



**SEGEV LLP**

# Esports & Video Game Law

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**Segev LLP has been ranked in the Chambers and Partners 2022 Guide as a top tier firm for Gaming and Licensing.**

“What the team is known for: Highly rated British Columbia boutique specialising in online gaming. Respected for its handling of corporate and securities matters on behalf of interests in the iGaming and e-sports spaces. Also provides notable services in relation to regulatory clearance and licensing agreements.”

Provided by Chambers

**Segev LLP was one of the first Canadian law firms with a dedicated esports practice group. Our lawyers have been at the forefront of supporting the development of our esports ecosystem. We work closely with many leading Canadian esports companies, including Canada’s first esports arena and one of the largest esports iGaming companies in the world.**

The Segev team also work alongside many video game studios, assisting with everything from company formation, to employment and intellectual property issues, to major corporate transactions.

Our lawyers combine a unique and deep understanding of the esports industry with broad expertise in related fields that allows us to seamlessly provide our clients with industry-leading legal services and strategic advice.

Segev LLP is also a leader in gaming and betting law, recognized by Chambers & Partners as having one of the top practices in Canada. Our U.S. and Canadian gaming and betting lawyers have experience advising on sweepstakes, contests, daily fantasy sports, real money and social games, games of skill, sports betting, casino and poker. Our gaming and betting experience brings additional knowledge and experience to our video game work.

We are well acquainted with challenges faced by gaming studios and publishers of all sizes. This allows us to provide our video game clients with informed and effective solutions to a broad range of legal issues. As gamers ourselves we bring a sincere enthusiasm and passion to our gaming legal work.



# Services We Offer:

- Publishing Agreements
- Game Development Agreements
- Software Development Agreements
- License Agreements
- Player Services and Sponsorship Agreements
- Cloud Services Agreements
- Revenue Sharing and Financing Agreements
- Social Media Influencer Agreements
- Agreements Relating to the Sale or Acquisition of a Business, Including Share Purchase and Asset Purchase Agreements
- Co-Branding, Partnerships and Other Joint Ventures
- Affiliate Marketing and Other Traffic Acquisition and Player Database Agreements
- Trademark Registration Services
- End-User License Agreements, Terms of Service and Privacy Policies
- Advice on Legal Compliance Issues (Including Relating to Privacy Law, Gambling Laws, CASL and COPPA)
- Payment Processing, Cryptocurrency Brokerage and Trading and Other
- Payment-Related Agreements
- Incorporations, Corporate Maintenance and Minute Book Cleanups
- Non-Disclosure and IP Assignment Agreements
- Employment Advice and Drafting of Employment and Consulting Agreements and Stock Option Plans
- Private Corporate Finance from Seed to Series Financings
- Public Corporate Financing including RTOs, IPOs and Direct Listings
- Shareholders' Agreements
- Negotiation and Drafting of Office Leases
- Litigation and Dispute Resolution





# RON SEGEV\*

Partner

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Segev LLP has been ranked in the Chambers and Partners 2021 Guide as a top tier firm for Gaming and Licensing, and Ron has been rated as a Band 1 gaming lawyer – the highest ranking offered by Chambers and Partners.



**Ron Segev is distinguished in the Canadian gaming and licensing space for his deep-seated experience in the online gaming sector. With complementary securities and technology expertise, his “technical understanding in gaming is as strong as anyone in the industry,” clients enthuse.**

## **A practical-minded business lawyer, sensitive to risk, with a keen eye for opportunity.**

Extensive business and technology law experience with a specialty in interactive entertainment. One of the top video-game, and online gaming and betting lawyers in Canada. Experience working for, or opposite, almost every major brand in online gaming, representing major video game studios and publishers and esports companies. Vast experience negotiating and drafting technology licensing, sales, web services, content and development agreements and advising on numerous issues relating to Internet IP law and gaming law. General Member of the International Masters of Gaming Law. Ranked by Chambers & Partners as one of a handful of top gaming law specialists in the country.

Private equity and public markets finance experience, assisting both issuers and investors. Corporate development experience identifying new markets and partners, establishing key relationships, negotiating JV's, partnerships, M&A's and other deals, and advising on new business segments.

Experience working with some of the brightest distributed ledger technology companies in Canada and worldwide. Clients include blockchain application development companies, miners, brokers, coiners, exchanges, investor clubs, burgeoning funds and more. Appeared as one of the earliest blockchain speakers for the Canadian Gaming Association, ICE Gaming London, Canadian Bar Association, and published on the topic.

