

## ACC Southern California In House Counsel Conference

### Choosing Between Patent And Trade Secret Protection: When, Why And How?

Universal Hilton

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Intellectual property (IP) may be one of your company's most valuable assets in today's market, underscoring the need for in-house counsel to carefully consider strategies for choosing between patent and trade secret protection for particular assets. The ramifications of those decisions can have a dramatic impact to your company's business should infringement or misappropriation occur. Our panel will address potential considerations and strategies in deciding which type of protection to pursue for assets, including whether certain types of inventions are more amenable to patent protection or to trade secret protection.

Join us for an insightful discussion of the "When, Whys and Hows" for choosing between patent and trade secret protection.

#### Speakers:

- **Rebecca Edelson**, *Partner*, Sheppard Mullin
- **Seong Kim**, *Partner*, Sheppard Mullin
- **Steve Hollman**, *Partner*, Sheppard Mullin

#### Location

Universal Hilton

555 Universal Hollywood Dr.

Universal City, CA 91608

### Practice Areas

Trade Secrets