I'm not a robot

© 1993-2025 Wizards of the Coast LLC, a subsidiary of Hasbro, Inc. All Rights Reserved. Officer in government or business For the Canadian mountain, see The Vice President (mountain). "VP" redirects here. For other uses, see VP (disambiguation). This article needs additional citations for verification. Please help improve this article by adding citations to reliable sources. Unsourced material may be challenged and removed.Find sources: "Vice president" – news · newspapers · books · scholar · JSTOR (December 2021) (Learn how and when to remove this message) A vice president or vice-president, also director in British English, is an officer in government or business who is below the president (chief executive officer) in rank. It can also refer to executive vice presidents, signifying that the vice president is on the executive branch of the government, university or company. The name comes from the Latin term vice meaning "in place of" and typically serves as pro tempore (Latin: ‘for the time being’) to the president.[1] In some countries, the vice president is called the deputy president. In everyday speech, the abbreviation VP is used. See also: List of current vice presidents Former U.S. Vice President Joe Biden and his Chinese counterpart Xi Jinping in 2011 Azerbaijan's vice president Mehriban Aliyeva with former Latvian president Vaira Vīķe-Freiberga in 2017 In government, a vice president is a person whose primary responsibility is to act in place of the president on the event of the president's death, resignation or incapacity. Vice presidents are either elected jointly with the president as their running mate, or more rarely, appointed independently after the president's election. Most governments with vice presidents have one person in this role at any time, although in some countries there are two or more vice presidents–an extreme case being Iran's 14 vice presidents. If the president is not present, dies, resigns, or is otherwise unable to fulfill their duties, the vice president will generally serve as president. In many presidential systems, vice presidents may not wield much day-to-day political power, but are still considered important members of the cabinet, while other vice presidents might not have any purpose beyond acting in place of the president on the event of the president's death, resignation or incapacity. A few vice presidents in the Americas also hold the position of president of the senate; this is the case, for example, in Argentina, the United States, and Uruguay. The vice president sometimes assumes some of the ceremonial duties of the president, such as attending diplomatic functions and events that the actual president may be too busy to attend; the Vice President of the United States, for example, often attends funerals of world leaders on behalf of the president. A vice president, in some cases, may also be appointed by the president as the head of a ministry in the cabinet or to lead certain executive initiatives designated by the president. In parliamentary or semi-presidential systems, a vice president may coexist with a prime minister, as is the case in India and Namibia, but the presence of both offices concurrently is rare. Further information: Director (business) In business, "vice president" refers to hierarchical position that ranges from extremely senior positions directly reporting to C-level executives (in non-financial companies), to junior non-management positions with four to 10 years of experience (in financial companies). In non-financial businesses, vice presidents often report directly to the president or CEO of the company and are members of the executive management team. Some corporations that use this term may have individuals with the title of vice president responsible for specific business divisions (e.g., vice president for legal, vice president for sales and marketing, vice president for finance, and vice president for human resources). When there are typically several vice presidents in a company, these individuals are sometimes differentiated with titles denoting higher positions such as executive vice president or senior vice president, with the remaining management team holding the title vice president. The title of assistant vice president or associate vice president is used in large organizations below vice president and there can be a very convoluted list of other types of VPs as seen in the next section. As many of these VPs have minimal employees reporting to them, their necessity has been questioned, with for example Inc. magazine arguing to flatten the corporate hierarchy.[2] Similarly, as universities have adopted a corporate structure[3] there is concern over administrative bloat[4] and over-paying VPs.[5] Benjamin Ginsberg, a political scientist and professor, has claimed the proliferation of VPs and other administrators is destroying universities.[6] "Corporate vice president" is an older term that usually denotes a vice president that is named as a corporate officer by the board of directors. Not all vice presidents in a company in the modern business environment are named as an official corporate officer.