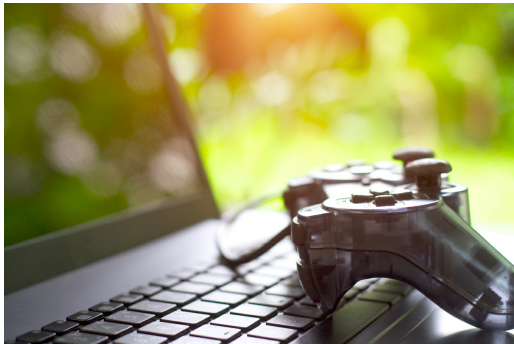


Brooks Pierce Attorney Ryan Fairchild Featured in Second Esports Podcast



Brooks Pierce attorney Ryan Fairchild appeared on a podcast by HeroesHype, an organization that runs the amateur competitive scene for the popular video game Heroes of the Storm and manages the Open Division of the Heroes of the Storm Global Championship (HGC). Fairchild has a growing practice in representing esports players and stakeholders. This

is Fairchild's second appearance on the HeroesHype Live podcast.

In the podcast, Fairchild discusses a variety of legal challenges associated with competitive video gaming. He also answers listener questions on topics like players' unions and collective bargaining, how to hold organizations accountable through attention to detail in contracts, and how players can help protect their intellectual property.

"I look at contracts from this perspective: When this blows up or goes south, where are we not covered?" says Fairchild. "The horror story that comes with intellectual property rights is you can accidentally give up all your rights in perpetuity to some team. Now you don't actually own your likeness and voice. If you do anything in the media, suddenly the team owns it."

You can watch the full video [here](#). Fairchild's first appearance on HeroesHype is available [here](#).

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