



TRADE SECRET REGISTRY



POTTERCLARKSON.COM



Potter Clarkson's Secret Registry

The simplest, most
secure way to
safeguard your
trade secrets

Why do you need a trade secrets registry?

Increasingly, intellectual property is a company's most valuable asset. However, while most businesses design increasingly sophisticated strategies to protect their patents and trade marks, recent studies show many companies don't afford their trade secrets the same degree of protection - despite their value.

Sometimes, this is because a business hasn't taken the time to identify them.

Sometimes it's because they feel they don't have any.

And sometimes it's because they believe trade secrets are limited to the recipes behind Coca Cola, WD40 or KFC, or the technology behind Facebook or Google.

This is certainly not the case. Almost all businesses have trade secrets.

A trade secret can be any information that has commercial value but is not known outside your business. Your business plan, your manufacturing processes or your client and marketing data are all potentially trade secrets.

More importantly, even though protecting trade secrets is more important and more challenging than ever, it's vital businesses take steps to do so. Trade secret laws, the regulatory environment and the trading environment are all changing. And, due to increased staff churn, increased data security risks and an increasingly fluid working environment, the types and levels of risk faced by businesses are changing too.



SafeGuard: Trade Secrets Audit & Protection

Recognising the need to pay closer attention to the identification, protection, and management of our clients' trade secrets led us to create SafeGuard.

SafeGuard is a practical and straightforward three-step process that makes it as easy as possible to track, tackle and minimise any potential threats to the security of your trade secrets. It does this by:

1. Auditing your trade secrets.
2. Implementing the framework you need to protect your trade secrets.

3. Safeguarding your trade secrets.

As you might imagine, it takes a lot of administration and compliance work to successfully complete steps two and three.

However, the right technology instantly makes it relatively simple.

What is Potter Clarkson's Trade Secret Registry?

Potter Clarkson's Trade Secret Registry (powered by Aon) is a bespoke, blockchain-enabled platform designed specifically to provide you with the simplest and most efficient way to identify, record and manage your trade secrets.

To minimise the risk of trade secret theft and maximise the security under which they are stored, our Trade Secret Registry is totally secure.

It ensures all assets stay behind your organisation's firewall using your own security controls.

Once you sign up to it, our Trade Secret Registry instantly allows you to:

If you'd like us to talk you through possible next steps and offer an independent perspective, we're here. Simply email us to arrange an exploratory meeting.



Actively protect and manage your trade secrets

Your trade secrets are incredibly valuable to your business but, unlike patents, trade marks, and copyrights, they cannot be formally registered. Having a system to actively manage your trade secrets not only helps you protect these crucial business assets, but also allows you to keep track of their commercial value.



Ensure your trade secrets are authenticated and inaccessible outside your organisation

All you need to do is input the basic information relating to your trade secrets and then create an electronic verification of the record. This is then stored in the Ethereum block chain as a digital fingerprint that can only be accessed by you. If required, it serves as a verified record of your ownership.



Make sure your information is unique and cannot be duplicated

In partnership with Aon, we have created the digital fingerprints used within our Trade Secret Registry so they can be neither counterfeited nor reverse-engineered.



Provide you with greater management control over your trade secrets

Having your trade secrets electronically catalogued and accessible from a single secure platform makes it quicker and easier to search for and retrieve the relevant details for management and auditing purposes.




Prove you own your trade secrets

The digital fingerprints of the trade secrets you create in our Trade Secret Registry independently verifies your ownership of each one. It confirms the creation date should you need to produce proof of ownership in the event of a legal dispute or insurance claim.



Satisfy any additional legal requirements

Once you have a current and accurate register of your trade secrets, you can plan more effectively for their future protection. You can also maximise the value they create for your business in conjunction with your other IP assets.



HOW DOES THE POTTER CLARKSON TRADE SECRET REGISTRY WORK?

The power of the Potter Clarkson Trade Secret Registry is that it simplifies a complex, time-consuming yet business-critical task.

It makes inputting and maintaining your trade secrets as simple as possible.

It makes accessing your trade secrets as simple as possible.

It makes ensuring your trade secrets are totally secure as simple as possible.

