

Contents

Acknowledgments vii

Series Foreword ix

- 1 **A Tale of Two Cartridges** 1
- 2 **When Losing Is Winning: Atari, Magnavox, and a Tale of Two Patents** 13
- 3 **The Lawyer's Corner: Ready Law Student One** 67
Intermission: When Reverse Engineering and Legal Engineering Get Entangled in a Never-Ending Dance 87
- 4 **You're Just a Bunch of Towel Designers!! The Genesis of the Third-Party Videogame Software Industry** 89
- 5 **The Engineer's Corner: How Does One "Break" a Lock-Out Chip? A Primer on Reverse Engineering of Software for English Majors** 137
- 6 **Are Your Lawyer's Hands Clean? Legal Responses to the Reverse Engineering of Lock-Out Chips** 145
- 7 **The Lawyer's Corner: To Sue, or Not to Sue, That Is the Question—Intellectual Property Enforcement Strategies in the First Two Decades of the Videogame Industry** 165
- 8 **Regulating Violent Videogames? A Story of Thresholds** 173
- 9 **Do You Speak Videogame Law? Global Industry, Local Laws and Practices** 209
- 10 **The Concluding Lawyer's Corner: Frenemies** 251

Notes 263

Index 317