[citation needed] Depending on the specific organization, the following may be an example of the hierarchy of the vice presidents. The following list explains where the VP sits in an organization:[citation needed] President Joint president Deputy president First executive vice president (FEVP) Senior executive vice president (SEVP) Executive vice president (EVP) Senior vice president (SVP) Group vice president (GVP) Vice president (VP) Additional vice president (Addl. VP) Joint vice president (Jt. VP) Deputy vice president (Deputy VP) Associate vice president (Asso. VP) Assistant vice president (Asst. VP) Chief general manager (CGM) Senior general manager (SGM) General manager (GM) Deputy general manager (DGM) Assistant general manager (AGM) Chief manager (CM) Senior manager (SM) Manager (M) Deputy manager (DM) Assistant manager (AM) Rank U.S. executive officer UK executive officer Investment bank executive officer India senior management hierarchy Asia Pacific executive officer 1 President (second to chief executive officer) Managing director (second to CEO) President Managing director (third to chairman, equal or sometimes second to CEO) President 2 Deputy president Deputy managing director Deputy president Deputy managing director or group executive or group head Deputy president 3 First executive VP or senior EVP Executive director SEVP Joint president or SEVP Deputy president 4 Executive VP or group VP Group director EVP EVP or director EVP 5 Senior VP Senior director Senior managing director Senior VP Senior VP 6 Corporate VP Director Managing director Group VP Corporate VP 7 Vice president Deputy director Executive director Vice president Corporate VP This comparison is not strictly correct, as director is a legal term, meaning someone registered with the relevant country's company registrar (or simply named in the legal documents, for countries not having company registration) as having managerial control of the company, and having legal responsibility for its operation, whilst a vice president does not. In either case the responsibilities may be overall to the company, a region (US, EMEA, CEE...), business unit or function such as sales, marketing, IT etc. In financial companies, a "vice president" is usually a seniority rank that denotes higher responsibility, though such may not be leadership. The title does not denote a leadership position within the company, but often a role relatively junior to the executive board. Financial services companies have multiple vice presidents,[7] possibly because the title is a form of delayering when an employee can not be moved higher in the organization but still deserves recognition.[8] In most cases, the title merely implies that someone is in a medium-seniority individual contributor role. Larger financial institutions have thousands of employees with the title "vice president".[9] In other organizations (e.g., trade unions, societies, clubs) one or multiple vice presidents are elected by the members of the organization. When multiple vice presidents are elected, the positions are usually numbered to prevent confusion as to who may preside or succeed to the office of president upon vacancy of that office (for example: first vice president, second vice president, and so on).[10] In some cases vice presidents are given titles due to their specific responsibilities, for example: vice president of operations, finance, etc.[10] In some associations the first vice president can be interchangeable with executive vice president and the remaining vice presidents are ranked in order of their seniority. Sometimes a vice president is also called presidium member, especially when there are more than person holding the post. The primary responsibility of the vice president of a club or organization is to be prepared to assume the powers and duties of the office of the president in the case of a vacancy in that office.[10] If the office of president becomes vacant, the vice president (or in clubs with multiple vice presidents, the VP that occupies the highest-ranking office), will assume the office of president, with the lower vice presidents to fill in the remaining vice presidencies, leaving the lowest vice presidency to be filled by either election or appointment.[10] If the bylaws of a club specifically provide of the officer title of president-elect, that officer would assume the powers and duties of the president upon vacancy of that office only if specified in the bylaws.[10] ^ "vice", etymoonline.com ^ "3 Reasons to Eliminate Hierarchy in Your Company". Inc.com. 21 November 2013. Archived from the original on 2013-11-24. Retrieved 30 May 2018. ^ "The Slow Death of the University". 