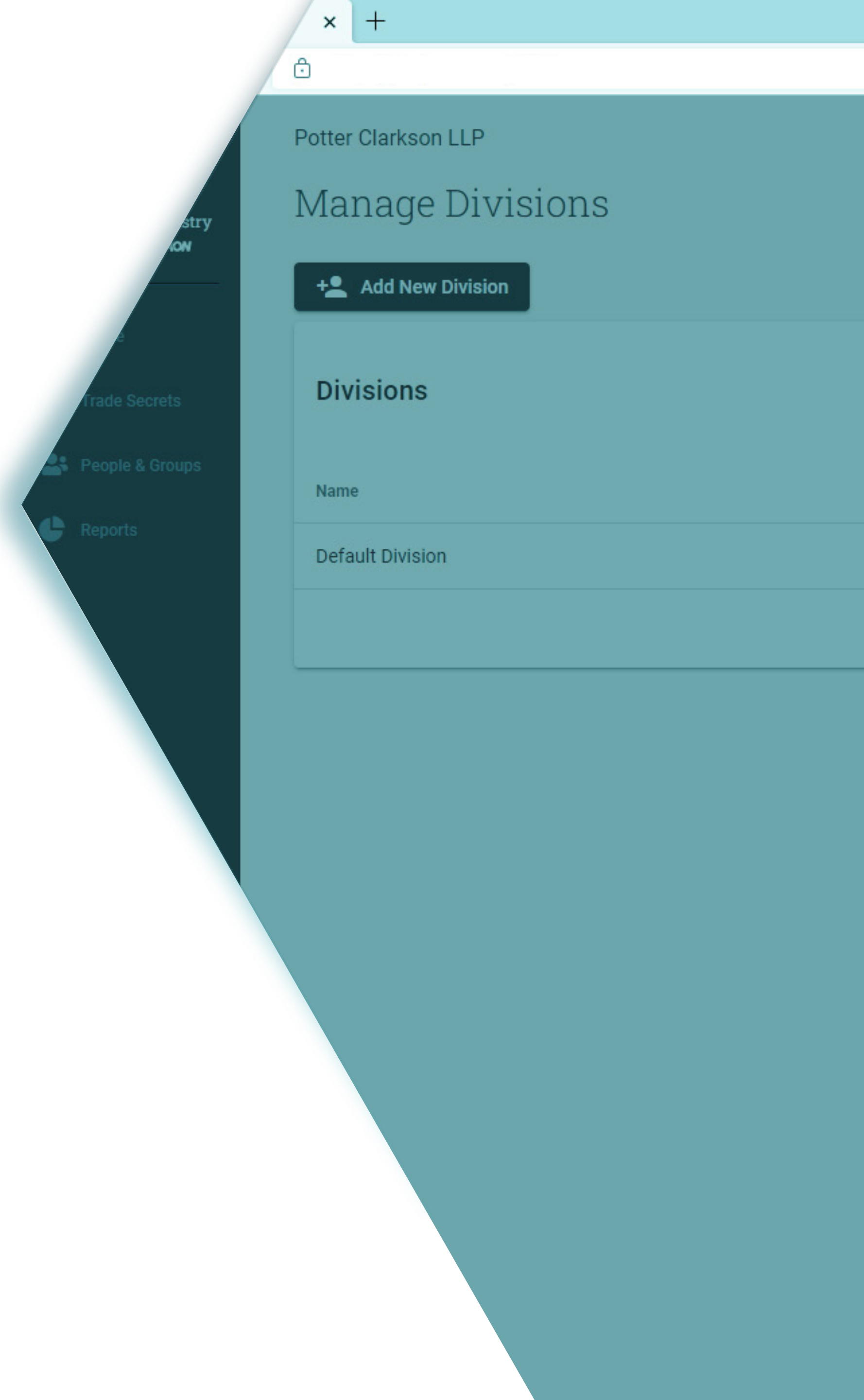
Of course, we'll provide you with access to the demo version of the Trade Secret Registry - not to mention offer full training and live support once you become a user - but here's a basic overview of how it works.

CREATE YOUR OWN DIVISIONS

Creating **divisions** allows you to classify your trade secrets in exactly the same way as you classify the various parts of your business, whether that's by business function, market sector or on a project basis.

Because you can use the same language you're already familiar with internally, it means you and your team will find the system more intuitive and easier to use.

This in turn will encourage a greater take-up and faster implementation across the business, giving you maximum value.



