workman nydegger

Trade Secrets

Trade secrets include any confidential information that provides your business with a competitive advantage over others who do not know that information. A trade secret can be anything from a formula (think Coca-Cola or KFC's original recipe) to an algorithm (like the Google search engine) or even methods, processes, or techniques. Some other examples of trade secrets include:

- Manufacturing processes
- Research and Development information
- Customer lists
- Bookkeeping methods
- Business plans or designs
- Computer programs
- Pricing and cost information

Since trade secrets give you an advantage over your competition, they are worth protecting and should be considered a valuable part of your IP portfolio. If the information is not generally known to the public and you make reasonable efforts to keep it confidential, you are already on the right path to building your IP portfolio with trade secrets. Our attorneys can help you identify, properly protect, and defend your trade secrets, helping you keep your market advantage and build value in your business.