

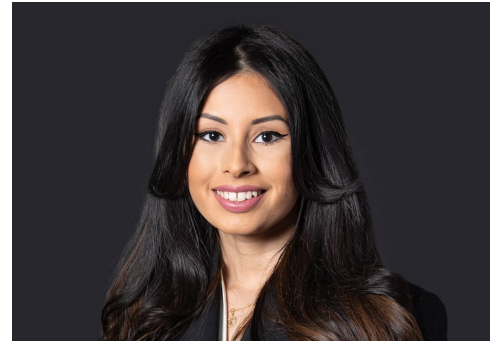
## Kulpreet Virdi

Senior Associate

 Nottingham

[kulpreet.virdi@brownejacobson.com](mailto:kulpreet.virdi@brownejacobson.com)

+44 (0)330 045 2638



Kulpreet specialises in transactional intellectual property, regularly advising on complex IP heavy agreements such as research and development collaborations, licensing agreements and grant funding agreements. Kulpreet advises clients in the entertainment and video games space, with a focus on content creators (such as Twitch streamers). She also advises on a variety of brand and IP issues including IP strategy and exploitation and manages global IP portfolios on a day-to-day basis.

Although she has an IP focus, Kulpreet has general commercial contracts experience and advises in relation to supply agreements, software development contracts, publishing agreements, merchandise agreements and sponsorship agreements.

Work highlights to date include advising one of the UK's top streamers in connection with merchandise agreements and day-to-day matters, advising a client in relation to a sponsorship with the 2022 Commonwealth Games and advising a high-profile client in connection with a music heritage campaign involving competitions, performances and music licensing.

Kulpreet is part of the firm's REACH community and is also the founder of ACSisterhood, an online campaign which seeks greater representation for women in gaming. Kulpreet loves to present and has presented at local tech events and larger conventions such as EGX.

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## Expertise

### Services

Commercial contracts for retail

Complex licensing, R&D and collaboration

Copyright and related rights

Commercial law

Trade marks

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## Featured experience

### UK Twitch Streamers

Kulpreet advises video game streamers in connection with merchandise contracts, brand deals and day to day contractual documentation, including consultancy agreements and NDAs. Kulpreet also provides IP portfolio advice to such clients.

## **Video Games Asset Licence**

Assisted a well-known automotive client with a draft template agreement to use when licensing assets for inclusion in video games.

## **2022 Birmingham Commonwealth Games**

Kulpreet assisted a client with the drafting and negotiation of a sponsorship agreement with the 2022 Commonwealth Games. Given the bargaining power of the Games, we helped our client navigate the risks involved with entering such arrangement and ensured that our client was adequately protected.

## **Trade marks - Video Games**

Advised a UK video games developer in connection with the availability of a brand name for an upcoming video game.