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October 18, 2022

Content Licensing and IP Licensing

Ron Koo was a panelist in this presentation on the key considerations every game developer should consider when integrating film, TV, music, or other intellectual property (IP) into video games, with a focus on trademark, copyright, and right of publicity law. The panel covered the basics of intellectual property licensing. Attendees gained a deeper understanding of considerations that apply to entertainment licensing content from film, TV, and music companies. Game developers and their representatives received an overview of key rights and when licensing third party intellectual property for their games from experienced industry panelists.

Authors

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