

Legal Issues With Respect To Video Gaming Technologies

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Overview

- * Gaming Technologies
- * Content Production
- * Offensive Content
- * Summary of Legal Issues
- * Conclusion

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Gaming Technology Platforms

- * PC Platforms:
Windows-Based Platforms
Mac-Based Platforms
Linux-Based Platforms



- * Console Platforms:
Microsoft Xbox
Sony PlayStation
Nintendo GameCube & Revolution



- * Home Entertainment Platforms:
Set-Top, Cable and Satellite TV boxes
High Definition Televisions & LCDs



- * Emerging Platforms:
Handheld Platforms (Nokia N-Gage)
3D Platforms (3D PCs, 3D Televisions, 3D Peripheral Devices)



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Technological Requirements

- * High-Speed Processors and Memories
- * High-End Graphics Technologies
- * Fast Hard Drive Technologies
- * High Resolution Displays
- * Peripheral Devices (High-Speed Mice, Gaming Keyboards and Keypads, Joy Sticks and Controllers, Speakers and Headsets, 3D Glasses)
- * High-Speed Internet Access
- * High-End Content Production Systems

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Convergence



*Based on Oregon Networks Limited Presentation at CONFERENCE ON GAMER TECHNOLOGY, Seattle 3/04.

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Content Production

Realism (Shadow Ops: Red Mercury)



*Based on Zombie Studios Presentation at CONFERENCE ON GAMER TECHNOLOGY, Seattle 3/04.

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Shadow Ops: Red Mercury by Zombie Studios



*Based on Zombie Studios Presentation at CONFERENCE ON GAMER TECHNOLOGY, Seattle 3/04.

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Production: Shadow Ops: Red Mercury

- * 2 years, 45 artists animators and engineers
- * Screenplay by Waugh & Mendillo (Dreamworks)
- * Orchestral score by the Seattle Symphony
- * Sound design by SOUNDELUX (Black Hawk Down)
- * Cyberscans by Gentle Giant (The Matrix)
- * Motion Capture w/ Green Berets and Rangers
- * Digital location photography in Russia, Morocco, Croatia, Bosnia and France



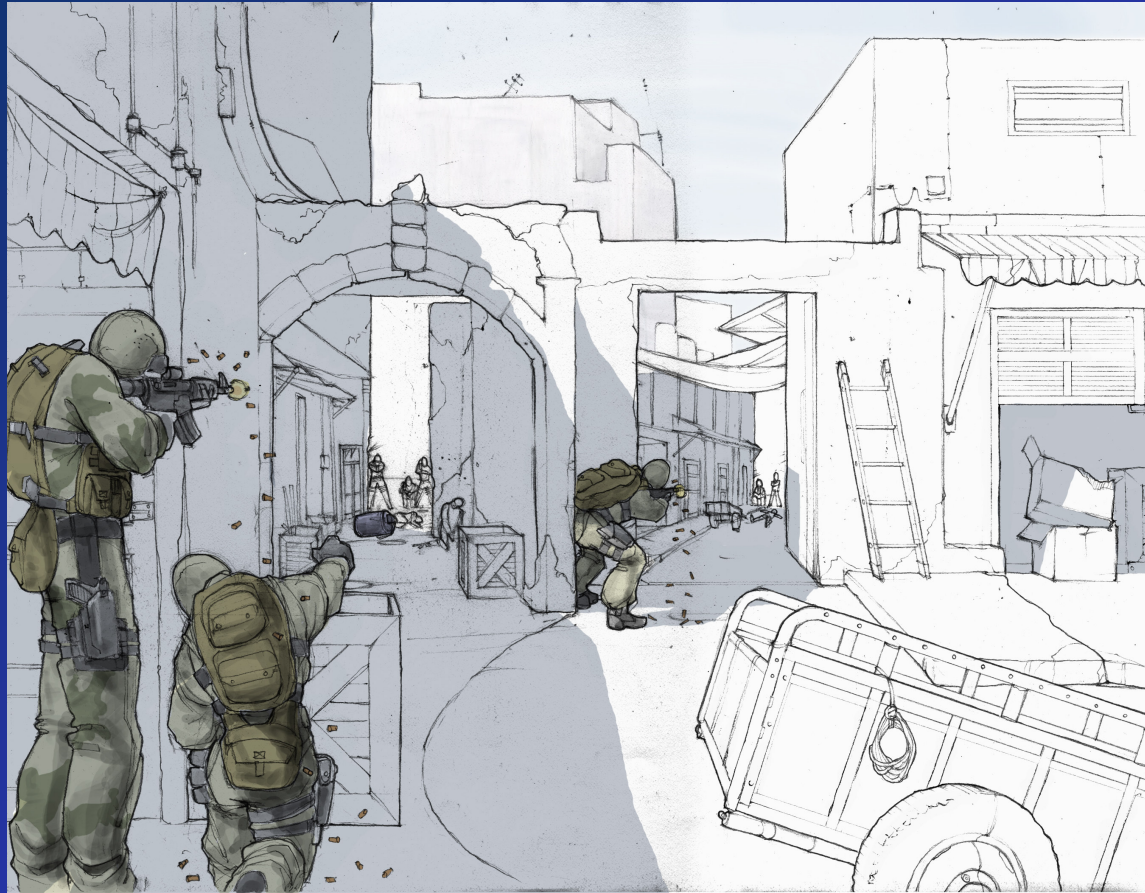
*Based on Zombie Studios Presentation at CONFERENCE ON GAMER TECHNOLOGY, Seattle 3/04.

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Story Boarding



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Image Capture



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Sound Capture



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Character Development



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Character Development



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Motion Capture



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Weapons Modeling



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Weapons Sound Capture



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Sound Production



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Realism: Ghost Recon 3 Trailer



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Summary of Legal Issues

- * Technology:
 - Patent Protection
 - Content Control and Distribution
- * Content Production:
 - Control of IP
 - Patent, Copyright, & Trademark
 - Complex Licensing Issues
- * Offensive Content:
 - Banning & Legislation: Mothers Against Violence in America (MAVIA)
 - Video Game Ratings and Other Solutions
 - Constitutional Issues

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Protecting Gaming Technologies

- * IP Protection:
 - Games
 - Developer Tools
 - Rendering Tools
 - Game Engines
 - Graphics Engines
 - Game Scripts, Stories and Elements
- * Content Control and Distribution:
 - Digital Rights Management
 - Licensing

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Content Production Protection

- * Ownership of IP between developers and publishers is one of the biggest issues:
Publishers would like to own everything
Developers in weak position as compared to publishers
- * Historical Models:
Early deals either licensed game to publisher with developer retaining all IP rights (book publishing model)
OR
Assigned all rights to publisher on work-for-hire basis (record industry model)
- * Neither the recorded music nor book model is equitable given peculiarities of software games
- * Possible IP Ownership Model:

Game Code (Publishers)
Source code (Developers)
Object (Binary) Code (Publishers)
Graphics and Audio Files (Game-Specific: Publishers; Reusable: Developers)
Tools and Technology (Developers)
General Purpose Routines (Developers)

*Based on Presentation by Jim Charne at CONFERENCE ON GAMER TECHNOLOGY, Seattle 3/04.

Complex Licensing

The complexity of video game licensing today lies not in its difficulty, but rather in its sheer volume. A good example of this is SCEA's recent release "Downhill Domination" which involved the following:

60 In-Game Brand Licenses (e.g., Pacific Cycle, Marzocchi, SOBE and OGIO International)

35 Music Licenses

13 Image Releases/Talent Agreements

5 Featured Athlete Agreements

3 Footage Licenses – in game movies

1 Track License – Mountain Cross Four Man Gravity Fed Cycle Comp

*Based on Sony Computer Entertainment America, Inc., Presentation at CONFERENCE ON GAMER TECHNOLOGY, Seattle 3/04.

