

ACC-SFBA Patent Law Committee Meeting

Choosing Between Patent and Trade Secret Protection: When, Why and How

Palo Alto

12.11.2019

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:

- **Shane Lunceford**, *Associate General Counsel*, LendingClub
- **Eric Sutton**, *Managing Counsel – Patents*, Oracle
- **Rebecca Edelson**, *Partner*, Sheppard Mullin
- **Seong Kim**, *Partner*, Sheppard Mullin
- **Steve Hollman**, *Partner*, Sheppard Mullin

Schedule

11:30 a.m. - 12:00 p.m. Registration

12:00 p.m. - 1:00 p.m. Program

1:00 p.m. - 1:30 p.m. Networking

CLE

Credits: 1 Hour

State: CA

Category: General

Location

Garden Court Hotel

520 Cowper Street

Palo Alto, CA

[CLICK HERE TO REGISTER](#)

Cost

Members: Free

Non-members: \$50

Questions? Please contact Belinda Ashong via email or 415.774.3171

Attorneys

Steven P. Hollman