

FREDERICK U. FIERST

Fierst Bloomberg Ohm LLP
64 Gothic Street, Suite 4
Northampton, MA 01060-3042
Tel: (413) 584-8067; Fax: (413) 585-0787
E-mail: fred@ent-atty.com
Website: www.fierstbloomberg.com

Legal Experience:

1980 – Present: **Fierst Bloomberg Ohm LLP** Founder and Senior Partner

My specialties include structuring all forms of licensing and merchandising, video game, film and television arrangements, as well as web-based, toy, book, music, comic books and other types of entertainment, and coordinating worldwide business formation and operations, mergers and acquisitions, and intellectual property registration and protection for our clients.

Representative clients include:

1C Online Games, 1C-SoftClub, 1C Europe and 1C-777 of Cyprus and Moscow; video game publishers and developers;

Mira Bartok, author of *The Wonderling*, recently published by Candlewick Press with an upcoming major studio feature film;

Bastei Lübbe AG of Köln, Germany; publishers of fiction and non-fiction in Germany, initiating multimedia projects worldwide;

Blooming Media of Amsterdam, producers of children's television, including *Hunter Street* and *The Ludwigs* for Nickelodeon;

Cabinet Entertainment, Inc. of Los Angeles, owners of *Mutant Chronicles*, *Blood Drive* and other intellectual properties, including the various works of Robert E. Howard;

Cmon Board game company of Singapore;

Conan Properties International, LLC, owners of the *Conan the Barbarian* character and the world of Hyboria in which he exists;

CraneKahn LLC of New York, a licensing and entertainment venture headed by industry veteran Al Kahn;

Daedalic Entertainment of Hamburg, Germany, developers and publishers of numerous acclaimed interactive titles as well as the upcoming *Lord of the Rings* games;

Deck13 GmbH, video game developer located in Hamburg and Frankfurt, Germany;

Digital Development Management, preeminent agents in the interactive world with over 35 studio clients worldwide;

Estate of Eric Carle, the world-renowned author and illustrator of *The Very Hungry Caterpillar* and other children's books and his studio in Northampton, Massachusetts;

Dan Farrell Antiques Roadshow Trust, handling affairs related to the PBS *Antiques Roadshow* television series on behalf of the originator and consulting producer of the American version of the series;

First Responders Children's Foundation, first established to assist the children of those who perished in 9/11, the First Responders Children's Foundation now assists the children of first responders during the coronavirus pandemic:

Frazetta Girls, carrying on the traditions of their father and grandfather Frank Frazetta;

Fresh TV, television producers of Toronto, Canada whose *Lucas the Spider* is a current hit:

FromSoftware, Inc. of Tokyo, Japan, developers of *Dark Souls 3*;

Funcom N.V. of Oslo, Norway, a videogame publisher and developer with multiple successful titles including various *Conan* games;

GamersGate of Stockholm, Sweden, a digital download distributor of interactive games;

G-Core Labs S.A. of Luxembourg, a content delivery network and cloud service provider with strong ties to the online videogaming industry;

Gog Ltd. of Cyprus, a subsidiary of CD Projekt AB and owner/operator of the video game digital sales and distribution site **Gog.com**;

Grab Bag Entertainment, LLC of Vancouver, WA, creator of children's and family television programming;

Guru Animation Studio Ltd. of Toronto, Canada, whose titles include *Justin Time*, *Paw Patrol*, *Ever After High* and *The Backyardigans*;

Jonathan Harr, award-winning author of *A Civil Action* and *The Lost Caravaggio*, among others;

Immersley LLC d/b/a Arrivant of Hollywood, game publisher building sociable online gaming communities, including the cross-platform auto-chess game *Project Eluïne: StarGarden* powered by Solana Blockchain;

The Joester-Loria Group of New York, one of the largest and most active independent licensing and merchandising agencies in the world;

Terry Kalagian, Executive Vice President at Gaumont US;

Koch Media, Inc. of Austria and its subsidiary development studio **Deep Silver Dambuster** of Nottingham UK, currently developing *Dead Island 2*;

Oleg Kuzovkov of Moscow and Los Angeles, creator of the hit animation series *Masha and the Bear*, and his son Nik with whom he and our client Sander Schwartz are creating a new children's television program;

The Estate of Margaret Landon, author of *Anna and the King of Siam* on which Rogers & Hammerstein based *The King & I*;

Larian Studios of Belgium, Ireland, Russia, Canada and Malaysia, an independent game developer and publisher specializing in role playing games, including most recently *Divinity: Original Sin 2* and *Baldur's Gate 3*;

Lions Gate Ancillary LLC of California, a subsidiary of Lions Gate Entertainment Corp.;

Mirage Studios, Inc. of Northampton, Massachusetts, the creators of the *Teenage Mutant Ninja Turtles*;

Monster Fight Club toy and game designers and its CEO John Kovaleski of Charlottesville, VA;

Kevin Mowrer of Rhode Island, former head of all IP development at Hasbro now creating his own television shows and toy lines and advising many companies on character development;

Randall Nickerson of Massachusetts, currently collaborating with the John E. Mack Institute on the development, production and distribution of a documentary film about the purported landing of an alien spaceship in Zimbabwe;

