

Esports and Electronic Gaming

Overview

Video and interactive gaming has rapidly transformed from a niche hobby to a multibillion-dollar international industry. Particularly with the meteoric rise of esports and celebrity-like streaming personalities, people, businesses, and online communities are lining up to get involved, and the whole world is watching — nearly 400 million worldwide, and counting. As the industry continues to grow, the Carlton Fields Esports and Electronic Gaming team can help you navigate the new challenges and opportunities in the open world of esports and electronic gaming.

Our team of lawyers stretches across practices and disciplines to provide innovative and tailored solutions to help our clients reach their legal and business goals. We combine our passion for technology and video games with our collective experience in key industries to deliver comprehensive legal services — both traditional and emerging. Carlton Fields' attorneys are committed to personal client service and depth of expertise in our core practice areas in this cutting-edge legal industry.

Some of our lawyers are even content creators themselves, producing a podcast where they explore the unique legal issues at the intersection of video games, law, and business: [LAN Party Lawyers](#).

Our clients include:

- Esports teams and organizations
- Colleges and universities with existing or developing esports programs and clubs
- Game companies
- Content creators and online influencers
- Streamers and professional gamers
- Tournament and charitable event organizers
- Investors/startups and corporations making investments into esports and video game development
- Media and advertising companies

Our services include:

- Full-service esports team representation
- Development and maintenance of collegiate esports programs, including compliance with national associations and Title IX
- Intellectual property protection and compliance, including licensing, copyrights, trademarks, patents, fair use analysis, and music and product clearances
- Compliance with FTC guidelines and other regulatory and compliance matters
- International privacy program implementation and guidance concerning data security regulations and data protection
- 5G and mobile gaming
- Blockchain technology and cryptocurrency
- Online streaming rights
- Development and financing of stadiums, arenas, and esports facilities
- Commercial joint ventures, real estate acquisitions, and leasehold arrangements
- Sponsorships and endorsements
- Employment, professional services, and appearance contracts
- Labor and employment
- Immigration visas
- Public financing and zoning compliance
- Real estate, acquisition, and construction of esports properties
- Venue hire agreements
- Mergers and acquisitions
- Advertising, promotions, and sponsorships
- Communications, media rights, and broadcasting
- Tax planning, counseling, and advocacy

Insights

04.17.2020

Keep It Secret, Keep It Safe: Trade Secrets in Video Games and Esports

04.16.2020

Red Tape Redemption: Global Regulation of Video Games

04.15.2020

A Moment with the Misfits: Legal Issues Facing Top Esports Teams

04.08.2020

Doubling Down on Loot Boxes

03.25.2020

Expect the Unexpected: Coronavirus Cancels Esports and Gaming Events, Almost

03.12.2020

The Next Frontier: Legal and Practical Issues That Surround Mobile Gaming

02.26.2020

Collegiate Esports 101: Trends & Legal Issues

02.20.2020

Back to Basics: A Primer on Intellectual Property Rights in Video Games

02.12.2020

You've Been Served: The Legal Effects of Games as a Service (GaaS)

11.26.2019

Live From DreamHack and the Atlanta Esports Summit

10.21.2019

Getting Creative With Video Games: Sync Rights and Wrongs

10.03.2019

U.K.'s Loot Box Report Tangles a Web of Global Gaming Regulations

The Bureau of National Affairs, Inc.

10.03.2019

Getting Creative with Video Games: Whose Game Is It, Anyway?

09.18.2019

Getting Creative with Video Games: DMCA Takedowns and You

09.11.2019

Getting Creative with Video Games: Copyright, Public Domain, and Fair Use

08.29.2019

The Game of the Name: Making Sure Your Trademark Is Available

08.27.2019

Fortnite Suit Highlights Game Cos.' Need For Privacy Vigilance

Law360

08.15.2019

The Game of the Name: Choosing a Trademark for Your Video Game

08.06.2019

The CCPA's Impact on Businesses Processing Personal Data of Minors and Children

08.01.2019

LAN Party Lawyers: Live from Guardian Con 2019 (Part 2)

07.19.2019

LAN Party Lawyers: Live from Guardian Con 2019 (Part 1)

07.03.2019

Impact of New State Remote Sales and Use Tax Laws on Gaming

07.03.2019

Impact of New State Sales and Use Tax Laws on Remote Commerce

07.01.2019

S1:E11 - Not All Fun and Games: Employment Issues in the Esports and Gaming Industry

06.19.2019

S1:E10 - Covering Your Digital Assets: Intellectual Property Rights and Gaming

06.05.2019

S1:E9 - Investing in Esports: Putting Your Money Where Your Mouse Is

05.22.2019

S1:E8 - Censoring Online Influencers: FTC Endorsement Guidelines and the First Amendment

05.09.2019

U.S. Regulation of Loot Boxes Heats Up with Announcement of New Legislation

05.08.2019

S1:E7 - Unfinished Business: Legal and Practical Issues with Early Access Games

04.24.2019

S1:E6 - The Impact of Net Neutrality on the Esports and E-Gaming Industry

04.10.2019

S1:E5 - Bugging Out: The Legal Effects of Bugs and Glitches in Games

03.26.2019

S1:E4 - Raiding Your Vault: Cybersecurity in Gaming

03.15.2019

LAN Party Lawyers Live at Ultimate Gamer Miami

03.13.2019

S1:E3 - Even the Games Have Eyes: Data Privacy and Gaming

02.27.2019

S1:E2 - One Step Closer to Skynet: Artificial Intelligence and Gaming

02.12.2019

S1:E1 - All-In on Loot Boxes

Our Team

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Related Capabilities

Practices

- Real Estate
- Cybersecurity and Privacy
- Development
- Immigration Planning and Compliance
- Intellectual Property
- Labor & Employment
- Media, Entertainment, Music & Sports
- Mergers and Acquisitions

Industries

- Real Estate
- Technology
- Telecommunications

- Tax
- Technology
- Telecommunications
- Trade Secrets / Noncompete Litigation and Consulting
- International Privacy Compliance