



GAMING & E-SPORTS

TozziniFreire's Gaming & E-sports practice group has extensive experience in numerous aspects of one of the fastest growing industries in recent years and is prepared to assist our clients to navigate a legal landscape that is in permanent motion and evolving constantly. We are at the forefront of the changes and involved in the most significant regulatory developments and transactions in the country and our savvy team of lawyers knows what works and what does not in the sector.

We represent a wide range of stakeholders and participants in the industry, whether national startups or international conglomerates, including manufacturers of gaming hardware and software, online and offline lottery and sports betting operators, e-sport entities, and service providers such as payment processors, certifiers and marketing affiliates.

Our Gaming & E-Sports practice provides our clients with unique multidisciplinary assistance that gathers extensive regulatory, tax, criminal law, IP, governmental affairs, and transactional capabilities alongside our market-leading practice in compliance, privacy, and litigation, reuniting all expertise required dealing with any legal challenge of the industry. Our full-service infrastructure also allows us to at any time call upon lawyers from other teams with a close relationship with this and related industries, such as Media & Entertainment, Private Equity & Venture Capital, and Telecommunications & Information Technology, and counts on the support of ThinkFuture, TozziniFreire Advogados' innovation program.

/90

Partners

/470

Lawyers

/30

Practice Areas

/25

Industry Groups

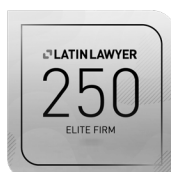
/6

Offices

Services

- Legal risk analysis of lotteries, gambling, betting and gaming operation;
- Legal and regulatory follow-up;
- License agreements and other IP-related matters;
- Interaction with government and regulatory agencies;
- Advisory and litigation assistance
- Personal data and privacy protection;
- Representations and defenses in litigation in civil and criminal spheres;
- Labor relations;
- Structuring, drafting and negotiating of agreements for the local operation, such as distribution and payment processing and software license agreements;
- Structuring of internal policies, review of internal practices and training (compliance, anti money laundering, financing of terrorist activity, responsible gaming, child protection legislation, etc.); and
- Agreements between athletes, teams, competitions and sponsors.

RECOGNITION



SELECTED EXPERIENCE

GLOBAL CONGLOMERATE OWNER OF A MULTIBILLION VIDEO GAME, MOVIE AND ANIMATION CHARACTER

Assistance with intellectual property and data protection matters, distribution and trading agreements of products related to collectible cards, and monitoring of the brand's portfolio in Brazil.

MAJOR SPORTS BETTING COMPANIES

Assistance concerning the debates on the regulation of the Sports Betting Act by the Ministry of Economy and the Office of the Chief of Staff, and State decrees that intends to regulate the activity. Assistance regarding criminal aspects associated with the activities (including frauds and scams), preparation of AML policies and launch of new products in the market.

INTERNATIONAL LOTTERY OPERATOR

Assistance with respect to the operational aspects of the relaunch of the lottery of the State of Mato Grosso and the legality of video lottery in Brazil.

GAME DEVELOPER

Legal assistance with respect to distribution of electronic games in Brazil.

MULTINATIONAL LOTTERY OPERATORS

Assistance to two of the largest global lottery companies regarding state initiatives to launch lotteries, including strategy on government relations and participation in public bids, negotiation of tax incentives, preparation of compliance, and AML policies.

GAMES WEBSITE

Assistance in the acquisition of a company in Brazil; assistance with respect to agreement with a payment partner in Brazil, and strategic advisory regarding the compliance of the company's activities with the Brazilian laws.

BRAZILIAN FINANCIAL INSTITUTION

Legal assistance concerning potential impacts on clients resulting from "CPI of Bingos" (Parliamentary Inquiry Commit-

tee established to investigate Brazil's bingo houses) held by the Federal Senate.

INTERNATIONAL LOTTERY PRODUCT CERTIFICATION LABORATORY

Assistance to one of the world's leading laboratories in certification of software and hardware for gaming industry.

GLOBAL INTERNET PLATFORM PROVIDER

Assistance in a class action involving the use of loot boxes in electronic games in Brazil.

ONLINE POKER PLATFORM

Preparation of production and broadcasting agreement and advertising contract for the Brazilian Series of Poker.

ELECTRONIC GAME DEVELOPER

Representation in court disputes.

PHILANTHROPIC ENTITY

Analysis of legality of a philanthropic bingo operation.

OTHER EXPERIENCES

Design and implementation of B2C distribution structures of games developed abroad for the Brazilian market, either through a company abroad selling directly through platforms, or via companies set up in Brazil.

Tax advisory and tax planning in the internationalization of game developers originally based in Brazil.

Design and implementation of headquarters move structures of developers from Brazil to overseas, seeking to attract intellectual capital and fiscal efficiency.

Assistance in the implementation of withholding income tax mitigation structures on payments from abroad (especially from the United States).



**FURTHER INFO
ABOUT OUR GAMING
& E-SPORTS AREA**

