MODULE SYLLABUS

Module Code   MVV296K

Module Title   **Interactive Entertainment Law**

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Module Overview

The interactive entertainment industry is the most successful and the fastest growing of all the creative industries. In this ecosystem, creativity meets innovation and cutting-edge technology and thereby poses a unique challenge for publishers, users, and legislators alike. Interactive Entertainment Law analyses the main legal, commercial, and contractual issues that the Games and Interactive Entertainment industry faces, with the focus on IP and other related rights. It delineates and analyses the legal parameters within which developers and publishers operate and in which players create and consume content, providing students with an overview of the industry from the development to the commercialisation of interactive entertainment products.

Module weekly syllabus

Session	Subject
1	Video Games and Intellectual Property Law
	Structure and aims of the course, an overview of the legal and regulatory landscape of the interactive entertainment industry, the stakeholders, and the challenges they are facing. IP is the bloodline of the industry. The unit explores specific and unique legal considerations when it comes copyright, patents, trademarks, designs, together with trade secrets, with regards to video games and the industry.
2	Video Games and Copyright
	This unit explores the specific challenges faced by the industry, from the copyright perspective, given the complexity of the ecosystem as well as the nature of video games. The video game industry must navigate multiple jurisdictions and develop effective enforcement strategies to deal with often unique types of copyright infringement.
3	Video Game Patents
	An overview of the importance of patents in the development and protection of video games.

4	Trade Marks, Designs and Other Rights
	This unit looks at video game branding and in-game use of third parties' marks, and the application of the freedom of speech defence. It also covers the role of designs and other rights, contributing to the matrix of IPRs protecting the creative and innovative input into video games, as well as facilitating their distribution and consumption.
5	The Metaverse
	Recent developments with regards to the Metaverse and how it may change the landscape of the video game industry.

Reading List

To be provided.

Learning Outcomes

Module Aims:

1. To provide students a global perspective of the IP rights on which the Interactive Entertainment industries are based, offering a comparative perspective from a number of key jurisdictions including the EU and the United States.
2. To provide students with an understanding of potential liabilities which developers and publishers seek to avoid, general IP infringement issues, litigation and dispute resolution systems
3. To provide students with an understanding of potential liabilities in which users might occur when creating derivative works and/or using/modifying the video game beyond the licensed uses.

Academic Content:

1. To identify the core Intellectual Property issues within the Interactive Entertainment industry
2. To compare the laws relating to key Intellectual Property issues in Interactive Entertainment within key jurisdictions including United States, EU, UK, Japan, or China

Disciplinary Skills - able to:

1. Students should be able to prepare legal arguments and/or briefs on the major Intellectual Property issues related to Interactive Entertainment industries
2. Students should be able to analyse and summarise position papers and reports, and to pick up and synthesise key issues relating to a variety of Intellectual Property issues in relation to Interactive Entertainment

Attributes

1. Students should be capable of considering key IP issues from a global perspective and be able to engage in these issues with the legal world and industry sector
2. Students should be capable to engage critically with their acquired expertise and apply it to a constantly evolving environment