



SEGEV LLP

iGaming Team Profile

Segev LLP provides insights, analyses, access, and strategy services to some of the world's best and nimblest interactive entertainment, gaming, betting and related technology companies – all underpinned by out-of-the-box thinking and high quality legal work.

Business Law • Technology and IP Law • Real Estate Law • Corporate Finance, Venture Finance and Secured Lending • Estate Planning and Wealth Preservation • Non-Profits, Charities and Social Ventures • Online Gaming, Social, Mobile and Video Gaming Law / Gambling Law • Business Immigration • Commercial Dispute Settlement





SEGEV LLP



About

Our core mission is simple: to add value to your business.

We do this in many ways – whether it’s on the strategy side, by helping you explore unique or challenging opportunities; the drafting side, by constructing agreements that reflect the commercial realities of your business; or the personal side, by leveraging our networks to offer you more than traditional legal services. Whether you need well qualified guidance on a specific matter or a specialized, experienced firm to be your “outside” in-house counsel, Segev LLP provides practical, actionable, ROI-focused legal services and strategy.

Segev LLP employs an eight-strong iGaming team with corporate, commercial, IP commercialization, M&A, private equity finance, public markets finance, privacy and data, and regulatory and compliance experience. Additionally, our senior attorneys have a combined total of more than 40 years in the industry and bolster our reputation as the pre-eminent single access point for Canada- and US-facing gambling operators’ legal requirements.

As part of enhancing our iGaming offering, we also have a Securities division that handles IPO and RTO work on Canadian capital markets. The Securities division, helps clients interested in raising capital through public listings on Canadian stock exchanges.

SERVICES WE OFFER || HOW WE CAN HELP YOU

- Company Formation and Structuring
- Development, Licensing, Sales and Other Commercial IP Transactions
- Mergers and Acquisitions, Joint Ventures, Partnerships
- Privacy & Data Law
- Web and App Terms and Other Agreements
- Licensing Agreements
- Advertising and Affiliate Marketing Law
- Private Corporate Finance
- Public Finance or Securities Law
- Corporate Governance Advice, Shareholders Agreements, Shareholder Disputes
- Employment Law / Stock Incentive Compensation Plans (ESOP)
- Commercial Dispute Resolution
- International Corporate Organization Structuring
- Regulatory Compliance and Government Licensing
- Due Diligence
- Corporate Development



About

PAST & ONGOING PROJECTS

- Assisting an eSports enterprise with product development, corporate structure, US partnership agreements, licensing matters and raising capital.
- Advising DFS and skill games operators on game mechanics for compliance in US jurisdictions.
- Assisting a skill games provider with developing US-compliant real-money mobile gaming apps.
- Assessment of risk exposure and business opportunity for or a US-facing sweepstakes provider.
- Assisting online sports books and casinos with initial coin offerings and digital token sales.
- Assisting online gaming companies with accessing Canadian capital markets via Initial Public Offerings and Reverse Take Overs.
- Assisting with multiple mergers and acquisitions of a gaming company seeking to vertically integrate its operations.
- Assisted US gaming group with obtaining remote gaming licensing and payment processing solutions for its emerging online gaming brand and advised on suitable corporate structuring for entire group.
- Assisted multinational group with locating some of its gaming and betting development infrastructure in Canada.
- Assisting several large multinational gaming companies with applications to the British Columbia Gambling Enforcement Branch for registration to be a supplier to the British Columbia Lottery Corporation and PlayNow.com.
- Assisting a large online gaming technology solutions company with structuring its in-Canada operation to be compliant with Canadian law and its foreign licensing obligations.
- Assisting several iGaming affiliate marketing companies with commercial, corporate and international structuring needs.
- Assisting several online gaming company's software licensing, software and other IP sales and purchase transactions and other IP related commercial transactions.
- Assisting Asian company with obtaining remote gaming licenses and establishing operations where required.
- Completing all regulatory compliance and securing required bonds for a U.S.-facing sweepstakes provider, including assessment of risk exposure for related business opportunity.





iGaming Team



RON SEGEV

Ron is a founding partner of Segev LLP. As a practical-minded business lawyer, sensitive to risk, with a keen eye for opportunity, he is bottom-line focused and brings operations, managerial, business development and M&A skills and experience to the table.

