



the business of video gaming: navigating intellectual property challenges and opportunities

International Trademark Association (INTA) 2025 Annual Meeting

San Diego, CA

May 21, 2025

Marc Mayer is moderating the panel, "The Business of Video Gaming: Navigating Intellectual Property Challenges and Opportunities," at the International Trademark Association (INTA) 2025 Annual Meeting on May 21, 2025.

About the panel...

The video gaming industry is a thrilling and fast-paced sector, generating billions in revenue and captivating audiences worldwide. As games evolve into more sophisticated and immersive experiences, the intersection with intellectual property (IP) becomes a critical battleground. Protecting creative assets like characters, storylines, and game mechanics from infringement and unauthorized use is paramount. Developers must skillfully navigate complex legal landscapes to safeguard their innovations while respecting existing IP rights. Mastering these challenges and seizing the opportunities is essential for anyone involved in the business of video gaming, as it can significantly impact the success and longevity of their products. Dive into this exciting world and discover how to protect and leverage your talent's or your client's creative genius!

Moderator: Marc Mayer, Partner, MSK (USA)

Speakers:

- Sara Ashby, Partner, Wiggin (UK)
- Emanuele Fava, Senior Legal Counsel, Activision Blizzard King (UK)
- Taylor Pfingst, IP Counsel, Riot Games (USA)

attorneys

Marc E. Mayer

practice areas

intellectual property
specialties
trademarks & brands
video game

msk.com

los angeles
t 310.312.2000
f 310.312.3100

new york
t 212.509.3900
f 212.509.7239

washington, dc
t 202.355.7900
f 202.355.7899



the business of video gaming: navigating intellectual property challenges and opportunities

- Munir Suboh, Partner, Taylor Wessing (UAE)

Click here to view the full agenda.