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Content License Agreements

- Technology Licenses
 - * game engines
 - * motion capture technology
 - * software development kits
 - * Online delivery technology
- Game Talent License Agreements
 - * animation services
 - * visual effects services
 - * game designers
- Embedded Advertisement

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Additional Content License Agreements

- Image and Likeness Agreements
 - * right of publicity
- Music License Agreements
- Product Placement Agreements
- Strategic Alliance Agreements
- Service Agreements
 - * Voice Over
 - * Writing
 - * Directing
- Movie/Television Program Rights

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Platform Licenses

- * PC based
- * Consoles
- * Handhelds
- * On-line gaming

Valuation Issues

* Some key Drivers

- Exclusivity versus Partial Exclusivity versus Non-Exclusivity
- Territory
- Term
- Platforms
- Languages
- Release Windows

Additional Valuation Considerations

- Sequel Rights
- Bundling Rights
- Concurrent Synergistic Marketing and Promotional Activities
- Developing and Publishing Video Games Based On Motion Picture Properties

More on Valuation

- Risks Associated with Context-Based Games
 - * Spider-Man 2 was the only movie-based game that made NPD's list of top-ten best selling games for 2004. The rest were sports-based or new sequels
- Valuations not always subject to comps analysis
 - * Game rights to Warner Brothers' The Matrix
 - Compared to:
 - * Game rights to Warner Brothers' Constantine

Compensation

- * Royalties
- * Flat Fee Basis
- * Percentage Basis
- * Gross Proceeds
- * Net Proceeds
- * Royalty Adjustments
- * Minimum Guarantee
- * Advance
- * Marketing Commitment
- * Audit Rights and Reports

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Context-based Licensing

- Motion picture based video games
 - * The Matrix
 - * Spider-Man 2
- Sports Franchise Games
 - * NFL
 - * NBA
 - * WRC
- Television Program based
 - * Wheel of Fortune
 - * Star Trek

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Context-based Licensing

- Character/Hero Based
 - * Superman
 - * Spider Man
- Book or Novel Based
 - * Tom Clancy Novels
- Tabletop Games
 - * Warhammer
 - * Monopoly

Considerations for Context-Based Licensing

- Include the context provider's trademarks on game and marketing materials
- Comply with all of the context provider's then-current trademark guidelines
- Context provider agrees to promote advertise and market the licensed context (e.g., the movie, television series, etc.)

Additional Considerations

* Scope of Rights

- Main Characters, Ancillary Characters and Storylines
- Studio Approval Rights versus Consultation Rights
- Right to Develop and Publish Competing Products

Music Licensing Issues

- Does the license include the rights to the musical compositions and sound recordings?
- If a movie soundtrack, who controls the music from the film?
- Download rights

Marketing Promotion and Advertising Efforts

- Efforts (best efforts?) to vigorously and aggressively advertise, market and distribute the Game
- In accordance with high quality and good taste
- Periodically updated marketing plan
- Marketing and game materials pre-approved
- Promotional Unit Limitation
- Efforts comparable to the highest quality standards in the territory for competitive products

More on Marketing Efforts

- Conduct business in a manner that reflects favorably on the Game and the goodwill and reputation Licensor
- Avoid deceptive, misleading or unethical practices
- Make no false or misleading representations
- No misleading or deceptive advertising material

Licensee Shall

- Maintain a presence in the Territory
- Provide high quality End Users support
- Honor its warranty
- Correct all errors

Division of Rights

- Context Provider retains all rights in the underlying licensed context property (i.e., motion picture, characters, storylines, etc.)
- Video game company owns the video game except for the licensed content, music and technology

Sample Reps and Warranties

- * Context Provider Representations and Warranties
 - Licensed content does not infringe upon any third party intellectual property rights or violate any third party publicity rights or privacy rights and is not libelous or slanderous
 - Standard corporate representations and warranties
- * Video Game Company Representations and Warranties
 - Game, Game Materials and Marketing Materials (other than the licensed content) do not infringe upon any third party intellectual property rights or violate any third party publicity rights or privacy rights and are not libelous or slanderous
 - Video game company has the requisite experience and skill to perform the services required to be performed by it hereunder
 - Standard corporate representations and warranties

Indemnification

- Intellectual property infringement and violations of rights of publicity and privacy
- Gross negligence, recklessness and intentional misconduct
- Other common indemnification terms

Trend In Music Licensing

- The Past: video game publishers solicited record labels, paying royalties for big-name artists' licensed music or original songs.
- The Present: role reversal,
 - * lackluster music sales
 - * well-known and unknown artists are actively seeking game slots, in many cases offering their musical talents for free
 - * benefits of exposure to a large fan base for hours of play - - familiarity
 - * as well as promotional/merchandising opportunities.

Trends in Marketing/Promotion

- * Cross-Promotional and Joint Marketing Efforts Emerging
- * Convergence of market factors for video games, movies and music
- * Examples
 - Inclusion of game “cheat codes” with music CDs
 - Bonus disks and bonus content for cross promotion
 - * Inclusion of sample tracks, music videos etc with games
 - * Inclusion of game demos, game features with CDs and DVDs.
 - * Coupons and other cross promotional incentives
 - * Inclusion of Game footage in videos

Constitutional Issues

FIRST AMENDMENT'S IMPLICATIONS ON ELECTRONIC GAMING

I. FIRST AMENDMENT IS NOT A FREE PASS

- A. COPYRIGHT LIABILITY FOR PICTURES, IMAGES
- B. TORT LIABILITY FOR VIOLATION OF RIGHT TO PUBLICITY OR RIGHT TO PRIVACY
- C. TRADEMARK LIABILITY

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II. CRIMINAL LIABILITY

A. “Obscene” expression is not protected by the First Amendment

1. Similarly, “fighting words” not protected based on belief that interests in peace and order outweigh any social value of such speech. Speech must be likely to provoke a fighting reaction – this exception is probably not relevant to computer games due to lack of face-to-face communication

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B. Depictions of violence, however, do not fall within the legal definition of obscenity for either minors or adults

1. But see “It would be an odd conception of the First Amendment . . . that would allow a state to prevent a boy from purchasing a magazine containing pictures of topless women in provocative poses . . . but give that same boy a constitutional right to train to become a sniper at the local arcade without his parent’s permission”
2. The cases teach that while that conception may be odd, it is certainly one that is commonly held by the courts, at least at the appellate level.

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C. Games with “strong sexual content” probably much more subject to regulation with regard to minors

1. Wait until virtual reality sex games come on the market in the not-too-distant future and see what happens on the legislative front

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III. OTHER KINDS OF TORT LIABILITY

- A. Claims based on any of a number of theories (most likely product defect) that playing game caused or significantly contributed to violent act or other crime or increased severity of crime
 - 1. Standard of care in light of First Amendment?
 - 2. Significant causation issues

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Constitutional Issues

IV. REGULATION

A. *Interactive Digital Software Ass'n v. St. Louis County, Missouri*, 329 F.3d 954 (8th Cir. 2003)

1. Ordinance that prohibited the providing of “violent” video games to minors declared unconstitutional as violation of free speech.
2. If a body of research develops showing a correlation between violent video games and resulting aggressive behavior in minors, could this change the result?

