



KINSTELLAR

STEP UP YOUR GAME

Our gaming sector highlights

Kinstellar in a nutshell

A full service law firm in CEE, SEE and Central Asia

- 12 offices in: Bulgaria, Croatia, Czech Republic, Hungary, Kazakhstan, Romania, Serbia, Slovakia, Turkey, Ukraine and Uzbekistan
- Our Kazakhstan and Uzbekistan offices cover the Central Asian markets
- Our Croatian and Serbian offices cover the majority of the countries of the former Yugoslavia (Slovenia, Bosnia & Herzegovina, Montenegro, North Macedonia)
- Consistent, seamless quality service across our region



14
years



12
offices



350+
lawyers



12,000+
matters



EXCELLENT PROFESSIONALS with **EXTENSIVE KNOWLEDGE, EXCEPTIONAL COMMUNICATION** and **CARE FOR THE CLIENT.**

THE BEST LEGAL FIRM to work with.

- Legal 500, 2022

Not only is **THE DAY-TO-DAY WORK IMPECCABLE**, it's also a firm that **THINKS OUTSIDE THE BOX, GIVES ORIGINAL ADVICE THAT BEST SUITS CLIENTS' NEEDS**, and **ALWAYS EXPLAINS EVERYTHING IN DETAIL** so that an employee who is not a lawyer can understand.

- Chambers Europe, 2022



Gaming Sector

What we can do for you

Kinstellar has a well-established track record providing innovative solutions and expert knowledge of local and global markets and regulatory environments, together with the necessary international experience and expertise. Our team works closely with the industry, software developers and opinion-makers, enabling us to bring an in-depth understanding of the complexities of the unique gaming environment. We assist clients and companies with both everyday and critical challenges.

Our advice typically covers:

- Gaming agreements, including agreements with employees and contractors, development agreements, publishing agreements, end-user licence agreements and terms of use
- Technology agreements, including for platforms, infrastructure and payment services
- Agreements with investors, including convertible loans, equity investments
- The use of open source software / public domain licenses
- Regulatory and licensing requirements, including gambling, e-sports, microtransactions, loot-boxes
- Tech M&A; corporate and employment law
- Advertising and consumer laws, including concerning the protection of minors online
- Data protection and cybersecurity
- The protection of intellectual property and digital assets, including content licenses and content clearance, use of likeness and brand protections
- Dispute resolution



How we are different



A single, integrated law firm, truly **focused on the region**.



We know our clients run businesses and need **business solutions**. We deliver them.



Equity **ownership (partners) spread** across the region.



Finding **practical real-world solutions** for our clients.



Dedicated to **delivering consistency**. Our focus. It's what we do.



Real **sectoral focus and expertise**.



We **put opportunities in front of our clients** when we become aware of them.



We have our eye on what clients want most: to be **successful** in their business endeavours.

Experience counts

Selected examples include advising:

INTELLECTUAL PROPERTY, GAMING AGREEMENTS

- **A LEADING WORLD MEDIA CONGLOMERATE** on the preparation of various rights clearance reports for its Czech subsidiary (including the use of architectural works, music and images)
- **A WELL-KNOWN UKRAINIAN VIDEO GAME STUDIO** on the preparation of a video game development agreement with a global video game company
- **DREAM GAMES** on the preparation of development and publishing agreements and the implementation of an IP protection strategy
- **FONO LABS**, a Slovak-based indie game studio focused on Virtual Reality games, on the preparation of agreements with software developers
- **HADI GAMES** on the preparation of development and publishing agreements
- **ONE OF THE FACILITATORS OF THE WORLDWIDE GAME GEOCHACHING** on IP rights protection in the Czech Republic
- **SUNSTONE STUDIO** on the preparation of a software development agreement, investor agreement and corporate housekeeping
- **STILLFRONT GROUP AB**, a global gaming studios group, on the preparation of IP-clean up documents with various developers and support with detailed identification of the created IP, and the preparation of the related IP strategy

REGULATORY & COMPLIANCE MATTERS, ADVERTISING & CONSUMER LAWS

- **AN AMERICAN GLOBAL MOTION PICTURE AND ENTERTAINMENT COMPANY** on the regulatory and IP matters in Ukraine related to one of its most popular video games; assisting the client with obtaining IP rights to costume designs as well as on Ukrainian restrictions concerning the use of communist-era symbols
- **A GLOBAL INTERNET TECHNOLOGY COMPANY** on regulatory, intellectual property, contractual and e-commerce legal matters in connection with the launch of cloud-based gaming platform in the Czech Republic, Slovakia, Romania and Hungary
- **A LEADING SOCIAL MEDIA PLATFORM** on Bulgarian advertising laws and on the promotion of a wide range of content categories and products, including compliance with audio-visual regulations
- **EML** on an analysis of the conditions for providing e-money services under Czech law in connection with gambling activities
- **ONE OF THE LARGEST GLOBAL TECHNOLOGY COMPANIES** on a risk assessment for a cloud-gaming service involving consumer protection aspects for rendering available the online gaming platform in six countries
- **TIKTOK** on the regulation of advertising that appears on the TikTok app, in particular with respect to the liability of platform operators and the requirements and restrictions relating to advertising content
- **UNIKRN INC.** on the Bulgarian-law aspects related to skill games (including whether the skill component would take the product outside applicable online gambling legislation)

