

Case Study Questions

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Case Studies

Purchase of a digital product on Steam grants a license, not ownership - End User Dilemma

Question 1

If GOG provides offline download support then why isn't it as popular as Steam?

Question asked by	Student ID
Abrar Mahabub Nowrid	200042103

Answer

- Steam has a much larger library of games compared to GOG. They don't have all the popular game titles that Steam has. So they fail to appeal to the gamers.
- The Steam app is incredibly feature rich, it provides a seamless gaming experience for casual and veteran gamers alike. Here GOG doesn't even come close compared to Steam

Even though GOG provides DRM-free offline downloads of games, the trade off just isn't worth it to switch to GOG from Steam. That's why it isn't as popular as Steam

Question 2

Even though it was clearly stated inside the terms of condition of Steam that any digital transaction that is made is a license purchase and not the actual game. Then why did people express their concerns and disappointment when Steam started to add notes inside the shopping cart?

Question asked by	Student ID
Shanta Maria	200042172

Answer

One point that should be considered, is that, a large portion of the users are casual users. They don't go through the terms or conditions in details. For most of the people, the buying process felt like a traditional process where one buys a game and then owns it. That's why when Steam started to add these notes, people were a bit taken aback by that. Hence the concerning reaction from the people.

Mrs. Fields Brand, Inc. v. Interbake Foods LLC: a trademark license agreement dispute

Question 3

It was mentioned that the Delaware Court conducted the ruling based on Delaware law, trademark licensing frameworks. But what were the specific legal factors that were relevant in this case?

Question asked by	Student ID
Ahmed Mahfuz Anan	200042173

Answer

The court actually mainly followed the Delaware contract law rather than the trademark framework. The specific factors that came into play were:

- Interpretation of contractual terms
- Contract negotiation history, internal communications
- Termination clauses
- Good faith and fair dealing