



marc mayer quoted in *mlex* article on video game ip protections

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Partner Marc Mayer was quoted in a recent *MLex* article, "As Video Game Industry Warms to IP Protections, It Faces Tech Barriers," which covered **the panel** he moderated at the 2025 International Trademark Association (INTA) Annual Meeting in San Diego on May 21, 2025.

In the article, Marc noted that the global video game market generated over \$522 billion in revenue last year, underscoring the growing need for companies to strengthen their intellectual property strategies. The panel addressed challenges in protecting game content across jurisdictions, including limited judicial familiarity with interactive media and underutilized tools like EU design rights.

Click here to read the full article (subscription required)

attorneys

Marc E. Mayer

practice areas

intellectual property

specialties

video game