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## Sommario/riassunto

The intersection between intellectual property law and video games and immersive entertainment is exciting, fast-paced, and complex, as technology evolves at breakneck speed and often outpaces established case law. This one-of-kind handbook covers the intellectual property issues that game developers routinely wrestle with and need legal counsel about, from end-user license agreements to the scope and limitations of copyright protection to approaches for simulating reality without conflicting with existing trademark and brand rights of real-world companies, and more. Each chapter covers important IP issues involved with computer games and immersive entertainment, including end-user license agreements, copyrights, patents, trademarks, trade secrets, rights of publicity, and international considerations.

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