

TRADE SECRETS DEEP DIVE

Friday September 7, 2018
High Tech Campus, Eindhoven

www.ipegconsultancy.com/tradesecrets

IPEG invites you to participate in a workshop
"Trade Secrets Legal & Corporate Deep Dive"

Where: Conference Center High Tech Campus,
Eindhoven, Netherlands

When: Friday **September 7, 2018** (14.00-18.00 hrs)

Registration fee: € 295 excl. VAT (BTW)

Chair: Ingrid Baele, Head Intellectual Property &
Standards, Philips Eindhoven

With contributions by:

Dr. Stephan Wolke, CEO thyssenkrupp Intellectual Property GmbH
& Dr. Claudia Pappas, attorney thyssenkrupp
Donal O'Connell, IPEG consultant, former Director IP-R&D Nokia
Tjibbe Douma, attorney De Brauw Blackstone Westbroek
Koen de Winter, attorney Baker McKenzie

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Theses Debate by Corporate

IP managers
chaired by
Gijs Weenink
(DebatAcademie)

CORPORATE IP DILEMMAS & SOLUTIONS

◇ PHILIPS
◇ DSM
◇ NXP
◇ AKZONOBEL
◇ UNILEVER
◇ ASML
◇ HENKEL

Marieke van Gent (AkzoNobel Specialty Chemicals)

Johan Hulshof (NXP Semiconductors)

Uwe Over (Henkel)

Dietmar Pressner (DSM)

Sarah Sahans (AkzoNobel Paints & Coatings)

Guno H.K. Tjon (Unilever)

Maaïke van Velzen (Philips)

Willem Weenink (ASML)

Topics will include

Trade Secrets - the seven "musts"

Typical status within the company

Forces at play increasing the importance of TS

EU IP Observatory Report (2017)

Survey CEO's by Baker McKenzie (2017)

The EU Directive on Trade Secrets & US counterpart

The long reach of DTSA

Typical trade secret "incidents"

OECS BEPS Guidelines

Transfer pricing, base erosion, profit shifting

Recent Spate of Trade Secret Court cases

Trade Secret Misappropriation

What is Trade Secret Asset Management?

Trade Secret Asset Management software

Trade Secret Metadata -input output solutions

Is there a role for the HR Department?

IT and Trade Secrets

Corporate Dilemmas