Supposedly, the Columbine shooters were avid “Doom” players

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3. Facts (*Interactive Digital*):

- a. St. Louis Country had an ordinance that required owners of arcades to separate video games that they “knew would be harmful to minors” into “Restricted 17” areas.
- b. The ordinance created presumptions about the Entertainment Software Review Board’s rating system that divides games into five different categories: EC (early childhood); E (everyone); T (teen); M (mature); and AO (adults only) [the American Amusement and Machine Association has a similar system: green (for all ages); yellow (moderate violence or language); and red (strong language or violence)]

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4. Holding (*Interactive Digital*):

- a. **Video games are protected speech under the First Amendment because 1A protects entertainment speech as well as other types of speech**
 - i. Entitled to as much protection as “the best of literature”
 - ii. This holding, which differed from the district court’s was outcome determinative because it dictated the level of scrutiny that would be applied
 - iii. Under strict scrutiny, the regulation must serve a compelling state interest and be narrowly tailored to achieve that end – **presumptively invalid**

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Constitutional Issues

- b. **County's reasons for passing ordinance in *Interactive Digital* insufficient**
 - i. More than “anecdotal” evidence and supposition required to support claim of harm to minors – thus, claims of harm to minor's well being unsupported or too vague [court disregarded credible studies showing link between violence and link with increased weapons proficiency; Carneal example in Paducah, Kentucky, of “training and instructional danger”]
 - ii. Assisting parents not valid reason – **“government cannot silence protected speech by wrapping itself in the cloak of parental authority”**
 - iii. First Amendment applies when government seeks to control the free-flow of information to minors

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Interactive Digital:

“TO ACCEPT THE COUNTY’S BROADLY-DRAWN INTEREST AS A COMPELLING ONE WOULD BE TO INVITE LEGISLATURES TO UNDERMINE THE FIRST AMENDMENT RIGHTS OF MINORS WILLY-NILLY UNDER THE GUISE OF PROMOTING PARENTAL AUTHORITY”

BOTTOM LINE: If the court suspects the motives behind the law, it will be struck down. Sort of a return to *Lochner* under the First Amendment

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B. *American Amusement Machine Ass'n v. Kendrick*, 244 F.3d 572 (7th Cir. 2001)

1. **Similar facts to *Interactive Digital***, ordinance required that violent games be separated and that kids under 18 had to be accompanied by parents
2. **Court rejected evidence of links between violence and games**
3. *See also Video Software Dealers Ass'n v. Maleng*, 325 F. Supp. 2d 1180 (W.D. Wash. 2004) (striking down similar local ordinance)

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American Amusement Machine:

BOTTOM LINE: Today regulation is left to parents and to a voluntary rating system. Courts have consistently struck down attempts to enforce the rating systems with legislation.

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Offensive Content: Banning

*Mothers Against Violence in America (MAVIA) Offensive Games Hit List:

Backyard Wrestling: Don't try this at home

BMX XXX

Dead or Alive Xtreme Beach Volleyball

Grand Theft Auto III

Grand Theft Auto Vice City

Hitman 2

Manhunt

Max Payne 2

Mortal Kombat Deadly Alliance

Outlaw Volleyball

Postal 2

Return to Castle Wolfenstein

Road Kill

Soldier of Fortune 2

State of Emergency

True Crime: Streets of L.A.

WarCraft III: The Frozen Throne Expansion”

*From MAVIA website (www.mavia.org).

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Offensive Content: Legislation

Washington State Legislation:

*“Sponsored by Rep. Mary Lou Dickerson, this critical legislation makes **employees of businesses that knowingly sell or rent violent cop-killer video games to minors civilly liable**. MAVIA has been working with Rep. Dickerson for more than two years to develop such legislation. In our recent "sting" operation, 14- and 15-year-old members of our SAVE program attempted to purchase mature-rated video games from 13 retailers in Washington. M-rated games include content only appropriate for adults age 17 and older. MAVIA's sting operation revealed that 12 of 13 stores sold the games to the underage students. MAVIA salutes the state of Washington for its leadership.”

** “The Eighth Circuit Court of Appeals ruled in June that a **St. Louis County law limiting children's access to violent or sexually explicit video games was unconstitutional**, overturning a ruling issued last year that supported the ordinance.

The ordinance, passed by the **St. Louis County Council in 2000**, would require children under 17 to have parental consent before they can buy violent or sexually explicit video games or play similar arcade games. The ordinance was never implemented pending the outcome of the lawsuit.

The appeals court ruled there was **no justification for disqualifying video games from the right to free speech simply because they are considered interactive**. ACLU/EM filed an amicus brief in opposition to the ordinance.”

*From MAVIA website (www.mavia.org). **From www.aclu-em.org/legaldocket/currentcases.htm.

Video Game Ratings

Entertainment Software Rating Board (ESRB):

EARLY CHILDHOOD

Titles rated **EC - Early Childhood** have content that may be suitable for ages 3 and older. Contains no material that parents would find inappropriate.



EVERYONE

Titles rated **E - Everyone** have content that may be suitable for persons ages 6 and older. Titles in this category may contain minimal violence, some comic mischief and/or mild language.



TEEN

Titles rated **T - Teen** have content that may be suitable for persons ages 13 and older. May contain violent content, mild or strong language, and/or suggestive themes.



MATURE

Titles rated **M - Mature** have content that may be suitable for persons ages 17 and older. Titles in this category may contain mature sexual themes, more intense violence and/or strong language.



ADULTS ONLY

Titles rated **AO - Adults Only** have content suitable only for adults. Titles in this category may include graphic depictions of sex and/or violence. Adult Only products are not intended for persons under the age of 18.



RATING PENDING

Titles listed as **RP - Rating Pending** have been submitted to the ESRB and are awaiting final rating.



*From ESRB website (www.esrb.org/esrbratings_guide.asp).

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Constitutional Issues

MANY ATTEMPTS TO REGULATE MAY ALSO BE STRUCK DOWN AS OVERBROAD OR UNCONSTITUTIONALLY VAGUE

THE LAW HERE IS VERY UNSETTLED.

NEW TECHNOLOGIES, ESPECIALLY SEXUALLY-ORIENTED GAMES WITH TACTILE FEEDBACK, WILL UNDOUBTEDLY BRING ON MORE ATTEMPTS TO REGULATE IN THIS AREA

– SO, STAY TUNED

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Other Solutions

Education:

Parents knowing what games their children are playing

Children choosing not to play games that are offensive

Game previews played to parents before game purchases

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Conclusion

- * “The universe of video games is not just for kids in arcades anymore. From software development to use of personalities in games, **gamer technology law requires specialized knowledge on the part of industry executives and the attorneys who represent them.**
- * **Corporate development and operations officers** doing the yeoman’s work within their companies to develop, publish, finance, and protect their intellectual property **need a solid working knowledge of the business and legal factors necessary when negotiating the maze of production.**
- * **Attorneys involved in the transactions of gamer technology need to hone their skills in the realm of game content, access and understanding complex licensing and intellectual property issues.”**

*From CONFERENCE ON GAMER TECHNOLOGY website (www.lawseminars.com/htmls/seminars04/04gamewa/about.htm).

