

# Brooks Pierce Attorney Talks Esports with North Carolina Lawyers Weekly

March 15, 2018

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Brooks Pierce attorney Ryan Fairchild spoke with *North Carolina Lawyers Weekly* about the rising popularity of esports, or competitive video game playing, and the role attorneys can play in this growing industry. Fairchild represents esports players in contract negotiations and other legal matters.

Fairchild spoke with reporter David Donovan about how he has translated his love of gaming into a passion for representing players in this new competitive sport. He also discussed what lessons esports players can take from other professional athletes, particularly in regard to contract negotiations, and some of the similarities and differences between esports law and more traditional sports and entertainment law.

"I think there's kind of this push to make sure that the regulations and laws that apply to sports players and benefit those sports players also apply to esports players," Fairchild said. "I think the novelty of the industry means that there's a lot of innovation and there's a lot of rethinking of what was done before, and I think that's very exciting. But I think there's also a lot to be learned from what's already gone before in sports and entertainment law."

The full article can be viewed [here](#).