

## “Gamification” of the Entertainment Industry in Latin America – Video Games and IP.

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He has served as the Lead on the Right of Publicity Minimum Standards INTA Committee and as arbiter for IP law matters at the Arbitration Center of the Chamber of

Commerce of Bogota. He is a lecturer in Intellectual Property and Entertainment Law in the Pontifical Javeriana University in Bogota. He is ranked by Chambers and Partners and Leaders League among the ten Leading Individuals in Colombia for Intellectual Property matters. His firm advises major players within the Technology, Sports, Food and Entertainment Industry including important clients such as The Entertainment Software Federation, Conmebol, Café San Alberto and the MPAA.

### Abstract

One of the consequences that the Covid Pandemic has caused is the so called “Gamification” of the Entertainment Industry. The different lockdowns around the world increased the access to all type of digital content. A major player of this new trend is without any doubt the Videogame Industry.

Videogames like Fortnite initially used just for playing are now being used to buy digital items, NFTs, attend live concerts using avatars and many other uses that were unthinkable five years ago. These types of Videogames are now Digital Platforms in which goods and services are offered by different users around the world. The consequences of these new technologies on Intellectual Property, Publicity Rights and Data Protection rights among others are studied by academic forums worldwide. My presentation will focus on the copyright, trademarks, privacy and publicity rights issues that the “gamification” has produced in Latin America