CREATE YOUR OWN SAFEGUARDS

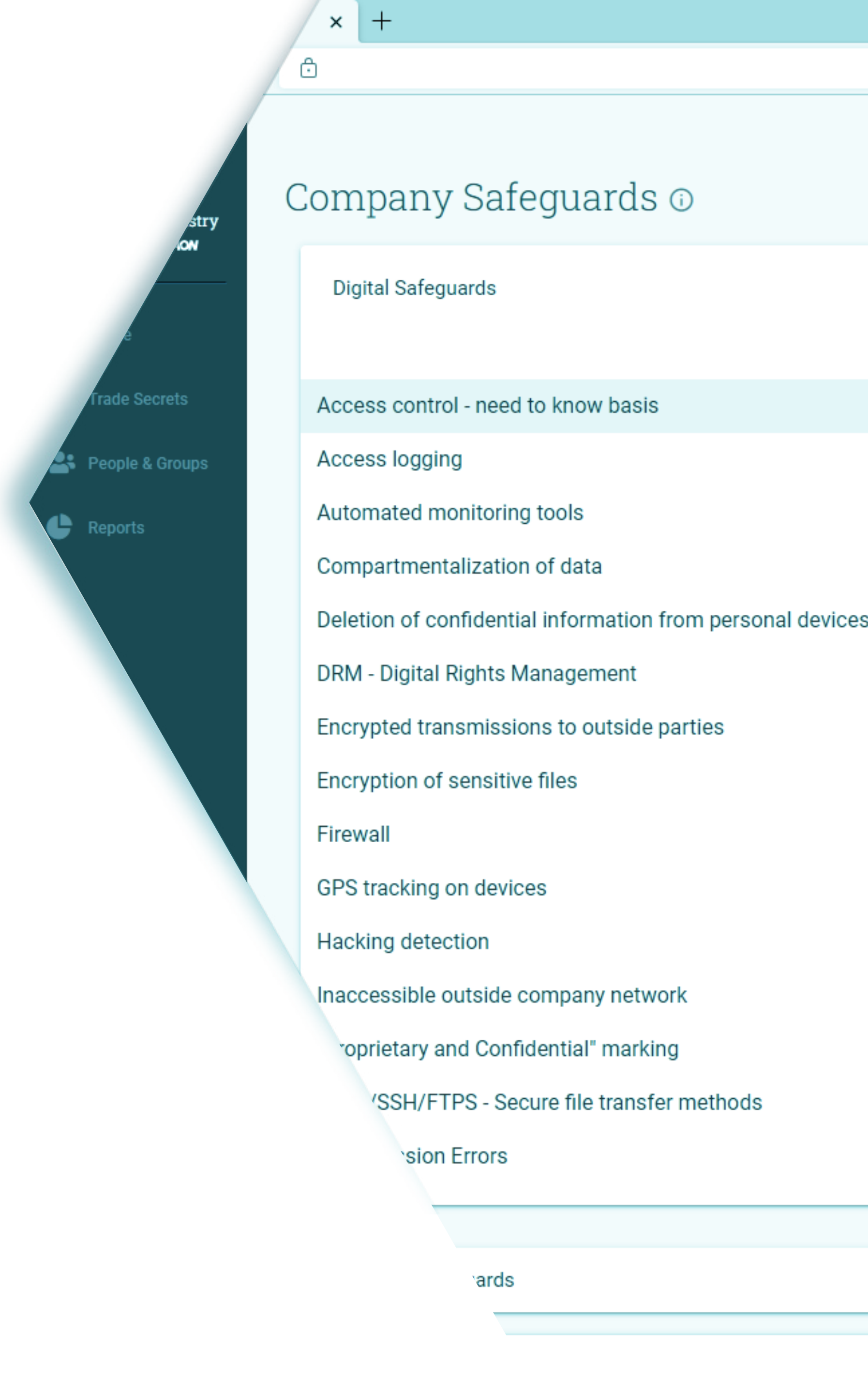
The aim of the Trade Secret Registry is to ensure you have documented your company's trade secret policies, procedures, and trade secret governance processes.

Perhaps you've already got these set out but, if not, our SafeGuard audit can take care of this for you.

Once you have the necessary policies in place, you can record them under **safeguards** in your Trade Secret Registry.

They will then be automatically applied to every trade secret you add to your registry.

