

# MVV296K Interactive Entertainment Law

## Lecture 1

### In-Class Exercise: Building an IP Portfolio for a Video Game

#### Instructions:

1. **Form Groups:**

Break into small groups of 3–4 students. Assume the role of the **Chief IP Counsel** for a major video game company. Your task is to create an IP portfolio for one of your company's new video games.

2. **Develop the Game Concept:**

- Choose a genre or concept for your video game (e.g., a sci-fi RPG, a multiplayer strategy game, or a VR simulation).
- Briefly outline the unique elements of your game: characters, storyline, gameplay mechanics, art style, music, or innovative technology.

3. **Identify Applicable IP Rights:**

Analyze the game's assets and match them with appropriate IPRs.

4. **Draft Your IP Portfolio:**

Use the provided template (or create your own) to document your IP portfolio.

Include:

- **Asset Description:** What is the asset?
- **IP Type:** Which IPR applies?
- **Rationale:** Why does this IP right apply? How does it protect the asset?

5. **Prepare a Short Presentation:**

Each group will prepare a 2–3 minutes summary of their IP portfolio, highlighting:

- A unique or interesting IP asset from their game.
- The IP right used to protect it and why.
- A potential challenge and how they plan to address it.

6. **Class Discussion:**

After all groups present, engage in a class-wide discussion to compare strategies, challenges, and insights. Reflect on the complexity of managing IP in the video game industry.