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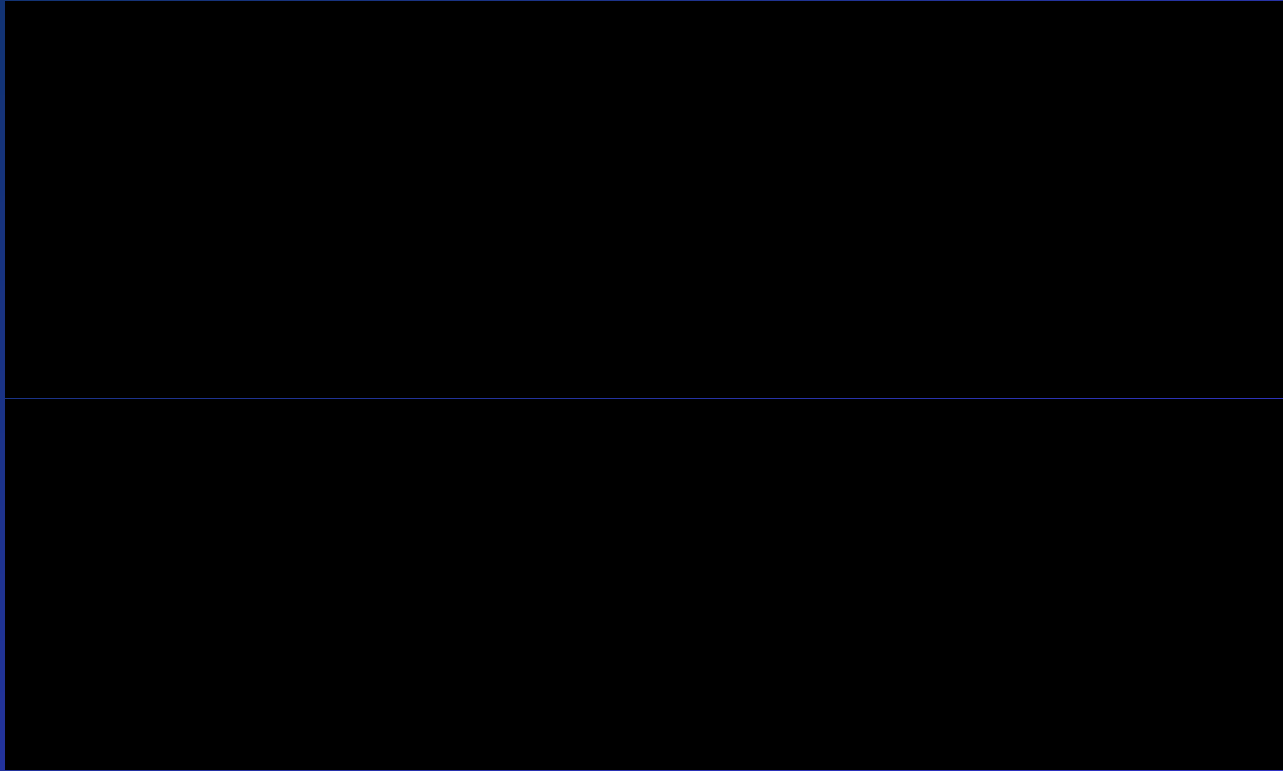
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Visual Effects: Flagship Studios: HELLGATE: LONDON

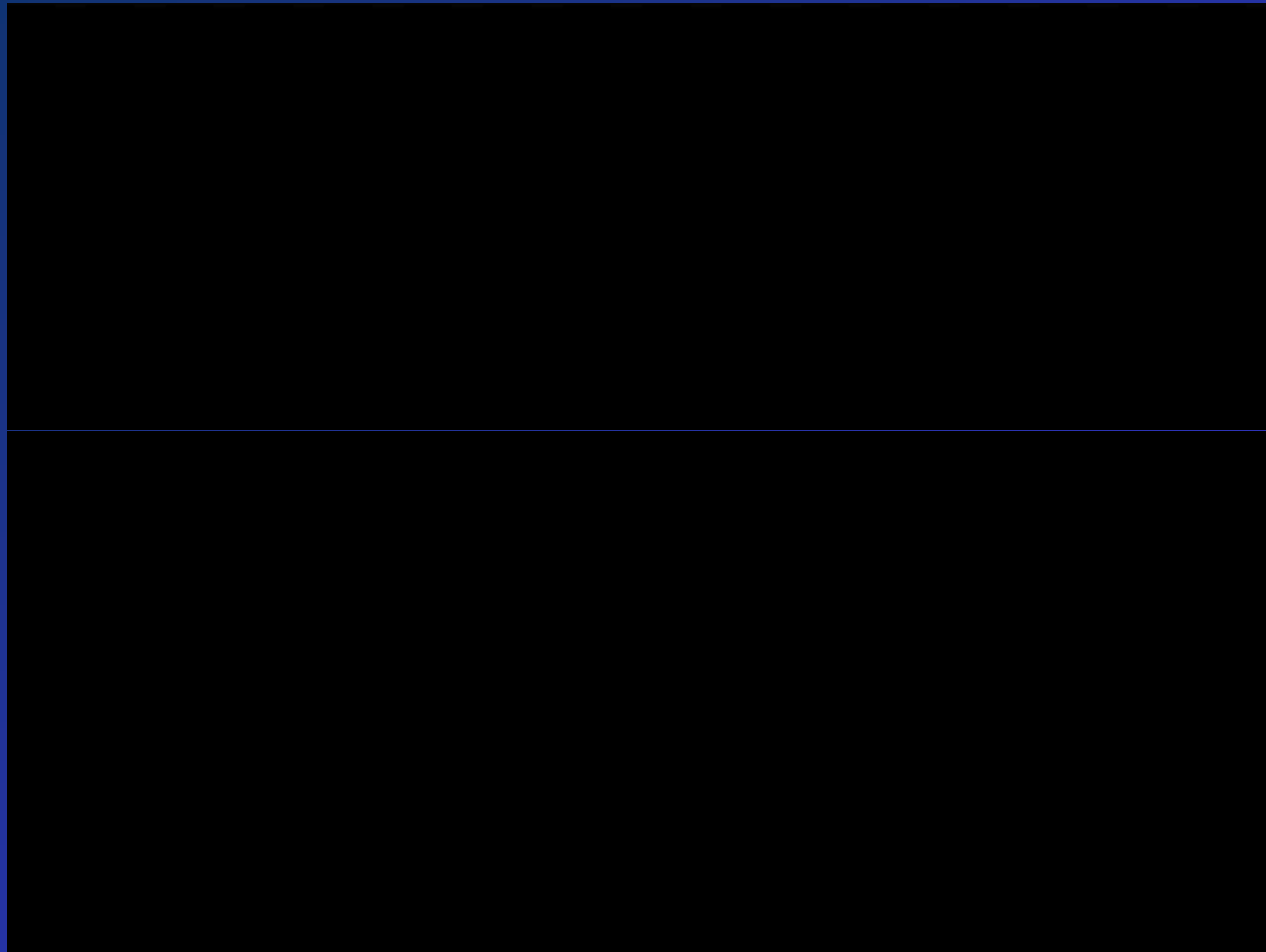


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Tom Clancy's Ghost Recon: Ubi Soft Entertainment

