

# *Interactive entertainment*

Capability Statement



# The interactive entertainment business is not a game...

The interactive entertainment sector is as fast-paced and challenging as the products it markets. With the convergence of technology and the emergence of new platforms, content developers, owners and distributors are having to adapt quickly to maximise the opportunities that arise. Digital delivery is creating new business models and potential streams of income.

Manches LLP provides a comprehensive service to media and entertainment sector businesses, whether they are developers, publishers, distributors, content owners, hardware manufacturers, middleware companies, mobile operators, or online retailers.

## We know the problem

We focus on the technology and media market, and with offices in Oxford, Reading and London we are able to provide specialist, tailored advice to specifically meet your needs.

The Thames Valley area and London are home to some of the most creative businesses in the UK and Manches act for a number of well known technology and media businesses which have an interest in this area, including an award-winning provider of outsourcing services for the video games publishing market and one of the largest international telecoms network operators.

In addition to generic legal expertise in the technology sector, our team has substantial specialist skills in media and entertainment, information technology, software and telecommunications.

Our lawyers have substantial experience of working in-house and on secondment in various media and entertainment, IT and telecoms organisations, which gives us 'insider knowledge' on the issues you are facing.

We are therefore acutely aware of the need to provide commercially focussed service to our clients. Our aim is to facilitate your business, while eliminating or managing the legal risks.

## What we can do for you

### Commercialisation of content

- Development, publishing, financing, licensing, distribution and console platform arrangements
- Advising on e-commerce arrangements

### Intellectual property rights

- Copyright and other intellectual property rights
- Online advertising and search terms
- Branding and licensing of technology, content and personality rights

### Employment

- Dealing with agency workers, fixed term employees and independent consultants

### Convergence

Utilisation and commercialisation of content across several media, such as:

- Computer games
- TV and iTV
- Internet
- Film and in-game music and in-game advertising
- Mobile

### Disputes

- Intellectual property disputes, including copyright, trade mark and passing off cases
- Content ownership disputes
- Commercial contract and distribution disputes

### Regulation

- Classification, censorship and advertising
- Content regulation

### Corporate

- Mergers and acquisitions, joint ventures, investments, MBOs
- Corporate finance, shareholder arrangements and IPOs

## ...so play to win by getting the best legal advice

### Why use Manches for legal advice?

Manches is a leading UK law firm offering comprehensive legal services in key industry sectors. The firm has a distinguished reputation for delivering an outstanding service and clear unequivocal advice.

We have over 170 lawyers in three key locations in Oxford, Reading and London. Our existing clients benefit from strong lasting relationships based on understanding and trust, a friendly approach, responsiveness to the task, and the quality and delivery of results.

Our lawyers will work for you as a team, matching the right skills to the right task. In each practice area there are specialists who are leaders in their fields as recognised by the legal media.

### What others say

We are very proud of our strong reputation, established over six decades of working in London and three in the Thames Valley.

1st tier ranked for Information Technology in the South East in the Legal 500 since 2006.

"Manches' IT team is 'brilliant, reliable and responsive'. The quality of service is outstanding and the advice is sound, challenging and given in plain English."

*The Legal 500*

"Very thorough individuals. Does just what we need, and never makes life more complicated than necessary."

*Chambers and Partners*

1st tier ranked for Media & Entertainment in the South East in the Legal 500 2009, with Steven Maier recommended for contentious work.

"Manches team inspires confidence through its down-to-earth commercial nous."

*Legal 500 2009*

### Some examples of our work

Members of Manches' Interactive Entertainment team have worked on the following:

- Putting in place all PAL-area distribution arrangements for a major Japanese MMORPG game
- Advising a Japanese MMORPG publisher in relation to online game rules, including the trading of game tokens and credits
- Putting in place a contracting framework for a major outsourcing services provider in the area of post-publishing services for computer games
- Advising in relation to the acquisition of and licensing of television game show and reality show formats
- Licensing of ancillary rights relating to television game and reality shows, across a variety of digital media.
- We frequently advise on disputes between publishers and content developers.





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Manches is a leading law firm in Oxford, Reading and London. We advise clients on all areas of business law, including property, corporate, commercial litigation and dispute resolution, employment, intellectual property and technology law.

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