

Intellectual Property Rights in the Game Industry

LEARNING GOAL & SCALE: Standard 16.0	
4	Student will be successful in level 3 and: Apply information on intellectual property laws to their current game build.
3	Student will: Understand intellectual property rights, copyright laws: -Understand the use of Fair Dealing Understand the use of exclusive rights (Part I) -Demonstrate the use of digital watermarking (Part II) (standard 16.0)
2	Student will: -Understand that there are legal issues that affect game developers. -Define intellectual property law as it relates to the gaming industry.
1	With help from the teacher, the student has partial success with the current content.
0	Even with help, the student has no success with the current content.

Work Scenario: You are developing your first game at a new company and you do not have time to create all assets yourself. You are not sure what copyrights cover and need to research what the law is. You also need to understand what laws protect different areas of your game once it is complete and you put it out for others to download.

Learning Target: Understand copyright as it pertains to video game design and create a digital watermark for later use.

Table 3: Game Project and IP Law

Copyright	Trade Secret	Trademark	Patent
<ul style="list-style-type: none"> • Music • Code • Story • Characters • Art • Box design • Website design 	<ul style="list-style-type: none"> • Customer mailing lists • Pricing information • Publisher's contacts • Middleware contacts • Developer's contacts • In-house development tools • Deal terms 	<ul style="list-style-type: none"> • Company Name • Company Logo • Game Title • Game Subtitle • Identifiable 'catch phrases' associated with the game or company. 	<ul style="list-style-type: none"> • Inventive game play or game design elements • Technical innovations such as elements in software, networking or database design • Hardware technical innovations

Intellectual Property Laws

Part 1 – Word document- Times New Roman 12pt. font.

Use the article provided on legal issues “Mastering the Game” (start on page 72) to complete research on copyright laws as they relate to the game industry. Important points are highlighted. Answer the below questions- you can answer in full sentences or just put question & answer (DO NOT COPY AND PASTE FROM THE ARTICLE; MUST BE YOUR OWN WORDS).

1. What parts of a **video game** are protected under copyright?
2. How would a developer go about getting a copyright? Is registration required?

For the remainder of the questions I have provided links to get you started on research – you may use additional sources as needed.

3. What is “fair dealing”? (<https://www.lib.sfu.ca/help/academic-integrity/copyright/fair-dealing>)
4. What does “exclusive rights” mean in terms of EA receiving “exclusive rights” to develop future Star Wars games? (<https://www.engadget.com/2013/05/06/ea-disney-star-wars-games/>)

Part 2- Watermarks → Why watermarks?

You are going to create a digital watermark you can use to place over assets you create. This way to display your work on your digital portfolio, GitHub, or other public places without worrying about digital theft.

What to do: Create a digital watermark that says your first name last initial only.

How to do it: Photoshop Tutorial- [How to create a Watermark](#)