



**Keep it secret, keep it safe.  
How to identify and protect a  
trade secret**

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# Trade secrets vs. IP rights



One reason secret family recipes are usually best kept secret.

# Trade secrets vs. IP right

- A secret is something we do not want someone else gets to know.
- A patent lasts 20 years, a secret which can be properly kept lasts forever

# Successful secrets (I)



# Successful secrets (II)



# To keep a secret

To keep a secret is difficult:

How often clients have directly disclosed an invention (i.e. have not kept a secret) before filing a patent application?



To keep a secret (the tire system)

Healthy situation



F U M E R O STUDIO  
CONSULENZA  
BREVETTI

To keep a secret (ctd the tire system)

Dangerous situation: firing



# Can the secret be seen as an IP right?

- Judicial description
- In the past: access to the Counterpart's premises with no particular requirement
- Today, strong limits to the access to preserve the secret

# Regulations



# Regulations

The IP regulations relating to the trade secrets will be presented from the perspective of three different parts of the world