

## DO's

- Verify if it is appropriate to make efforts to maintain trade secret rather than protect your assets through patents, copyright or any other form of intellectual property right
- Select only strategic information to be trade secret
- Take any useful precaution for maintaining your secret
- Implement all necessary measure to keep information confidential
- Conduct an initial trade secret audit
- Develop and write down a trade secret protection plan
- Share your secret only after signing a coherent non-disclosure agreement
- During a business negotiation tell as little as necessary to achieve your commercial objective
- Choose your recipients very carefully
- Allow access to secrets only to the staff really who need to know them
- Label documents, items and software containing trade secrets
- Encode and protect with a password trade secret information
- Use employee manuals to stress trade secret protection
- Use physical security barriers
- Limit access to visitors
- Conduct routine trade secret audits

## DON'Ts

- Don't disclose any relevant information
- Don't publish your secret in any way
- Don't think to have the right to stop people who acquire or use information in a legitimate way
- Don't be light-minded in taking any possible useful precaution and in valuing the importance of your secret
- Don't mix trade secrets with non-trade secrets
- Don't forget to insert a confidentiality clause in any relevant interview or agreement
- Don't allow departing personnel to forget nondisclosure agreement clauses
- Don't permit to anyone to access relevant information
- Don't leave your secret exposed to view