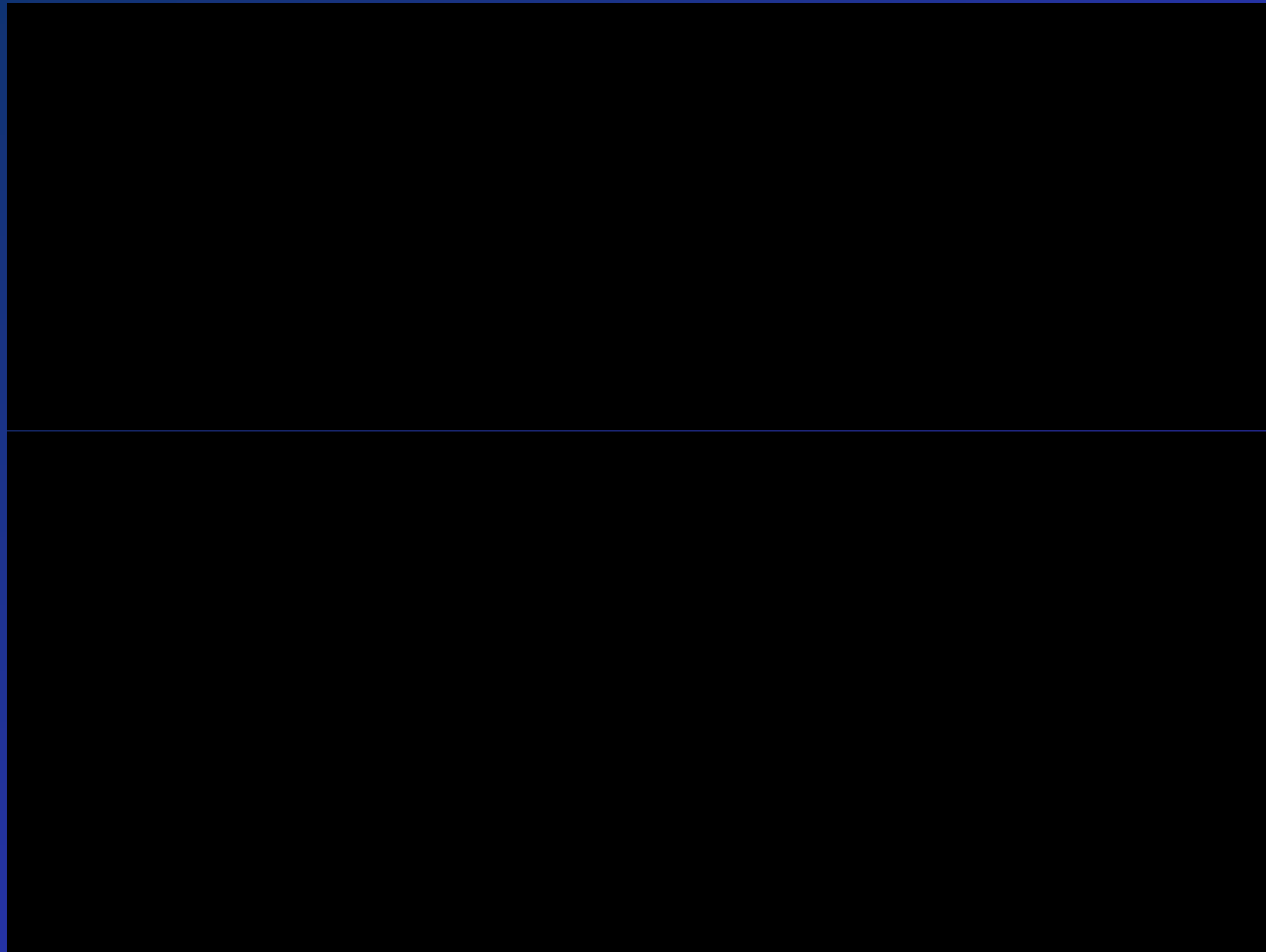


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Tom Clancy's Ghost Recon: Red Storm Entertainment