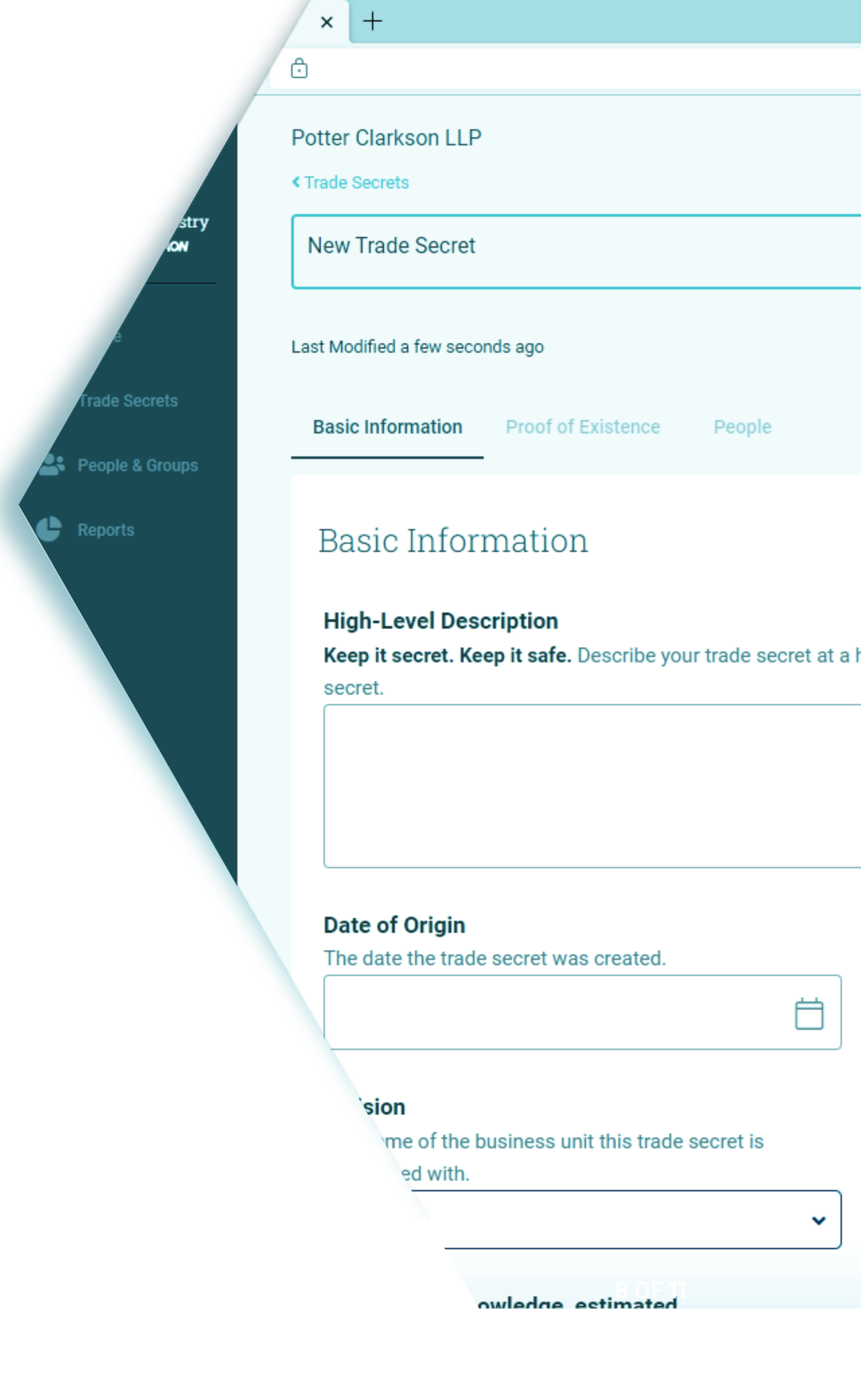
To ensure the highest possible levels of security and flexibility, you can also create variances to your safeguards for a specific trade secret when you add or edit it.



LOG YOUR TRADE SECRETS

Once your divisions and safeguards are in place, you're ready to add the metadata relating to your trade secrets.

It really couldn't be easier, as the straightforward interface walks you through each stage of the process.



