



SEGEV^{LLP}

iGaming Team Profile

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Segev LLP provides insights, analyses, 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 & IP Law · Real Estate Law · Corporate Finance, Venture Finance & Secured Lending · Estate Planning & Wealth Preservation · Non-Profits, Charities & Social Ventures · Online Gaming, Social, Mobile & Video Gaming Law / Gambling Law · Business Immigration · Commercial Dispute Settlement

WHO WE ARE

Our core mission is simple:
Add value to your business

Segev LLP employs a 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 Securities Exchange and the Toronto Stock Exchange.

SERVICES WE OFFER, HOW WE CAN HELP YOU

- › Company formation and structuring
- › Development, licensing, sales and other commercial IP transactions
- › Mergers and acquisitions (M&A), joint ventures (JV), and partnerships
- › Privacy and 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, and 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



PAST & ONGOING PROJECTS

- › Assisting a European gaming company with establishing a JV with a Korean partner to develop and offer a blockchain-based gaming platform, including advising on JV framework and producing joint contribution agreements, profit share agreement, and other framework documents, and obtaining remote gaming licensing and banking for the JV.
- › Assisting on one of the largest League of Legends fan websites with a 7-figure exit, including negotiation of the transaction, drafting M&A agreements, and handling post-closing matters.
- › 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.
- › Assessing of risk exposure and business opportunity for 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.
- › Assisting US gaming group with obtaining remote gaming licensing and payment processing solutions for its emerging online gaming brand and advising on suitable corporate structuring for entire group.
- › Assisting 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 with several online gaming companies' software licensing, software and other IP sale and purchase transactions, and other IP-related commercial transactions.
- › Completing all regulatory compliance and securing required bonds for a US-facing sweepstakes provider, including assessing of risk exposure for related business opportunity.



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 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.

**Providing legal services on behalf of R. Segev Law Corporation*

REPRESENTATIVE SPEAKING ENGAGEMENTS

- › Blockchain and Gaming, Financial Technology Panel – G2E Asia, Macau, China, **May 22, 2019**
- › Getting to Know Gaming Canada – CGA @ ICE Totally Gaming, Boston, MA, **May 15, 2019**
- › Getting to Know Gaming Canada – CGA @ ICE Totally Gaming, London, UK, **February 4, 2019**
- › Loot Crates, eSports & Gambling (Canadian Ed.) – VGBA Summit North, Vancouver, BC, **October 16, 2018**
- › Panel Discussion on the Legal Landscape of Blockchain Technology in Canada – Canadian Law & Blockchain Technology, Vancouver, BC, **July 12, 2018**
- › Blockchain Technology & Cryptocurrencies – VGBA Summit at UCLA, Los Angeles, CA, **May 15, 2018**
- › Compliance, Regtech & Cryptocurrency: Managing AML/KYC & More – The Future of Blockchain by Gance Technologies, Vancouver, BC, **May 8, 2018**
- › Gaming Laboratories International North American Regulators Roundtable, Las Vegas, NV, **March 7-9, 2018**
- › Made in Canada: Blockchain Technology – ICE Totally Gaming, London, UK, **February 7, 2018**
- › Blockchain Technology in Business & the Legal Implications – CBABC Business Law & Securities Law Joint Section Meeting, Vancouver, BC, **November 21, 2017**
- › Talking eSports: The Present and Future of eSports – Casual Connect, Seattle, WA, **August 1-3, 2017**
- › Going Real-Money: Legal, Regulatory and Commercial Issues Involved in Turning Social Games into Real Money Casinos – Casual Connect, Seattle, WA, **August 1-3, 2017**
- › Criminal Code: What Needs to Be Done to Protect Canadians? – Canadian Gaming Summit, Vancouver, BC, **June 21, 2017**
- › The Future of eSports in Canada – Canadian Gaming Summit, Vancouver, BC, **June 21, 2017**
- › Blockchain 101 – Why Should I Even Care? – Canadian Gaming Summit, Vancouver, BC, **June 20, 2017**
- › Taking a Close Look at Affiliate Deals: What Every Affiliate Needs to Know About the Contracts They Sign – London Affiliate Conference (LAC), London, UK, **February 9-12, 2017**
- › The Proliferation of Fantasy Sports Business Models – Law Seminars International's Game Technology Law Conference, Seattle, WA, **October 13-14, 2016**
- › Capital Considerations for Today's iGaming Startup – iGaming North America Conference, Las Vegas, NV, **April 5-7, 2016**

REPRESENTATIVE SPEAKING ENGAGEMENTS cont'd

- › 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**
- › Cloud Integration Issues; Discussions on Privacy and Data Protection in the Cloud Environment – Technology and Data Warehouse Institute (TDWI), Vancouver, BC, **November 13, 2015**
- › 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**
- › Gambling, 'Complete Gacha,' and Payments Law – California Video Game Bar Association Business and Legal Affairs, Los Angeles, CA, **May 21, 2013**

REPRESENTATIVE PUBLICATIONS

- › Canadian Gaming Lawyer, October 2017; First Nations Gaming in Canada: A Case for Reform
- › www.igamingbusiness.com, October 13, 2017; Why Blockchain is a Game-Changer for the Igaming Industry
- › iGaming Business North America, Issue 25, June/July 2016; Canadian Update: The Quebec Wall
- › 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
- › 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 17, February/March 2015; Canada: At the Crossroads? A Review of Recent Changes to the Canadian iGaming Landscape
- › INTERGAMING, Issue 5, 2014; The Canadian Opportunity: Working with BCLC and Playnow.com



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

**Providing legal services on behalf of A Segev Law Corporation*



**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 BC 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**



**Aadam
Tejpar**

Aadam is a corporate and securities lawyer, focused on transactional work in M&A and corporate finance. Aadam's practice services public and private companies in variety of industries, including technology.

Aadam has broad securities experience, including with private and public securities offerings, stock exchange listings, negotiated and contested M&A transactions, corporate governance and continuous disclosure, as well as commercial experience, including with joint ventures, commercial leases, employment agreements, shareholders' agreements, and business and legal due diligence.

Aadam enjoys working with his clients to complete transactions efficiently and solve problems with rigour. He holds a B.A. & Sc. from McGill University, a J.D. from Queen's University, and a Diploma in International Business Law from Jean Moulin Lyon III University.



**Mark
Balestra**

Mark'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, Mark 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, esports and tribal gaming.

Mark was the founding member of the 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 Mark 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, Mark 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

- › 2019 Global Interactive Gambling Summit & Expo
- › FSTA Winter Conference
- › OPO Tech Talks
- › 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



Harj Gill

As a British Columbia and Washington state lawyer, Harj Gill delivers practical and effective legal strategies on both sides of the Canada/US border to start-ups, entrepreneurs, and technology clients. Harj specializes in creating tax-efficient entities and structures, tax and estate planning, and negotiating and drafting technology agreements.

Harj's legal and business skills are built on the experience he gained while working with two of the Big Four Accounting/Consulting firms where he advised technology clients on compliance, tax, and corporate law matters. Harj has represented clients before the CRA and IRS.



Taylor Keene

Lawyer (called
to the Bar
September 2019)

Taylor is knowledgeable in both federal and provincial gaming regimes, having conducted research projects in a variety of gaming contexts. Taylor regularly assists in preparing memoranda and legal opinions concerning gaming laws in Canada.

Taylor has experience assisting clients to navigate the legal framework when designing gaming projects - from drafting terms of use and contest rules, to advising on game mechanics. Taylor also has experience conducting due diligence in M&A transactions involving both local and international gaming companies.



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**

For more information and to schedule a meeting, please contact us at:

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