



Are you in the Business Development department of your company? Here are some sessions you might be interested in:

## GOALS

- Demonstrate company's ability to provide solutions to trade secret IP leaders

## CHALLENGES

- Few opportunities to meet specific trade secret IP experts

## NOVEMBER 14 - 10:00AM - DEVISING IN-HOUSE TRADE SECRET MANAGEMENT AND RISK MITIGATION STRATEGY

### Current Risk Mitigation:

- Where, why, who and what? Determine where priorities should be addressed for trade secret IP protection internally

### Discover A Strategic Level Approach On How To Enhance Trade Secret Protection:

- What are the additional costs associated?
- Current barriers presented?
- Strategic decision on why trade secret IP should be prioritised

### Clarify Trade Secret Management In Terms Of:

- Legal and administrative measures
- Employee training: how to enhance employee training to stop trade secret leakage
- Determine if internal policies need to be updated
- Are amendments in contracts necessary?
- Determine company trade secret vs confidential information
- When is an NDA necessary?
- Establish due diligence on vendors and onboarding new employees
- Discuss cost obligations associated with enhancing internal controls relating to trade secret-enhanced protection



Adrian Spillman,  
Director of  
Intellectual Property,  
**Valneva**



Bart Goddyn,  
General Counsel &  
Company Secretary,  
**Mnemo Therapeutics**



Olivier Lemaire,  
General Counsel &  
Compliance Officer,  
**Ziphios Vaccines**



Pascal Van Troost,  
Global Intellectual  
Property Leader,  
**Punch Powertrain**



# Trade Secret IP Protection & Management

NOVEMBER 13-15 2023 | BRUSSELS

Other sessions you might be interested in:

## NOVEMBER 14 11:30AM - PRIVACY, DATA AND CYBER SECURITY: ENHANCE INTERNAL CYBER TRADE SECRET FRAMEWORK

A must-attend for legal and business professionals seeking to stay up to date on the latest developments in data and cyber security and protect their intellectual property. Learn practical strategies to enhance your internal cyber trade secret framework and protect your organization from cyber threats and data breaches. Discover how to approach, catalogue, and classify information to avoid misappropriation. Gain insights into best practices for security maintenance and the scope of protection for different types of data.

### Approach and Process

- Define how to approach classified information and determine its value towards a company's trade secret
- Discover the best practical approach for cataloguing and indexing important information to avoid misappropriation

### Digital Trade Secret Strategy

- Discover best practices for the security maintenance of trade secrets
- Define the various types of data and understand its scope of protection
- Classifying data and communications that are: Sensitive, Confidential Public domain information.
- Compare and contrast The US Cybersecurity Information Sharing Act vs EU Data Governance Act and its impact on cross-border trade secret protection



Christine Maury Panis  
EVP, General Counsel  
and Security  
Viaccess Orca (Orange Group)



Stefan Braun  
Senior Legal Counsel IT  
Leoni

[VIEW FULL AGENDA](#)

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Other sessions you might be interested in:

## NOVEMBER 15 - 9:15AM TRADE SECRET IP IN ANTICIPATION OF THE RISE OF AI

The use of AI, including machine learning (ML), is turbo-charging the need for active and effective trade secrets management. The situation is highly nuanced, but traditional IP rights, including patents and copyright, were not designed for data or AI techniques and outputs, especially ML. Trade secrets have emerged as the default de facto protection.

- Examine the contribution of trade secret protection towards the protection of data
- Determine how far can trade secret protection contribute towards AI/ML techniques
- Analyse whether trade secret is an enhanced form of IP protection



Dr Sam Williams  
Head of Intellectual Property  
**Siemens plc**

## NOVEMBER 14 - 4:15PM TRADE SECRET WORKING GROUP: INTERACTIVE ROUNDTABLE TO SHARE BEST PRACTICES AND OVERCOME IMMEDIATE CHALLENGES

### Industry Round Tables:

#### AUTOMOTIVE:

Pascal van Troost,  
Global Intellectual  
Property Leader,  
**Punch Powertrain**



#### LIFE SCIENCES:

Bart Goddyn,  
General Counsel &  
Company Secretary,  
**Mnemo Therapeutics**



#### ENERGY/GREEN ENERGY:

Preben Kjaer Kristensen,  
Senior Lead IPR Specialist,  
**Orsted**



#### MANUFACTURING:

Mark Chadwick,  
Head of IP,  
**Meatable**



CONSUMER:  
TBC

AI & TECHNOLOGY:  
TBC

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