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For example, other rights such as publicity, privacy, or moral rights may limit how you use the material. Address: 1801 Lind Avenue SW Renton, Washington 98055 U.S.A. Telephone: (425) 226-6500 Fax: (425) 271 5215 Private Company Incorporated: 1990 Employees: 500 Sales: $150 million (1997 est.) SICs: 3944 Games, Toys, & Children's Vehicles Wizards of the Coast Inc. has gone from seven employees to over five hundred. We have moved from a basement to offices located throughout the world. We have reached into cyberspace and we have reached for the stars. It is our goal to make games as big as the movies, and we can't get there if we don't have the right people. Company History: Wizards of the Coast Inc. is an international leader in the adventure game industry and is perhaps best known as the publisher of the world's best-selling trading card game, Magic: The Gathering. Wizards of the What?: Starting, 1991 Wizards of the Coast was founded in 1990 by Peter Adkison, a systems analyst at Boeing. With a dream of establishing a career in the adventure gaming business, Adkison and six other young visionaries began creating and developing role-playing games in their spare time. Adkison asked game aficionado Richard Garfield--who, with a B.S. in Computer Mathematics and a Ph.D. in Combinational Mathematics, was teaching at Whitman College in Walla Walla, Washington, at the time to design a card game that was fun, portable, and could be played in under an hour. Garfield, who had been designing his own games since age 15, and George Skaff Elias, another graduate student in mathematics, went away and worked on it. Gathering the Magic, 1993 Two years later, in August 1993, WotC (rhymes with Yahtzee), with a staff of eight, operating out of the basement of Adkison's home, released that trading card game created by Garfield and Skaff, called Magic: The Gathering. The game, set in the imaginary realm of Dominia, featured wizards challenging one another for control of the land. Players used cards representing fantastic creatures and spells to reduce their opponents' score from 20 to 0 and win the game. Magic: The Gathering--both a game and a collectible item--was the first product of its kind to be released and it surprised the gaming industry, becoming one of the most popular games in history, outselling Monopoly and Trivial Pursuit, and spawning an entire new sub-industry within the gaming industry, based on trading cards. Each deck of 40 or so cards is different from every other deck, giving players/collectors no lack of items to buy. The Black Lotus card, which is extremely rare, has sold for over $1,000 in a flourishing "black market" for cards. Over 10 million cards were sold in six weeks in more than 10,000 book, music, and comic book stores, including Barnes & Noble, Tower Records, Babbages/Software Etc., and Borders Books. More than five million players throughout the world would go on to play it, and it would be published in nine languages and in over 65 countries. A bimonthly magazine called the Duelist, which offers rules, strategy tips, and tournament news, was also created. Due to the success of Magic, Garfield, whose influences included Lewis Carroll and J. R. R. Tolkien, was able to quit teaching and pursue his true passion of game design, coming on board with WotC full-time in June 1994. Several months later, in October, WotC released Garfield's RoboRally, the company's first major board game, designed by Garfield while he was still a graduate student at the University of Pennsylvania. In the fast-paced, futuristic game, players attempt to be the first to maneuver their robots across a wild and treacherous factory floor. The company's skyrocket to the top allowed it that year to relocate to an office in Renton, Washington, and open international offices in Milan, Paris, and Antwerp. Trading card collecting in general surged in popularity from 1992 to 1995, losing a bit of momentum in the wake of 1994's Major League Baseball strike. In 1995, Garfield created a card game called The Great Dalmuti, which was WotC's first game to be distributed through retail channels. The game is based on a medieval theme, and players are either kings, peons, or merchants. That year the company also purchased Ohio-based Andon Unlimited, a company which ran trade shows. But, suffering from growing pains, WotC eliminated its Everway, Ars Magica, and Slay Industries games. In 1996, telecommunications giant MCI entered into a partnership with WotC, with an estimated $750,000 three-year sponsorship of the latter's Magic: The Gathering U.S. Tournament, and releasing prepaid phone cards featuring Magic artwork--a perfect premium for a collectible-friendly market and a hotline number for fans wanting up-to-the-minute tournament information, including tour dates, individual player rankings, and game strategy. In November of that year, WotC released a BattleTech trading card game, based on FASA Corporation's popular board game of the same name. The WotC strategic card game transports players into the 31st century, where they assume the role of commanders and control armies of 30-foot-tall walking tanks known as "BattleMechs." The game would go on to become the second best-selling trading card game in the United States, behind Magic: The Gathering. David Buys Goliath: Wizards of the Coast Buys Struggling TSR, 1997 By February 1997, in order to not dilute Magic's pure gamer image, WotC had only teamed with eight licensees, including software developers Acclaim Entertainment Inc. and Microprose Inc. (who released two CD-ROMs: Magic: The Gathering, a PC version of the game, and Magic: The Gathering Desktop Themes, images from the game), book publishers Workman and Carlton Books Limited, and apparel manufacturer Nice Man, to generate approximately $1 million in licensed Magic business. The company had also already received movie and television offers, but was holding off for the time being. Acclaim's comics division began