

Esports

Helping Gamers Achieve Their Goals

Esports is one of the fastest growing and most innovative industries in the world. Professionals involved in the esports industry need a lawyer who understands the games, the language, and the culture, as well as the myriad of legal issues involved in the business of esports.

Brooks Pierce attorneys are well-equipped to provide counsel to players, content creators, influencers, production companies, agencies and other stakeholders. Our firm is an industry leader for representing players in the Counter-Strike: Global Offensive, Valorant, League of Legends, Dota 2 communities and more. We also represent leading gaming content creators and influencers on Twitch and YouTube.

Comprehensive service. Our esports attorneys work with experienced colleagues across practices to support clients with a wide variety of needs, including:

- Corporate counsel. Our attorneys work with players, content creators, and non-team organizations to draft organizational documents, establish legal entities, acquire or sell assets, and perform other crucial corporate transactions.
- Intellectual property protections. Our lawyers routinely work with players, content creators, influencers and others to register and protect trademarks, establish and protect brand identity, and draft and negotiate licensing agreements.
- Our attorneys help clients draft and negotiate a wide range of contracts, including player and agency agreements, sponsorship and licensing agreements, and platform agreements.
- Our firm, well-known for its litigation prowess, works with clients to resolve disputes involving players, teams, organizations, and leagues, including payment disputes, white-collar matters, and intellectual property infringements.

A love for the game. Brooks Pierce esports attorneys bring their love for video gaming and experience in the esports ecosphere to their counsel, working diligently to understand each client's passion for their craft and individual legal needs. Our esports lawyers, many of whom have been lifelong gamers, have become leading voices on business and legal matters in esports media.

How can we help you achieve your goals?

PEOPLE

Melissa W. Bailey

Charles S. Baldwin IV

Thomas G. Varnum

NEWSROOM

News

Ryan Fairchild Named to NA LCS Players Association Board of Directors
05.27.2021

Ryan Fairchild Quoted in Esports Insider Article
Esports Insider, 01.22.2021

Brooks Pierce Attorneys Quoted in Article on Esports
01.14.2021

Brooks Pierce Attorney Serves as Editor-in-Chief of 2020 Esports Bar Association Law Journal
11.12.2020

Brooks Pierce Attorney Appears as Guest on BIG Esports Podcast
BIG Esports Podcast, 03.09.2020

Events

Ryan Fairchild Speaks on Panel for Twitch Women's Alliance
05.25.2021

Ryan Fairchild Presents on Esports Law
11.18.2020

Publications

VTubing: Legal Protections and Pitfalls
07.14.2021

The Business of Being a Pro Gamer: Four Ways to Protect Your Value
03.08.2018