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MEDIA TECHNOLOGY AND TELECOMS

Technology: video and online
gaming – advice to developers

FIERST, PUCCI & KANE LLP

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PRACTICE: Although gaming only represents a portion of the overall work that Boston firm Fierst, Pucci & Kane LLP undertakes in the entertainment industry, its clients see it as *'first choice, maybe even the only real choice, for video-gaming representation'*.

Given the rate at which the games market has been growing, and its inexorable ties to other facets of the entertainment industry, the practice has been superbly positioned to offer *'top-level advice'* to a range of clients, looking to maneuver their franchises into the video-game arena. The palette of commercial and IP expertise that the team uses encompasses trademark, copyright and licensing, as well as sale and acquisition of studios and development companies. For example, Irrational Games, developers of Tribes, SWAT and BioShock, the group has acted on various video-game licensing deals, as well as the sale of the company to Take Two Interactive.

The practice's workload ranges from one-off mandates for film and TV franchises with respect to merchandise to managing the gamut of issues for development studios, such as Shiny Entertainment, for which it has acted in all matters since 1993. Clients describe a *'very brainy, very dedicated'* team and its

'well-deserved reputation for knowing the industry inside out.'

International work remains a pillar of the team's activity, and the geographical scope of its relationships and reputation have meant that even as some markets have quieted, the team has still been active for a significant bank of foreign clients. Work with FXLabs, the largest game company in India, on the game Inferno sits in the catalog of work, alongside a swathe of representations of developers in Europe.

The high profile the practice has built up can be attributed to its repeated presence on cutting-edge roles, such as advising on the development of Gamer's Gate, a game download site, as well as its tight grip on the areas of the market where participation is in the ascendance.

CLIENTS: Clients of the firm include Paradox Entertainment, Paradox Interactive, Eurocom, Nival Interactive, Universal Studios, and Lyra Studios.

INDIVIDUALS: Clients rate name partner Frederick Fierst as one of the *'finest games attorneys in the world'*.