publishing a Magic comic book series and publisher HarperCollins released 12 paperback science fiction and fantasy novels based on the game under the HarperPrism imprint, featuring such authors as William R. Forstchen. In April, in a move that stunned the gaming world, WotC, still considered an upstart by many analysts despite the staggering success of its Magic: The Gathering card game, announced its intent to acquire struggling veteran gaming company TSR Inc. for an undisclosed amount. TSR, founded in 1973, in its 25 years in business, had created hundreds of games, including children's board games, adult strategy games, dice games, card games, war games, and, of course, numerous role-playing games, translated into more than a dozen languages and sold in over 50 countries. TSR was best known for its publication of former insurance underwriter E. Gary Gygax's highly successful fantasy/adventure role-playing games Dungeons & Dragons (debuting in 1974), followed by Advanced Dungeons & Dragons, which went on to be played by millions of gamers throughout the world, singlehandedly creating the billion-dollar role-playing game industry. The D&D concept went on to expand into supporting settings such as Greyhawk Adventures, the Forgotten Realms classic sword-and-sorcery campaign set in a medieval world, the Planescape campaign in alternate realities and different planes of existence, and the Ravenloft classic gothic horror campaign in the haunted lands of the vampire Strahd and the archlich Azalin. A second gaming system, called Saga, concentrates more on roles than rules, in an easy-to-use role-playing system that revolves around drama and storytelling, featuring the wildly successful DragonLance saga, set on the world of Krynn and brought to life in novels by authors Margaret Weis and Tracy Hickman, and the Marvel Super Heroes Adventure Game, which lets players role-play in one of the most popular universes in the world, featuring Spider-Man, The X-Men, The Avengers, and The Fantastic Four. TSR also ranked as one of the world's top fantasy and science fiction book publishers. Since first publishing in the early 1980s, the company had sold millions of copies of its novels, most derived from its gaming series, some of which would reach New York Times best-selling status, and featuring authors such as Simon Hawke, Rose Estes, Christie Golden, James Lowder, and Gygax himself, as well as launching the careers of R. A. Salvatore, Troy Denning, and Douglas Niles, among others. In addition to book publishing, TSR also published two successful gaming periodicals, Dragon Magazine and Dungeon Adventures Magazine, both of which focused on the role-playing game industry, specifically TSR's games. TSR also licensed its properties to other media, including television (Total Entertainment Network) and electronic games (Interplay Inc. and Sierra On-Line). Former TSR president Lorraine Williams assumed majority control of the firm from Gygax in the mid-1980s after a hotly contested stock sale to Williams by two other shareholders. Speculation ran rampant as to what would happen to the gaming giant under its new ownership by WotC. TSR headquarters and most of the staff (including Amazing Stories editor Kim Mohan, but notably excluding TSR book editor Brian Thomsen) were moved from their longtime home of Lake Geneva, Wisconsin, to WotC's facility in Washington state. WotC announced its intention to continue running the world's largest gaming convention, with attendance at over 25,000 annually, GenCon in Lake Geneva. One of the major issues to be resolved in the purchase was the payment of royalties owed to a number of TSR authors. TSR was publishing nearly 60 books per year at the time of its purchase, all of which were distributed by Random House Inc. The Science Fiction and Fantasy Writers of America Inc. (SFWA) led a vocal group of writers into negotiations, which finally resulted in WotC agreeing to cover TSR's debts. Not content with just one acquisition, WotC also purchased Five Rings Publishing Group Inc. in 1997, best known for its Legends of the Five Rings trading card game, the Star Trek: The Next Generation collectible dice game, and the Dune: Eye of the Storm trading card game. WotC also released two new games designed by WotC wizard Richard Garfield. Corporate Shuffle, a card game based on the United Features Syndicate Dilbert comic strip by Scott Adams, was released in May 1997. The game, featuring full-color cartoons of Dilbert, his ignorant superiors, his clueless coworkers (including the delightful Ratbert and evil Human Resources Director Catbert), and his cynical dog, Dogbert, appealed to gamers of all ages, satirizing the chaos and quirks of 1990s corporate life as players compete in a mad dash to climb the corporate ladder and assume the title of "Big Boss," with all its perks. By then the fervor for Magic cards had sparked criminal acts, with dealers reporting theft of the cards from their stores. A BRANDWEEK article entitled "The Gathering Storm" highlighted a report that "four street toughs mugged a trio of gamers at knifepoint for their collection of Magic cards valued at nearly $2,400." Other stories surfaced about riots in Japan, precipitated by dwindling supply. WotC insisted such stories were exaggerated, but the