

# Business Trade Secret Protection & Data Privacy

25th September 2009,  
Royal Plaza on Scotts, Singapore

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Early Bird Ends  
25th August 2009

## Overview

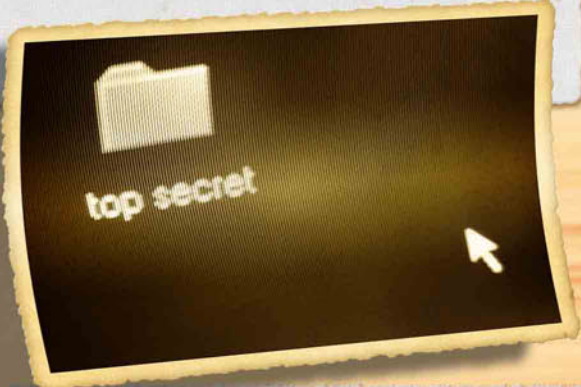
Trade Secret Protection is a common and essential business strategy that safeguards corporate profits and can also offer protection from businesses being destroyed by competition.

Insiders and corporate employees are privy to proprietary information that is often valuable to a competitor. These include business methods and formulas, information on new projects in development and other intellectual property and also sensitive customer information and proprietary databases. During this difficult economy, to maintain the competitive edge and to survive the pressure it is essential for businesses to defend themselves by utilizing the most effective strategies for implementing and putting in place employment agreements that protect their business secrets and interests.

Therefore this forum of industry and legal experts will discuss how to strengthen company policies, draft more effective employment agreements and deter employee raiding and trade secret misappropriation.

## Programme Highlights

- ▶ Trade Secret Protection: What is protected?
- ▶ What is considered fair and unfair "raiding" by employees
- ▶ Building strong company policies to avoid compromising business information
- ▶ Drafting and enforcing the non-competition clause across the corporate culture
- ▶ Best practices in protecting business trade secrets and maintaining data privacy
- ▶ Litigating the Business Trade Secrets and Data Privacy Case
- ▶ Drafting Smart Agreements to Maximize Protection



## Speakers

**Karol Goh,**  
Partner,  
ATMD Bird & Bird LLP

**Max Ng,**  
Managing Director,  
Gateway Law Corporation

**Rozalynne Asmali,**  
Senior Associate,  
Drew & Napier LLC

**Daniel Koh,**  
Partner,  
Rajah & Tann LLP

**Joseph Tan Chin Aik,**  
Advocate & Solicitor,  
Messrs Madhavan Partnership

All participants receive a certificate

Register Now!

Tel: +65 63007814 Fax: +65 68529293

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## Board of Speakers:



**Karol Goh,**  
Partner, ATMD Bird & Bird LLP

Karol is a Partner of ATMD's Intellectual Property and Technology Group and has been involved in various aspects of intellectual property law, including intellectual property litigation, anti-counterfeiting efforts, patents, trade marks and passing-off.

Karol graduated from the National University of Singapore and was admitted as an Advocate and Solicitor of the Supreme Court of Singapore in 1998. Karol is a member of the Intellectual Property and Information Technology Committees of the Law Society of Singapore. She has represented high profile clients like Philips Electronics and Levi Strauss among many others.



**Max Ng,**  
Managing Director, Gateway Law Corporation

Max Ng is the Managing Director of Gateway Law Corporation, a boutique technology and intellectual property law practice. In addition to being professionally active in the community, Max is also listed as a leading lawyer in his field in various publications, such as AsiaLaw Leading Lawyers, Who's Who Legal, and Asia Legal Business' Legal Business' Legal Who's Who. In addition to technology law, Max also practices in the areas of intellectual property, communications, media and entertainment law. In his spare time, Max also renders his services by judging at competitions and providing legal guidance pro bono at entrepreneurship forums such as at "Start-up@Singapore", or at the local educational institutions.



**Rozalynne Asmali,**  
Senior Associate, Drew & Napier LLC

Rozalynne is a Senior Associate in Drew & Napier LLC's Intellectual Property Department. She graduated from the London School of Economics and Political Science, and is a member of the Bar of England & Wales. Rozalynne is also admitted as an Advocate and Solicitor in Singapore. In addition to litigation practice, Rozalynne conducts Trial Advocacy classes for the National University of Singapore.

Rozalynne's principal areas of practice are intellectual property litigation (patent, trademark, copyright, passing off and registered designs) and general commercial litigation. She has assisted in various litigation cases involving intellectual property disputes and contractual disputes. In addition to contentious matters, Rozalynne also handles non-contentious intellectual property matters. She has also advised companies on various issues such as confidentiality and non-competition obligations of employees.

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## Board of Speakers:



**Daniel Koh,**  
Partner, Rajah & Tann LLP

Daniel's main areas of practice are dispute resolution and intellectual property (including sports and entertainment law). Daniel undertakes a broad range of work including advising on intellectual property, electronic commerce and communications, licensing, sports and entertainment law. Daniel teaches in the Dispute Resolution programme at the National University of Singapore Law Faculty. He also teaches in the arbitration programme at the Practice Law Course conducted by the Board of Legal Education. Daniel is a member of the Law Society Intellectual Property Committee and the Law Society Continuing Practice Development Committee. He is the editor of *The Law and Practice of Injunctions in Singapore*, published by Sweet & Maxwell Asia in 2005 and has also co-authored the chapters on Intellectual Property, Defamation and Employment Disputes. Daniel Koh graduated from the National University of Singapore and later obtained a Master of Laws Degree from Columbia University as a Harlan Fiske Stone scholar for superior academic performance.



**Joseph Tan Chin Aik,**  
Advocate & Solicitor, Messrs Madhavan Partnership

He graduated from National University of Singapore with LLB (Hons) (Singapore) in 1991. He was admitted to the Rolls of the Supreme Court Singapore since 1996. Upon graduation from NUS on a SPF scholarship, he served his bond with the Singapore's government until 1995.

