Augmented Reality / Virtual Reality and Mixed Reality

Embracing an “all in” commitment to the industry, Perkins Coie lawyers advise and represent many of the market leaders in AR/VR and MR technology, products, services and content.

We guide companies new to the AR / VR industry in identifying, anticipating and resolving legal issues raised by this developing technology. We also serve as product counsel for clients in the market, including established and independent hardware and software companies and developers.

Named among law firm “virtual visionaries” for AR/VR by The American Lawyer, 2017, Perkins Coie works with augmented reality and virtual reality clients in such areas as:

- **Startups and Venture Capital**
  AR / VR company related financings

- **Technology Transactions and Privacy**
  Counsel on software licensing issues

- **Patent Counseling**
  Intellectual property protections, including patent prosecution and defense

- **Privacy and Data Security**
  Review products and services to identify and resolve privacy and data security issues.

- **Trademark Enforcement**
  Copyrights, trademarks and protection of brand integrity

- **Product Liability Counsel**
  Warnings, labels and user manuals, health and safety advice; consumer-facing terms, policies and guidelines—terms of use, terms of sale, privacy policies, payment policies, etc.

**CONTENT MARKETPLACES AND ADDITIONAL AREAS OF COUNSEL**

The prominence of content in the AR/VR space means we play an active role in helping clients develop, distribute, monetize and protect content. Our counsel includes advice and guidance on content development and distribution; VR content marketplaces for VR products; content development agreements; and developer guidelines and policies related to content guidelines, ratings and warnings.

Additional areas of related counsel include advertising, marketing and promotions, ADA and user experience, artificial intelligence, in-game currency, including cryptocurrency, and counseling and litigation advice regarding biometrics.

**COMMITTED TO THE AR / VR COMMUNITY**

Perkins Coie has been an early and enthusiastic participant in the AR / VR industry. We work closely with industry accelerators like Plug and Play, Boost VC and UploadVR. We help support developing communities, such as the University of California Berkeley SkyDeck incubator, where we often serve as a judge during their business plan competition for AR / VR businesses. We also represented HTC in connection with the formation and participation in GVRA (Global Virtual Reality Association), whose founding members include Google VR, HTC Vive, Oculus, Sony Interactive and Star VR.

Our commitment to growth and development in this sector includes initiating an industrywide survey of more than 140 startup founders and executives with established technology. The survey results created original insights to the challenges and future of augmented and virtual reality companies.

Perkins Coie attorneys also demonstrate their belief, shared with clients, in the importance of the AR and VR industry through our sponsorship of leading industry events and groups, such as UploadVR and SEA VR, and through our development of CLE programs dedicated to educating clients about emerging legal issues for VR companies and content providers.
Startups and Venture Capital

- Helping AR/VR companies raise money by maintaining relationships with key venture capital groups, angels, private equity, investment banking and other potential investors who have a history of investing in the game industry as well as other disruptive technologies, such as artificial intelligence, Internet of Things and blockchain technology.
- Helped in raising over $1 billion in capital by our AR/VR clients in the past two years.

Technology Transactions and Privacy

- Counseling on technology and IP licensing issues, hardware development and supply.
- Aligning clients with strategic relationships through content, experience development and acquisition.
- Developing and negotiating content development and distribution agreements.
- Preparing consumer-facing terms, including terms of use, terms of sale, privacy policies, EULAs and payment policies.
- Counseling on monetization, including subscription models.
- Drafting research agreements with universities, nonprofit organizations and research organizations as well as research consents and study policies for employees and non-employees.

Privacy and Data Security

- Advising on compliance with international privacy requirements, including GDPR.
- Counseling regarding FCC issues, privacy and data security issues.

Patent Counseling

- Intellectual property protections, including patent prosecution and litigation.
- Providing due diligence and portfolio management.

Trademark Enforcement

- Copyrights, trademarks and protection of brand integrity.
- Providing due diligence and portfolio management.

