



**Intellectual Property Trade Secret Matters**

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**STRADLEY  
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RONON**

## Intellectual Property Trade Secret Matters

Secret formulas, business methods and processes often make the difference between a company that is just one of many and a company that stands out from the competition. Businesses such as Coca-Cola and KFC became global giants by creating and then preserving the secrecy of their exceptional product recipes. For some businesses, client lists make the difference; for others it's a business method or formula. But in each case, preserving that asset's confidentiality is essential to achieving and maintaining a competitive advantage.

Trade secrets encompass a wide variety of information and technologies, and the Stradley Ronon intellectual property (IP) practice group is well-equipped to provide the best advice for protecting those assets.

### Protecting Your Trade Secrets

Our IP practice helps clients protect their IP assets from inadvertent and intentional disclosure and misappropriation. Our attorneys are experienced in devising comprehensive trade secret protection policies and protocols that prevent disclosure and misappropriation of trade secrets, and we protect our clients' legal interests in the event of misappropriation.

Working closely with our clients, we help them evaluate the assets that require protection and establish policies and best practices for protection. We also advise on the scope and enforceability of restrictive covenants, confidentiality, nondisclosure and nonsolicitation agreements, and other means to protect trade secrets and proprietary information, as well as assist in developing ways to safeguard confidential business information that does not qualify for trade secret protection.

### Business Experience & Technical Knowledge

With the combination of business experience, legal skill and technical knowledge, we readily understand the technologies and formulas and devise effective strategies to protect them.

### Depth & Breadth of Experience

Stradley Ronon attorneys have advised on many types of protectable assets, including those as diverse as state-of-the-art materials related to sophisticated jet aircraft engines, such as the design and development of advanced control systems for aircrafts; semiconductor processing; proprietary formulations; and processes related to chemical and pharmaceutical product development and manufacturing.

As IP counsel, we have advised large and small companies regarding the appropriate procedures for maintaining trade secrets. We regularly review and prepare company policies, employment agreements, nondisclosure agreements and similar confidentiality agreements to preserve trade secrets. We also offer manager and employee training to help client staff members identify, preserve and protect trade secrets and avoid claims by third parties.

Additionally, our skilled team of IP litigators are adept at arguing for temporary restraining orders and preliminary and permanent injunctions to prevent misappropriation and limit damage when disclosures occur. We have an impressive record of success enforcing trade secrets and asserting and defending trade secret misappropriation claims.

Beyond the practice of law, Stradley Ronon IP attorneys teach law school classes, offer seminars around the country and write extensively on trade secret topics.

For more information on our Intellectual Property Trade Secret Matters Practice, visit [www.stradley.com/iptradeseecret](http://www.stradley.com/iptradeseecret).

## About Stradley Ronon

For more than 95 years, Stradley Ronon has helped private and public companies – from small businesses to Fortune 500 corporations – achieve their goals. With nine offices and more than 200 attorneys, Stradley Ronon is proud to help companies manage their legal challenges and grow their businesses.

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