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Ghost Recon 2 Trailer

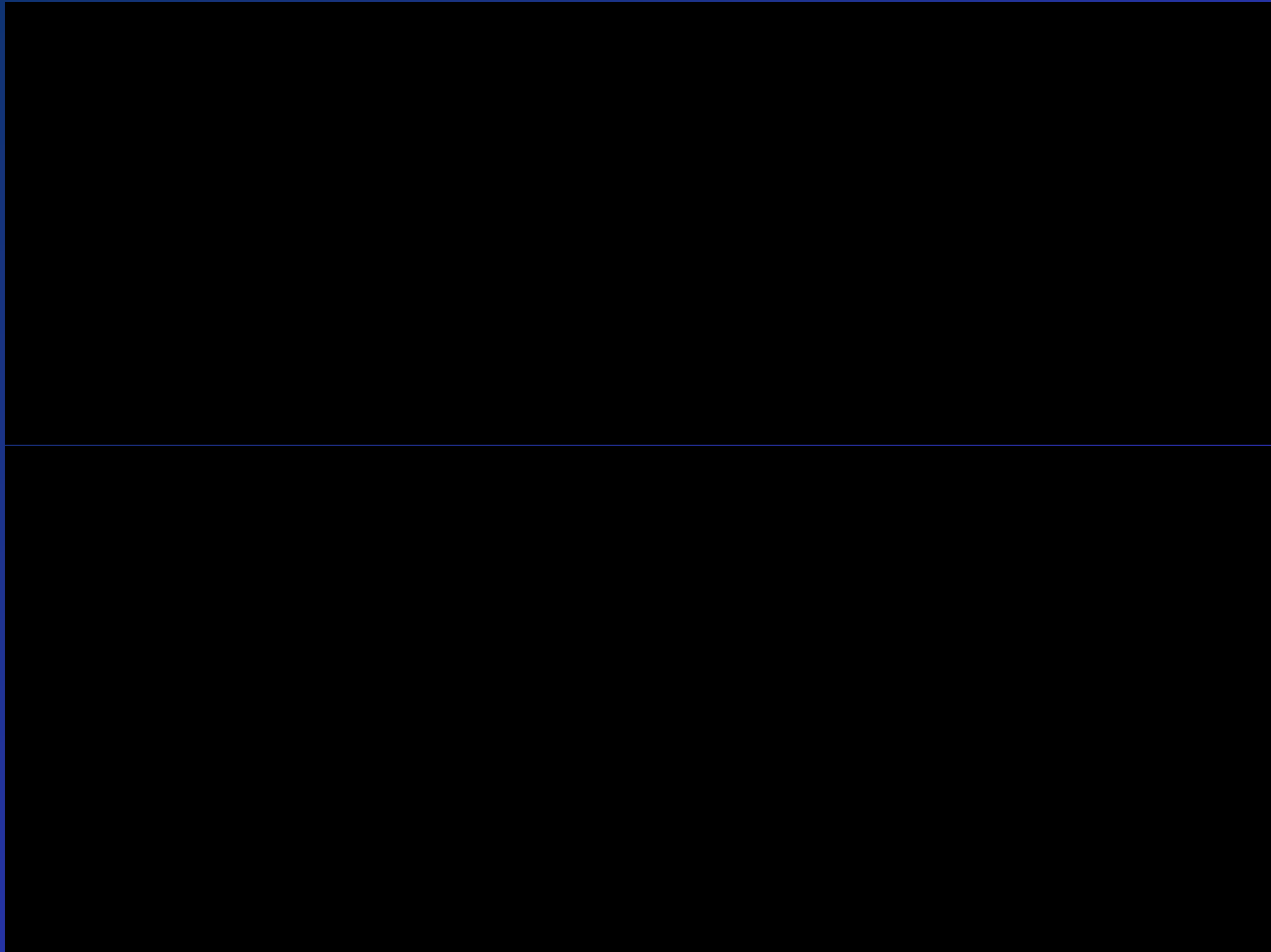


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Ghost Recon Intro

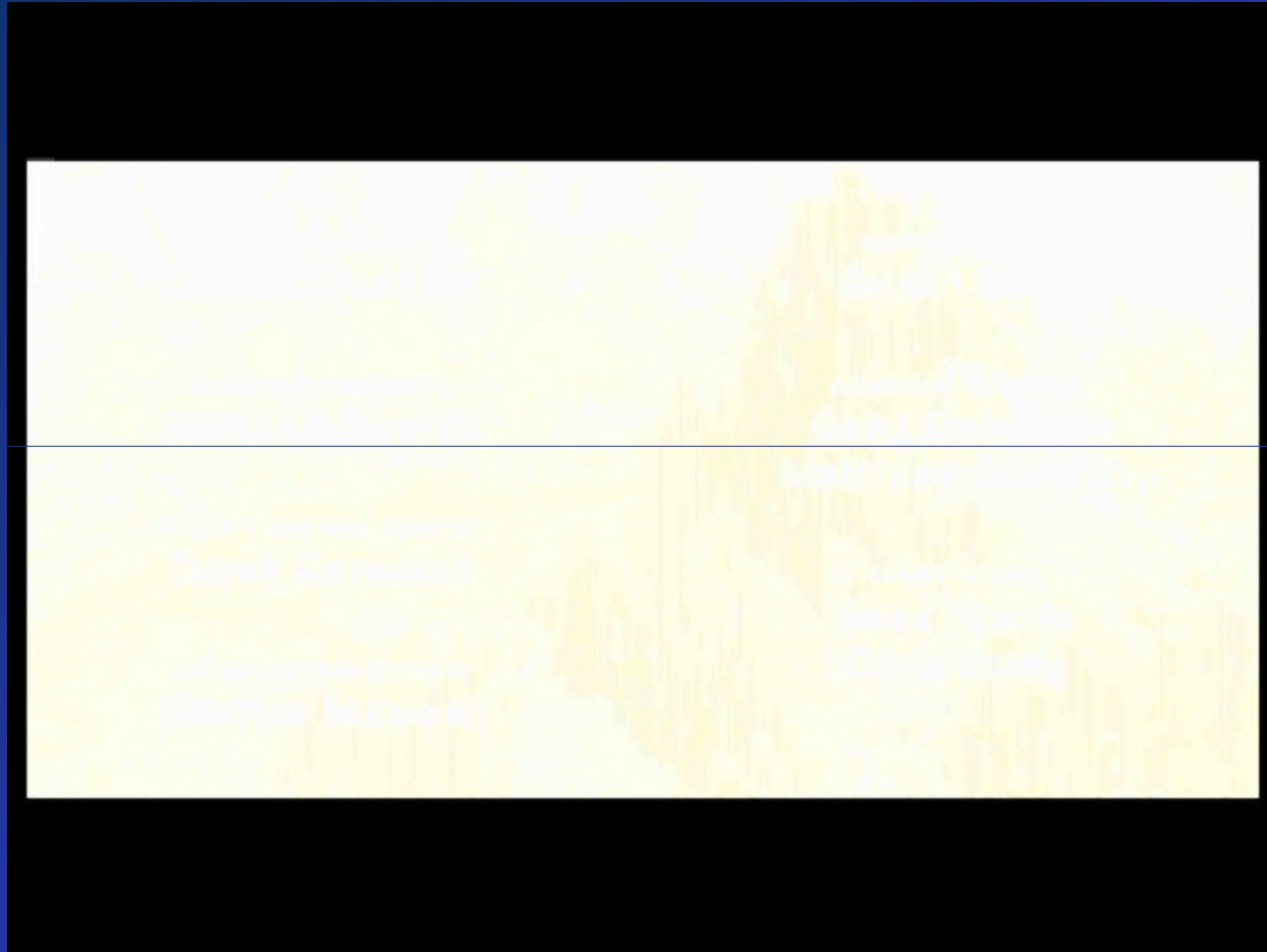


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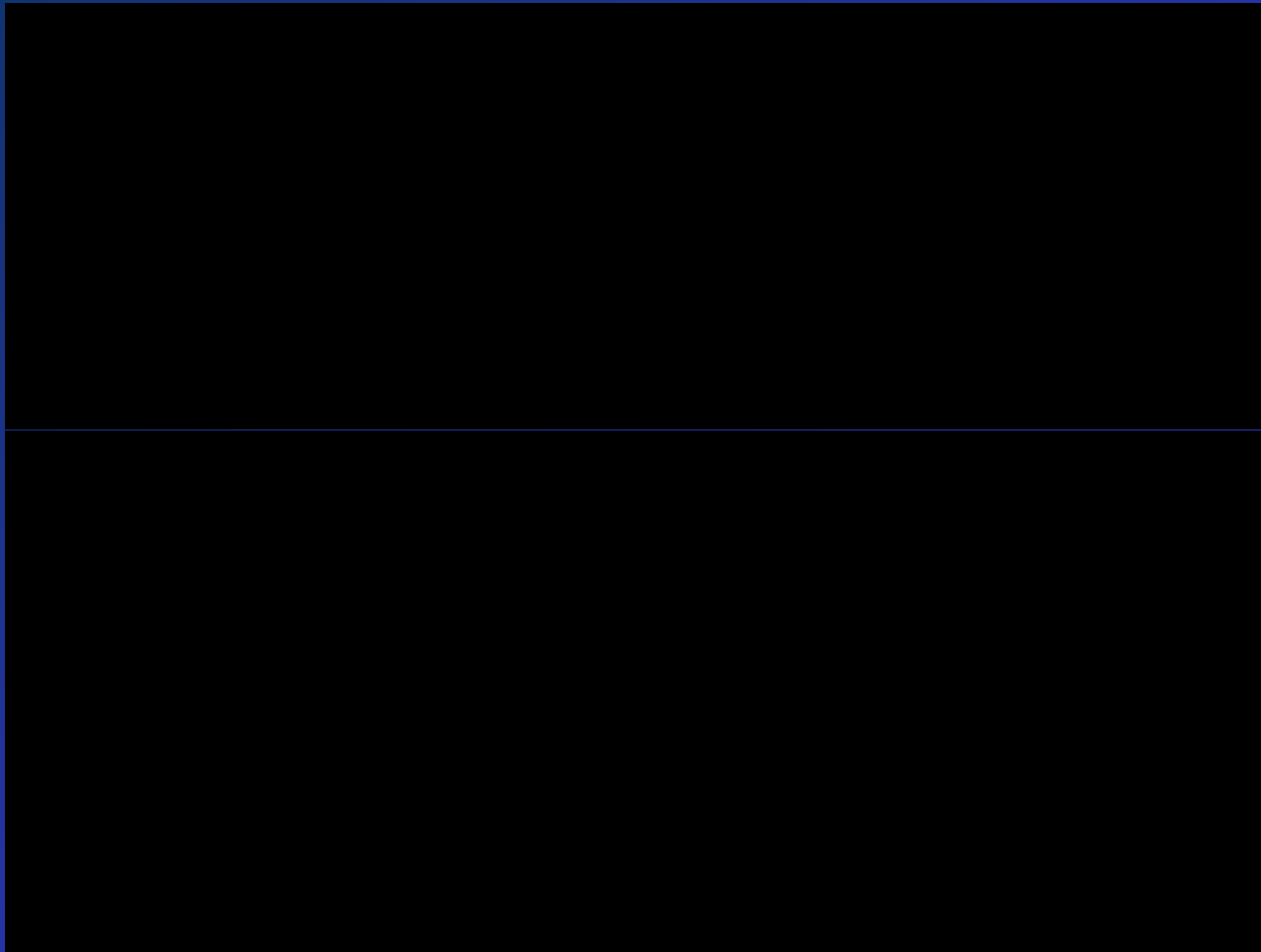
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Ghost Recon Credits



