

## Video Games

Legal insights and business strategies for an evolving and high-growth industry.



### Related Expertise

- [Gaming](#)
- [Media and Entertainment](#)
- [Technology](#)

Canada is home to one of the most vibrant and diverse video game industries in the world. From independent studios and rapidly scaling developers to global publishers and technology providers, companies in this sector face complex legal and commercial issues as they bring cutting-edge entertainment to a global market.

Osler brings multidisciplinary expertise to the video games industry to provide full-service legal support developers, publishers, platform providers, investors, acquirers and the broader ecosystem of companies delivering software, tools and services to the gaming space.

Whether you're a startup launching your first title, a seasoned video game studio preparing for growth or acquiring or licensing intellectual property or technology in the industry, our team understands the intricacies of the gaming industry and the legal frameworks that drive it.

### How we can help

Deep industry understanding. Cross-practice solutions.

We recognize that legal issues in the video game space don't occur in a vacuum. That's why we bring together experts from across Osler's leading corporate, M&A, commercial, IP, privacy and technology practices to deliver strategic advice on the full range of issues that gaming companies face, including:

### Corporate and M&A

- Structuring and scaling your company from early-stage through exit
- Domestic and cross-border mergers, acquisitions and investments involving game studios, publishers, platforms and supporting tech
- Advising on strategic partnerships, IP and talent acquisitions and acqui-hire transactions
- Navigating complex ownership, earnout and post-closing integration issues in studio transactions

- Securing regulatory approvals and managing foreign investment review processes

## Financing

- Venture capital, private equity and strategic investment
- Structuring and negotiating investments and minority equity deals with Canadian and global investors
- Advising on eligibility and application strategies for government grants and funding programs supporting digital media and game development

## Commercial and technology

- Licensing and distribution agreements, including for middleware, game engines and other core technologies
- Bespoke service agreements, including for technical tools, API and back-end infrastructure
- Terms of service, EULAs and other terms, including for AI-enabled features
- Content and publishing contracts
- Software development and co-development arrangements, including with gaming studios
- Structuring monetization frameworks, including subscription and in-app purchases

## Intellectual property

- Copyright and trademark protection, enforcement and portfolio strategy
- Advising on IP ownership and attribution considerations in complex collaborative or distributed development models
- Addressing IP-related risks from third-party content, open-source components and user-generated content

## Privacy, data and compliance

- Advising on player data collection, retention and monetization strategies in compliance with Canadian privacy laws
- Navigating legal considerations around in-game advertising, age-gating and behavioural profiling
- Supporting privacy-by-design in game mechanics
- Drafting privacy policies and data processing arrangements for video games
- Advising on in-game contests and payments

Osler offers deep, integrated legal expertise across the full life cycle of a video game company, from startup to exit and beyond. Our experience mirrors that of the broader technology sector, allowing us to deliver practical, industry-aware advice that anticipates challenges before they arise.

We go beyond transactional support. We help our clients build strong legal foundations, navigate complex regulatory and IP landscapes and seize strategic opportunities in a fast-changing market. Whether you're building, buying or investing in video games, Osler has the experience and insight to help you succeed.

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