Ron Segev assists his clients with gambling, technology, regulatory, compliance, corporate finance, corporate and commercial matters. He has experience advising on international licensing and structuring issues, and has worked with companies in every remote-gaming licensing jurisdiction of note. Ron's clients have been active in all verticals of gaming and betting including casino, poker, sportsbook, skill games, social games, sweepstakes, lotteries, DFS, vSports and eSports. Ron has been a specialized iGaming attorney for more than a decade, and is a frequent contributor

to major iGaming publications and seminars. He is widely sought out as a leading iGaming lawyer, and is a General Member of the International Masters of Gaming Law.

As former General Counsel and Senior Legal Counsel for one of the largest online gaming companies in the world, Ron has extensive experience in the iGaming sector and has appeared as an expert speaker on the topic at various high-profile events and conferences.

REPRESENTATIVE SPEAKING ENGAGEMENTS

- Gambling, 'Complete Gacha,' and Payments Law – California Video Game Bar Association Business and Legal Affairs, Los Angeles, California, May 21, 2013.
- Social Gaming 101, Everything You Wanted to Know but Didn't have a Clue to Ask – Canadian Gaming Summit, Vancouver, BC, June 23-25, 2014.
- Cloud Integration Issues; Discussions on Privacy and Data Protection in the Cloud Environment – Technology and Data Warehouse Institute (TDWI), Vancouver, BC, November 13, 2015.
- Discussions on the B.C. \$100 Million Venture Capital Fund for B.C.'s Tech Industry, and the Vancouver Technology Sector – The Charles Adler Show, SiriusXM Radio, December 13, 2016.
- Capital Considerations for Today's iGaming Startup – iGaming North America Conference, Las Vegas, Nevada, April 5-7, 2016.
- The Proliferation of Fantasy Sports Business Models – [Law Seminars International's Game Technology Law Conference](#), Seattle, Washington, October 13-14, 2016
- Taking a Close Look at Affiliate Deals: What Every Affiliate Needs to Know About the Contracts They Sign – London Affiliate Conference (LAC), London, England, February 9-12, 2017
- Blockchain 101 – Why Should I Even Care? – Canadian Gaming Summit, Vancouver, BC, June 20, 2017
- The Future of eSports in Canada – Canadian Gaming Summit, Vancouver, BC, June 21, 2017
- Criminal Code: What Needs to Be Done to Protect Canadians? – Canadian Gaming Summit, Vancouver, BC, June 21, 2017
- Going Real-Money: Legal, Regulatory and Commercial Issues Involved in Turning Social Games into Real Money Casinos – Casual Connect, Seattle, Washington, August 1-3, 2017
- Talking eSports: The Present and Future of eSports – Casual Connect, Seattle, Washington, August 1-3, 2017
- Blockchain Technology in Business & the Legal Implications – CBABC Business Law & Securities Law Joint Section Meeting, Vancouver, BC, November 21, 2017
- Made in Canada: Blockchain Technology – ICE Totally Gaming, London, UK, February 7, 2018
- Gaming Laboratories International (GLI) North American Regulators Roundtable, Las Vegas, Nevada, March 7-9, 2018
- Compliance, Regtech & Cryptocurrency: Managing AML/KYC & More – The Future of Blockchain by Glance Technologies, Vancouver, BC, May 8, 2018
- Blockchain Technology & Cryptocurrencies – VGBA Summit at UCLA, Los Angeles, California, May 15, 2018
- Panel Discussion on the Legal Landscape of Blockchain Technology in Canada – Canadian Law & Blockchain Technology, Vancouver, BC, July 12, 2018



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RON SEGEV continued

REPRESENTATIVE PUBLICATIONS

- www.igamingbusiness.com, October 13, 2017, Why Blockchain is a Game-Changer for the Igaming Industry
- iINTERGAMING, Issue 5, 2014, The Canadian Opportunity; Working with BCLC and Playnow.com
- iGaming Business North America, Issue 17, February/March 2015; Canada: At the Crossroads? A Review of Recent Changes to the Canadian iGaming Landscape
- American Gaming Lawyer, Volume 11, No. 2, Autumn 2015; Online Gaming: Are You Rolling the Dice with Roll Playing Games? (Co-authored with Eric Stein and David McHugh).
- iGaming Business North America, Issue 22, December/January 2016; Raising Money in the Great White North: Why Canada is a hotbed of iGaming Finance Activity.
- iGaming Business North America, Issue 25, June/July 2016; Canadian Update: The Quebec Wall.



