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## NATIONAL WORKSHOP

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# How to Make a Living from Video Games: Business and Legal Issues for Game Developers

*organized by*  
the World Intellectual Property Organization (WIPO)

*in cooperation with*  
the Undersecretariat of International Economic Relations (SUBREI), Ministry of Foreign Affairs  
of Chile

**Santiago de Chile, Chile, November 16-17, 2022**

## PROGRAM

*prepared by the International Bureau of WIPO*

Wednesday, November 16, 2022 (all times are Chile Summer Time (CLST))

9.00 – 9.30	Registration	
9.30 – 10.00	Opening ceremony	
	Welcome remarks by:	Mr. Sebastián Molina Necul, Head, Intellectual Property Division, Undersecretariat of International Economic Relations (SUBREI), Santiago de Chile
		Mr. Dimiter Gantchev, Deputy Director and Senior Manager, Information and Digital Outreach Division, Copyright and Creative Industries Sector, World Intellectual Property Organization (WIPO), Geneva
10.00 – 11.00	Topic 1:	Setting the Scene: The Current Video Game Industry Landscape
	Speakers:	Mr. Dimiter Gantchev
		Mr. Joseph Olin, Executive Director, Video Game Bar Association, Torrance, United States
11.00 – 11.30		<i>Coffee Break</i>
11.30 – 12.30	Topic 2:	Overview of the Legal Framework for Video Games and IP licensing
	Speakers:	Mr. David Greenspan, former Senior Director, Legal and Business Affairs, BANDAI NAMCO Entertainment America Inc., San Jose, United States of America
		Mr. José Manuel Muñiz Herrera, Founding Partner, ALMMA, Legal Advice Muñiz and Associates, Santiago de Chile
12.30 – 14.00		<i>Lunch Break</i>
14.00 – 15.00	Topic 3:	Game Development and Distribution, Publishing Agreements
	Speaker:	Mr. David Greenspan
15.00 – 16.00	Topic 4:	Digital and Mobile Distribution and Marketing
	Speakers:	Mr. David Greenspan
		Mr. Tomás Andrés Mosqueira Ascuí, Director, Agencia For The Win, Santiago de Chile
16.00 – 17.00		Discussion

Thursday, November 17, 2022 (all times are Chile Summer Time (CLST))

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| 9.30 – 10.30  | Topic 5:            | Video Games and Market Access   |
|               | Speakers:           | Mr. José Manuel Muñoz Herrera<br>Mr. Joseph Olin  |
| 10.30 – 11.00 |                     | <i>Coffee Break</i>   |
| 11.00 – 12.00 | Topic 6:            | Financing of Video Games with IP  |
|               | Speaker:            | Mr. Joseph Olin   |
| 12.00 – 13.30 |                     | <i>Lunch Break</i>  |
| 13.30 – 14.30 | Topic 7:            | Alternative Dispute Resolution in Games   |
|               | Speaker:            | Mr. Leandro Toscano, Head, Business Development Unit, IP Disputes and External Relations Division, WIPO Arbitration and Mediation Center, WIPO, Geneva  |
| 14.30 – 15.30 | Topic 8:            | Video Games in Chile - Challenges   |
|               | Speakers:           | Mr. Sven Von Brand Laredo, Associate Founder and Chief Executive Officer, Abstract Digital works, Santiago de Chile<br>Mr. Tomás Andrés Mosqueira Ascuí |
| 15.30 – 16.00 |                     | <i>Coffee Break</i>   |
| 15.30 – 16.00 | Topic 9:            | Looking to the Future –Video Games and artificial intelligence  |
|               | Speaker:            | Mr. Dimiter Gantchev  |
| 16.30 – 16.45 | Closing remarks by: | Mr. Sebastián Molina Necul<br>Mr. Dimiter Gantchev  |

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