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Brown Bag CLE: *Demystifying Trade Secret Law*

The use of technology in business is pervasive and increasing at exponential rates. The key legal driver behind this technology is intellectual property. Patents, copyrights, trademarks and trade secrets are the modern legal tools used to achieve business success, and it is this intellectual property that is often the most valuable asset of a commercial enterprise.



Christopher G. Simboli

Of the four main intellectual property rights, trade secrets are perhaps the most mystical and misunderstood. This presentation is intended to shed light on the unique characteristics of trade secrets as compared to the other forms of intellectual property, and will explore how trade secrets are developed, protected, and exploited in the market place.

Lunch is being provided by Parsons Behle & Latimer.

Tuesday, June 5, 2018

12:00 p.m.—1:30 p.m.

**Clearwater Conference Center
James A. McClure Federal Building
& U.S. Courthouse
Boise, Idaho**

**No Charge FBA Member or FBA Student Chapter
Member; \$10 Non-member
1.5 hrs. CLE Credit Requested, ISB**

Registration requested by Friday, June 1, 2018

Contact Susie Headlee at (208) 867-8169 / sheadlee@parsonsbehle.com

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