Banner Witcoff Attorneys Present at More Than Just a Game Conference in London

Banner Witcoff's Ross Dannenberg and Scott Kelly will speak at the More Than Just a Game Conference in London on April 19-21. This year, the conference will center around the Metaverse, proto-Metaverses, and how video games have changed everything.

Ross will present "The Metaverse has already been patented," alongside Gwilym Roberts, Partner at Kilburn & Strode, on April 20. The duo will explore the patents of the past that have paved the way for the infrastructure and technology of the Metaverse, and discuss where innovation and patents might be directed as the Metaverse evolves, how standards-essential patents might be applied, and whether the metaverse might end up subject to either industry or regulator oversight.

Scott will join a panel on Generative AI on April 20, alongside in-house counsel from Zenimax, Square Enix, and Ubisoft. The panel will discuss IP issues and other considerations raised by the use of generative AI tools by game developers to build artwork, game assets, and even substantive legal documents. Gamers might be better positioned than most to welcome our AI overlords, since some form of AI has long been used to create virtual worlds and drive "computer players." But the new wave of generative AI has levelled up beyond anything seen before. Can it recognize what is "fun"?

Banner Witcoff has been a proud sponsor and participant of the More Than Just a Game conference since its inception in 2015. The More than Just a Game conference invites top legal and gaming experts from around the world to explore emerging challenges in the industry and to encourage and build bridges between the industry and academic research.

You can read more about the More Than Just a Game conference by clicking here.