Protecting Trade Secrets in a Publish or Perish World

An institution’s trade secrets can be its most valuable and prolonged assets. But institutions must take steps to protect their trade secrets. Determining whether or not trade secret protection is appropriate in a “publish or perish” environment can be complex. In this presentation, Mr. Amini will discuss trade secret basics; guidelines for choosing between patents, copyrights, trademarks and trade secrets to protect inventions; and steps to protect identified trade secrets.

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