

Trade Secret Assets – Management and Valuation

Wednesday, January 18, 2012

1:00pm - 2:15pm ET

10:00am - 11:15am PT

Presenter:

R. Mark Halligan, Attorney at Law – Nixon Peabody

Why You Should Attend

As intangible assets continue to grow as a portion of company value, revenue, and future wealth creation, so too does the reliance on trade secrets. In this 75-minute program, expert attorney R. Mark Halligan will bring much needed business and valuation clarity to a company's trade secrets and how the changing nature of our economy has increased their importance.

Mr. Halligan will cover what every IP counsel and business valuation analyst needs to know about trade secrets in the increasingly knowledge-based global economy. This webinar will address how "traditional" valuation techniques can be used to arrive at the stand-alone value of trade secrets and will draw attention to the necessity of improving methods and practices to effectively safeguard a company's most valuable asset: its trade secrets.

Agenda:

- Defining trade secrets
- How trade secrets are defended in court
- Trade secret life cycle management, monitoring and inventorying
- Steps to establish a 'trade secret culture' to reduce vulnerability to loss
- Accounting, valuation, and reporting of trade secrets

Earn 1.5 CE Hours

Pricing for Members/Students: \$ 165 + applicable provincial taxes

Guests: \$ 175 + applicable provincial taxes

Registration Deadline – 12:00 AM EST – January 17, 2012

For those that register for the webinar, we will send you an email with the webinar log-in details on January 17, 2011.

As with all BVRResources Webinars, this webinar has a U.S. focus