

Dear "[FNNAME]",

Greetings and best wishes for 2022! As we say hello to the new year we also welcome new developments and applications for Web 4.0 technologies. While we have no doubt the metaverse, play-to-earn platforms, other advances will radically transform the way we work, play, and socialize, the road ahead with not be without some bumps and potholes.

This inaugural issue for 2022 delves into the murky world of legal concerns in the metaverse. As this new realm alters the way humans engage with each other, revolutionizes social interaction, and builds whole new economies, it also presents a host of issues relating to matters such as privacy, intellectual property, and cybersecurity. Businesses participating in emerging markets and technologies should be aware of these issues and take steps to mitigate risk to avoid potentially troublesome legal, operational, and business downsides.

We also examine the role of gaming guilds in the nascent play-to-earn market. While teens and tweens may dream of playing video games for a living, guilds are laying the groundwork to make this career path a reality - at least in some developing regions. The viability and growth of the play-to-earn model may depend on how guilds evolve and the steps they take to ensure legal, ethical, and fair operations. Click the link below to read our EconoTimes article on how developers, studios, e-commerce marketplaces, and service providers can collaborate to make this happen.

Finally, we are pleased to see gaming and tech expos' cautious return to live events. If you will be attending the upcoming conferences highlighted below, do consider dropping me a note to catch up in person.

Once again, a happy new year to you and thank you for reading.

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



METaverse CLOUDS PRIVACY, DATA SECURITY CONCERNS

As the metaverse evolves, platforms and others in the space should take care to protect user and site data in the interconnected virtual world. Here's how to protect yourself. [Read more.](#)




GUILDS OFFER GATEWAY TO PLAY-TO-EARN OPPORTUNITIES

The play-to-earn gaming space offers exciting possibilities, but legal hurdles are plentiful. Our article in EconoTimes looks at the roles NFT's guilds, and the law play in the play-to-earn business model. [Read more.](#)

IN THE NEWS

- [NFT sales hit \\$25 billion in 2021, but growth shows signs of slowing](#) - Reuters
- [Government Report Suggests Tightening Regulations on Crypto ATMs](#) - CoinDesk
- [Associated Press launches NFT marketplace for photography](#) - Ledger Insights
- [What's actually being done about workplace harassment in the video games industry](#) - The Guardian
- [The Pokémon Company limits in-person Play! Pokémon events in Denmark, France, Italy, Malta, and Spain](#) - Dot Esports
- [Metaverse: Already Existing in Video Games? MMORPGs Resemble the Digital World: What's Different?](#) - Tech Times
- [Everything You Need to Know About Celebrity NFT Holders](#) - Benzinga
- [eSports business grows in Latin America, with Mexico, Brazil, and Argentina leading the way](#) - Rio Times
- [What are NFTs actually used for? A guide, from art and music to gaming and movies](#) - Alternative Press

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DICE GAME SUMMIT

Feb. 22-24, Las Vegas
The Academy of Interactive Arts and Sciences (AIAS) event will explore how technology, communication, and collaboration can create new experiences. [Register now.](#)



GDC GAME DEVELOPERS CONFERENCE

March 21-25, 2022, San Francisco
GDC brings the game development community together to exchange ideas, solve problems, and shape the industry. [Registration Information](#)



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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