company took tighter rein of its image in June 1997, launching its first national ad campaign via Moffatt Rosenthal, San Francisco. Hoping to extend the popularity of its highly successful Magic: The Gathering game beyond a young, male demographic, WotC released an introductory version of the game called Portal, which introduced new players to the same sophisticated game mechanics, portability, and professional artwork that made Magic: The Gathering an international success. The national cable-television ad campaign, which accounted for 62 percent of WotC's entire advertising budget was supplemented by ads appearing in Rolling Stone, Spin, and Swing, among others, and demos appearing at state fairs, the H.O.R.D.E. music tour, in-line skating and mountain biking events, military bases, and Miller Lite's Dog Days of Summer Concert Series featuring acts like Patty Loveless and Ted Nugent. Portal Second Age would quickly follow, as well as the advanced-level Fifth Edition game of Magic, and expert-level products like the Tempest and Stronghold expansion decks. Also in 1997, WotC opened The Wizards of the Coast Game Center in Seattle, the first gaming environment and entertainment center for adventure gaming enthusiasts in the world. The facility featured more than 250 games, including the BattleTech virtual reality center, with a dozen interactive simulator pods; 3,800 square feet of state-of-the-art video game and pinball machines; 1,800 square feet of retail store; a selection of computer network games; a 5,000-square-foot tournament center for organized game playing; and multiple players' lounges. The center became a testing site for other top gaming manufacturers such as Atari and Williams/Bally, and also the headquarters for the official Magic: The Gathering World Tournament, featuring more than $1 million in prize money. WotC also received a patent on The Trading Card Game Method of Play by the U.S. Patent Office. WotC started 1998 with a bang, releasing four games (Twitch, Pivot, AlphaBlitz, and Go Wild!) in February. The Twitch card game is all about quick reflexes, speed, and accuracy. Three-to-six players quickly flip colored cards into a bowl. If players are slow or make mistakes, others may challenge and penalize them. Like Go Fish or Uno, the first one to run out of cards wins. In the Pivot card game, a dynamic game of ups and downs, two to eight players must turn on a dime. Rules change, directions switch, and play shifts, adding to the excitement of the game. Again, the first player to run out of cards wins. The AlphaBlitz game introduced an innovative approach to word games. Created by one of the world's leading word-puzzle designers, the card game pits two to six players against each other in a race to unscramble words and stump their opponents. AlphaBlitz can be played either for speed or strategy, making it two word-making games in one product. In the Go Wild! game of wild cards, two to six players play sets of matching colored cards to win tricks and points. The first player to win the first of three tricks becomes "The Wild One"--the only player who can use wild cards--until another player seizes the title. The balance of power shifts quickly in the strategic card game, making it uncertain who will score 20 points first and win. Several months later, in April, WotC teamed with WildStorm Productions to release C23. The science fiction trading card game, part of WotC's new ARC System of games (which eventually would feature games based on Xena: Warrior Princess and Hercules: The Legendary Journeys), featured story and art by famed comic artist Jim Lee (best known as co-creator of Image Comics and WildStorm Productions) and writer Brandon Choi (the team responsible for creating such major comic properties as Gen13 and WildC.A.T.S.: Covert Action Teams), blending the fundamentals of a traditional trading card game with comic-style art. The post-apocalyptic Earth setting featured cybernetically enhanced humans and genetically altered humans battling for control of the planet's surface. Players compete by using resource, character, action, and combat cards to discard cards from their opponents' decks. The first player to empty his or her opponent's deck of cards wins. The release was accompanied by a C23 comic book series, the first issue of which was written by Jeff Mariotte (also writer for Desperadoes, Hazard, and DefCon 4, among others), and featured painted covers by Travis Charest, and was drawn by Alexander Lozano. In May, WotC announced an agreement with Viacom Consumer Products, the licensing division of Paramount Pictures, for the premiere issue of the relaunch of Amazing Stories, the world's oldest science fiction magazine (founded in 1926 by Hugo Gernsback, the father of modern science fiction), to feature cover art and original short stories from the legendary Star Trek: The Next Generation television show. Also in 1998, TSR released Alternity, a science fiction role-playing game which furnishes rules for all science fiction, from contemporary Earth settings to far-future space epics. The Star*Drive Campaign features a universe of star-spanning adventures set in the distant future in The Verge, a region of space on the frontier of human exploration. So the upstarts on the West Coast continued into the end of the 20th century with nothing but growth in sight. Principal Subsidiaries: Five Rings Publishing Group Inc.; TSR Inc. Further Reading: Adler, Jerry, "Magic's Kingdom," Newsweek, May 26, 1997, p. 68. Angel, Karen, "Harper Titles with a Magic Touch," Publishers Weekly, February 3, 1997, p. 31. Baker, M. Sharon, "Wizards' Magic Is Powerful, But Other Games Falter," Puget Sound Business Journal, December 15, 1995, p. 3. ------, "Wizards of the Coast Seeks to Extend Magic's Powerful Spell," Puget Sound Business Journal, January 27, 1995, p. 1. 