ALON SEGEV

Alon's practice focuses on real estate transactions, corporate, commercial and technology law including banking and lending transactions. On the technology side, his practice involves assisting technology clients operating in a variety of industries, including: technology start-ups, social networking and social media companies, online retail businesses, website development companies, software development companies, and internet gambling or iGaming companies.

Alon has extensive experience negotiating and preparing all manner of technology agreements and advising clients on their legal needs in the context of their business, such as:

- Negotiating and drafting software and intellectual property license agreements
- Negotiating and structuring royalty payment formulas
- Buying and selling websites and internet based technology companies
- Advising start-ups with corporate structures, protecting ownership of intellectual property and raising capital
- Liaising with regulatory bodies, commissions and compliance organizations
- Assisting clients with implementing best practices to mitigate risks



iGaming Team



MARIUS ADOMNICA

Marius grew up in Vancouver and obtained his J.D. from the University of British Columbia, graduating with the Business Law Concentration and winning the Stuart Clyne Prize in Labour Law. He was called to the bar in B.C. in 2012.

His practice focuses on general corporate and commercial work and technology law, with an emphasis on advising start-ups and emerging technology companies. Marius also has experience in commercial litigation and business immigration matters, and is able to provide his clients with advice on a wide range of issues, including commercial transactions, regulatory matters, and commercial disputes.

Marius has been a gamer since first booting up old classics such as SimCity and Castle Wolfenstein on his parents' computer as a young kid. He has a particular interest in video game law and works with a number of local game studios. He has also been a lifelong sports fan, and he especially enjoys the nerdier aspects of sports analysis. Marius has fond memories of reading Moneyball in one sitting when it first came out, and can occasionally be found bothering others in the office about his latest fantasy hockey league triumphs and tragedies. He takes a down-to earth and practical approach to the practice of law, and enjoys working with clients who share his interests.

REPRESENTATIVE SPEAKING ENGAGEMENTS

- Legal Mistakes Companies Make Before Raising Money – The Profile, Vancouver, BC, September 7, 2016
- Raising Money to get your Game Studio off the Ground – Full Indie, Vancouver, BC, January 19, 2017
- Startup 101: Key Legal Concepts for a Startup Company – The Profile, Vancouver, BC, July 12, 2017



iGaming Team



MARK BALESTRA

Mark Balestra's hands-on approach toward practicing law recognizes that every client has a unique set of needs and circumstances that call for tailored, nuanced legal solutions. Based in St. Louis, Mr. Balestra has guided clients in a variety of capacities in the gaming and gambling industry for nearly 20 years. His expertise spans a number of gaming-related industry sectors, including online gambling, poker, skill gaming, fantasy sports, e-sports and tribal gaming.

Mr. Balestra was the founding member of iGaming consultancy BolaVerde Media Group (BVMG) and served as that company's director from 2009 to 2016. He also co-founded iGaming North America, an annual conference focusing on the convergence of traditional and digital gambling in the North American markets. Mark also ran the BV Direction e-learning program providing educational webinars covering US iGaming policy.

Over the years Mr. Balestra has been a regular contributor to several gaming trade publications and has been featured as an iGaming expert by numerous media outlets, including the New York Times, Reuters, USA Today, ESPN, CNET, Wired magazine, and the Los Angeles Times. In 2006, Mr. Balestra was named one of Global Gaming Business magazine's "25 People to Watch" in the worldwide gambling industry.

PUBLICATIONS:

- "The Complete Idiot's Guide to Online Gambling" (2000) - Author
- "How to Win at Online Gambling" (2005) - Author
- iGamingnews.com (online) - Co-creator, publisher and editor
- Policy Pulse iGaming policy analysis service - Creator, publisher, editor, primary contributor
- Internet Gambling Report - Editor and contributing author
- Wagering on the Internet (annual report) - Editor and co-author
- Periodicals: IGWB, Casino Executive, Global Gaming Business, American Gaming Lawyer, iGaming Business, Gaming Industry Observer, Casino Journal, eGaming Review.

