



GAME::BUSINESS::LAW

International Summit on the Law and Business of Video Games

JANUARY 14-15, 2009 | DALLAS, TX



HOSTED BY: SMU Dedman School of Law
The Guildhall at SMU
The Center for American and International Law

GAME::BUSINESS::LAW

THIS INTERNATIONAL SUMMIT ON THE LAW AND BUSINESS OF VIDEO GAMES will be held at the SMU Dedman School of Law in Dallas on **JANUARY 14-15, 2009**. The summit will bring together global game industry leaders, investors, developers, publishers, and lawyers for two days to explore the latest trends in the games industry. Game::Business::Law will provide practical approaches for achieving success in the evolving marketplace of digital games.

www.game-business-law.com

LEADING EXPERTS FROM THE LEGAL, GAMING, AND FINANCIAL SECTORS WILL SPEAK AT THE CONFERENCE including Xuan-Thao Nguyen, Intellectual Property Professor at SMU Dedman School of Law, Diana Li, CEO of Shanda Games, the largest game company in China, and Patrick Pugh, Principal at PricewaterhouseCoopers.

“Successful studios and developers know that **gaming is a business ... very big business**. The legal issues are enormous for this industry and we are delighted to host this global event.”

–Dr. Peter Raad, Executive Director of The Guildhall at SMU.

“Digital gaming is one of the world’s fastest growth industries, **creating new investment opportunities, social paradigms, business models, and a host of legal issues.**”

–Xuan-Thao Nguyen, Professor of Law at SMU Dedman School of Law

“**Games take the law and finance where it has never been**—it’s not just hardware and software. Gaming businesses need to juggle the demands of user-generated content, free speech, online ownership, and new business opportunities.”

–David McCombs, Partner at Haynes and Boone

GROWTH IN THE INDUSTRY

The global gaming industry will jump from \$41.9 billion in 2007 to \$68.3 billion in 2012. The annual growth rate of 10 percent would best all other media sectors except for online advertising and access, according to PricewaterhouseCoopers' Global Entertainment and Media Outlook: 2008-2012.

Last year, overall U.S. industry sales (which include not only software, but also accessories and hardware) were \$18 billion, a new record, according to the NPD Group. NPD analyst Anita Frazier says the U.S. is on track for sales in the \$21-\$23 billion range in 2008.

For more INFORMATION or to REGISTER, visit the website:
www.game-business-law.com

REGISTRATION FEE:

\$200. Seating is limited; registration is first-come, first-serve. This fee covers the summit sessions, continental breakfast, lunch, evening receptions and copies of the speaker materials.

MCLE CREDITS:

This program has been approved by the State Bar of Texas for 10.25 hours, including 0 hours of ethics. Course ID Number: 901170413. Sign-in sheets and/or certificates of attendance will be available for ALL states.

SEMINAR SITE:

The Hillcrest Room in the SMU Dedman School of Law Underwood Law Library at 6550 Hillcrest Road in Dallas, TX.

TRAVEL/ACCOMMODATIONS:

Conference attendees may fly into either Dallas/Fort Worth Airport or Dallas Love Field, which is closer to SMU. For additional information on hotels and instructions for booking a room, please visit the conference website at: <http://www.game-business-law.com/travel.html>

PARKING:

Registered participants will receive by email an electronic parking permit and map for on-campus parking.



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GAME DEVELOPMENT EDUCATION

THE CENTER FOR AMERICAN
AND INTERNATIONAL LAW



WEDNESDAY, JANUARY 14, 2009

8:30 A.M. WELCOMING REMARKS

John B. Attanasio, Dean, SMU Dedman School of Law

8:45 A.M. INTRODUCTORY REMARKS

Dr. Peter Raad, Executive Director, The Guildhall at SMU

9:00 A.M. KEYNOTE SPEAKER

Mitch Lasky, General Partner, Benchmark Capital

10:00 - 10:30 A.M. BREAK

10:30 - 12:00 NOON

PANEL I: GAME DEVELOPMENT AND BUSINESS MODELS

From independent developers to publishing giants, from MMOGs to casual games and advergames, business models in the video game industry continue to expand dramatically. Add to that global growth in the game industry, and there is going to be problems along with opportunities. How will these business models adjust to the legal and financial issues ahead? Which business models are working and which ones are not? What are the positive and negative changes impacting the game industry? This session will explore all of these issues from leading experts in the field.

Moderator: Joseph Olin, President, Academy of Interactive Arts & Sciences

Steve Nix, Director of Business Development, id Software, Inc.

Jason Holtman, Director of Business Development, Legal Affairs, Valve

Dan Ferguson, Founder and Director of Game Development, Blockdot, Inc.

NOON - 1:15 P.M. LUNCH

Michael Klotz, Games Business Senior Manager, NPD Group

1:30 - 3:00 P.M.

