



## Spotlight on online gaming

### The next level

There is no need to say that online gaming has conquered the world and certainly will shape the future. It is an industry with one of the quickest product launches, rise of new market players and key drivers for new technologies – yet it is prone to issues such as trademark infringement and money laundering in a constantly changing regulatory environment across jurisdictions. Special forms of micro-transactions, such as lootboxes, are increasingly scrutinized from a gambling regulatory view, and more and more countries adopt new regulatory approaches which can significantly impact product launches. Losing track of those developments means risking reputation and money.

### Times are still good for Online Gaming

In Germany, the new Section 4 (4) of the State Treaty on Gambling now enables the licensing of online lotteries, online sports betting, online horse betting, virtual slot games and online poker if the respective requirements are met – marking a paradigm shift in gambling regulation. In its new coalition agreement, the state of North Rhine-Westphalia also recognized the games industry as a significant economic factor and plans to establish North Rhine-Westphalia as a leading games location from 2022 to 2027 – expressly supporting gaming culture and e-Sports. However, an explicit e-Sports regulation is still lacking, and lootboxes have in a first step directly only been regulated only in the Youth Protection Code. The current regulatory regime requires

cautious observation – but also courageous strategizing of what’s possible and legally safe.

Helping you navigate through the regulatory jungle on both national and global level to reap the benefits of the newest legal market opening is our game – it’s what we do best.

### Area of Focus

- Video Game Development and Publishing
- e-Sports licensing developments
- Advice on lootbox regulation
- Online Games & Mobile Games
- Online Lottery/Racing Industry
- Intellectual Property – Patents for various games
- Litigation and Alternative Dispute Resolution
- Legal Issues of Virtual Currency and Virtual Objects
- Legal Drafting of Gaming Contracts



**Prof. Dr. Thomas Dünchheim**

Head of Global Regulatory and IPMT EMEA,  
Partner, Dusseldorf

Email: [thomas.duenchheim@hoganlovells.com](mailto:thomas.duenchheim@hoganlovells.com)

Phone: +49 211 13 68 353



**Dr. Viktoria Herold**

Associate, Dusseldorf

Email: [viktoria.herold@hoganlovells.com](mailto:viktoria.herold@hoganlovells.com)

Phone: +49 211 13 68 143

[www.hoganlovells.com](http://www.hoganlovells.com)

"Hogan Lovells" or the "firm" is an international legal practice that includes Hogan Lovells International LLP, Hogan Lovells US LLP and their affiliated businesses.

The word "partner" is used to describe a partner or member of Hogan Lovells International LLP, Hogan Lovells US LLP or any of their affiliated entities or any employee or consultant with equivalent standing. Certain individuals, who are designated as partners, but who are not members of Hogan Lovells International LLP, do not hold qualifications equivalent to members.

For more information about Hogan Lovells, the partners and their qualifications, see [www.hoganlovells.com](http://www.hoganlovells.com).

Where case studies are included, results achieved do not guarantee similar outcomes for other clients. Attorney advertising. Images of people may feature current or former lawyers and employees at Hogan Lovells or models not connected with the firm.

©Hogan Lovells 2022. All rights reserved.