PRESENTATIONS/APPEARANCES AT CONFERENCES:

- Global Interactive Gambling Summit & Expo
- Global Gaming Expo
- European I-Gaming Congress
- Asian I-Gaming Congress
- World Poker Congress
- iGaming North America
- Canadian Gaming Summit
- Digital Gaming and Lottery Policy Conference
- Southern Gaming Summit
- NAGRA Annual Training and Education Conference
- Gaming Technology Summit
- iGaming Congress
- NCLGS Winter Meeting
- NASPL Annual Conference

QUOTED AS FEATURED EXPERT ON INTERNET GAMBLING:

Reuters, USA Today, ESPN, CNET, Wired magazine, and the Los Angeles Times.



iGaming Team



DANNY MATTHEWS

Danny's practice focuses on securities and corporate finance transactions for small and micro cap, early stage, high growth companies seeking access to capital from angel investors, venture capitalists and retail and institutional investors in the capital markets.

Danny regularly helps clients with incorporation and corporate structuring for provincial and federal businesses (including registered venture capital corporations), mergers and acquisitions, asset and share purchases, brokered and non-brokered private placements, public offerings, stock exchange listings on the CSE and TSX-V (including IPOs, CPCs and RTOs), incentive stock option plans, due diligence review and preparation, insider filings, shareholder and board meeting materials, and general continuous disclosure reporting obligations.

Danny's practice ranges across many industries, including technology, mining, clean energy, cannabis, retail, online gaming and crypto-currency (including ICOs).



DAVID MCHUGH

In providing legal services, David's number one goal is his clients' success. David assists companies and individuals with a broad range of legal matters, including technology, intellectual property, gaming, employment, business, and landlord-tenant legal matters, as well as with general dispute resolution. David drafts and reviews contracts, including licensing agreements, IP assignment agreements, confidentiality and non-disclosure agreements, software development agreements, software as a service agreements, consulting agreements, employment agreements, and shareholders' agreements, among others. David also provides clients with answers to their often complex legal questions, be it in the form of legal opinions or general legal guidance and advice. Additionally, David partners with Small Business BC to provide local entrepreneurs with intellectual property law information at part of Small Business BC's Ask an Expert program.

David graduated cum laude with a law degree from the University of Ottawa; however, David completed his final year of law school at the University of British Columbia, which allowed him to focus on the law of British Columbia and escape another -30C winter in Ottawa.

In David's free time, you might find him training for a marathon on the seawall or singing with friends.

PUBLICATIONS:

- American Gaming Lawyer, Volume 11, No. 2, Autumn 2015; Online Gaming: Are You Rolling the Dice with Roll Playing Games? (Co-authored with Ron Segev and Eric Stein).



iGaming Team



FRANCIS (FRANK) DURNFORD

Frank has over ten years' experience providing clients with results-oriented and risk-aware legal advice. Having previously practiced with a large national firm and in-house with one of North America's largest energy companies, Frank enjoys working collaboratively with his clients.

Frank's business law practice focuses on serving clients in the technology and emerging industries sectors, including SaaS and mobile app developers, biotechnology companies, game studios, VR/AR/MR studios, and gaming companies. In addition, Frank's work with nascent and high-growth potential companies involves advising on a wide range of commercial and corporate law matters, including:

- drafting and negotiating agreements such as purchase and sale agreements, joint venture agreements, consulting, services and employment agreements, non-disclosure agreements and co-development agreements;
- corporate and commercial transactions;
- incorporation, corporate structuring and financing;
- regulatory frameworks and compliance; and
- governance and policy development.

Frank is originally from Newfoundland and graduated from Memorial University. He has an LL.B. from Dalhousie University and a Post-Graduate Diploma from the Said Business School at the University of Oxford.

WHAT OUR CLIENTS SAY



Ron Segev and his team have completely transformed my perception of a law firm and for the better. His firm fulfills the long overdue need for a legal team that is nimble, innovative, personable, creative, affordable and determined to help small businesses and entrepreneurs with implementing their business strategy. They are transparent and trustworthy. They help provide original yet practical solutions, think outside the box and display a genuine passion for their work above and beyond the status quo. They make all clients feel important – no matter how small the operation is. I have worked with legal professionals in countries worldwide and have yet to come across a comparable firm. Ron Segev is a refreshing example of a lawyer who enhances his clients' businesses models and provides significant value rather than simply racking up billable hours. I believe that Ron Segev's concept is an optimal example for other firms to strive for to meet the needs of a growing entrepreneurial clientele in today's digital age.

- Orbis Relocation, LLC