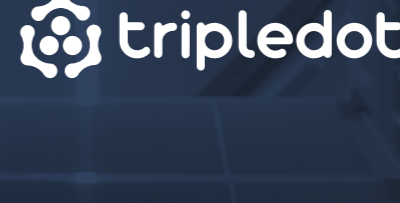


Program

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AGENDA

THURSDAY
5TH OCTOBER

Registration & Coffee

09:00 – 10:00

Opening

10:00 – 10:15

Michał Pękała

Panel No 1 – How dare U(nity)!? Should engine providers be free to do what they want?

10:15 – 11:20

Moderator: Mateusz Witczak

Panelists: Jari-Pekka Kaleva (European Games Developer Federation, EGDF), Michał Pękała, LL.M. (Rymarz Zdort Maruta), Simone Watzinger (Medien.Bayern GmbH, Games/Bavaria), Mikołaj Marcisz (Vavel Games)

Description: Unity has stirred up a hornet's nest and set the world of indie developers on fire. The Unity scene is furious, with Unity facing plenty of backlash amid discussions about the consequences Unity may face if they follow through with their new pricing model. But are those furious developers right? Should Unity or other engine/tool providers be free to act as they see fit? Who is wrong and who is right in this dispute? We will discuss what can happen as a result, how things stand from the legal perspective and what can be done in the future to prevent such situations.

Panel No 2 – Cross-media licensing. Creating movies, boardgames, etc., based on your game

11:25 – 12:30

Moderator: Vlad Micu (Data Realms)

Panelists: Tomasz Gadomski, Legal Expert (11 Bit Studios), Michał Matysiak (Rymarz Zdort Maruta), Prof. David Greenspan

Description: Video games are storming their way into other entertainment industries. Movies, boardgames and toys are becoming standard ways to expand a successful video game franchise. It has become a natural thing to think about video games in a broader perspective than simply as games. But what is natural for the gaming industry has not yet been embraced by the business and legal departments in other industries, especially in relation to the movie industry. The panel will focus on ways to facilitate "making the deal" rather than "breaking the deal", and how to practically achieve this.

Lunch Break

12:30 – 13:30

Panel No 3 – A clash of cultures – differences in approaching contracts between the US, UK and EU

13:30 – 14:30

Moderator: Vlad Micu (Data Realms)

Panelists: Prof. David Greenspan, Michał Pękała (Rymarz Zdort Maruta), Nav Sunner (Navatron)

Description: Although we have a globalised economy, we still differ, especially in terms of approaching contract negotiation. Approaches to European common law systems often differ from those of other countries. This also applies to how US/UK and European lawyers approach structuring and negotiating contracts. During this panel we will discuss areas that often result in misunderstandings and roadblocks, and how to mitigate and work around those effectively.

Panel No 4 – The challenges and future of debt financing in the video games sector

14:30 – 15:30

Moderator: Dr Jakub Rachwol (Rymarz Zdort Maruta)

Panelists: Paweł Derengiewicz (BNP Paribas), Piotr Goguś (Something Random, IndieBI, SUPERHOT), Tomasz Niewola (mBank), Łukasz Stanecki (PwC Polska)

Description: The Polish video games sector generally does not view banks as partners who can support their businesses. Often, video game companies turn to private investors, publishers or VCs to fund their projects. But does it have to be that way? Why give away equity if financing can be obtained through the use of a simple line of credit?

Coffee Break

15:30 – 16:00

Panel No 5 – The nightmare of multi-jurisdictional copyright lawsuits. Would IP Alternative Dispute Resolutions (ADRs) solve the problem?

