



THE CENTER FOR
INTELLECTUAL PROPERTY
UNDERSTANDING



GIPC
Global Intellectual Property Center
U.S. CHAMBER OF COMMERCE

What: Briefing – ***Unlocking the Secret to Trade Secrets –
What People Need to Know Today***

When: Wednesday, May 29, 2019

Where: U.S. Chamber of Commerce headquarters, Washington, D.C.

Who: Presented by the Center for IP Understanding (CIPU) in conjunction with the
Global Innovation Policy Center (GIPC)

Summary

Trade secrets, also known as know-how, are among intellectual property's most valuable and misunderstood rights.

Increasing uncertainty of U.S. patents has led some businesses to turn to trade secret protection, which in 2016 came under federal law. US-China trade negotiations have been at the center of what is acceptable trade secret practice.

Unlocking the Secret to Trade Secrets – What People Need to Know Today, a luncheon briefing, will help to put these critical intellectual property rights into context.

It will clarify (1) what trade secrets are, (2) why they are more important today, (3) how they are used and (4) their impact on innovation, competition and trade. Panel coverage will include:

- Trade secrets' role in promoting commerce and security
- The hidden value of "negative" know-how
- How trade secrets compliment patents and trademarks; their drawbacks
- U.S., China and trade secrets today

(more)

Keynote: U.S. Senator Chris Coons (invited)
Vice-Chairman, Select Committee on Ethics;
proponent of strong IP rights

Panelists: - F. Scott Kieff (U.S. ITC Commissioner, 2013-2017)
- James Pooley (Deputy Dir, World IP Organization, 2009-2014)
- Brian Hinman (Aon IP Solutions; former Sr. IP Exec, Philips, Verizon, IBM)

Moderator: Bruce Berman, Chairman & Founder, CIPU

Draft Agenda

12:15 – Registration – Informal Discussion

12:30 – Lunch

Welcome (GIPC, Patrick; CIPU, Bruce)

Overview – “The Growing Importance of TS” (5 min.)

Keynote (GIPC introduces Sen. Coons (20 min.); followed by questions)

1:15 – Trade Secrets Panel

2:15 – Audience Questions

2:30 – Concluding remarks

2:35 – Coffee/ Informal Discussion