



Patchen Haggerty moderated this session, covering how to develop robust content protection and branding strategies, including global trademark filings and copyright registrations for all aspects of a game, experience and related apps, and merchandise. The panel, consisting of James Barker, deputy general counsel of Bungie, and Chad Smith, head of intellectual property (IP) enforcement for Wizards of the Coast, also discussed how to efficiently and comprehensively address infringement issues for companies that depend upon their IP rights, helping them detect, investigate, and address issues with an arsenal that includes cease and desist programs, alternative dispute resolution, civil litigation programs, and criminal referrals. Lastly, the session incorporated a special focus on activities including investigating possible targets for brand threats, domain name infringements, game hacks, cheats, and other illicit brand integrity and piracy issues.

## **Speakers**



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