



Amar Sidhu LL. M., LL. B., B.A. Hons
Business, IP & Video Game Lawyer
(289) 919-5929
amar@amarvrlaw.com



Scan for more
helpful information

AMAR-VR LAW

Tips to Help you during Discussions with a Publisher

Strategize and Plan

- Know your goals going into any negotiation
- What do you need from the Publisher?
 - Money
 - Professional Team
 - Contacts
 - Distribution
 - Marketing
 - Publicity
 - Prestige
- How much money do you need – How much money do you want?
- Are you willing to give up equity in your company?
- What percentage of the game are you willing to give up?
- What is your Walk Away Point?

Emotional Positioning

- You don't have to be either Compromising or Aggressive – Each point requires a different posture – You will have to be both Compromising and Aggressive depending on the position
- Best to start out Nice and Amicable – move to Aggressive if forced to
- Don't hesitate to be Aggressive if required
- Easy to go from Nice to Aggressive, but difficult to go from Aggressive to Nice

Diagnose the Problem

- If the Publisher does not agree, ask “Why?” and diagnose the problem.
- Ask questions if you're not sure – don't take information or stances as they are without understanding them
- Good Questions:
 - “Why?”
 - “Can you tell me more about that?”

Caution

- Best to negotiate and work out deal terms before you start writing the contract/agreement

Working with a Lawyer

- Experienced in Publisher discussions
- Handy to have during discussions and can negotiate on your behalf
- Will articulate your agreement terms into legal and contractual language
- Explain the terms of the Agreement and make sure you understand it and that it represents your terms

This Tip Sheet is for informational and educational purposes only. This is not legal advice, nor does it establish a lawyer-client relationship with Amar-VR Law. Please reach out to a lawyer or Amar-VR Law if you have questions pertaining to your specific matter.