Ghost Recon Desert Siege Intro

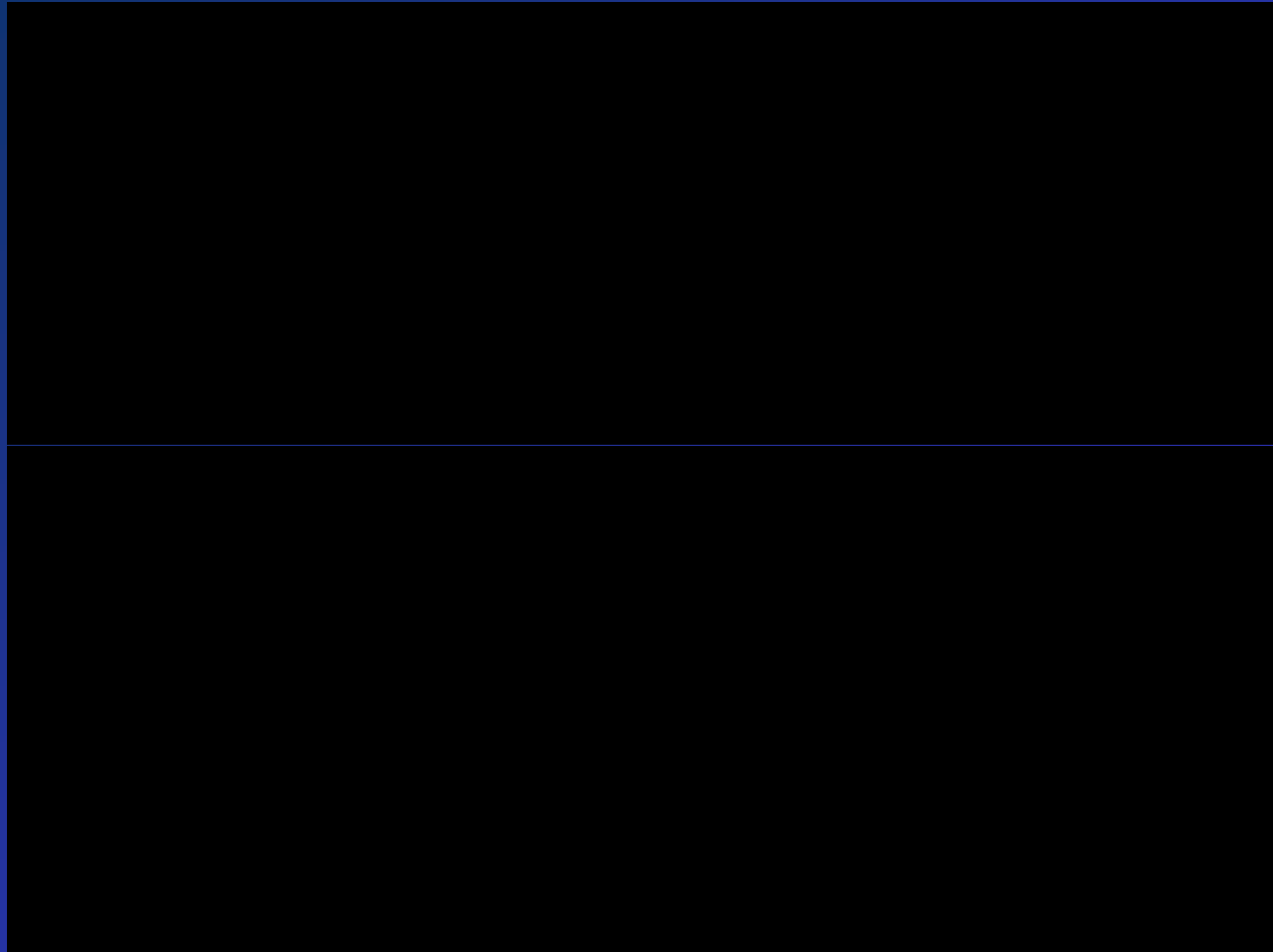


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Desert Siege Outro

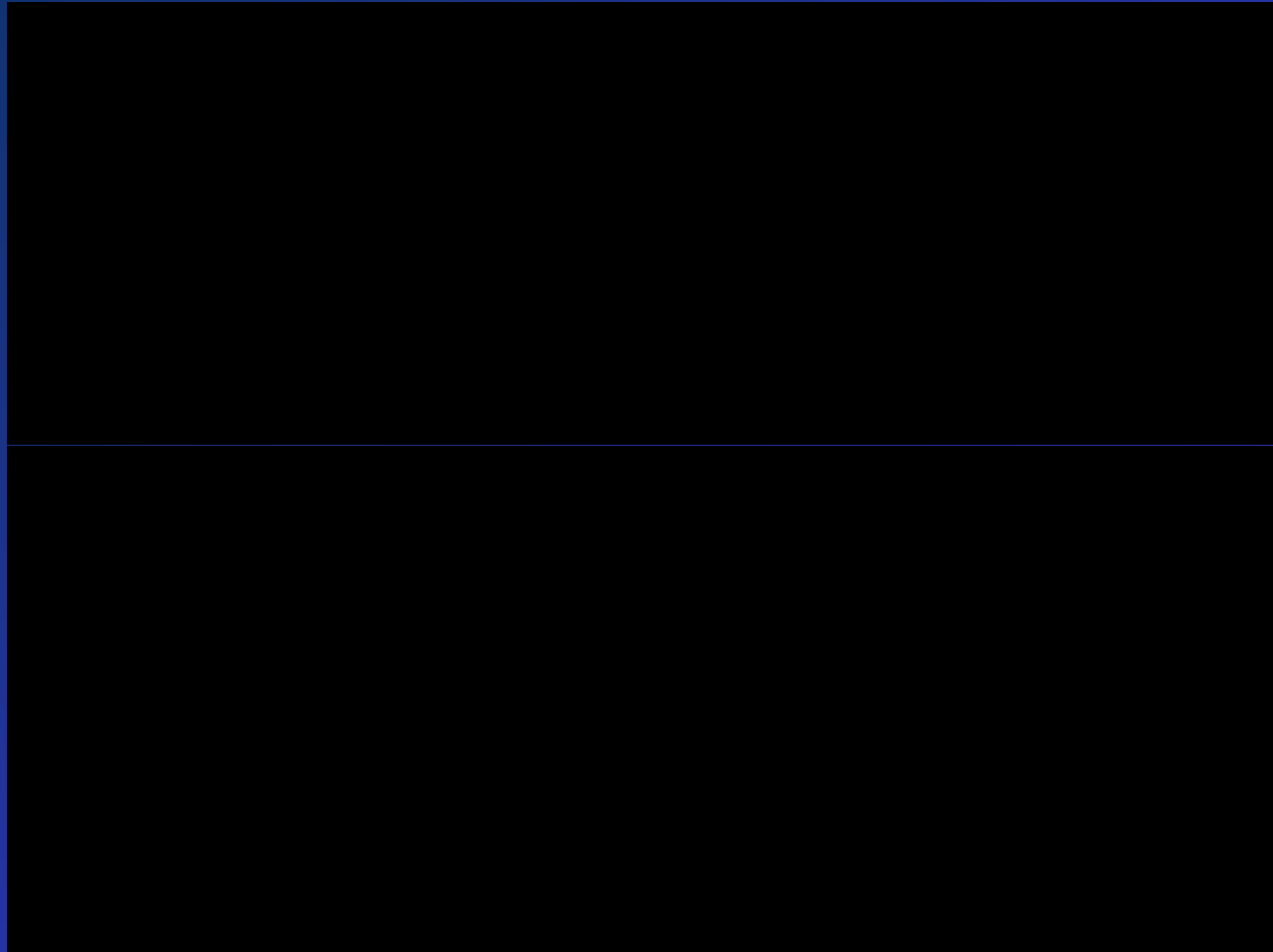


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Ghost Recon Island Thunder Intro



