

Sheppard Mullin Advises Leading Esports Platform Vindex in Acquisition of the Belong Gaming Arenas Brand and Partnership with Game Digital

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Sheppard, Mullin, Richter and Hampton LLP represented Vindex, the leading global esports infrastructure company, in its acquisition of the Belong Gaming Arenas brand and all associated IP from GAME DIGITAL LIMITED (GAME), the largest video games retailer in the United Kingdom and Spain. GAME operates more than 500 video game retail stores and launched Belong in 2016 to build a network of local gaming communities that play, watch and compete together in state-of-the-art gaming centers. The deal marks the next phase in Vindex's plan to support the growth of the global esports industry and to bring amateur esports to hometowns across the country and around the world.

The Sheppard Mullin deal team was led by New York partners Dan Schnapp, Shon Glusky and Alexis Robinson, and included partners Carlo Van den Bosch and Greg Berk, special counsel Sean Kirby, and associates Amanda Ackerman, Christine Doyle, Keren Baruch, David Rostowsky and Samuel Cohen.

The firm also assisted Vindex with its \$80 million Series A Funding; the acquisition of Next Generation Esports; and the launch of Esports Engine in October 2019.

[Click here to read Vindex's press release.](#)

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