

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

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It is often said that the most important asset to any video game company is its "IP," or intellectual property. The reason for this is not surprising. Intellectual property rights give their holders the ability to protect their work product from unauthorized - and uncompensated - use by others, while at the same time providing valuable sources of revenue and branding opportunities.

We are pleased to provide you with our *Back to Basics: A Primer on Intellectual Property Rights in Video Games* ebook, which covers some of the fundamental concepts of intellectual property law as they relate specifically to video game companies and other unique players in the space, including esports teams and content creators. The intention of this ebook is to provide a basic understanding of the various intellectual property rights important to the industry - from the differences between a trademark and a copyright, to what's behind a DMCA takedown notice.

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