

Informational Breakfast Meeting\*  
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**Free**

# Protecting Intellectual Property and Data Loss Prevention

Are your competitive differentiators and  
client lists walking out the door?

September 23, 2009 – 7:00-9:00 AM  
800 W. Cummings Park, Suite 4750  
Woburn, MA 01801

*\*Second in a series of Informational Breakfast Events with topics of timely and valuable information for small and medium size business owners and organization leaders*

# Protecting Intellectual Property and Data Loss Prevention

Protect your competitive advantage, client lists, and more!

September 23; 7:00 AM – 9:00 AM – 800 W. Cummings Park, Woburn, MA

- 7:00 Coffee and Networking
- 7:15 Intellectual Property (IP) – What is it and how do you protect it?  
(Attorney Vern Maine)
- 8:00 Information and Data Loss Prevention  
(Bob Carroll, Consultant)
- 8:45 Questions and Answers  
Speakers available for questions

Presentations and Contact Information will be available at the event.

# Possible Implications and Why be Concerned?

- ◆ **Intellectual Property** – most business owners have invested their unique knowledge, experience, and creativity in their business – that should be treated as property and should be protected from competitors
- ◆ **Trade Secrets** *OUTED* – What if your confidential business deal with another company to exploit your newly developed technology is scuttled before it is announced because a competitor got wind of it and made the other party a better offer for the same technology?
- ◆ **Infringing** – What happens if you get a “Cease and Desist” letter from a lawyer saying you must stop using your trademark, or that your production method is infringing their patent, or that your website or marketing collateral are using their copyright protected materials?
- ◆ **Infringed** – What happens if your competitor launches a new service using a trademark similar to yours? What if a competitor launches a new website and it has clearly copied images or text from your website? What if you just invented a new gizmo and filed a patent application and are investing to get it into production, and your competitor comes out with a product just like it?
- ◆ **Employee Obligations** – What control do you have over an employee’s intellectual contributions and confidentiality during and after his or her employment ends?
- ◆ **Data [Information] Loss** – important and confidential information may be walking out the door or even unintentionally leaked to others; even competitors – such as client lists or information
- ◆ **Compliance** – HIPAA in health and benefits, FTC ‘Red Flags Rule’, GLBA and BASEL II in finance, MASS. 201 CMT 17.00, Electronic Medical records – all require protection of data/information
- ◆ **Data Loss during Downsizing** – As employees exit, does the corporate data? What about loss by way of temporary or contract help?
- ◆ **Possible Fines** – \$5,000 per occurrence, and/or per person effected or compromised; in addition to a basis for a law suit, bad publicity, and other serious risks
- ◆ **Professional Malpractice Risks** – if you are an attorney, CPA, doctor, or any other professional, did you know that you are at risk for a malpractice lawsuit if you fail to adequately protect client information?

# Speakers and Information



## Vern Maine

Vernon Maine, of Vern Maine & Associates, leaders in intellectual property strategies and law. Founder and managing partner of the firm. Registered to practice in New Hampshire, Massachusetts, and New York, and before the U.S. Patent and Trademark Office and the Court of Appeals for the Federal Circuit. Founded the practice in 1993, providing legal counseling, services and seminars on intellectual property and business law, including U.S. provisional, utility, and design patents, PCT patent applications, trademarks, copyrights, trade secrets, licensing, infringement, contracts, and related business matters. For more info, [www.vernmaine.com](http://www.vernmaine.com)



## Bob Carroll

Bob Carroll has more than 20 years experience in information technology, business consulting, data services and engineering. He has been a key contributor on projects running the gamut from the B-2 Stealth Bomber to improving student performance in New England public and private schools. His work involves selecting and implementing next generation strategies, methodologies, and technologies for clients. Most recently, Bob is focused on Data Loss Prevention, Security and Regulatory Compliance, such as Mass 201 CMR 17.00 for private sector business and public sector, such as schools and local government. See [www.bobcarrollconsultant.com](http://www.bobcarrollconsultant.com)

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Seating is limited, so **register early** for the event at:

<http://bostonbusinessalliance.com/register.html>