

Browne Jacobson lawyer makes SAHMGames 100 list for contribution to the video games industry

Kulpreet Viridi has been honoured in the POC in Play South Asian Heritage Month (SAHM) Games 100 list for 2021.

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Kulpreet Viridi, a specialist IP lawyer at Browne Jacobson has been honoured in the POC in Play South Asian Heritage Month (SAHM) Games 100 list for 2021.

Nottingham based Kulpreet is active in the gaming industry, as a lawyer, ambassador for the Assassin's Creed franchise and the co-founder of the [ACSisterhood](#). ACSisterhood is an online movement set up with several goals in mind, including highlighting and uplifting the women who make the games, challenging the representation of women in the Assassin's Creed gaming franchise (and games generally), creating a safe space for empowering women and minorities in the gaming community and advocating for better treatment of women and minorities in the games industry itself. The movement has been recognised by Ubisoft itself and has also raised over \$18,000 in the past year for various charities.

The SAHMGames 100 list honours prominent South Asian professionals from across the globe who are making a positive mark on the games industry. These awards were launched by independent organisation POC in Play whose mission is to increase visibility and representation of People of Colour within the video games industry. Recent research shows that in the UK, South Asians are the largest ethnic minority, making up 7.4% of the population but are very underrepresented in the video games workforce and in games generally.

Kulpreet Viridi commented:

"I am humbled to have been named in the SAHMGames 100 list. The games industry still has a long way to go in terms of diversity and representation but organisations like POC in Play are doing fantastic work in encouraging the industry to become more progressive and accessible to people from a multitude of backgrounds.

My work with the ACSisterhood remains a strong focus for me outside of my professional career. It is clear that systemic, meaningful change is needed in order for the industry to become a fairer and safer place. There is still a very long way to go but I am delighted that the work and movement is being recognised and supported and that the voices of the movement are helping to play a part in bringing about much needed change."

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