



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 Director General, 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

Briefing Supporters and Partners



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Panelist Biographies

F. Scott Kieff

The Honorable F. Scott Kieff served as Commissioner of the U.S. International Trade Commission from 2013 to 2017. In 2017 he returned to his academic posts as a professor at George Washington University Law School and was a senior fellow at Stanford University's Hoover Institution.

He previously served as a faculty member of the Munich Intellectual Property Law Center at Germany's Max Planck Institute; a visiting professor in the law schools at Northwestern, Chicago, and Stanford; and a faculty fellow in the Olin Program on Law and Economics at Harvard. Since entering academia in 1999, he has maintained a private practice as a mediator, arbitrator, and consultant for resolving disputes involving intangible assets. Before attending law school at the University of Pennsylvania, he studied molecular biology and microeconomics at the Massachusetts Institute of Technology and conducted research in molecular genetics at the Whitehead Institute for Biomedical Research in Cambridge, MA.

James Pooley

Mr. Pooley is highly recognized attorney, author and educator specializing trade secrets. He has served as a senior partner at several large firms where he focused on trade secret and patent litigation. In 2009, he was appointed by the White House to become Deputy Director General of the World Intellectual Property Organization, an agency of the United Nations. Based in Geneva, he was responsible for the international patent system (PCT) and spent five years as the U.N.'s top U.S. diplomat for IP, advocating for the rights of IP owners, fair enforcement and dealing with increasing concern about cybersecurity.

His first business book, "Trade Secrets," was published in 1983. In 1997 he introduced his legal treatise by the same name, which has become part of the IP canon. More recently, Mr. Pooley is author of "[Secrets: Managing Information Assets in the Age of Cyberespionage](#)" (Verus Press, 2015). He has taught for many years as an adjunct professor of law and is an active lecturer and speaker. In 2015 he was invited by the U.S. Senate Committee on the Judiciary to testify as an expert on trade secret law, discussing the proposed Defend Trade Secrets Act. (His testimony can be found [here](#).) Mr. Pooley has served as President of the American Intellectual Property Association (AIPLA) and is the current chairman of the selection board of the National Inventors Hall of Fame (NIHF). In 2016, he was inducted into the IP Hall of Fame.

Brian Hinman

Mr. Hinman is Senior Managing Director and Chief Innovation Officer for Aon Intellectual Property Solutions. He has more than 30 years of experience in the field of innovation and intellectual property, Mr. Hinman has held various senior IP positions within Fortune 50 companies and large multi-national corporations. He was named to the CIPU board of directors in 2017 and is an IAM 300 top IP strategist.

Most recently, he served as Chief Intellectual Property Officer and CEO, Philips Intellectual Property and Standards, for Royal Philips in the Netherlands. He is a recognized global leader in IP, having held positions as Vice President of IP and Licensing for IBM, Verizon, and InterDigital, and is also an

entrepreneur, having founded Allied Security Trust and co-founded Unified Patents. Mr. Hinman served as a Captain in the United States Air Force.

Bruce Berman (moderator)

Bruce Berman is founder and chairman of the Center for Intellectual Property Understanding, an independent non-profit established in 2016 dedicated to increasing awareness of intellectual property and its impact on people's lives. CIPU provides outreach and an educational framework to facilitate ideas, promote competition and deter theft. He is managing director of Brody Berman Associates, a management consulting and communications firm that works with innovative businesses, service providers and investors. Since 1988, Brody Berman has supported 200+ businesses, IP portfolios and strategies, as well as many law firms and their clients.

Mr. Berman is responsible for five books about the business of IP rights, including *From Ideas to Assets*, and has written *The Intangible Investor* column for IAM magazine since 2003. *IP CloseUp*, an update on trends that he publishes, has generated more than 215,000 visits and is read in more than 50 countries. He holds a masters' degree film scholarship from Columbia University, where he taught for four years in the graduate program and completed course work for the Ph.D.