16:00 – 17:00

Moderator: Yaroslau Kot (BelGameDev)

Panelists: Alexandre Rudoni (Allen & Overy France), Barnaba Rud-Chlipalski (Rymarz Zdort Maruta), Francesco de Rugeris (LCA Studio Legale)

Description: Every country has its own set of copyright laws. While that made sense 100 years ago, it has become a true nightmare with respect to disputes over video game IP, where a potential dispute could span several (or even dozens of) countries. Can anything be done to lower the costs and time of proceedings, and increase the effectiveness of court decisions? Yes: arbitration. During this panel, we will discuss how ADR (Alternative Dispute Resolution) works and why it can be a game changer in copyright lawsuits.

Panel No 6 – 2024-2025, How will the EU regulate the video games industry?

17:00 – 18:00

Speaker: Jari-Pekka Kaleva (European Games Developer Federation, EGDF)

Description: EGDF Managing Director Jari-Pekka Kaleva will talk about upcoming changes in EU regulations and how to prepare yourself for them. Having been present at many official EU meetings and being a member of many groups that have shaped the gaming industry legislation of the future, Mr Kaleva will share, first-hand, his account of things to come. This is also a unique opportunity to directly connect with a legislator who keeps his finger on the pulse of the gaming industry in every country in Europe.

AGENDA

FRIDAY
6TH OCTOBER

Panel No 7 – Trademarks – it's never been easier to get one!

10:00 – 11:00

Speakers: Monika A. Górska & Lena Marcinoska-Boulangé (Wardyński & Partners)

Description: Believe it or not, even if you are a small-scale developer, registering a trademark is the way to protect the title of your game. Why? It is not as expensive as you think! Right now, you can qualify for reimbursement of up to EUR 1,000 to cover trademark registration fees in the EU. Do not waste such an opportunity! We will show you, step-by-step, the process of registering a trademark. Not convinced yet? We will give you an example of a David-versus-Goliath gamedev story in which a small studio fended off a giant competitor, simply because they registered a trademark whereas the giant failed to do so. We will discuss how to use a trademark to stop the publishing of games with titles similar to yours, and what to do if STEAM removes your game because of an alleged trademark infringement. Come and learn why registering a trademark is a good idea and how to do it.

Panel No 8 – How Company Values Influence the Global Success of a Game

11:00 – 12:00

Speaker: Kate Edwards Geogrify / SetJettors

Description: The real-world geopolitical and cultural impact on game developers and game content has never been as clear as in recent times, resulting in companies having to reevaluate their creative choices. With new policies and local restrictions being constantly revised and/or imposed by various jurisdictions, more companies are faced with the challenge of reconciling their values against the ongoing interest in generating revenue in certain markets (e.g. China). This session focuses on how the values of game companies are often challenged by current events (e.g. Russia's invasion of Ukraine), and how game developers can be better prepared before and after their games are released. The presentation will be given by Kate Edwards, a geographer and culturalisation strategist with over 30 years of experience in helping game creators navigate the complex challenges of a game's global release

Coffee Break

12:00 – 12:30

Panel No 9 – AUA: "That depends!" or ask a lawyer about (almost) anything (*Language: Polish, no translation provided)

12:30 – 14:00

Moderator: Kamila Dulska-Maksara (Gamedev Lawyers Association)

Panelists: Jakub Marcinkowski (EQ1), Michał Pękała, LL.M. (Rymarz Zdort Maruta), Agnieszka Rabenda-Ozimek (Kancelaria Radcy Prawnego Agnieszka Rabenda-Ozimek, GLA), Dominika Strupiechowska (Gamedev Lawyers Association), Agnieszka Wilk (AWIK)

Description: The AUA (Ask Us Anything) session is a series of discussions with experts regarding specific topics focused on answering questions from the audience. You can either listen to interesting conversation or have your problem solved in a matter of minutes by raising a hand. The AUA session is a combination of a panel and a roundtable, with several experts ready to answer various questions from the audience. "How to start a studio?" "How to get on the stock exchange?" "How to handle a first contract?" "How to protect the name of the game and your studio?" – ask us anything! Seek answers from top lawyers who are gamers at heart. Come and be part of the discussion!