



## NEWS AND INSIGHTS FROM GAMMA LAW

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Dear \*[FNAME]\*,

The Gamma Law team has been watching eagerly as the landmark Epic Games v Apple got underway earlier this month. There are some fascinating legal issues in contention and the case has laid bare some truly enlightening information regarding each side's marketing and business strategies. This month's newsletter includes a refresher (or primer you're late to the game) as to what the trial has in store. For even greater detail on the events leading up to the case, the precedents and legal questions involved, and analysis of how the judge may rule, visit the Gamma Law [Epic v Apple Resource Center](#).

Our other featured article centers on the increasing popularity and value of assets accrued in video games. In this article originally published by [Nerds Magazine](#), I discuss how skins, weapons, and other digital assets that can be sold for real money are attracting thieves and what players, developers, platforms, and law enforcement can do to prevent, uncover, and punish this emergent crime.


Finally, please join me in congratulating [Sachiko Bussey](#) on her promotion to Japan Practice Manager. Sachiko has been instrumental in building Gamma Law's Japan-related transactions practice, including mergers and acquisitions, intellectual property matters, and corporate finance. In her new role, she will oversee the firm's service to our Japanese clients and their US subsidiaries.

Thank you for reading and 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



**EPIC V. APPLE:  
SETTING THE  
STAGE FOR  
TRIAL DRAMA**

Here's a primer on the current state of play and what to look for as we get into the meat of the much-anticipated bench trial. [Read more.](#)



**PREVENTING  
AND PUNISHING  
DIGITAL ASSET  
THEFT**

Digital armor, magic spells, weapons, and other assets help game players stand out and increase their popularity. They also attract thieves. [Read more.](#)

### IN THE NEWS

[Epic Games buys artist portfolio site ArtStation](#) - *The Verge*

[Satoshi's Games launches Elixir Marketplace for NFTs based on Bitcoin rewards](#) - *VentureBeat*

[MetaMask warns of new phishing bot](#) - *Coin Telegraph*

[Major changes coming to Animal Crossing: New Horizons in May](#) - *Sportskeeda*

[Netflix drops new trailer for League's upcoming show Arcane, confirms fall 2021 release](#) - *Dot Esports*

[Marvel reveals first look at the godlike Eternals](#) - *Polygon*

[Binance CEO CZ: Bitcoin is less volatile than stocks like Apple and Tesla](#) - *Coin Telegraph*


[A slam dunk? LeBron James NFT drop could break NBA Top Shot records](#) - *Coin Telegraph*

[Twitch's 'not interested' button reportedly not available on promoted streams](#) - *Dot Esports*

[3 Ways to Make Money with Non-Fungible Tokens \(NFTs\)](#) - *Entrepreneur*

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**BEYOND  
GAMES  
SUMMIT**

May 13 Online  
David will take part in a panel discussion as part of the conference focusing on the future of games, transmedia, digital entertainment and the creative industries. The panel will discuss "Games Meet Economy - Earning from Games." [Learn more.](#)



**JAPAN ONLINE  
GAMES  
ASSOCIATION**

May 19 Online  
David will present an in-depth overview of the rising popularity of non-fungible tokens in the US and Japan as well as his analysis of how COVID-19 has affected the video game industry.



**GDC  
GAME DEVELOPERS  
CONFERENCE**

July 19-23 Online  
David will deliver his analysis of the risks and opportunities highlighted by recent AR/VR court cases. [Register now.](#)



**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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