



THE US DEFEND TRADE SECRETS ACT AND EUROPEAN TRADE SECRETS DIRECTIVE OF 2016: What Must Businesses Do Now To Prepare?

EVENT DETAILS

Date: June 21, 2016

Time: Registration: 11:00 am

Lunch and Seminar:
11:30 am - 12:30 pm

Venue: Stanford Park Hotel
100 El Camino Real
Menlo Park, California

WHO SHOULD ATTEND

Corporate Leaders, Investors,
Advisors, Counsel

RSVP

This is a complimentary event. There is no fee to attend but space is limited. Please e-mail rsvp@kobrekim.com to RSVP/register.

CONTACT US

Kobre & Kim
150 California Street 19th Floor
San Francisco, California 94111
Tel. +1 415 582 4800
rsvp@kobrekim.com

1 hour of MCLE credit will be provided.

Questions? Contact Mark Johnson at mark.johnson@kobrekim.com or call 415-582-4731.

ABOUT KOBRE & KIM

Kobre & Kim is a conflict-free global law firm focused exclusively on disputes and investigations. The firm leverages the skill and experience of U.S. litigators, English solicitors and barristers (including three English Queen's Counsel), Hong Kong solicitors, and offshore attorneys when providing solutions to complex situations that individuals and multinational companies face.

We often serve as strategic partners with other law firms solving their conflicts or handling matters that are beyond their geographic reach or expertise. We are solutions-focused with the goal of providing exceptional litigation services and the desired results.

On April 27, Congress passed the Defend Trade Secrets Act (DTSA), which will establish powerful new remedies for trade secret owners, including the right to bring federal claims against those who misappropriate their confidential information. In the same month, the European Union passed its own Trade Secrets Directive (EUTSD), beginning the process of harmonizing trade secret law across its member states.

On Tuesday, June 21, please join us for a discussion focused on the concrete steps businesses should now be taking to ensure that their critical confidential information is legally protected—and to avoid litigation under the new laws. The panel will feature guest speaker James Pooley, former Deputy Director General of the World Intellectual Property Organization, and an internationally recognized expert on trade secrets; Michael Ng, the head of Kobre & Kim's intellectual property litigation practice; and Andrew Stafford, Queens Counsel, an English barrister and frequent international trade secret litigator.

"Trade secrets" encompass a wide range of confidential business information—not just product designs and manufacturing techniques, but also strategic information like client lists and pricing strategies. Those informational assets increasingly form the foundation of business value. With shifts in traditional forms of intellectual property protection, in particular patent law, companies now rely more on secrecy to protect the value of their innovations.

Our panel will address:

- What information qualifies as a protected "trade secret" under the DTSA and EUTSD;
- Steps businesses should take to ensure their confidential information meets the requirements for legal protection under the new laws;
- Protecting against threats: malicious attacks, departing employees hired by competitors, inadequate internal controls, among others; and
- What businesses can do to avoid litigation under the new laws.

PANEL



Michael Ng
Kobre & Kim
San Francisco
michael.ng@kobrekim.com



James Pooley
James Pooley, PLC
Silicon Valley
james@pooley.com



Andrew Stafford, QC
Kobre & Kim
London
andrew.stafford@kobrekim.co.uk