

Sheppard Mullin Creates Opportunities for esports Stakeholders and Launches a Dedicated esports Team

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With the combined strength of the firm's renowned Entertainment and Digital Media and Social Media and Games teams, global law firm Sheppard, Mullin, Richter & Hampton LLP announces the launch of an esports industry team focused on the legal needs of clients in the evolving billion-dollar-plus industry.

The new team is led by Century City partner Sid Fohrman and New York partner Dan Schnapp and comprises more than 20 attorneys firmwide. The team will leverage the firm's deep industry knowledge across several multi-disciplinary and complementary areas of expertise, including advertising and sponsorships, broadcasting and media rights, corporate and securities, mergers and acquisitions, on-line gambling, interactive gaming, labor and employment, talent, immigration, intellectual property, telecommunications, litigation, merchandise manufacturing and licensing, and real estate and stadium development.

Commenting on the launch of the team, Fohrman said, "Esports is rapidly approaching a billion-dollar industry. As eSports continues to experience booming growth, it's inevitable that the number and complexity of legal issues will increase. I'm excited about collaborating with my colleagues in navigating this dynamic space."

"We represent major players in this industry from eSports organizations and game publishers to media companies, brand sponsors, tournament providers and investors. The formation of the eSports team allows us to anticipate our clients' needs and capitalize on synergistic opportunities as they arise, and to address them with strategically targeted, creative and innovative solutions," added Schnapp.

The firm recently represented Mastercard in the negotiation of a multi-year sponsorship agreement with Riot Games, making Mastercard the first global sponsor of the studio's online multiplayer game, League of Legends. Sheppard Mullin also represented entrepreneur and philanthropist Nick Gross, as the lead investor of ReKTGlobal's \$10.8 million Series A round. The proceeds of which will be used to finance, among other things, Team Rogue's franchise acquisition in the League of Legends European Championship.

Jon Newby, vice-chairman of Sheppard Mullin said, "As the eSports sector grows, the scope and complexity of legal issues will increase, as will the need for reliable legal representation that a truly dedicated team can provide. Our ability to build experienced teams around growing industry sectors is what differentiates Sheppard Mullin from our competitors. This new team is uniquely positioned to leverage our knowledge and experience and tailor service offerings to the specific needs of this sector."

The goal of the new team is to help clients achieve their goals, navigate challenges and proactively identify opportunities as the eSports industry continues to expand.

Industries

Esports & Games