

# LEGAL ADVICE IN THE GAMES INDUSTRY



COPYRIGHT | TRADEMARK | LITIGATION | CONTRACTS  
TERMS OF SERVICE | M&A | PRIVACY | COMPETITION | MMOGS  
FIGHTING CHEAT BOTS AND GOLD SELLERS | CORPORATE | ESPORTS  
EMPLOYMENT & IMMIGRATION | FREE2PLAY | BANKING & FINANCE  
TAX | AGE RATING | ACTING AGAINST KEYSELLING AND GREY IMPORTS

# WHAT WE DO FOR THE INDUSTRY

Labour law

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Monetising games

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Raising finance for games companies & games projects

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In-game currencies & purchases

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Development contracts

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M&A in the games industry

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Tax

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Distribution contracts

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Protection of minors

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Advertising, marketing & promotion

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Protecting games and their IP

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Search engine marketing & domain disputes

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Leveraging a games IP for merchandising

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Contests

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Litigating disputes in courts

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EULAs, terms of service & small print

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Packaging and labelling

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Banning and muting players

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User data

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Licensing deals

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eSports and events

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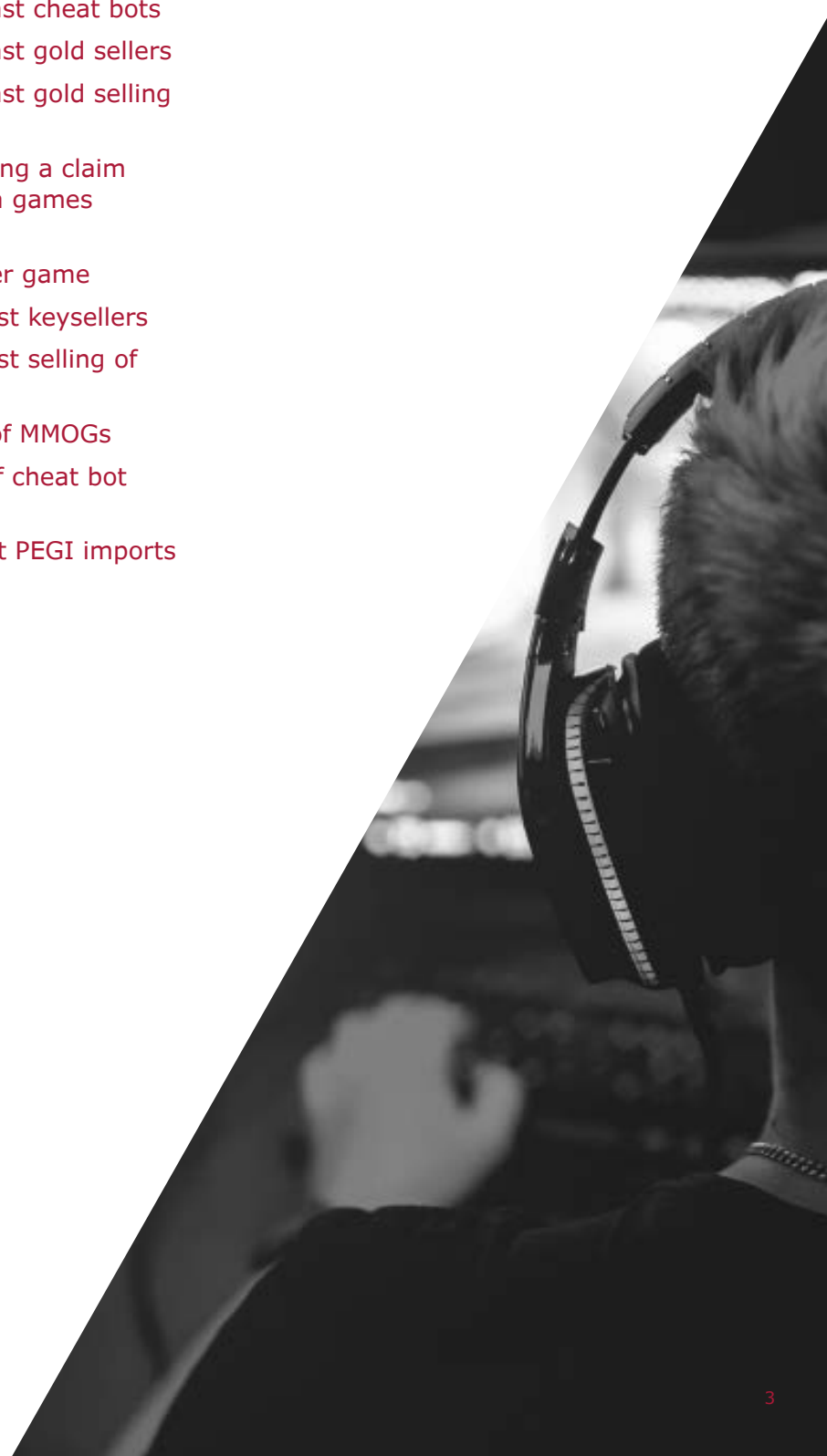
Antitrust

