



INTELLECTUAL
PROPERTY
MANAGEMENT

CYBERPUNK
2077

ALEXANDROS ALEXANDROU

MICHAEL DAVID DUNFORD

SALVATORE FASCIANA

Product: Cyberpunk 2077

- Video game developed by **CD PROJEKT**
- Based on the Cyberpunk 2020 franchise
- Cyberpunk 2020: Pen and Paper RPG developed by **R. Talsorian**



Interactive Entertainment (Video Games)



- Surpasses Film and Music
- Estimated to Reach \$200 billion by 2023
- Heavily IP Reliant - software, multimedia works, etc

IP Components of the Product

Copyright

- Code
- Story
- Graphics
- Concept and in-game art
- Music and Sounds
- User Interfaces
- Motion-Capture
- Voice Acting

Trade Marks

- Company Name
- Company Logo
- Game Title
- Distinguishable "Catch Phrases" associated with the game

Trade Secrets

- Pricing Information
- Development Tools
- Developers' know-how
- Deal Terms

Patents

- Inventive Gameplay or Game Design Elements
- Hardware Technical innovations
- Software Technical innovations

Registered Design

- Box Design
- 3D Models and Environments
- User Interfaces

?

- Fictional Marks
- Video Game Streams
- Youtube Videos
- Modifications
- Unauthorised Merchandising

Based on Greenspan D, 'Mastering the Game: Business and Legal Issues for Video Game Developers' (2014) 8 Creative Industries

Major Video Game Components

(1) Video Game Content

- In-Game and Concept Art
- Graphics
- 3D Models and Environments
- Characters
- Music, Sound & Voice Acting
- Story and Dialogue

(2) Video Game Engine

- Creative Suite
- Software Modules and Tools
- Renderer
- Physics Simulation
- Artificial Intelligence Management
- Music and Sound Generation



REDengine 2



REDengine 3



REDengine 4



REDengine



CD PROJEKT RED®

IP Acquisition

Development of
Cyberpunk 2077

Creation of Video
Game Content



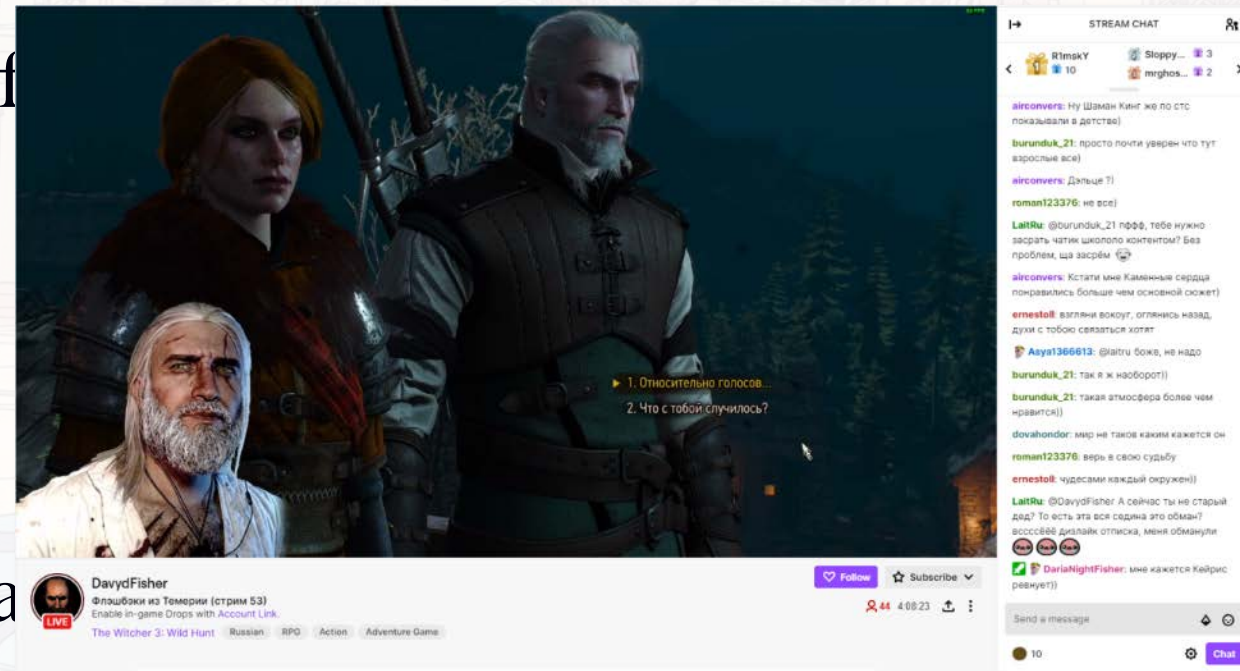
Fictional Trademarks

- Classic example: Duff Beer (The Simpsons)
- Cyberpunk 2020/2077 ~~example~~ **AKASAKA**
- Company is a feature in the game
- Logo may not be copyright protected everywhere – shapes
- And is it an indication of source?



Video Game Streamers

- Popular streamers have millions of followers
- Can reach 6- to 7-figure income
- Is what they do infringement?
- “Influencers” - alienating may be bad



Conclusions

- Cyberpunk 2077 is a complex product from a complex, IP-dependent industry.
- Difficult to find aspects of the product that do not touch on IPRs.
- Lifecycle for this product is very cyclical.
- Global products have global challenges.
- Third party can be a minefield, with uncertainties in play in several