PANEL II: THE POTENTIAL IMPACT OF TODAY'S ECONOMY ON GAME DEVELOPMENT

While serious shortfalls in overall retail sales continue to make headlines, many analysts believe that video game hardware and software sales will continue to rise in the midst of global financial malaise. Is the video game industry truly recession-proof? And if revenues do continue upwards, will they be surpassed by this generation's rapidly escalating development costs? Through a mix of industry professionals, analysts, and financial experts, this panel will explore the challenge of achieving profitable growth in the midst of unprecedented top and bottom-line pressures.

Moderator: Patrick Pugh, Partner, PricewaterhouseCoopers

Colin Sebastian, Senior Vice President, Equity Research, Lazard Capital Markets

Rob Seaver, Founder and Chief Executive Officer, Vivox

J. Holt Foster, III, Partner, Thompson & Knight LLP

3:00 - 3:15 P.M. BREAK

3:15 - 4:45 P.M.

PANEL III: GAMES AND LEGAL ISSUES AND CHALLENGES

As the gaming industry expands, legal issues and challenges arise in many aspects of the business. Although games provide us an entrée into virtual worlds, legal issues in licensing, employment and privacy are grounded in the real world and governed by U.S. and international laws. This panel will explore real-world licensing, employment and privacy issues that present challenges to game developers, publishers, distributors, retailers and end users.

Moderator: Edward A. Cavazos, Principal, Fish & Richardson P.C.

JJ Richards, General Manager, Platform Services and Advertiser & Publisher Solutions (APS), Microsoft Corporation

Zach Bishop, Associate, Hunton & Williams

Barry Seaton, Partner, Barry C. Seaton, P.C.

5:00 - 6:30 P.M. RECEPTION

Karcher Auditorium, SMU Dedman School of Law

7:00 P.M. FOUNDER'S DINNER (SPEAKERS & SPONSORS)

Hotel Palomar – Richard Garriott, Executive Producer, NCsoft Corporation

THURSDAY, JANUARY 15, 2009

9:00 A.M. WELCOMING REMARKS

David L. McCombs, Partner, Haynes and Boone, LLP

9:15 A.M. KEYNOTE SPEAKER

Mike Hogan, Chief Marketing Officer, GameStop Corporation

10:00 - 10:30 A.M. BREAK

10:30 AM - 12:00 NOON

PANEL IV: GAMES IN ASIA: DEVELOPMENT, BUSINESS AND LEGAL ISSUES

Shanda, the largest online game company in China, will focus on the latest issues related to game development, the business climate and legal conditions for games in China and beyond. Finance issues surrounding consolidations and Pan-Asian joint ventures, specific regulations and road-blocks for foreign-made games under China's Ministry of Culture, and other topics such as latest intellectual property protection, enforcement and litigation, will be discussed by panelists.

Moderator: Xuan-Thao Nguyen, Professor, SMU Dedman School of Law

Diana Li, CEO, Shanda Games

NOON - 1:15 P.M. LUNCH

1:15 - 2:45 P.M.

PANEL V: GAMES AND GAMING LITIGATION

Lawsuits arise in any multi-billion dollar industry, and the gaming industry is no exception. Between copyright questions, patent claims, free speech issues, and licensing transactions gone badly, there are a number of legal minefields for gaming companies. This session will explore the consequences of some recent high-profile games-related litigation from the perspective of those who have been in the trenches. In particular, gaming-related disputes tend to arise around the single concept of ownership. Can a game publisher use copyright ownership to enforce terms of service? Who owns user-generated content in an online gaming world? And who owns the basic techniques and technologies that go into building a game?

Moderator: David L. McCombs, Partner, Haynes and Boone, LLP

John W. Crittenden, Partner, Cooley Godward Kronish LLP

Matt Esber, General Counsel, NCsoft Corporation

Christian S. Genetski, Partner, Sonnenschein Nath and Rosenthal LLP

Henry W. (Hank) Jones, III, Partner, Law Office of Henry W. Jones -and- Intersect Technology Consulting

2:45 - 3:15 P.M. BREAK

3:15 - 4:15 P.M.

PANEL VI: GAMES AND GAMING REGULATIONS

Ken Dorshow, General Counsel, Entertainment Software Association, will be interviewed by a leading member of the news media regarding gaming regulations that are impacting the game industry. The ESA is dedicated to serving the business and public affairs needs of companies who develop and publish computer and video games, including video game consoles, personal computers and the Internet. Dorshow will address how the ESA's anti-piracy program, business and consumer research, government relations and intellectual property protection efforts serve the game industry.

Ken Dorshow, General Counsel, Entertainment Software Association

4:15 P.M. CLOSING REMARKS

Dr. Peter Raad, Executive Director, The Guildhall at SMU

Xuan-Thao Nguyen, Professor, SMU Dedman School of Law

5:00 - 6:30 P.M. RECEPTION

Karcher Auditorium, SMU Dedman School of Law



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