

IN THE NEWS

Butzel Long attorney Bernard J. Fuhs featured during Macomb-OU INCubator program on December 6

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FOR IMMEDIATE RELEASE

DETROIT, Mich. – **Butzel Long** attorney **Bernard J. Fuhs** is the featured speaker for a Macomb-OU INCubator program on Thursday, December 6, 2012 in Sterling Heights.

Mr. Fuhs' presentation is titled, "#NicePeopleDOFinishLast: Protecting Your Investment, Ideas and Trade Secrets in the Social Media Age." Mr. Fuhs will conduct a presentation regarding how to protect a company's most valuable assets, including trade secrets, confidential information and business relationships.

"A common mistake made in today's fast-paced business world is the failure to proactively and properly protect a company's confidential information and/or business relationships – the heart of virtually any business," said Mr. Fuhs. "This failure can negatively impact a business, particularly startups and entrepreneurs, and often results in huge financial losses and unexpected costs. I'll discuss how businesses can protect these assets and relationships and remedy any misappropriation of them – all the while saving the business money in the long run."

Based in Butzel Long's Detroit office, Mr. Fuhs concentrates his practice in the areas of business and commercial litigation. He has significant experience in non-compete, non-disclosure, and trade secret disputes, business and financial services industry disputes, franchise and dealerships, transportation and logistics industry disputes, construction, real estate, securities, and sales representative matters. He also advises start-up and closely held businesses, as well as sports and fitness industry members.

He is a frequent speaker on non-compete and trade secret issues and has authored and contributed to numerous publications (both national and local) regarding the same.

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Mr. Fuhs was recently named to *Crain's Detroit Business'* 2012 Class of "40 Under 40." He was selected as a *2012 Business Litigation Top Lawyer* by *DBusiness Magazine*. He also was named to the *2011 & 2012 Michigan Super Lawyers' Rising Star List*.

About the Macomb-OU INCubator

The Macomb-OU INCubator is located within the Technology Advancement SmartZone of Sterling Heights and is a partnership between the City of Sterling Heights, Macomb County and Oakland University.

About Butzel Long

Established in 1854, Butzel Long is a leading law firm with offices in Detroit, Bloomfield Hills, Lansing and Ann Arbor, Michigan, New York City, and Washington, D.C., as well as Alliance offices in Beijing, Shanghai, Mexico City and Monterrey. The firm is also a member of the Washington D.C. law firm, Butzel Long Tighe Patton. Butzel Long represents clients from diverse industries on regional, national, and multi-national levels and is a member of Lex Mundi, a global association of 160 independent law firms. Visit the Butzel Long website at www.butzel.com.

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