

“Of course you have a plan for your business. You also need an IP strategy that supports it. It is never too early in the life of a company to consider how to make the most of your intellectual property assets.”

TRADE SECRETS: In order to get the help of a court in stopping the misappropriation of a trade secret from your company, you will need to identify the trade secret and you'll need business records showing that you had and recognized the trade secret as an asset of the company – your company followed reasonable trade secret protection procedures.

Keynote Lecture Notes:

Impact Question: What will you do differently as a result of what you've learned from this module?

Questions for you, the entrepreneur

1. What trade secret assets do you have? What records do you need? What steps to protect?
2. Does your IP Strategy call for protecting trade secrets of the company? If so, what procedures do you need to implement and institutionalize to protect your trade secrets and to be able to demonstrate that you follow those procedures?
3. What management procedures do you need to implement to determine the possible impact on your trade secret rights of any planned dealings with others, such as entering into a joint development deal?
4. What management procedures do you need to implement to ensure that incoming employees do not improperly use or disclose to your company any trade secrets of a former employer? Will you be able to demonstrate that you follow those procedures?

Questions for your team, advisors, mentors

1. How do you help?
2. What procedures do I need to follow for the protection of company trade secrets?

Additional Resources from www.KauffmanFoundersSchool.org

| | |
|--|---|
| <p style="text-align: center;">Readings</p> <p>Notes:</p> | <p style="text-align: center;">Founder Genius</p> <p>Notes:</p> |
| <p style="text-align: center;">Other Related</p> <p>Notes:</p> | <p style="text-align: center;">Tools</p> <p>Notes:</p> |

The information contained in this document is for educational purposes and does not constitute legal or financial advice that is suitable for your situation. To obtain legal or financial advice, you should consult your lawyer or accountant.