

Level 1 Concept Phase

Videogames normally include a mix of original and licensed content

Your creations

When you're creating a game, protect those elements that make it special. As your elements evolve, make sure new creations are also protected.

Someone else's creation

Get permission before you use something that belongs to another creator. Don't rely on a handshake, put it in writing. Have a contract that includes what you can and cannot do with your creation, for how long and where.

Key tips at concept phase

Put it in writing

Create a company and agreements with your team to clarify who owns what during development process

Search first

Make a search for registered rights in key markets, even if you think they are your own creation

Keep good records

Know who is participating in the creative process, and keep track of their source of inspiration

Get permission

Make sure you have rights to the assets and tools you plan to use in your game