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Island Thunder Outro

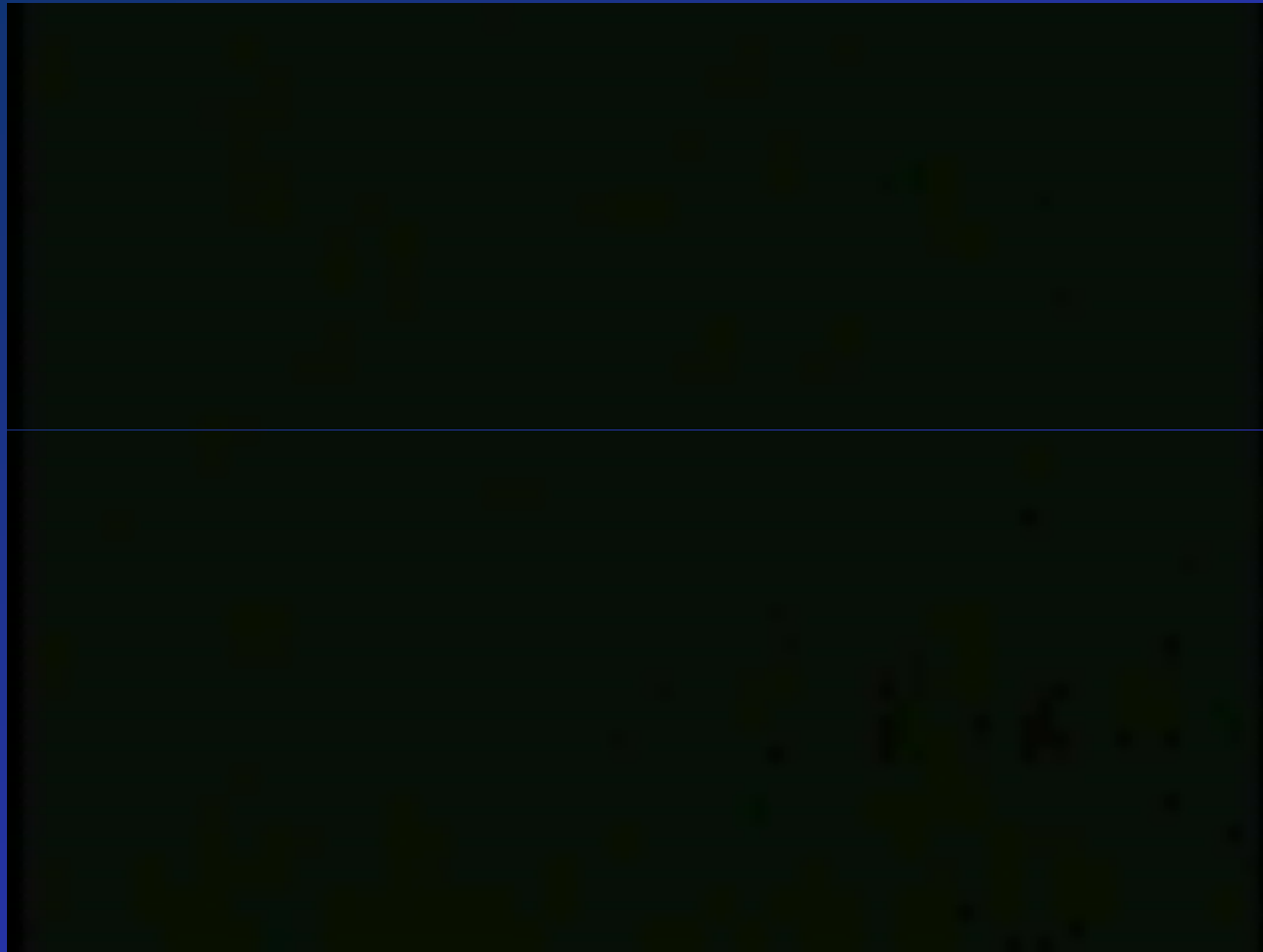


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Shadow Ops: Red Mercury Trailer

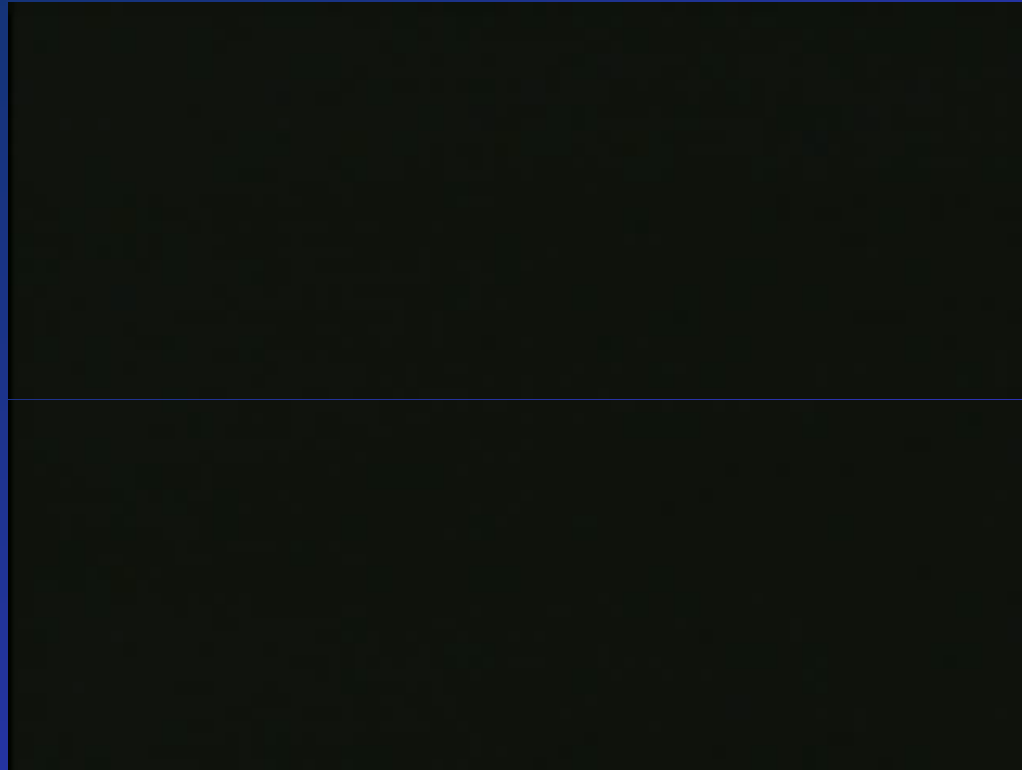


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Making of Shadow Ops: Red Mercury

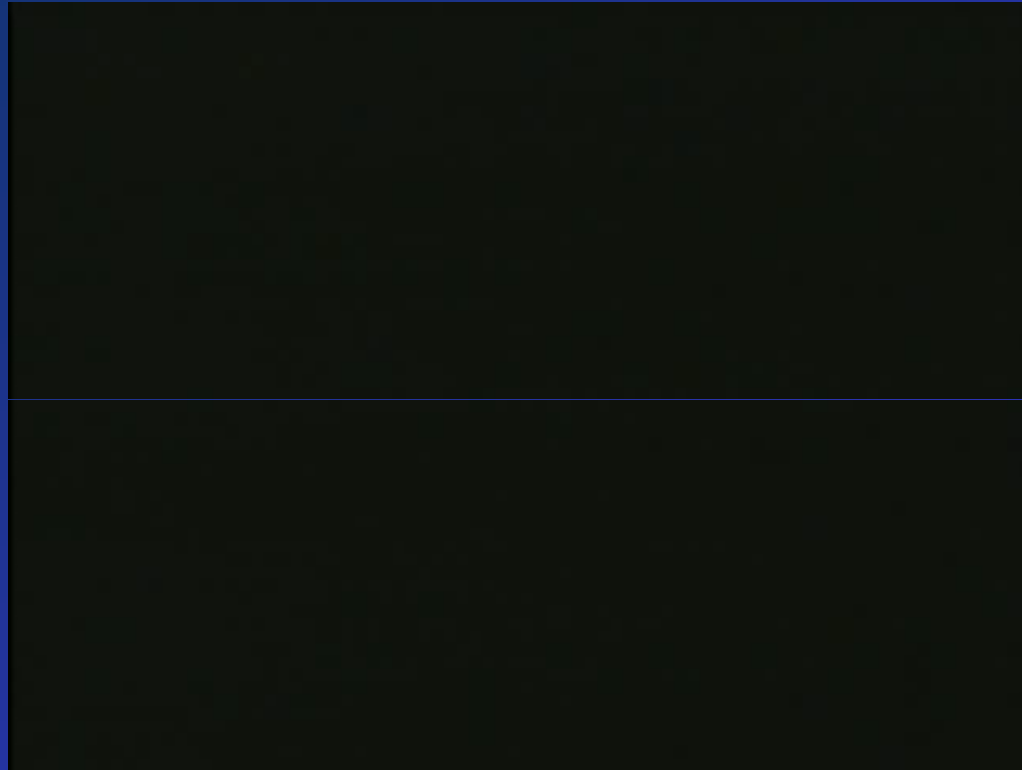


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