issues in Interactive Games Initiatives and Transactions”

### News & Events

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This first-of-a-kind, publicly-available, law firm-hosted, CLE-accredited Webinar focused on the critical issues that are confronted in orlistat 60 mg game transactions. Our team addressed issues such as:

- Structuring relationships between developers and publishers and the ownership issues that arise in development agreements, including work-for-hire, joint ownership and cross-licensing issues;
- Protecting against developer default or insolvency, including the pros and cons of source code escrow arrangements and the applicability of Section 365(n) of the Bankruptcy Code;
- How clearances and consents have become critically important with the increased incorporation in games of real world elements (cities, buildings, people, etc.) and third party IP (e.g. music, video clips, characters, logos, etc.), with an examination of recent case law (Kirby v. Sega and Grand Theft Auto/Pig Pen); and
- Strategies to maximize revenues from online and mobile games, including sponsored exclusive features and content, "in-game" ads, syndicated games, and tiered subscriptions.

The one-hour Webinar also featured "live chat" functionality to enable viewers to ask questions and comment on the presentation in real-time. The Webinar was held on September 16, 2009 from 1:00 pm to 2:00 pm EDT.

### Related Areas of Focus

