Klungness to Discuss Virtual Reality at ABA Video Game & Digital Media Conference

March 14, 2016

Los Angeles Partner Andrew Klungness will participate on a panel discussing the legal and business implications of virtual reality at the American Bar Association’s Video Game & Digital Media Conference on March 14.

Held in San Francisco, the conference will focus on the analysis and review of new and existing media for gaming and content programming. Specific topics include regulatory, product liability, and data privacy considerations surrounding virtual and augmented reality, social media, the cloud and alternative gaming, as well as copyright, trademark, patent and trade secret litigation updates.

Klungness and his co-panelists will analyze virtual reality platforms and the likelihood of this technology taking off as the next medium for gaming and content programming. They will discuss the business models and deals done to date, as well as how major players are dealing with rights issues, ownership and third-party participation.

Klungness is the leader of the Commercial Practice Team. His practice focuses primarily on the areas of technology transactions, complex licensing arrangements, and commercial exploitation of intellectual property rights. He has extensive experience structuring and negotiating joint ventures, software, merchandise, content, trademark, patent and technology licenses; joint development, co-branding and cross-promotion agreements; and other strategic relationships.