

TOYS & GAMING

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The toys and gaming industry operates at the junction of creativity, business, safety, and fun. Importantly, it does it all on a global scale.

We assist toy makers, children's product brands, gaming and tech businesses protect what they create, comply with complex rules, and grow across borders. Our cross-practice team combines IP and brand protection, product safety and compliance, commercial, tax and supply chain expertise, employment and safeguarding, and children's privacy/age-appropriate design guidance.

Our multidisciplinary approach ensures that companies benefit from expertise across commercial law matters, data protection and AI regulation, corporate structures, employment, intellectual property, tax, immigration and global mobility, and regulatory compliance. We guide businesses through challenges including international corporate tax strategies, international expansion, and workforce management.

Spencer West is known for combining its innate business-minded approach with sector-specific knowledge and expertise. We deliver solutions that are globally relevant and thoughtfully tailored to your business objectives.



SPECIALIST EXPERTISE

Commercial & Corporate

- * Commercial contracts and agreements (supply, distribution, licensing, joint ventures, partnerships)
- * Data protection and privacy & AI regulation
- * Corporate governance and restructuring
- * M&A, private equity, and strategic investments .

Intellectual Property

- * Trademark, copyright, and design registration
- * IP licensing, franchising, and exploitation agreements
- * IP enforcement and dispute resolution

Employment

- * Employment contracts, consultancy agreements, and staff handbooks
- * HR support, policies, and training
- * Employment dispute resolution (unfair dismissal, discrimination, whistleblowing)

Tax

- * International corporate tax strategies
- * Strategic tax planning for businesses and HNW individuals
- * Tax-efficient remuneration and share schemes
- * Cross-border transactions, VAT, corporate finance, and real estate planning

Immigration & Global Mobility

- * Sponsorship and right-to-work compliance
- * Visas for employees, executives, and families
- * Global mobility advisory and cross-border workforce planning

GLOBAL REACH

Spencer West is more than a local player; we're a global legal force. Our international reach spans across Europe, Africa, the Americas, Asia Pacific and the Caribbean, ensuring we're always where you need us.

We've firmly planted our flag in business hubs worldwide and have formed trusted relationships with key experts in many additional locations, allowing us to provide comprehensive support, no matter where your legal challenges arise.



WORK HIGHLIGHTS

- * Advising a global toy group and implemented global tax planning strategies that reduced the effective tax rate and improved compliance across 15 jurisdictions.
- * Brand and content protection, licensing and enforcement work for leading toys and games companies (including anonymized and permissions-cleared matters).
- * Product safety and trading standards defense for importers and retailers, including compliance audits and recall advice.
- * Employment, safeguarding and data protection support for child-facing organizations.
- * Serve as independent general counsel to a privately held US toy manufacturer advising on cross-border corporate, commercial and litigation strategy.



CONTACT



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SPENCER WEST

Spencer West is a full-service international law firm with over 360 partners globally, in 25 jurisdictions. Known for its innovative, collaborative, and partner-led approach, Spencer West combines global reach with local expertise – delivering exceptional legal solutions across corporate, commercial, real estate, litigation, dispute resolution, and private client matters and supporting communities worldwide through grants from its Foundation. Founder funded and lawyer-led, Spencer West is built on trust, integrity, and a commitment to empowering lawyers to restore their positivity and enjoyment of the practice.

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