Joseph has a broad range of law practice in contentious and non-contentious fields. These include Company Law, Partnership and Joint Venture, Contract and Commercial Law, Criminal Law, Disciplinary Proceedings, Insurance, Road Accident & Workmen's Compensation, Intellectual Property, especially in Tenancy law.

Posted as a PSC Scholar and having worked in the departments in the Ministries of Education and Home Affairs and even in the prisons and to have gone to FBINA/FLETC/etc on study-trips, he is most suited to present to us on the topic "Drafting Smart Agreements To Maximize Protection".

## Who Should Attend

Human Resource Managers, HR Executives, Programme Managers, Programme Executives, Employment Contract administrators and Managers, HR Consultants and Solution Providers, Business Owners, Proprietors, SMEs, Public officials, employment lawyers and in-house counsel, Government Officials responsible for data protection and management from various industries ranging from:

Information Technology, Construction, Real Estate, Facilities, Strategy and Planning, Property, Architecture and Design, Operations, Civil Engineering and Maintenance, Property Development, Asset Development, Project Development and Management, Environment and Energy, Surveying, Evaluation, Advertising, Sales and Marketing.

Also consultants and lawyers specializing in employment contracts and independent solution providers will be in attendance at this conference.

# Business Trade Secret Protection & Data Privacy

25th September 2009, Royal Plaza on Scotts, Singapore

## Conference Agenda

### 09:10 to 10:15

Trade Secret Protection: What is protected?

- Defining of a trade secret
- Analysing the types of information that may be protected: customer information, financial information, business strategies
- Employee obligations of confidentiality
- What is considered fair and unfair "raiding" by employees
- Are independent contractors and consultants bound by trade secret laws?

#### Confirmed Speaker:

Karol Goh, Partner, ATMD Bird & Bird LLP

### 10:15 to 10:45

Coffee Break

### 10:45 to 11:45

Companies and Their Secrets: Putting in Place the Right Policies

- Trade Secret Management
- Protection Strategies
- Comparing Trade Secrets and Patents
- Considerations from the legal and business aspects
- Practical tips and suggestions

#### Confirmed Speaker:

Max Ng, Managing Director, Gateway Law Corporation

### 11:45 to 12:45

Safeguarding your Company's Confidential Information and Business Trade Secrets

- Obligations of Confidence – what kinds of information and trade secrets are protected
- When are your company's rights infringed
- Internal Protocols – securing valuable information and trade secrets
- External Relations – how to protect your confidential information
- Practical tips to safeguard your company's confidential information

#### Confirmed Speaker:

Rozalynne Asmali, Senior Associate, Drew & Napier LLC

### 12:45 to 14:00

Networking Lunch

### 14:00 to 15:00

Litigating the Business Trade Secrets and Data Privacy Case

- Building your case effectively: internal discovery, witness, preserving relevant evidence, presenting documents as evidence
- Seeking a protective order to protect the company's trade secret that may be produced in the litigation
- Considering case settlement: potential settlement pitfalls, assessing when arbitration may be effective
- Securing permanent injunctions
- Incorporating relevant employment law analysis

#### Confirmed Speaker:

Daniel Koh, Partner, Rajah & Tann LLP

### 15:00 to 15:30

Coffee Break

### 15:30 to 16:30

Drafting Smart Agreements to Maximize Protection

- Drafting restrictive clauses necessary to protect unique company information and incorporating them in the employment agreement
- Addressing the reality of virtual office in employment contracts: The risk of portable technology and hand-held devices
- Clarifying contractual restriction on post-employment conduct: the scope of non-competition clause, adapting the non-competition clause according to the situation and employee, practical methods of monitoring employees after they leave the company
- Drafting non-competition clauses, confidentiality agreements and restrictive covenants that can withstand the litigation process: "no-defense" provision

#### Confirmed Speaker:

Joseph Tan Chin Aik, Advocate & Solicitor, Messrs Madhavan Partnership

### 17:00

End of Conference

# Business Trade Secret Protection & Data Privacy

## Registration Form

Please complete this form and mail/fax to us at:

Tel: +65 63007814

Fax: +65 6852 9293

Email: saadah@barracudaa.com

## Delegate Details

Delegate 1: Mr/Mrs/Ms/Dr	
Name:	
Position:	
Email:	Phone:
Delegate 2: Mr/Mrs/Ms/Dr	
Name:	
Position:	
Email:	Phone:
Delegate 3: Mr/Mrs/Ms/Dr	
Name:	
Position:	
Email:	Phone:
Delegate 4: Mr/Mrs/Ms/Dr	
Name:	
Position:	
Email:	Phone:
Company:	
Address:	
Postal Code:	
Nature Of Business:	
Details of Authorising Personnel:	
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19 August 2009

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27 & 28 August 2009

For more information write to us at [info@barracudaa.com](mailto:info@barracudaa.com) or call +65 63007814

## Conference Details

Title: Business Trade Secret  
Protection & Data  
Privacy

Date: 25th September '09

Time : 9:00 am to 5:30pm

Venue: Royal Plaza on Scotts  
Hotel, Singapore

## Conference Fees

Early Bird S\$595  
(Registered by 25th August '09)

Regular S\$795

## Payment Procedure

Please send in your cheque/  
bank draft made payable to:

Barracudaa Solutions Pte Ltd  
391B Orchard Road  
#23-01  
Ngee Ann City Tower B  
Singapore 238874

## Booking Conditions

1. Fees include program materials and refreshments.
2. Following completion and return of the registration form, full payment must be received prior to the conference date. A receipt will be issued on payment.
3. You may substitute delegates at any time at no extra cost.
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