

Dear *[FNAME]*,

As an extraordinary year comes to an end, with both challenges and opportunities for companies in our focus verticals of video games and esports, blockchain, VR/AR and digital media, we reflect on all that has transpired and the implications for 2021. Without a doubt, the events of the last several months have accelerated **many important trends** that will continue to manifest in the coming year and beyond.

This month's newsletter explores the pandemic's impact upon **location-based entertainment venues** such as virtual reality arcades and the safety, cashflow, and capacity challenges they must overcome if they are to survive and thrive.

Self-quarantining and stay-at-home trends have increased **interest and participation in esports, but also brought a raft of legal considerations to the forefront**. Our comprehensive article untangles issues surrounding intellectual property, privacy, licensing, and human resources.

COVID-19 also has wreaked havoc with retailers and marketers, perhaps contributing to Apple's decision to delay implementation of its **IDFA opt-in requirements** that were originally scheduled to coincide with the rollout of iOS 14. The delay until early next year gives marketers and app developers time to work on new techniques to capture audiences and secure permission to deliver targeted ads. Our article and video discuss the new rules of engagement and offer three steps to avoid a disruptive transition.

And of course, we keep you updated with the latest developments in the Epic Games v. Apple lawsuit in our comprehensive Resource Center. Visit the link below to read how Epic has opened a second front in the confrontation by filing suit in Australia, as well as Apple's commission reduction for most App Store sellers and Epic's response to the move.

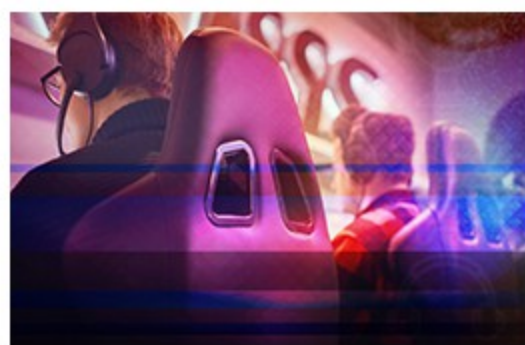
December's Gamma Law Team Member of the month is [Christopher Reggie](#). Chris is a senior intellectual property and entertainment attorney. He began his career at LucasFilm Ltd., where he supported Industrial Light and Magic, Skywalker Sound and THX. Chris subsequently served as vice president of business affairs and general counsel for an online animation studio and ran an independent music and production company. Chris has a deep understanding of technology transactions, media production, and licensing, and we are proud to have him on the Gamma Law team.

Best regards,

David B. Hoppe
Managing Partner
Gamma Law

[Gamma Law](#) provides premium legal support to select clients in cutting-edge media/tech business sectors. To discuss how we can support you to achieve your objectives, please [contact us](#).

YOU SHOULD KNOW



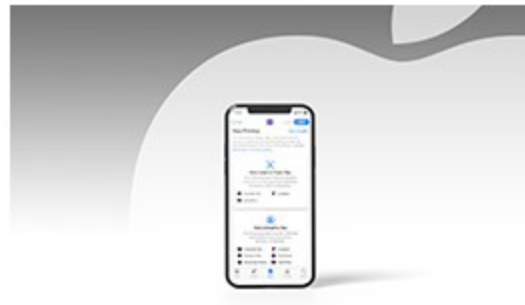
Esports' Popularity Creates A Hotbed of Legal Issues

Esports law is a complex and important area that anyone participating in the industry should be aware of and ready to seek qualified support when required. [Read more.](#)



LBEs May Need to Pivot, Repurpose to Survive

To reopen safely and attract enough clientele to prosper, VR arcades and other location-based entertainment venues may need to get creative. [Read more.](#)



Prepare Now for Apple's IDFA Opt-in

Full roll-out and enforcement of the iOS 14 opt-in system will not come into effect until early 2021, and there are steps developers can take to meet this challenge head-on. [Read more.](#)



Epic v. Apple Resources All in One Location

Gamma Law's Epic v. Apple Legal Resource Center has the latest court filings and rulings as well as Gamma Law's analysis of the legal issues involved. [Visit the Resource Center.](#)

GAMMA LAW VIDEO: PREPARING FOR APPLE IDFA



Apple soon will require app developers to obtain users' permission to receive Identifiers for Advertisers ("IDFA"), an important tool marketers use to target, retarget, and analyze markets. Our video shows you how to prepare. [Watch.](#)

IN THE NEWS

[Facebook is getting into the game streaming business with playable adverts](#) - Times Live

[Justice Department extradites alleged BTC mining ponzi operator from Panama](#) - Coin Telegraph

[Gaming rises in the U.S. as 4 out of 5 consumers played a game in the last 6 months](#) - N4G

[PUBG Mobile still needs approval from Indian ministry to relaunch](#) - Feedly

[Universal Studios Japan powers up Mario Kart Ride at Super Nintendo World with AR headsets](#) - Next Reality News

[Hackers are stealing CS:GO skins via Apple's iCloud Storage](#) - Daily Esports

[Can DeFi indices finally make crypto-based passive investing worthwhile?](#) - Coin Telegraph

[Microsoft Flight Simulator VR to launch as free upgrade in late December](#) - Polygon

[Investment giant AllianceBernstein now says Bitcoin has role in investors' portfolios](#) - Coin Text

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Have David Speak at Your Event

Gamma Law's founding partner, David B. Hoppe, speaks and writes frequently about legal topics in emerging technologies and entertainment in the US and Japan. If you'd like David to speak at your event, please [contact us](#).

[Gamma Law](#) is a San Francisco-based firm supporting select clients in cutting-edge business sectors. We provide our clients with the support required to succeed in complex and dynamic business environments, push the boundaries of innovation, and achieve their business objectives, both in the U.S. and internationally. [Contact us](#) today to discuss your business needs.

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