Former GC and senior legal counsel for one of the largest online gaming companies in the world where I also developed operations and business development experience including establishing and operating a key subsidiary company in the online gaming sector.

I'm motivated by achieving wins for my clients. I practice law like a business owner: practical, ROI focused, creative and efficient.

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





# MARIUS ADOMNICA

Lawyer

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A lifelong gamer, Marius' practice focuses on esports and video game law. He has been on the forefront of assisting the development of the esports industry in British Columbia and works closely with numerous esports companies, players and content creators. He is also involved in the industry in other capacities, serving as an advisory board member and director of various British Columbia esports companies, non profits and industry groups. He is a member of the Esports Bar Association and also publishes The Patch Notes, his own esports and video game law blog.

In addition to his esports practice, Marius also works with numerous video game studios and video game companies, helping them with anything from incorporations to major corporate transactions and everything in between. Marius also has extensive experience in general corporate and commercial law, focusing primarily on high-growth technology companies, and is able to provide his clients with assistance on a wide range of matters. Marius takes a down-to-earth approach to the practice of law, and prides himself on finding practical, creative and efficient solutions to his clients' legal issues.



# DAVID McHUGH

Lawyer

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David's practice focuses primarily on the needs of technology businesses. He works with a range of companies in the gaming, esports and video-game industries. David assists his clients with: software development; intellectual property acquisitions and licensing; privacy law and anti-spam law compliance; data security and data breach obligations; open-source licensing; comprehensive website terms of use, user agreements, and privacy policies; protection and licensing of trade secrets and confidential information; business sales and acquisitions; employment and contractor matters; corporate structuring; financing; shareholder matters; wealth preservation; tax-driven transactions; and general regulatory matters.

David is experienced with preparation and completion of software development agreements, software licensing agreements, software-as-a-service agreements (SaaS), end-user license agreements (EULAs), comprehensive website terms of use, privacy policies, technology acquisition agreements, intellectual property assignment agreements, non-disclosure and confidential agreements, trade secret licensing agreements, other commercial agreements, tech-worker employment agreements, tech-consultant agreements, shareholders' agreements, section 85 tax deferred rollovers, section 86 share exchanges and estate freezes, legal opinions, and many other matters.

David also regularly blogs on technology law related topics and has an insatiable appetite for video-game industry history.





## TAYLOR KEENE

Lawyer

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Taylor has a practice encompassing general commercial, corporate and securities law matters, particularly within the technology, gaming, esports, digital and interactive media spaces and other creative industries.

He has assisted esports and video-game clients with various commercial and strategic matters, including company formation, capital structuring, shareholder agreements, licensing, and other commercial relationships. He has experience with intellectual property acquisitions and licensing; website terms of use and privacy policies; protection of confidential information; employment and consulting agreements; business sales and acquisitions; commercial leasing; corporate structuring; and private financing.

Taylor also has experience in a broad range of securities law matters. He has been involved in private and public securities offerings, go-public transactions (including reverse-takeovers and change-of-business transactions), public and private M&A transactions, and conducting legal due diligence. Taylor has experience navigating stock exchange and securities commission policies and has familiarity with public company disclosure obligations. He has helped clients with a broad range of transactions, stock exchange procedures, capital reorganizations, and has worked with companies from inception to listing.

Taylor joined the firm as a lawyer in 2019 after summering and completing his articles with the firm.



## MARK BALESTRA

Lawyer

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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 industry for nearly 20 years. His expertise spans a number of gaming-related industry sectors, including esports, skill gaming, fantasy sports and online gambling.

Mr. Balestra was the founding member of BolaVerde Media Group (BVMG) and served as that company's director from 2009 to 2016. With BVMG, he advised clients on compliance strategies for the highly regulated, highly competitive US gambling industry and specialized in preparing foreign gambling businesses for US market entry.

Over the years Mr. Balestra has been a regular contributor to several gaming trade publications and has been featured as a gaming expert by numerous media outlets, including the New York Times, Reuters, USA Today, ESPN, CNET, Wired magazine, and the Los Angeles Times.

He is a member of the Missouri Bar, the American Bar Association, the Bar Association of Metropolitan St. Louis and International Masters of Gaming Law.





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

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