### Mojang & Minecraft Fans

### Who am I?



### Lydia Winters

### Mojang's Director of Fun

@LydiaWinter

### Minecraft



# Mojang





### Content

### What You Can Do

If you've bought the game, you may play around with it and modify it. We'd appreciate it if you didn't use this for griefing, though, and remember not to distribute the changes.

Any tools you write for the game from scratch belongs to you. You're free to do whatever you want with screenshots and videos of the game, but don't just rip art resources and pass them around, that's no fun. Plugins for the game also belong to you and you can do whatever you want with them, as long as you don't sell them for money. We reserve the final say regarding what constitutes a tool/plugin and what doesn't.

# Power

### Minecraft Snapshot 12w18a by Jens Bergensten on May 3, 2012

118 tweets

Important! This week's snapshot is extra experimental!

This week we've started working on separating the server logic from the client. The purpose of this is both to make it easier for us to add features (since we don't have to implement stuff "twice"), and also to make it possible for you to invite people to play on your local computer without setting up a server. In other words, more like how it works on Minecraft: Pocket Edition.

The work has not been completed yet, though, but a snapshot's a snapshot. However, the game should still run fine, and we've also made some other tweaks:

- More fixes to silk touch and block picking
- Wooden tools work in furnaces
- Villagers spawned from spawning eggs will get a random profession
- Updated language files
- <u>Etc</u>...

Get the snapshot here:

- Client: <u>http://assets.minecraft.net/12w18a/minecraft.zip</u>\* (See below!)
- Server: <u>http://assets.minecraft.net/12w18a/minecraft\_server.jar</u> (or EXE)

\* The client now comes with both the client-side and the server-side JAR files. The file called "minecraft.jar" should be in your ".minecraft/bin" folder as usual, and the "minecraft\_server.jar" file should be in a folder called ".minecraft/server".

If you havent downloaded Minecraft you can grab it here: www.minecraft.net/download

# Relatability



# Accessibility



David Kay @Verdian @notch Is it a game you would want to beat again? Expand



 Markus Persson @notch
 20 May

 @Verdian yes, but I need to take a break and do something else now.

 Like talk to friends and family. And sleep.

 P Hide conversation < Reply</td>
 Retweet \* Favorite

20 May

10:17 AM - 20 May 12 via web · Details

# Transparency

### $\leftarrow \text{last post} \qquad \text{next post} \rightarrow$



### Bethesda are suing us, here's the full story!

A lot of people want more details about what is going on, so here is everything I know:

First of all, I love Bethesda. I assume this nonsense is partly just their lawyers being lawyers, and a result of trademark law being the way it is.

About half a year ago, our lawyers recommended us to register "Minecraft" as a trademark, so we did. I had voted against it initially, but we did it anyway. Better safe than sorry, and all that. At the same time, we also applied for "Scrolls", the new game we're working on. We knew of no similarly named games, and we had even googled it to make sure. I'm not even sure if you CAN trademark individual words, like "Scrolls", but we sent in the application anyway.

(Disclosure: We've enforced the trademark for Minecraft once, when there was a minecraft clone on iOS, using our name. People were emailing me saying our iOS version was buggy and bad, so we asked them to change the name of their game, and they did.)

A while later, out of the blue, we got contacted by Bethesda's lawyers. They wanted to know more about the "Scrolls" trademark we were applying for, and claimed it conflicted with their existing trademark "The Elder Scrolls". I agree that the word "Scrolls" is part of that trademark, but as a gamer, I have never ever considered that series of (very good) role playing games to be about scrolls in any way, nor was that ever the focal point of neither their marketing nor the public image.

The implication that you could own the right to all individual words within a trademark is also a bit scary. We looked things up and realized they didn't have much of a case, but we still took it seriously. Nothing about Scrolls is meant to in any way derive from or allude to their games. We suggested a compromise where we'd agree to never put any words in front of "Scrolls", and instead call sequels and other things something along the lines of "Scrolls - The Banana Expansion". I'm not sure if they ever got back to us with a reply to this.

Today, I got a 15 page letter from some Swedish lawyer firm, saying they demand us to stop using the name Scrolls, that they will sue us (and have already paid the fee to the Swedish court), and that they demand a pile of money up front before the legal process has even started.

I assume this is all some more or less automated response to us applying for the trademark. I sincerely hope Bethesda isn't pulling a Tim Langdell.



Rarely updated rambling, ranting, and informing.

### Twitter!

Ø BillCheesey5
 Ø Ashlynnchoco yeah, sucks.
 Also hi
 33 minutes ago

I woke up pre-emptively, expecting my nemesis to start chirping. He's not there. I kinda miss the little sociopathic bastard. 37 minutes ago

@UberHaxorNova@Pewdie \*squeal\* 43 minutes ago

All my theories on intuitive stair physics are wrong. What if the gravity vector changes? What about sloped steps? Gah, programming. about 6 hours ago

If you know about the party and know me, and you haven't rsvp:ed, you might want to do so to get on the list. The party's going to be EPIC.

about 7 hours ago

follow me on Twitter



posted 9 months ago

# Acknowledgement



# **Community Projects**

# MinecraftEdu.com



### WHY MINECRAFT?

Every day, more and more teachers are using the world-building game Minecraft to engage and educate. The game is a true phenomenon and gamers young and old are using it in countless creative ways. Practitioners of Games Based Education have realized the potential and have embraced Minecraft in classrooms around the world. Now you can too!

### WHAT IS MINECRAFTEDU?

MinecraftEdu is the collaboration of a small team of educators and programmers from the United States and Finland. We are working with Mojang AB of Sweden, the creators of Minecraft, to make the game affordable and accessible to schools everywhere. We have also created a suite of tools that make it easy to unlock the power of Minecraft in YOUR classroom.



### WHAT DO WE OFFER?

- Educational discounts on the game We are able to sell Minecraft at up to 50% off the full price. <u>Buy now!</u>
- · Onsite workshops and inservice training for you and your colleagues.



For as much as 50% off the full price!





# Making a Difference

# \$450,000

# Community





Michael Rhinehart @opaque\_mango @LydiaWinters The face that there is so much diversity in the community is what is awesome to me. If you try you can learn about anything.

5m

1m

1m

2m

3m

View conversation



Brock @nuk3d

@LydiaWinters People starting events and such to get money raised for charities! I mean, I've never seen that before in the games Ive played
 View conversation 

 Reply
 Retweet
 Favorite



Noah Crispo @NoahC\_

QLydiaWinters The communication between the staff and the community. The constant back and forth is very refreshing.
 View conversation 

 Reply
 Retweet
 Favorite



Paul Saukas @Arasoi

@LydiaWinters Tough choice. It's a toss up for me, between the creativity and the kindness.

View conversation Reply Retweet Favorite

# @lydiawinters lydia@mojang.com