

# Demystifying Indie Publishing Offers

August Brown  
Senior Producer  
Armor Games Studios

# Contracts! 😊

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# Contracts? ☹️

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# Contracts. 🤖

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# Why Listen to Me?

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**August Brown**

Kongregate  
Senior Producer



Armor Games Studios  
Senior Producer





# Why Be Skeptical of Me?

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**August Brown**

Works for a Publisher  
Like, all the time

Not a Lawyer  
Not even a little



# Why this Talk Though?

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# Why this Talk Though?

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# Why this Talk Though?

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# A Couple Caveats

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## A Couple Caveats

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**THERE ARE NO  
SUCH THING AS  
STANDARD TERMS**

# Setting Some Goals

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# Setting Some Goals

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# Setting Some Goals

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# Just One More Caveat

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# Just One Two More Caveats

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# Getting Into the Meat of It

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# IP Ownership

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- The Game's IP
  - Sequels/etc
  - Other Products





# IP Ownership

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- **The Game's IP**
  - Dev keeps IP
  - Publisher owns IP
- **Sequels/etc**
- **Other Products**





# IP Ownership

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# Contract Term (Duration)

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# Termination

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- Breach
- Cure Periods
- Termination for Convenience





# Termination

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- Breach
  - Cure Periods
  - Termination for Convenience





# Publisher Responsibilities

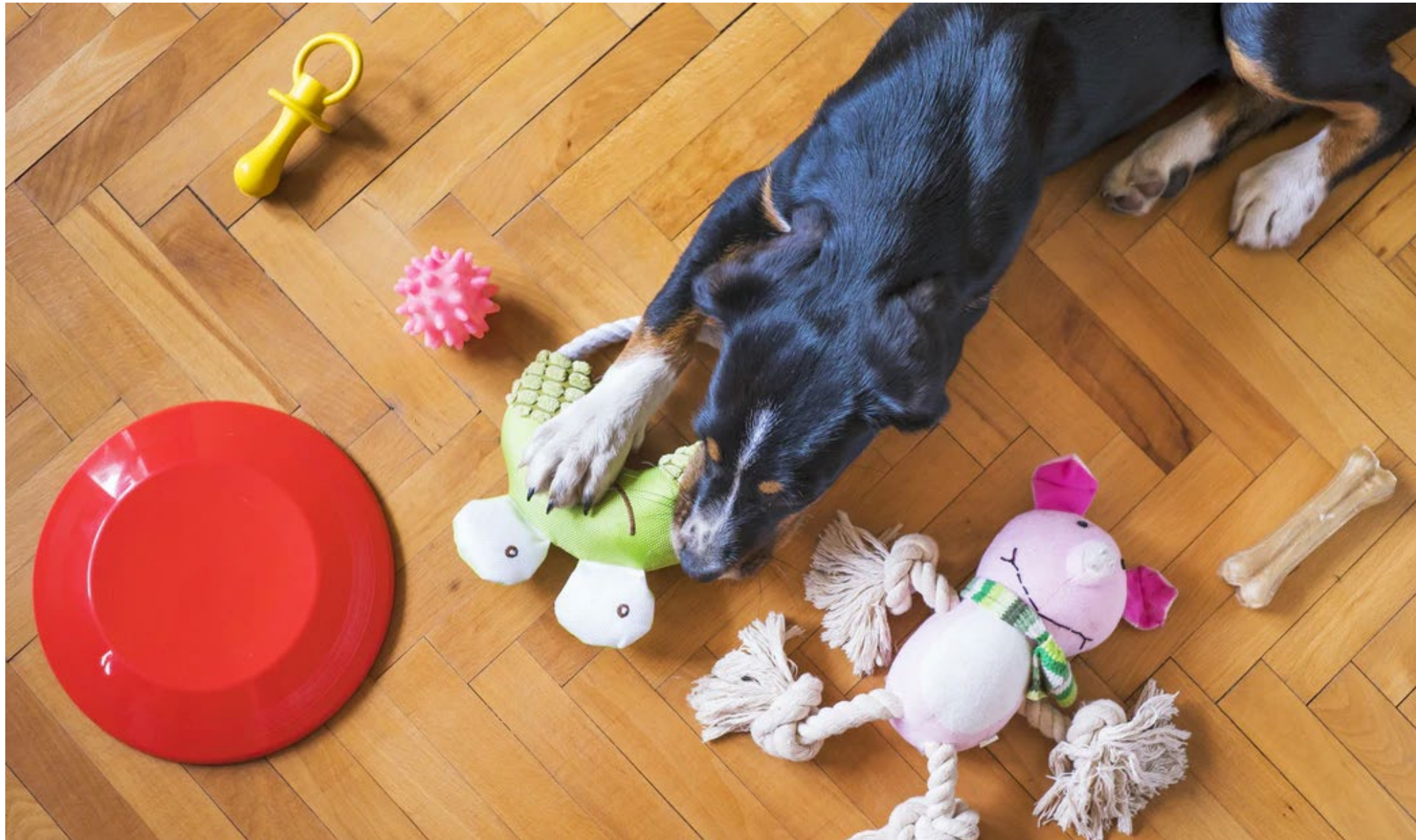
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# Publishing Rights

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# Funding

- Development Funding
  - Marketing
  - Localization/QA/etc
- Recoupable Costs
- Non-recoupable Costs





# Rev Share

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- Before Recoupment
- After Recoupment



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# Rev Share

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- **Before Recoupment**
  - Recoup from dev %
  - Recoup from all revenue
  - Rev share during recoup
- **After Recoupment**





# Rev Share

## ● Before Recoupment

- Recoup from dev %
- Recoup from all revenue
- Rev share during recoup

## ● After Recoupment



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# Royalties aka Getting Paid

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# Milestones

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- Monthly
- Deliverable-Based





# Milestones

- **Monthly**

- Even & predictable
- Allows for flexibility

- **Deliverable-Based**

- Allows for irregular funding needs
- ⚠ Keep quantitative but not *too* precise ⚠



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# Takeaways

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# Takeaways - Get a Lawyer

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# Takeaways - Pick Your Fights

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# Takeaways - Build a Rubric

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# Thank You!!!

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- Please Get a Lawyer
- Feel Free to Reach Out!
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  - [@augustjbrown](https://twitter.com/augustjbrown)

