

# Protecting Your Valuable Assets: How To Effectively Identify, Select And Maintain Your Institution's Trade Secrets

12.08.20

Winstead attorneys [Frank Amini, Ph.D.](#) and [Lekha Gopalakrishnan, Ph.D.](#) will present a webinar on the topic of protecting trade secrets on Tuesday, December 8 at 11:00 a.m. CST.

Trade secrets can be an institution's most valuable and prolonged assets. However, maintaining trade secrets in an institution can be challenging because trade secret protection requires the implementation of proactive and consistent safeguarding measures. The implementation of such safeguarding measures can be particularly challenging if an institution has multiple employees, departments, offices, or collaborators. Additionally, the rise of remote working environments during the COVID-19 pandemic has further escalated these challenges. Furthermore, determining whether or not trade secret protection is appropriate for a particular invention can be complex, especially if various aspects of the invention must be published or disclosed to regulatory agencies.

This session will shed light on these challenges by providing the following insights:

- The basics of trade secrets
- Guidelines for strategically choosing between patents, copyrights, trademarks and trade secrets to protect an institution's inventions
- Proactive and consistent steps that institutions must take to protect and maintain the enforceability of their trade secrets
- Avoiding the risk of loss of trade secrets in view of remote working environments during the COVID-19 pandemic
- Avoiding the risk of loss of trade secrets when an invention must be published or disclosed to regulatory agencies

**Date:** Tuesday, December 8, 2020

**Time:** 11:00 a.m. - 12:00 p.m. Central Time

**Cost:** Complimentary

*Webinar instructions will be e-mailed prior to the webinar.*

[Register Here.](#)