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RESEARCH • TRAINING • SEMINARS • CONSULTING

KNOWLEDGE PROTECTION STRATEGIES

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Why is it that...

- You can probably pinpoint the precise time of day your desk stapler went missing, but you're *absolutely clueless* about the status, stability, sustainability, defensibility, and value of your intangible assets, intellectual property, trade secrets and proprietary know how...
- You will entrust your most valuable intangible assets, business practices, and trade secrets to people -employees you only say *hi, goodbye* and *thanks* to at the office or the photocopy store.
- Most companies learn about *the* value of their misappropriated, compromised, or infringed trade secrets, proprietary know how and competitive advantages by asking legal counsel what their fees will be to *try* to get them back...



If you assume...

- Your most valuable intangible assets, know how and competitive advantages are protected by computer/IT security, non-disclosures and non-competes *try* listening to cell phone conversations in hotel lobbies and airport lounges or glance at the laptop screen of the person seated next to you...
- Your ideas and innovation are adequately protected because a patent has been issued, its time you learned about global data mining, business intelligence, and information brokering operations, or just go to www.globalfleamarket.com and see your company's product, ideas, and competitive advantages in counterfeit form...
- No one is interested in your strategic planning, client lists, pricing strategies, research, and business practices, why are there 19+ university programs in the U.S. and Canada, plus hundreds of seminars conducted globally to train people in the *art* and *science* of collecting-analyzing business and economic intelligence...

did you know?

Studies conducted by private, government, and professional associations estimate that U.S. companies lose between \$59 and \$239 billion annually due to theft, misappropriation, and economic espionage of trade secrets, proprietary know how and intellectual property. Mr. Moberly was a principle investigator to the 2006 'Trends In Proprietary Information Loss Survey' - ASIS International