You, gaming and betting & Ince, in any case
In this fast-paced world you are seeking a pro-active business services partner that moves your company forward, someone who understands your challenges and the importance of commitment.

Meet Ince, your trusted partner, in any case.

From our offices in Europe, the Middle East and Asia, our dedicated team of legal and business services professionals can guide you in developing and delivering on your roadmap for sustainable success and provide you with advice that will not only safeguard your business interests but ensure you reap commercial rewards.

Providing you with strategic guidance and well considered advice, we are renowned for the depth and breadth of our legal services and our understanding of the industries in which you operate. We recognise your needs and offer business focussed legal services, together with advice that makes commercial sense.

One firm, in any case

With over 150 years of experience, we have cultivated a seamless 'one-firm' approach that is tailored to your personal needs and pairs you with the best legal and strategic business professionals in your field; whenever, wherever, and in any case.

Support, every step of the way

By leveraging our sector expertise, legal skills and market experience, you can feel safe in the knowledge that we will both handle complex legal issues on your behalf while providing you with expert strategic advice when the need arises.

9 countries
21 offices
30 different language capabilities
700+ employees worldwide, including support staff
500+ legal and business services professionals
We can make sure that you are on-target with constantly evolving Licence Conditions and Codes of Practice ("LCCP") and all related consumer protection legislation, including GDPR and the requirements to comply with advertising codes of practice and ensure that terms and conditions are fair. We have specific expertise in the complex field of AML and compliance with the 2017 Regulations transposing the Fourth EU Money Laundering Directive (4MLD).

We can provide desktop health audits to check that operators from all sectors comply with social responsibility and AML licence requirements.

Members of the team have worked in-house therefore giving valuable insights into the challenges and opportunities presented in the sector.

Our services include:

- UK and Gibraltar remote and land-based gambling licensing requirements and regulation, including lotteries, prize competitions and draws.
- Advice and assistance with Operating Licence applications to the Gambling Commission and on-going compliance with Licence Conditions and Codes of Practice (LCCP) and regulatory reporting.
- Structuring, international projects, global strategies and tax advice.
- Advice on all forms of gambling premises licences and permits, including gambling entitlements in alcohol licensed premises and clubs.
- Regulatory, operational and AML advice including fully compliant AML risk assessments, and support with identity and source of funds verification.
- Regulatory and criminal investigations, settlement strategy and representation.
- Back office solutions including compliance due diligence reports on third parties and customers.
- Commercial advice including M&A transactional and operational arrangements.
- Real estate advice and transactions.
- Commercial advice including contract drafting and negotiation, M&A transactional and operational arrangements and resultant Change of Corporate Control licensing requirements.

We are internationally recognised for our expertise in all aspects of gambling law and regulation. We advise large corporates, owner-managed businesses and start-up ventures across the gambling industry.

Our active involvement in gambling regulation and taxation, both in the UK, Gibraltar and abroad, means that we can offer you unrivalled knowledge of the latest developments, as well as the technological aspects of gambling products. Our dedicated gaming & betting specialists are on hand to support and service your needs.

Our extensive experience and industry knowledge regularly sees us working with a network of the foremost international gambling lawyers and regulators. We can advise you on all aspects of gambling law, ranging from overseas based online gaming operators and gaming suppliers, to land-based casinos, betting shops, bingo clubs, amusement arcades, liquor licensed premises, private clubs and lotteries, prize competitions and draws.
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