

Webinar - The "Key" to the FTC Loot Box Hearings – What You Need to Know

via GlobalMeet
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The Federal Trade Commission (FTC) has announced that it will be holding a workshop titled, "Inside the Game: Unlocking the Consumer Issues Surrounding Loot Boxes," which will be held on August 7, 2019 in Washington, DC.

In preparation for the workshop Sheppard Mullin is hosting a complimentary webinar on:

- Legal and other issues related to loot boxes;
- Considerations for whether and how to provide input or otherwise participate; and
- Insights on how the FTC is likely to handle the hearings.

Please tune in to hear from current partner and former FTC Deputy Chief Trial Counsel, Thomas Dillickrath, and Sheppard Mullin partner and Social Media & Games Team Leader, Jim Gatto.

The FTC workshop will include: i) A look at the in-game transaction landscape, including the origins and evolution of loot boxes and their role in game play and the digital marketplace; ii) Research examining consumer behavior, including child and adolescent behavior, in the context of video games and digital transactions; and iii) A discussion of consumer awareness and education about in-game digital transactions, including the mechanics, marketing, and financial commitments associated with loot boxes. Interested parties can submit suggestions for potential workshop topics, suggest participants and submit written comments, but deadlines for doing so are rapidly approaching.

When:

May 23, 2019
2:00 p.m. - 3:00 p.m. EST

Where:

via GlobalMeet

[Click here to register](#)

Complimentary Program

Presented by:

Thomas Dillickrath, *Partner*, Sheppard Mullin

Biography

James Gatto, *Partner*, Sheppard Mullin

Biography

Questions? Contact Maricela Alfonso via email or at 212.653.8463

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