

On December 31st, 2018, USA TODAY wrote the article, "Athletes don't own their tattoos. That's a problem for video game developers." This article explains lawsuits surrounding digitized tattoos on digitized sports players. Therefore sports players with their tattoos are being digitized. The report states, "Mr. Gotti Flores said he had spent at least 40 hours tattooing NFL receiver Mike Evans, one of the few players with tattoos in Madden."

The article, "Athletes don't own their tattoos. That's a problem for video game developers," explains lawsuits surrounding digitized tattoos on digitized sports players. The purpose of video game designers digitizing sports players with their tattoos is to create a better representation of the player. LeBron James said, "My tattoos are a part of my persona and identity. If I am not shown with my tattoos, it wouldn't really be a depiction of me."

The article explains that lawyers are benefiting from lawsuits concerning digitized sports players with their tattoos. Lawyers are helping because, for each case, lawyers get paid for their work. Game developers and tattoo artists are harmed from lawsuits concerning digitized sports players with their tattoos. Game developers are harmed because "Although video game companies already pay to license copyrighted music, they may want to avoid the cost — as well as the logistical burden — of negotiating with hundreds of artists for rights to their tattoos." If the game developer does not negotiate with the hundreds of artists, then if a lawsuit unfolds, both the game developers and the tattoo artists would have to pay thousands in fees, harming both parties.

I think that our world is better off because of digital representation. I believe this because even though nobody (except for lawyers) likes lawsuits, being able to win a case because you have copyright laws backing your work is essential. Without copyright laws, then you wouldn't have digital representation, like we do today, making your creation open to the public for stealing. Digital representation backed by copyright laws makes the world a better place. If I was an artist and somebody copied my art without permission and then made money off it, I would be upset, but I would know that I could win the lawsuit.