



---

# building convincing virtual words: legal issues in the use of copyrights, trademarks and celebrity likenesses in video games

---

## **Game Developers Conference**

San Francisco, CA

March 17, 2014

Marc Mayer will be a speaker at the 2014 Game Developers Conference (GDC) in San Francisco. Mr. Mayer's presentation is entitled "Building Convincing Virtual Words: Legal Issues In The Use Of Copyrights, Trademarks, and Celebrity Likenesses In Video Games."

## **More Information**

## **attorneys**

Marc E. Mayer

## **practice areas**

entertainment & ip litigation  
video game