

SHERIDANS

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SHERIDANS EXPANDS ITS GAMING TEAM AS PART OF ITS ONGOING ENTERTAINMENT RECRUITMENT DRIVE

Leading London-based media, entertainment and leisure solicitors, SHERIDANS, has recruited Alex Tutty as a solicitor in the firm's expanding Entertainment Software team.



Alex Tutty principally advises developers, publishers and distributors in the computer games industry in connection with the development and exploitation of games, interactive software and media products. He also provides advice to clients in the creative sector focusing on commercial, digital media and IP issues. Alex joins Sheridans from Addleshaw Goddard through whom he undertook a six month secondment with Diageo in London and West Africa.

Alex will be working alongside star department head, **Alex Chapman**, who is also looking to bring on board another 3-4 year PQE solicitor shortly, as the department goes from strength to strength working with the cream of the industry's talent including Rocksteady (developers of *Batman Arkham Asylum*) and Slightly Mad Studios (*Need For Speed: Shift*).

On his appointment, Alex Tutty commented:

"I am looking forward to the many challenges my new role will provide, especially the chance to work with up and coming and established developers on getting new and existing IP released on to the many different platforms available. Having played games and been interested in new technology since I was a child, it is great to be involved with getting games and other creative technologies produced and released, and to be working with passionate and creative people in both Sheridans and the industry."

The synergies between the creative industries continue to develop apace, as demonstrated by the recent announcement from publisher Activision and the NPD Group that the music game *DJ Hero* is the number one new intellectual property by revenue in the US and Europe. In anticipation of this cross-disciplinary media convergence, Sheridans has been building on its well respected core music, media and entertainment business by recruiting in complimentary areas including computer games, sports and branding, as well as expanding its' corporate capabilities with three new hires, to provide a full 360 degree service to its clients.

For more details, pictures or quotes, please contact Sarah McGiven on 020 7079 0164 / smcgiven@sheridans.co.uk

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