

Title: GameStop filed an 8-K announcing the Immutable partnership due to regulatory requirements, not contractual obligations. This will be required for any substantial partnership.

Author: cryptocached

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The contract establishing a partnership between Immutable and GameStop includes stipulations about announcements and inclusion in the company's Annual Report, but makes no specific mention of earlier reporting via 8-K.

>GameStop will announce Immutable partnership/GameStop NFT marketplace in a shareholder company filing (either 10-K or 10-Q) if approved by GameStop investor relations team, legal team, and the Board of Directors

So why did GameStop file an 8-K detailing the partnerships with Immutable and Digital Worlds? Simple: the SEC requires all publicly traded companies to announce significant events to their shareholders by the timely filing of an 8-K. The SEC has a list of events that require the filing, and at the very top of that list is Entry into a Material Definitive Agreement. Formation of partnerships, such as those GameStop has established with Immutable and Digital Worlds, are prime examples of a Material Definitive Agreement.

<https://www.sec.gov/fast-answers/answersform8khtm.html>

Per SEC regulations, GameStop had to file the 8-K within four days of entering the agreements, which they managed to comply with.

Anyone claiming GameStop has established a secret partnership is effectively accusing them of violating these regulations. That or the so-called partnership is not materially relevant, which makes it not much of a partnership at all.