

MVV296K Interactive Entertainment Law

Lecture 4

In-Class Exercise: Legal Risk Assessment

Instructions:

1. **Form Groups:**

Break into small groups of 3–4 students, each team will act as the legal department of a prominent video game company planning to launch an NFT feature tied to gameplay.

2. **Scenario:**

Your company wants to include purchasable NFTs representing well-known brands, products, and celebrities. Examples include:

- Nike Air trainers
- Lamborghini Aventador
- Marta Vieira da Silva (Brazilian footballer)
- Kim Kardashian’s clothing line SKIMS
- Apple logo

These NFTs will allow players to use branded items within the game environment or trade them on external NFT marketplaces.

3. **Assess:**

Draft a **Legal Risk Assessment Memo** outlining the potential legal issues and recommending a course of action, considering intellectual property rights, publicity and personality rights, and any jurisdictional differences.

4. **Prepare a Short Presentation:**

Each group will prepare a 2–3 minutes summary of their findings.