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Experience counts

Selected examples include advising:

CORPORATE AND M&A

- **APPLOVIN CORPORATION**, the world's third largest mobile advertising network operator, on the acquisition of Geewa, a major Czech mobile game developer
- **ARISTOCRAT LEISURE** on its USD 500 million acquisition of the developer Plarium Global in Ukraine
- **A WORLDWIDE LEADER IN BRIDGE ONLINE AND E-SAILING** on the acquisition of a Bulgarian gaming development studio and its subsidiary
- **DRAFTKINGS, INC.**, a digital sports entertainment and gaming company on the Bulgarian-law aspects of the acquisition of SBTech, an international turnkey provider of cutting-edge sports betting and gaming technologies
- **DREAM GAMES**, a Turkish mobile gaming company, on an investment by the Makers Fund, a US-based venture capital firm
- **GAMESYS GROUP**, a leading international online gaming operator, on the acquisition of the 10Bet online gaming business in Bulgaria
- **HELIUM9 GAMES**, a designer and developer of high-quality mobile and video games, on the prospective entry of a minority investor (and on any related corporate structuring)
- **LIME ROCK**, a private equity fund, on the provision of a convertible loan to a gaming company developing on-line mobile-platform games in Slovakia
- **MAKERS DREAM** on the acquisition of shares in Dream Games from the Makers Fund in Turkey
- **MINICLIP**, a leading developer and publisher of mobile games, on the Romanian-law aspects of its strategic investment in independent games developer Green Horse Games
- **POETIC**, the developer of a PC/multi-platform game, on a seed investment from a business angel in Slovakia
- **THQ NORDIC**, a global video game publisher and developer, on setting up its business in Slovakia, including advice on the corporate and employment aspects
- **STILLFRONT GROUP AB**, a global gaming studios group, on the acquisition of rapidly growing independent game studio Game Labs Inc.

DISPUTE RESOLUTION

- **A CZECH GAME CODES DISTRIBUTOR** on cybersecurity and litigation matters. We successfully defended the client against competitor claims and assisted with a defence related to various claims against the client's business model
- **ONE OF THE FACILITATORS OF WORLDWIDE GAME GEOCACHING** on data protection and IP rights disputes in the Czech Republic
- **SLEVHRY**, a Czech start-up, on a dispute in relation to the allegedly unauthorized use of an author's works on various websites
- **A DEVELOPER OF A POPULAR WORLDWIDE MMORPG** in criminal proceedings related to dangerous threats and dangerous stalking aimed at members of the developers team

Experience counts

Selected examples include advising:

EMPLOYMENT & LABOUR LAW

- **APPLOVIN CORPORATION**, the world's third largest mobile advertising network operator, on various employment law matters related to its acquisition of Geewa, a major Czech mobile game developer
- **A FRENCH MULTINATIONAL VIDEO GAME DEVELOPER AND PUBLISHER** on the general corporate & labour law matters related to its business entity in Ukraine, including the dismissal and appointment of top management
- **CITRUS SYSTEMS** on the employment and regulatory issues related to its online gaming business in Serbia
- **EPIC GAMES**, a video game and software developer and publisher, on the regulatory and employment law aspects in Slovakia and Romania
- **NATURALEMOTION GAMES**, a leading international games and technology company, on labour laws in Slovakia, specifically on the mandatory rules concerning employee redundancies
- **UBISOFT ENTERTAINMENT S.A.**, a video game developer and publisher, on sensitive employment law aspects and general corporate matters in Bulgaria, Romania and Ukraine, as well as on internal policy matters

DATA & CYBERSECURITY

- **A POPULAR VIRTUAL PET WEBSITE** on a cybersecurity breach that may have compromised the data of 69 million accounts worldwide. We prepared the notification filing to the local data protection authorities in Bulgaria, the Czech Republic, Hungary, Romania, Slovakia, and Serbia
- **IMPERIA ONLINE** on a wide range of privacy matters related to the company's internal organisation
- **POKEMON** on local requirements in the CEE region related to the data protection aspects of their children's games platforms
- **THE WORLD'S LARGEST ONLINE GAMING AND SPORTS BETTING SOFTWARE SUPPLIER** on developments in Ukrainian legislation and court practice related to the legalization of gambling, data protection, anti-bribery and corruption and anti-money laundering



Key Contacts

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