



Video Games and Interactive Media

The software and technology industry is dynamic and evolving. Foley Hoag's interdisciplinary team counsels and advances the interests of its video game and interactive media clients as they face new marketplace realities, challenges and risks.

Foley Hoag has long been an essential partner to software and technology companies. We have worked on many important industry milestones, including the first initial public offering (IPO) of a software product company. As the interactive media sector has grown, Foley Hoag has continued to provide strategic and innovative advice to growing clients such as SCVNGR and Red 5 Studios.

In recent years, Foley Hoag's commitment to emerging technologies led to the establishment of the Emerging Enterprise Center at Foley Hoag (EEC), located in the heart of the Route 128 corridor. The EEC brings together lawyers from across the firm to provide a full complement of legal services. The EEC also provides a forum for entrepreneurs and industry thought leaders to exchange ideas, network with peers, and seek the latest industry trends through seminars, programs, and events sponsored by Foley Hoag and leading industry organizations.

Foley Hoag provides a broad range of services to our interactive media clients, including:

- Intellectual property protection, including brand protection, patent prosecution and copyright advice
 - Financing, including angel rounds, venture capital investment and debt financing
 - Mergers, acquisitions and strategic alliances
 - Employment-related advice to help attract, fairly compensate and retain game developers
 - Litigation, including in the areas of employment, intellectual property and commercial disputes
- Starting up your business, including choosing the right type of entity
 - Ongoing corporate counsel and advice
 - Contracts and licensing, including publishing agreements, content and engine licenses, and user licenses

For information contact:

Earl Mellott
emellott@foleyhoag.com
617 832 1277

Alexander J. Aber
aaber@foleyhoag.com
617 832 3028



Client Spotlight:

SCVNGR

Our client, SCVNGR, Inc., is a developer of a geo-gaming mobile platform that enables anyone (individual or institutional) to quickly and easily build location-based mobile games, mobile tours, and high-tech interactive real world experiences that can be played by anyone on any mobile device. Dozens of major universities have used the platform at campus orientations, and major companies have used it for team building exercises. The platform has been used by well over 400 clients, with a remarkably high 91% client repeat rate.

Foley Hoag's lawyers provide SCVNGR with a wide-range of comprehensive legal advice. Recently we represented SCVNGR in a \$4 million equity financing involving Google Ventures and Highland Capital Partners. As outside general counsel, we also advise SCVNGR on patent and other intellectual property issues, employment issues, and general corporate matters.