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"Wizards of the Coast Conjures Up a Higher Profile," BRANDWEEK, April 13, 1998, p. S12. Source: International Directory of Company Histories, Vol. 24. St. James Press, 1999. Reddit and its partners use cookies and similar technologies to provide you with a better experience. By accepting all cookies, you agree to our use of cookies to deliver and maintain our services and site, improve the quality of Reddit, personalize Reddit content and advertising, and measure the effectiveness of advertising. By rejecting non-essential cookies, Reddit may still use certain cookies to ensure the proper functionality of our platform. For more information, please see our Cookie Notice and our Privacy Policy. Secret Lair is here to celebrate everything we love about Magic (plus some epic collaborations)! You'll find cards with fun and funky art, new artists, and styles you never saw coming. But act fast! Each drop is only available for a limited time. Miss a drop, and it's gone! Start playing for free! MTG Arena is a digital collectible card game available on desktop and mobile. Get 3 free digital card packs sent to your in-game inbox when you login! Bring the strategy. Bring the action. MTG Arena brings the legendary strategy card game to PC, Mac, Android, and iOS. Magic is about community. Gather and play your way whether at your local game store, at home with friends, or online with SpellTable. Experience the original digital platform for fans of Legacy, Modern, and other classic Magic formats. Available on PC! Follow the Magic Pro League, compete in digital and tabletop tournaments! April 11, 2025 Return to one of Magic’s most iconic planes for an epic battle between dragons and clans. Tarkir is now bigger and bolder than ever, filled with cinematic action, dynamic clan gameplay, and powerful new dragons that add lasting firepower to your collection. February 14, 2025 Buckle up! It's time to get behind the wheel in Aetherdrift, a multiversal race filled with adrenaline-fueled Magic gameplay across three worlds. January 24, 2025 Dig up reprints from across Innistrad’s history and iconic characters. You might even uncover a coveted Edgar Markov (the first vampire of Innistrad) card. Time to rediscover everything you love to fear! November 15, 2024 Your favorite Legends and Planeswalkers are here with quintessential magic from across the Multiverse. This set was made for past, present, and future Magic players. Time to share your spark! September 27, 2024 Dare to enter Duskmourn. This plane-enveloping House sets the scene for fears to come to life. It's your skin in the game! Renton, Washington, United States Wizards of the Coast (often referred to as WotC or simply Wizards) is an American publisher of games, primarily based on fantasy and science fiction themes and the current license holder of Dungeons & Dragons and its Forgotten Realms campaign setting. Originally a basement-run role-playing game publisher, they popularized the collectible card game genre with Magic: The Gathering in the mid-1990s. Today they publish board games, collectible card games and role-playing games. Currently they are a subsidiary of Hasbro. History Wizards of the Coast was founded by Peter Adkison in 1990 just outside Seattle, Washington, and their headquarters is still in nearby Renton. Originally the company only published role-playing games such as the third edition of Talislanta and their own The Primal Order. The release of The Primal Order brought legal trouble with Palladium Books suing for references to their game and system.[1] The suit was settled in 1993 by Wizards paying an undisclosed sum to Palladium and agreeing not to mention their products again.[2] However, it made its indelible mark when at Gen Con in August 1993, the company debuted Richard Garfield's Collectible card game Magic: The Gathering under the shell company Garfield Games to shelter it from the legal battle with Palladium. The success of Magic generated revenue that carried the company out of the original basement headquarters and into its own offices. In 1994, they expanded their role-playing game line by buying SLA Industries from Nightfall Games and Ars Magica from White Wolf, Inc. In 1995 they released Everway and then closed their roleplaying game product line with Peter Adkison explaining that they were doing a disservice to the games with lack of support and had lost money on all of their roleplaying game products.