

# Brooks Pierce Attorney Appears as Guest on BIG Esports Podcast

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Brooks Pierce attorney Ryan Fairchild recently spoke as a guest on the BIG Esports podcast hosted by Chris Smith, founder and director of BIG Esports.

The episode discussed esports players, publishers, brands and storytelling in esports and what the industry could learn from the Olympics.

“I actually think that esports can gain from the Olympics in terms of storytelling,” said Fairchild. “Here’s this person, here’s five minutes about their background, the hardships they’ve had to overcome, their road to the Olympics and what they’re playing for now. You could take that as storytelling. Use it to introduce an audience who isn’t particularly familiar with esports and give them a storyline to hook into and that’s their entry point into [esports].”

Fairchild’s diverse practice includes an emphasis on the esports industry. His passion for esports derives from being a lifelong gamer. He understands the various esports cultures and dynamics, as well as legal, economic and structural issues facing the industry. He represents players, organizations and stakeholders in a variety of contract, intellectual property, employment and corporate issues. Fairchild has authored numerous articles on the esports climate and is a frequent speaker at industry events on the legal issues affecting the esports community.

BIG Esports is based in Australia and provides esports education, consultancy and strategy, and is committed to developing business within the esports, gaming and technology industries.

To listen to the full podcast, [click here](#).