



computer games and immersive entertainment: next frontiers in intellectual property law, second edition

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Marc Mayer acts as contributing author for the book, *Computer Games and Immersive Entertainment: Next Frontiers in Intellectual Property Law, Second Edition*, published by ABA Book Publishing on December 13, 2018.

About the book:

The intersection between intellectual property law and video games and immersive entertainment is exciting, fast-paced, and complex, as technology evolves at breakneck speed and often outpaces established case law. Game developers routinely wrestle with all aspects of IP law and need counsel on end-user license agreements; ownership and challenges of user-generated content; the scope and limitations of copyright protection; remedies for trade secret appropriation; duration of right of publicity protection; approaches for simulating reality without running afoul of existing trademark and brand rights of real-world companies and people; ramifications of international law; and more.

This new edition of *Computer Games and Immersive Entertainment* covers a broader range of topics and helps lawyers understand the ongoing changes, developing creative and nimble solutions to protect companies while still engaging the players.

More Information

attorneys

Marc E. Mayer

practice areas

entertainment & ip litigation
intellectual property
specialties
video game