Nordeus of Belgrade, Serbia, creators of *Top Eleven*, one of the most played online sports game in the world;

Paradox Interactive AB of Stockholm, developer or publisher of the interactive titles *Hearts of Iron*, *Bloodlines 2*, *Europa Universalis I-IV*, *Cities Skyline* and *Magicka*, among others;

Estate of Gary Paulsen, prolific American writer of children's and young adult fiction including *Hatchet*, *Dogsong* and *The Winter Room*;

David Perry, Entrepreneur, Co-Founder and President of **Shiny Entertainment** and **Gaikai**, the streaming service demonstrating video games for multiple publishers online which was acquired by Sony for \$380M in 2012; now co-founder and CEO of **GoVyr!**;

Press Fire Games of Minsk, Belarus, developer of the highly acclaimed *Battle Prime* mobile game;

Rick Rekedal, former vice president of DreamWorks Animation and president of Breyer Toys now embarking on a new soon to be disclosed hi-tech adventure;

Sander Schwartz, former EVP or President of Columbia TriStar Children's Television, Sony Pictures Family Entertainment, Warner Bros. Animation, Sony Pictures Television International (**Production**) and Fremantle Media Kids & Family Entertainment, now engaged in multiple projects of his own through his company Sandman Media;

Star Stable video game developer and publisher of Stockholm, Sweden;

Surge Licensing, Inc., a hugely successful family-run independent merchandising and licensing agency based in Jericho, Long Island;

Torn Banner, an interactive studio based in Toronto whose first game *Chivalry* leapt to #1 in online sales on Steam;

UYoung Entertainment of Beijing, China, worldwide producer, importer and exporter of children's and family entertainment across multiple media, including *Battle Claw* and *P. King Duckling*;

University Games of San Francisco, creators and publishers of many different board games;

Verité Entertainment, of Los Angeles, CA, independent production company for film, television, animation, new media and voiceover work;

Vistaprint GmbH, a Dutch global e-commerce brand that produces marketing products;

Wisteria Productions of Los Angeles, CA, the creative production loan out company of Rob Hudnut, formerly the long time executive in charge of producing family entertainment at Mattel;

Wow Unlimited Inc. of Vancouver, B.C., computer-generated animation production company and producers of multiple projects including *Reboot*;

Yager Development GmbH of Berlin, Germany, video game developer now a member of the Tencent family;

6/78 - 3/79:	Parcher & Herbert, P.C., New York, NY	Junior Partner
9/75 - 6/78:	Peter G. Eikenberry, New York, NY	Law Clerk & Associate
8/80 - 5/82:	Western New England School of Law	Adjunct Professor of Law

Education, Awards and Fellowships:

1974 - 1976	Columbia University School of Law, J.D.
1972 - 1973	Filmmaker-in-residence at Tufts University.
1970 - 1971	Watson Fellowship Recipient: National fellowship awarded to selected small-college graduates for fully financed year of independent travel.
1967 - 1970	Tufts College, B.A., Magna Cum Laude, in Political Science.

Admitted to Practice:

States:	State of New York; Commonwealth of Massachusetts.
Federal Courts:	Southern District of NY; Eastern District of NY; District of Massachusetts.

Lecturer:

On the entertainment, licensing and arts fields at: Boston Museum of Fine Arts School; Brandeis University; University of Massachusetts undergraduate and law schools; The Norman Rockwell Museum; Valley Writers Guild; Massachusetts Continuing Legal Education programs; Games Industry Law Summit (Lithuania); San Diego Comicon; Electronic Entertainment Expos (E3); LIMA Licensing Show; Harvard University School of Law, Suffolk University School of Law, Chapman, and Western New England Law Schools; U.S. Game Developers Conferences (GDC); UCLA; Russia and Eastern European Game Developers Conferences (KRI); Kidscreen Summits; Gamescom; the Copenhagen 3D Festival; Berlin Symposium on the German interactive industry; Animation Magazine's The World Animation Feature Films and VFX Summit (Keynote); the Law of Digital Games Conference (Co-Chair); the Osborne Clarke Summit on Interactive Entertainment (London); the Electronic Game Executives Summit (Mallorca); Games Law Conference (Russia), and the Northampton Film Festival, among others.

Memberships:

Hampshire County Bar Association; Massachusetts Bar Association; Video Game Bar Association; Emeritus Panel: Volunteer Lawyers for the Arts.

Languages:

Fluent in Spanish, some German.

Art Collection: Collection of contemporary Latin American paintings and drawings which has been exhibited in three museums to date.

Publications, Honors & Awards:

- Massachusetts Media Law Firm of the Year in 2015, 2016, 2017, 2018, 2019, 2020 and 2021
- Multiple selections as one of the top attorneys in the interactive world by Legal 500
- Outstanding Speaker Award at LIMA's UCLA extension course for licensing professionals
- Over 30 years of AV, the highest possible peer rating for legal ability and ethical standards from Martindale-Hubbell
- Over 15 years as one of the entertainment Super Lawyers in Massachusetts
- Multiple years as one of the two entertainment Super Lawyers in New England
- Author of the section on Development Agreements for the American Bar Association's *Video Game Law* published in 2016