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CREATE YOUR PROOF OF EXISTENCE

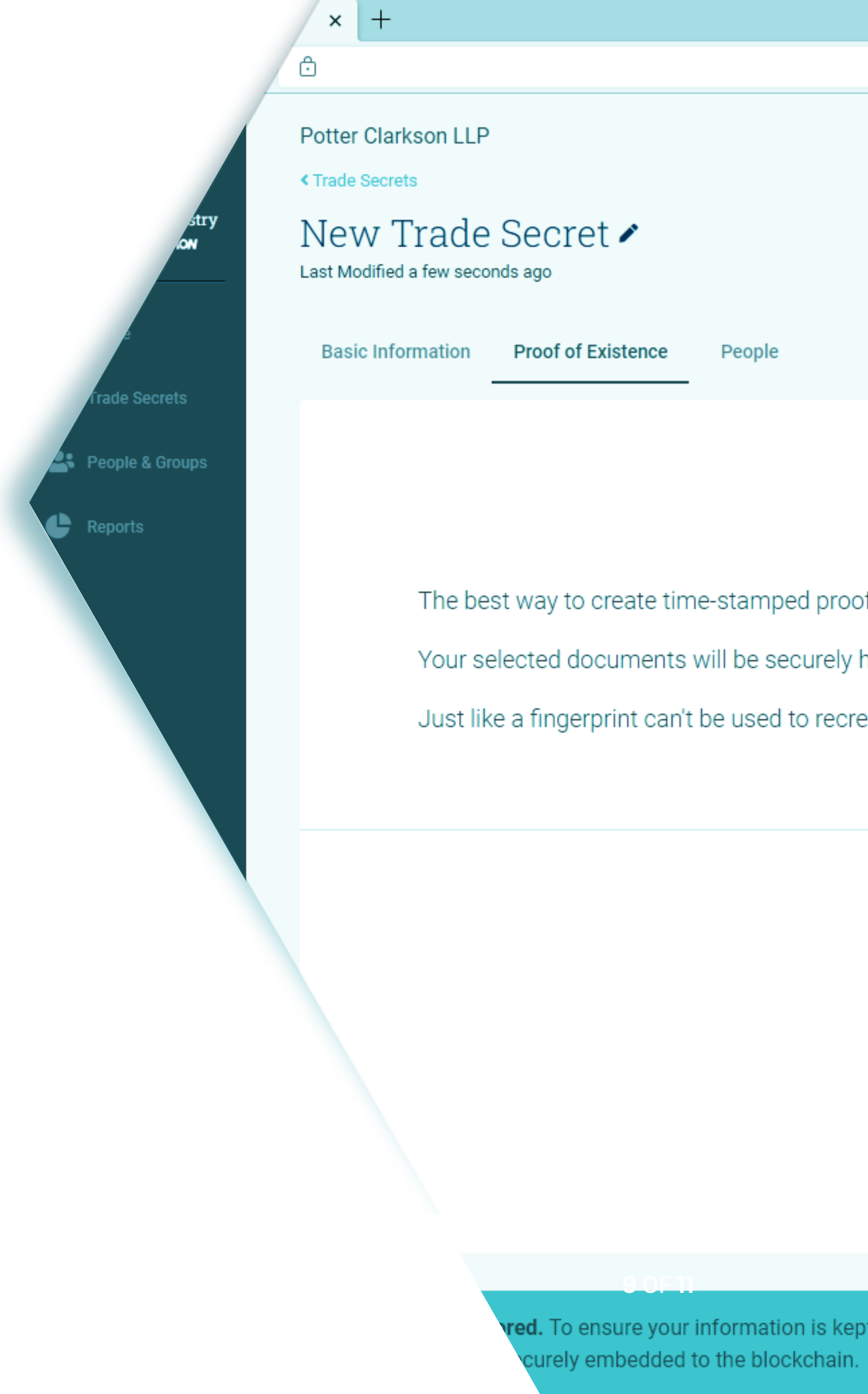
Once you've added and saved a trade secret, you can switch to the **proof of existence** tab.

This is where you will create an immutable record and timestamp - your digital fingerprint - of the document that records your trade secret.

While this fingerprint uniquely identifies your document, it can't be used to recreate it.

At no stage will Potter Clarkson or Aon ever have access to any of the secrets or supporting documentation you record. No information will ever leave your local firewalled environment.