[2][3] In 1997, Wizards of the Coast was granted US patent 5662332 on Collectible card games[2], followed by the purchase of TSR, Inc., the cash-strapped makers of Dungeons & Dragons. Many of the creative and professional staff of TSR relocated from Wisconsin to the Renton area, and Wizards re-hired many game designers who had been laid off during the troubled last years of TSR. TSR was used as a brand name for a while, then retired. Wizards of the Coast allowed the TSR trademarks to expire. The game and toy giant Hasbro bought Wizards of the Coast in September 1999. Between 1997 and 1999, they spun off several well-loved but poorly-selling campaign settings (most notably Planescape, Dark Sun and Spelljammer) to fan groups, focusing their business primarily on the profitable Greyhawk and Forgotten Realms lines. In 1999, Wizards of the Coast also published the highly successful Pokémon Trading Card Game for a number of years before Nintendo took back control. Wizards of the Coast also ran a chain of gaming retail stores, run under the names "The Game Keeper" and "Wizards of the Coast," including their flagship gaming center on the Ave in Seattle for several years. The gaming center was closed by March of 2001[1] and eventually Wizards announced in December 2003 that it would close all stores in order to concentrate on game design. The stores were closed in the spring of 2004. In early 2006 Wizards of the Coast filed a lawsuit against Daron Rutter, operator of the MTGSalvation website. [4] The lawsuit accused Rutter of engaging in copyright infringement, contributory copyright infringement, trade secret violation, unjust enrichment, and breach of contract. The charges stemmed from Rutter publicly posting confidential prototypes for upcoming Magic: The Gathering card sets to his website. Wizards of the Coast attempted to obtain summary judgment.[5] The case was settled out of court, and the terms of the settlement have been sealed.[6] Games and products Board games (produced under the Avalon Hill name) Collectible card games Miniature Games Role-playing games and supplements Wizards of the Coast drafted the Open Game License used by Open Gaming Foundation and the d20 system. Standalone card games Fantasy novel series Wizards of the Coast also publishes many fantasy novel series based on its other game products. Some of these are now out-of-print. Wizards also has a juvenile publishing imprint, Mirrorstone Books, which has produced books for StarSisterz, Dragonlance: The New Adventures and Knights of the Silver Dragon. Appendix External links Wizards of the Coast's official site Publication list on Pen & Paper References Wizards is a family of studios, we specialize in building roleplaying games, trading card games, and digital games for all types of players. Wizards of the Coast (often referred to as WotC or simply Wizards) is an American publisher of games, primarily based on fantasy and science fiction themes. Originally a basement-run role-playing game publisher, the company popularized the collectible card game genre with Magic: The Gathering in the mid-1990s, acquired the popular Dungeons & Dragons role-playing game by purchasing the failing company TSR, and experienced tremendous success by publishing the licensed Pokémon Trading Card Game. The company's corporate headquarters are located in Renton, Washington.[1] Today, Wizards of the Coast publishes role-playing games, board games, and collectible card games. They have received numerous awards, including several Origins Awards. The company has been a subsidiary of Hasbro since 1999. History[] Wizards of the Coast was founded by Peter Adkison in 1990 just outside Seattle, Washington, and its headquarters is still in nearby Renton.[2] Originally the company only published role-playing games such as the third edition of Talislanta and its own The Primal Order. The 1992 release of The Primal Order, a supplement designed for use with any game system,[3] brought legal trouble with Palladium Books suing for references to Palladium's game and system.[4] The suit was settled in 1993 by Wizards paying an undisclosed sum to Palladium and agreeing not to mention Palladium's products again.[5] In 1990, Richard Garfield approached Wizards of the Coast with the idea for a new board game called RoboRally, but was turned down because the game would have been too expensive for Wizards of the Coast to produce.[6] Instead, Adkison asked Garfield if he could invent a game that was both portable and quick-playing, to which Garfield agreed.[6] Adkison set up a new corporation, Garfield Games, to develop Richard Garfield's collectible card game concept, originally called Manaclash, into Magic: The Gathering. This kept the game sheltered from the legal battle with Palladium, and Garfield Games then licensed the production and sale rights to Wizards until the court case was settled, at which point the shell company was shut down. Wizards debuted Magic in July 1993 at the Origins Game Fair in Dallas.[4] The game proved extremely popular at Gen Con in August 1993, selling out of its supply of 2.5 million cards, which had been scheduled to last until the end of the year.[6] The success of Magic generated revenue that carried the company out from the handful of employees in 1993 working out of Peter's original basement headquarters into 250 employees in its own offices in 1995.[5] In 1994, Magic won both the Mensa Top Five mind games award[7] and the Origins Awards for Best Fantasy or Science Fiction Board game of 1993 and Best Graphic Presentation of a Board game of 1993.