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# WE DEFINE GAMES LAW IN GERMANY

## SINCE 2001, OUR LAWYERS SHAPE GAMES LAW:

- work on virtual goods since 2006
- first European court judgement against cheat bots
- first European court judgement against gold sellers
- first European court judgement against gold selling forum
- first German court judgement awarding a claim for damages against a file hoster to a games publisher
- first case lifting the ban of a computer game
- first German interim injunction against keysellers
- first German interim injunction against selling of games through Steam's gift function
- landmark cases for banning players of MMOGs
- first European cross border seizure of cheat bot servers
- first German court judgement against PEGI imports



# WHAT OTHERS SAY ABOUT US

ADVANT Beiten is “TOP-TIER”  
in the field of Media (*Games*).

“Good solutions are always quickly available”;

“Excellent expertise and support, well-coordinated  
processing”;

“The law firm works very precisely and always  
adheres to specified (*even very tight*) deadlines.  
We can always rely on the ADVANT Beiten team  
and really enjoy working with them.”

(The Legal 500 Germany 2024 & The Legal 500 EMEA 2024)

Industry-related advice for media,  
gaming and sports clients (*Media*).  
Experience in the games industry.

(JUVE Handbook of Commercial Law Firms 2023/2024)

“Andreas Lober is one of the most experienced  
gaming lawyers and seems to know pretty much  
everyone in the industry.”

“Andreas Lober and his team impress in  
particular with their fast response times and  
very good industry knowledge (computer games  
industry).”

(The Legal 500 Germany 2024 & The Legal 500 EMEA 2024)

Andreas Lober is “a master in his field,  
absolutely reliable, competent and  
very pleasant as a person; long-standing  
cooperation, which is invaluable for us.”

(JUVE Handbook Commercial Law Firms 2023/2024)



"Susanne Klein is an expert in the field of data protection and regularly shines with enormous detailed knowledge and smart solutions. She also has a great passion for the field of data protection."

"Reliability, very friendly, very pleasant communication, great sparring partner, prompt feedback."

(The Legal 500 Germany 2024 & The Legal 500 EMEA 2024)

"Andreas Lober is extremely reliable and trustworthy and knows the industry very well, helping us with even the trickiest challenges."

(CHAMBERS EUROPE 2023)

Wojtek Ropel is listed as a "Name of the Next Generation" in the Media – Entertainment sector.

"Wojtek Ropel, as a partner with a broad tech experience, is very practice-orientated and commercially focused";

"Highest level of technological and legal knowledge, clear and concrete communication, best work results, quick understanding of issues and familiarisation, availability at short notice."

(The Legal 500 Germany 2024 & The Legal 500 EMEA 2024)

# YOUR GAMES AND DIGITAL MEDIA EXPERTS



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