Product Liability Counsel

- Drafting and negotiating hardware manufacturing and supply agreements, prototype agreements, engineering and design agreements and services agreements related to gaming hardware.
- Developing warnings, labels and user manuals and providing health and safety advice.
- Offering clients a product liability workshop dedicated to virtual reality, which features an interactive case study that spans the entire litigation cycle, from initial design and testing to a post-accident courtroom showdown of a fictional virtual reality hardware product.

NEWS

10.16.2018
Perkins Coie Mentioned in MediaPost - I'll Take Reality With Side of Augmentation, Please

General News
MediaPost
Perkins Coie was mentioned in the MediaPost article, "I'll Take Reality With Side of Augmentation, Please," regarding the firm's recent augmented reality and virtual reality survey.

07.23.2018
Perkins Coie Welcomes Leading Emerging Companies & Venture Capital Attorney in Palo Alto

Press Releases
Perkins Coie is pleased to announce that Adrian Rich has joined the firm’s Emerging Companies & Venture Capital
practice as a partner in the firm's Palo Alto office.

06.11.2018
Kirk Soderquist Quoted in GeekWire - The State of Virtual and Augmented Reality: Industry Sees New Reasons For Hope Amid The Hype
General News
GeekWire
Kirk Soderquist was quoted in “The State of Virtual and Augmented Reality: Industry Sees New Reasons For Hope Amid The Hype,” an article in GeekWire, regarding AR/VR and what to expect.

03.20.2018
Perkins Coie’s Second Augmented and Virtual Reality Survey Shows Continued Advancement and New Worries
Press Releases
With investment in augmented reality (AR) and virtual reality (VR) on the rise, the industry is growing and moving into more practical applications. But growth is leading to new challenges, including increased worries about legal risks, according to a new survey of startup founders, technology company executives, investors and consultants by global law firm Perkins Coie LLP.

03.20.2018
Perkins Coie’s AR/VR Survey Report Featured in Multiple Publications
General News
Perkins Coie's latest AR/VR Survey Report was featured multiple publications, with insights into the findings by the attorneys who participated.

08.2017
Perkins Coie Attorneys Quoted in American Lawyer Article - Virtual Visionaries: How 7 Firms Got Out Front on Virtual Reality and Augmented Reality
General News
American Lawyer
Kirk Soderquist and Jason Schneiderman were quoted in the American Lawyer article, “Virtual Visionaries: How 7 Firms Got Out Front on Virtual Reality and Augmented Reality,”

PUBLICATIONS

04.16.2018
FCC Reduces Regulatory Barriers to 5G Wireless Deployment
Updates
The Federal Communications Commission recently adopted an order containing sweeping regulatory changes to speed the deployment of advanced wireless services to provide connectivity for innovative Internet of Things, augmented reality, unmanned vehicles, and artificial intelligence-driven devices, services, and systems.

03.26.2018
AR/VR Industry is Growing and Facing New Challenges, Perkins Coie Survey Finds
Updates
Augmented reality and virtual reality are showing clear signs of a growing industry—with increased investment, exciting new content (and types of content) and technological advancements.

11.28.2016
Need for AR/VR Content Presents Opportunities
Articles
L.A. Biz
The biggest challenge facing the burgeoning augmented reality (AR) and virtual reality (VR) industries is clear: There is currently a lack of high-quality engaging content.

09.13.2016
Future of Augmented and Virtual Reality Revealed in Perkins Coie and Upload Survey
Updates
The launch of Pokémon Go in July took the world by storm, with downloads of the AR game reaching more than 100 million within a month, and 2016 saw the launch of several VR headsets. Multiple studies have predicted significant growth for the industry, including a January 2016 report from Goldman Sachs projecting that AR/VR will be an $80 billion market by 2025.
CONTACTS

Jason Schneiderman
Partner
Palo Alto
D +1.650.838.4333

Kirk A. Soderquist
Partner
Seattle
D +1.206.359.6129

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Related Services

- Biometric Law
- Interactive Entertainment
- Emerging Companies & Venture Capital Law
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- Privacy & Security Law
- Product Liability Law
- Technology Transactions & Privacy Law
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