[8] In 1994, Wizards began an association with The Beanstalk Group, a brand licensing agency and consultancy, to license the Magic brand.[9] After the success of Magic, Wizards published RoboRally in 1994, and it soon won the 1994 Origins Awards for Best Fantasy or Science Fiction Board Game and Best Graphic Presentation of a Board Game.[10] Wizards also expanded its role-playing game line by buying SLA Industries from Nightfall Games and Ars Magica from White Wolf, Inc. in 1994.[5] In 1995, Wizards published another card game by Richard Garfield, The Great Dalmuti, which won the 1995 Best New Mind Game award from Mensa.[10] In August 1995, Wizards released Everway and then four months later closed its roleplaying game product line. Peter Adkison explained that the company was doing a disservice to the games with lack of support and had lost money on all of Wizards' roleplaying game products.[9] Also in 1995, Wizards' annual sales passed US$65 million.[11] Acquisition of TSR and Pokémon[] File:Peter Adkison-2007.jpg Peter Adkison, founder of Wizards of the Coast, at Gen Con Indy 2007 Wizards announced the purchase of TSR, the cash-strapped makers of Dungeons & Dragons on April 10, 1997.[5] Wizards acquired TSR and Five Rings Publishing Group for $25 million.[12] Many of the creative and professional staff of TSR relocated from Wisconsin to the Renton area. Wizards used TSR as a brand name for a while, then retired it, allowing the TSR trademarks to expire. Between 1997 and 1999, the company spun off several well-loved but poorly selling campaign settings (including Planescape, Dark Sun and Spelljammer) to fan groups, focusing business primarily on the more profitable Greyhawk and Forgotten Realms lines.[13] In Summer 1997, Wizards revisited the concept of a 3rd edition of Dungeons & Dragons, having first discussed it soon after the purchase of TSR.[14] In 2004, Adkison looked back on the decision; "Obviously, we [Wizards] had a strong economic incentive for publishing a new edition; sales for any product line tend to spike when a new edition comes out, assuming the new edition is an improvement over the first. And given the change in ownership we thought this would be an excellent opportunity for WotC to 'put its stamp on D&D.Template:' "[14] He later "Set [the] overall design direction for the new editonTemplate:Sic of D&D."[15] Wizards released the third edition of Dungeons & Dragons in 2000, as well as the d20 System. With these releases came the Open Game License, which allowed other companies to make use of those systems.[5] The new edition of the D&D game won the 2000 Origins Award for Best Roleplaying Game.[10] In 2002, Wizards sponsored a design contest which allowed designers to submit their campaign worlds to Wizards, to produce an entirely original campaign world; Wizards selected "Eberron", submitted by Keith Baker, and its first hardcover book was released in June 2004. In 2003 Wizards released version 3.5 of Dungeons & Dragons and the d20 system.[5] Wizards helped to celebrate the 30th anniversary of the D&D game at Gen Con Indy 2004.[16] On August 2, 1997, Wizards of the Coast was granted U.S. Patent 5,662,332 on collectible card games.[5] In January 1999, Wizards of the Coast began publishing the highly successful Pokémon Trading Card Game.[9] The game proved to be very popular, selling nearly 400,000 copies in less than six weeks, and selling 10 times better than Wizards' initial projections.[17] There was such a high demand for Pokémon cards that some sports card series were discontinued in 1999 because so many printers were producing Pokémon cards.[6] The game won the 1999 National Parenting Center's Seal of Approval.[10] Within a year, Wizards had sold millions of copies of the Pokémon game, and the company released a new set that included an instructional CD-ROM.[18] Wizards continued to publish the game until 2003. One of Nintendo's affiliates, Pokémon USA, had begun producing a new edition for the game before the last of its agreements with Wizards expired September 30, and Wizards filed suit against Nintendo the following day, October 1, 2003.[19][20] The two companies resolved their differences in December 2003 without going to court.[21] Acquisition by Hasbro[] Seeing the continued success of Pokémon and Magic: The Gathering,[6] the game and toy giant Hasbro bought Wizards of the Coast in September 1999, for about US$325 million.[22][23] Hasbro had expressed interest in purchasing Wizards of the Coast as early as 1994, and had been further impressed after the success of its Pokémon game.[5] Avalon Hill was made a division of Wizards of the Coast,[24] in late 1999; the company had been purchased by Hasbro in the summer of 1998. Vince Caluori became President of Wizards of the Coast in November 1999.[25] As of January 1, 2001, Peter Adkison resigned from Wizards.[5] Chuck Huebner became President and CEO of Wizards of the Coast in June 2002, and Loren Greenwood succeeded Huebner in these positions in April 2004. Greg Leeds succeeded Loren Greenwood as President and CEO of Wizards of the Coast in March 2008.[26] As of 2008, the company employs over 300 people.[2] In November 1999, Wizards announced that Gen Con would leave Milwaukee after the 2002 convention.[27] Hasbro sold Orig