

Self Publishing

Legal and Business Best Practice



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What did the publishers ever do for us?

- Finance
- Distribution
- Sales / billing
- Marketing
- Intellectual Property Management
- Development Assistance
- Ratings / Legal
- Aftersales



Finance

- Own money / time
- Borrow
- 3rd Party Investment
- Grants
- Sales Revenue



Distribution

- Physical retail
- Digital – own online service
- Digital – online distributor
- Digital Proprietary Platforms
- Digital Physical mix



Sales / Billing

- Payment Terms
- Self Billing
- Payment Collection
- Audit
- Tax / VAT



Marketing

- Advertising
- Press Relations
- Community
- Production of materials



Intellectual Property Management

- Identify
- Protect
- Exploit
- Enforce

IP ownership is a responsibility



Development Assistance

- QA
- Localisation
- Audio
- Mocap
- Production Management



“Aftersales”

- Customer support
- Complaints
- Refunds
- Maintenance



Ratings / Legal

- BBFC
- PEGI / ESRB
- Clearance
- Insurance
- Contracts



Areas of Industry Expertise:

entertainment software

Technology has led to the consolidation of distribution channels and media opportunities around the world. Sheridans has remained at the forefront of this change and alive to the applications and opportunities it creates for clients, whether in computer games, music download platforms or digital distribution in film and television.

- **Negotiation of development, publishing and distribution agreements**
- **Protection, enforcement and exploitation of intellectual property rights**
- **Sales, acquisitions, mergers and reorganisations**
- **Licensing agreements**
- **Online commercial activities and terms**



People:

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Alex Chapman is a leading games industry lawyer and intellectual property expert with first hand knowledge of the interactive media and games industries as part of development teams on a number of successful titles before taking up the law.

He acts for some of Europe's top developers, publishers and brand and character licensors and licensees. Regarded by the UK legal directories as "a star" and "a leading authority on IP law pertaining to computer games" (Legal 500) and "an expert in the computer games sector" rated for "fighting his clients' corners well" (Chambers and Partners) he is also listed in Develop Magazine's 25 most important people in the UK games development industry.

People:

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Tahir is a Partner in Sheridans media and entertainment team whose focus on technology issues has led to a specialist niche in digital media.

In addition to the expert legal guidance he provides on the development and exploitation of interactive software, games and media products, Tahir's commercial legal practice replicates the ever-growing convergence of the media industry and includes areas such as music, e-commerce and digital distribution, trade marks and intellectual property, sport, fashion and merchandising.

He advises a range of corporate and individual clients both within the UK and abroad from fledgling start-ups to established corporate entities.

He is a member of the International Association of Entertainment Lawyers, has been quoted in numerous magazines, newspapers and publications and is a guest lecturer at Kings College London University for Creative Business Entrepreneur students.