

Ryan Fairchild

Associate



CONTACT INFO

t: 910.444.2024
f: 910.444.2001
rfairchild@brookspierce.com

OFFICE

150 Fayetteville Street
1700 Wells Fargo Capitol Center
Raleigh, NC 27601

Ryan's diverse practice includes particular emphasis on esports. He represents players, influencers and content creators, and other stakeholders in contracts, licensing, intellectual property, corporate matters, and more. Ryan also represents domestic and international clients in contracting, intellectual property, and corporate matters, as well as in state and federal litigation. Ryan focuses on providing efficient results and excellent service.

MY PRACTICE

ESPORTS

Ryan represents esports players, influencers, content creators, and other stakeholders in negotiating and drafting contracts, structuring licensing deals, developing brand protection strategies, addressing corporate matters, and more. Ryan is an industry leader in representing top Twitch streamers as well as competitive players across Valorant, CS:GO, League of Legends, Dota 2, Fortnite, the fighting game community, and others. His passion for esports derives from

PRACTICE AREAS

Business and Corporate
Entertainment
› Esports
Intellectual Property
International & Cross Border
Latin America
Litigation
› Complex Business Litigation
› Federal Litigation

EDUCATION

University of North Carolina School of Law
J.D., 2014, with honors; Staff member, *North Carolina Law Review*; Article and Note Editor, *First Amendment Law Review*
Brigham Young University
B.A., 2010; Writer, *The BYU Political Review*

CLERKSHIP

Law Clerk to the Honorable James C. Fox, U.S. District Court for the Eastern District of North Carolina, 2014-2016

BAR & COURT ADMISSIONS

North Carolina
US District Court - North Carolina
Western District
Middle District
Eastern District

being a lifelong gamer who plays many of the games at the forefront of esports. Ryan understands the esports and video game influencer ecospheres and their dynamics, and he leverages this understanding and his legal expertise to help his clients address any challenge they might face.

INTELLECTUAL PROPERTY COUNSEL & LITIGATION

Ryan counsels clients on a variety of intellectual property matters, including copyrights, trademarks, and trade secrets. He works with companies and individuals to properly identify and protect their intellectual property rights. Ryan also litigates intellectual property infringement and trade secrets misappropriation lawsuits in state and federal courts when necessary.

DOMESTIC & CROSS-BORDER TRANSACTIONS

Ryan represents businesses of all sizes in a wide range of corporate transactions, including mergers and acquisitions, divestitures, financing transactions, and lending transactions. He drafts and negotiates relevant contracts and organizational documents. He also works with start-up companies on entity formation and venture capital financing.

Ryan also represents domestic and international companies on cross-border transactional issues, such as regulatory compliance, intellectual property matters, and tax liability. He is an avid traveler and has a deep appreciation for international cultures and commerce.

FEDERAL LITIGATION

A former district court law clerk, Ryan knows the federal court system inside and out. He represents clients in a wide range of complex business, intellectual property, white-collar criminal, and constitutional matters.

COMMUNITY INVOLVEMENT

Attorney Editor-in-Chief, Esports Bar Association's Publications (2019-present)

Co-Chair, North Carolina Bar Association Sports & Entertainment Law Section Ethics Committee (2019-present)

Member, North Carolina Pro Bono Resource Center Advisory Board (2018-present)

Member, Board of Directors, [Children's Museum of Wilmington](#) (2017-2019)

Member, WHQR Community Advisory Board (2017-2019)

Member, Board of Directors, Young Professionals Committee, [A Safe Place](#) (2017-2018)

PUBLICATIONS & MEDIA

Presenter, "Esports Law and the Future," Game Gym Winter Games, Dec. 5, 2020

Panelist, "Esports Litigation Update," Esports Bar Association Oct. 21, 2020

Co-presenter, "The Past, Present and Future of Esports Law," North Carolina Bar Association Expert Series Continuing Legal Education, June 2020

Presenter, "Esports: Player Contracts and Disputes," North Carolina Bar Association Continuing Legal Education February Finale: Esports, February 2020

Co-presenter, "Esports: Emerging Legal Issues in an Exploding Industry" (co-presenting with Brandon Huffman of Odin Law & Media), UNC School of Law Festival of Legal Learning, February 2020

Panelist, Outside Counsel Panel, Sports Lawyers Association Event, Durham, NC, November 16, 2019

Presenter, "Legal Basic for FGC Players: Contracts, Intellectual Property, and Entity Formation," CEO 2019 Fighting Game Tournament, Daytona, FL, June 28, 2019

Panelist, "Governance, Player Unions, and Dispute Resolution," Esports Bar Association Conference, Los Angeles, CA, June 2019

Presenter, "What Every Lawyer Should Know About Esports," UNC School of Law Festival of Legal Learning, February 2019

Panelist, "The Ecosports Ecosystem," Cardozo School of Law Esports Bar Association CLE, New York, NY, November 7, 2018

Panelist, "An Introduction to Esports," Minnesota State Bar Association Arts & Entertainment Law Section Annual Meeting & CLE, Minneapolis, MN, June 2018

Moderator, "Building a Career in Esports Law," Esports Bar Association Conference, Los Angeles, CA, June 2018

Co-author (with Melissa Bailey), "The Business of Being a Pro Gamer: Four Ways to Protect Your Value," *Esports Observer*, February 2018

Co-author (with Charles Baldwin), "Contracts and Dispute Resolution in Sales of Goods to US Customers," *GGI Insider*, November 2017

Giving Away the Playbook: How North Carolina's Public Records Law Can Be Used to Harass, Intimidate, and Spy 91 N.C. L. Rev. 2117 (2013)

Co-author, *Regarding Municipal, Quasi-Judicial Proceedings – Exhaustion of Administrative Remedies, and Applying Collateral Estoppel to Defeat Collateral Attacks* (August 2013) (co-written with Keith Johnson of Poyner Spruill)

When Can a Hacker Start a War? Pacific Standard Magazine, Feb. 26, 2015

Ryan Fairchild Quoted in Esports Insider Article, January 22, 2021

Brooks Pierce Attorneys Quoted in Article on Esports, January 14, 2021

Brooks Pierce Attorney Serves as Editor-in-Chief of 2020 Esports Bar Association Law Journal, November 12, 2020

Brooks Pierce Attorney Appears as Guest on BIG Esports Podcast, March 9, 2020

Seven Brooks Pierce Attorneys to Present at the 2020 Festival of Legal Learning, February 4, 2020

Ryan Fairchild Talks Esports Players' Rights with Law.com's Legaltech News, December 3, 2019

Brooks Pierce Attorney Selected as Attorney Editor-in-Chief of Esports Bar Publications, October 22, 2019

Brooks Pierce Attorney Discusses Esports with Business North Carolina, October 18, 2019

Ryan Fairchild Named to Leadership of NCBA Sports and Entertainment Section, October 3, 2019

Ryan Fairchild Discusses Esports Player Contract Controversy, September 18, 2019

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SPEAKING ENGAGEMENTS

Ryan Fairchild Presents on Esports Law, November 18, 2020

Ryan Fairchild Presents Esports Litigation Updates, October 7, 2020

Ryan Fairchild Participates in NCBA Expert Series CLE, June 4, 2020

Ryan Fairchild to Serve on Panel at Sports Lawyers Association Event, October 29, 2019