



Trade Secrets

TRADE SECRETS ARE INCREASINGLY IMPORTANT WORLDWIDE, REQUIRING NEW STRATEGIES FOR IDENTIFICATION, PROTECTION AND ENFORCEMENT.

We act for multinationals across industries, including Fintech, Healthcare, Consumer, Energy and Manufacturing

WHAT WE DO

LITIGATION

We act at all stages of litigation and ADR involving trade secrets and related actions such as inevitable disclosure, breach of confidence and unfair competition.

STRATEGIC ADVICE

We provide competitive assessments and develop best in class trade secret protection, monitoring and enforcement programs.

CYBERSECURITY & RAPID RESPONSE CAPABILITY

We develop rapid response plans in the event of breach, including seizure and other emergency relief actions to prevent imminent disclosure.

STANDARDS & CONTROLS

We design, develop and enhance global codes of conduct, policies, due diligence protocols, risk-based covenants and agreements to create a comprehensive approach to protecting and preserving trade secrets.

WHY WE ARE DIFFERENT

Size & Reach

We're the world's largest full service IP litigation practice, bringing together in-market IP expertise at the local level, with cross-border experience and perspective.

Quality

We are consistently rated as one of the top IP practices globally, with more top tier IP litigation practices in more places than any other firm. We have the right resources where you need them.

Track Record

No firm has more experience helping multi-nationals protect their assets when trading globally. We bring that experience to every engagement.

Cross Disciplinary Expertise

We combine industry specialists with practice area experts to rapidly assess key facts and enforcement options.

Innovation

We prioritize key innovations and analysis tools to benchmark compliance levels. In doing so, we focus on employees, key business partners and company policies to establish best in class programs.

ASK US ABOUT...

IP Enforcer • Employee Creations Handbook • Global Trade Secrets Handbook
Trade Secrets Tool (*Coming soon*) • 10 Best Practices for Trade Secrets Protection
The Board Ultimatum: Protect and Serve

Visit <https://globalipsuite.bakermckenzie.com> to learn more about our value added services

WE ADVISED THE EUROPEAN COMMISSION IN ITS DEVELOPMENT OF THE EU'S TRADE SECRETS DIRECTIVE

CUTTING EDGE CONFIDENTIALITY ADVISOR TO ONE OF THE WORLD'S LEADING FASHION HOUSES

OUR TOP 10 IP CLIENTS HAVE COMBINED REVENUES OF MORE THAN \$500BN

OBTAINED LANDMARK INJUNCTION IN CHINA REGARDING INEVITABLE DISCLOSURE AND EXECUTIVE MOBILITY

"The full-service outfit excels at prosecution for some of the world's top corporations operating across the full spectrum of industries. ...it effortlessly tackles high-stakes infringement and trade secret suits for foreign concerns, to great acclaim." IAM PATENT 1000



Chambers



Managing IP

"Singled out for its cross-border capabilities and its impressive global footprint, Baker McKenzie LLP's practice acts for an impressive client base of global household names in a broad range of sectors." LEGAL 500



World Trademark Review & IAM Patent 1000



World Trademark Review

Represented a subsidiary of a global diversified conglomerate in multiple courts in Germany in an ongoing dispute with former employees who misappropriated substantial and business-critical technical and business information when terminating their employment.

Successfully arbitrated on behalf of a global commercial bank in asserting a claim of trade secret misappropriation amounting to USD 5 million.

Advised global sportswear brand on an action against a syndicate of technology experts obtaining confidential information about new product launches and using automated bot technology to secure very high proportions of high profile new products.

Secured an injunction on behalf of a leading information and technology healthcare solutions provider in Singapore against former employees who had misappropriated more than 40,000 confidential files and data. Criminal investigations commenced under the Computer Misuse and Cybersecurity Act.

Advised a global manufacturer of office supplies on its contentious theft of trade secrets case resolution against a Chinese entity. The defendants were barred from importing into the US shredders made by the client for five years.

Represented a renowned Malaysian software technology company in ongoing litigation defending claims of breach of confidential information arising from the development of the software, including allegations of copyright infringement, breach of contract, conspiracy to defraud, breach of fiduciary duties, breach of confidence and conversion.

Won a dismissal of a trade secrets case filed against a Brazilian aeronautics company involving the design and development of a military reconnaissance aircraft for use by the UAE military.

Acted for a fabless semiconductor company in criminal complaints against its former employee that joined a major competitor in China for using and disclosing the client's trade secrets. This matter is widely reported and is considered a landmark case in trade secret/IP practice.

For General Inquiries contact: GIPBDM@BakerMcKenzie.com For more information: www.bakermckenzie.com/ip