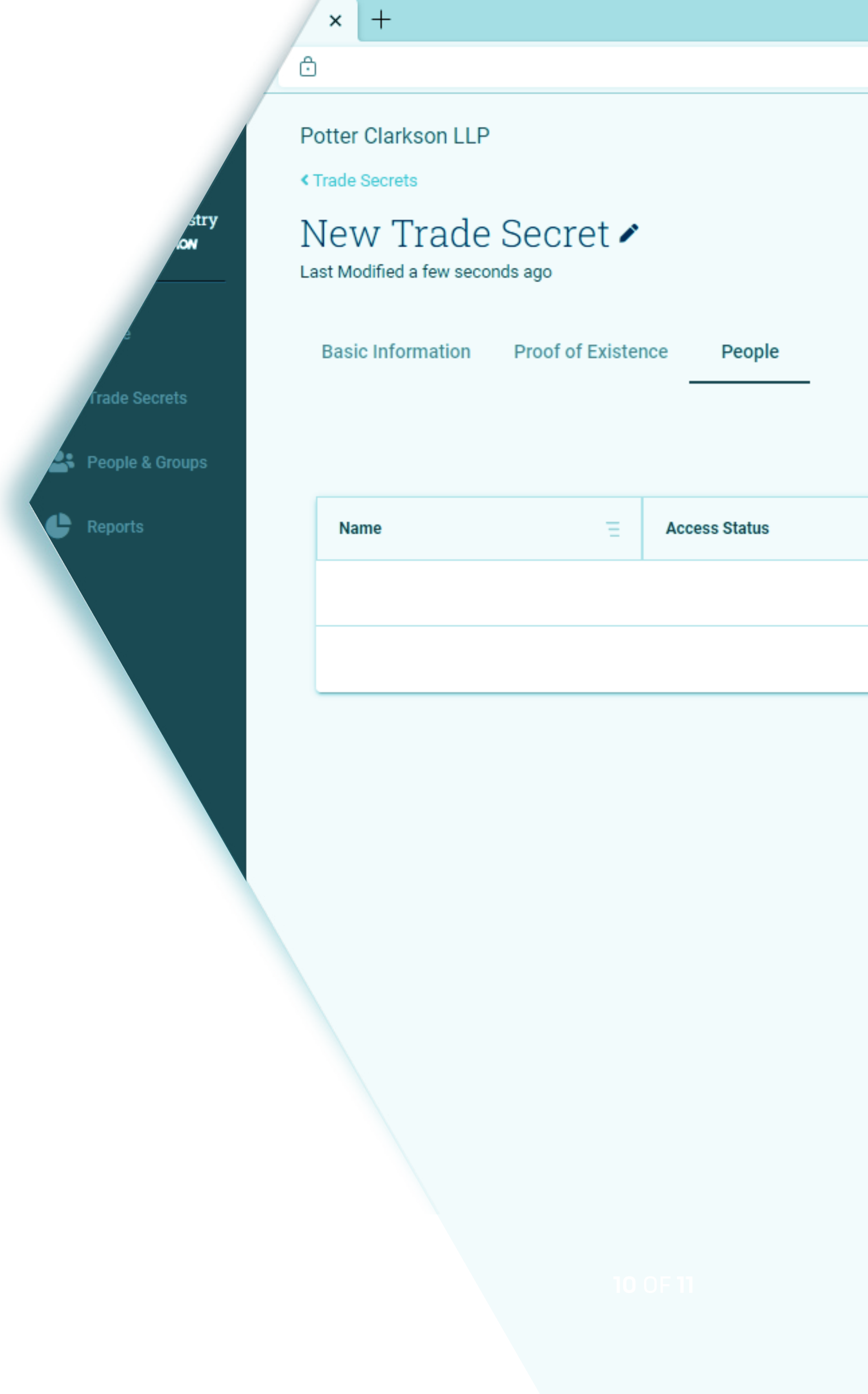
We only store information that allows us to verify the existence of your trade secrets in the event it's ever needed.



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CREATE THE RIGHT USERS AND USER

Once your trade secret registry is up and running you can create the right users and user groups to make sure it's kept up to date and totally secure.



A PROVEN APPROACH FOR PROTECTING YOUR TRADE SECRETS

OUR ACCOLADES

You can be truly confident in our abilities – we are recognised as a top-tier firm in Europe, having received accreditations from the IP profession's leading benchmarking organisations and programmes.



Excellent one-stop shop for litigation advice/support, IP registration work and general IP advice. Combines brilliant academics with practical commercial advice and understanding of the needs of our business. They feel like a part of our in-house team.”

Legal 500, 2021

I always feel like the people working with PC have been selected based on a number of criteria: intelligence, the ability to put themselves in someone else's shoes, and interest in the business of their clients and each other.”

Legal 500, 2021

The image features a dark background with a network of thin, light-colored lines connecting various points. A central focus is a lightbulb icon enclosed within a shield-like shape, which is itself inside a hexagonal frame. To the right, there are large, solid teal shapes, including a thick diagonal bar and a large circle. The overall aesthetic is modern and technological.

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