

**The Intellectual Property/Technology Business Section  
and The In-House Counsel & Corporate Law Section  
of the Santa Barbara County Bar Association present:**

**Trade Secrets: Why They Matter and How to Protect Them**

Trade secrets encompass confidential business information and data with competitive value, ranging from customer lists to strategic plans, research, and secret proprietary formulas. How can businesses protect these important assets? This program will explore the practical issues involved in counseling clients to manage their data assets in order to avoid loss and contamination in our high-velocity global digital environment.

**Speaker: James Pooley**

James Pooley is an internationally recognized expert in trade secret law. He is the author of the treatise *Trade Secret Law* and of *Secrets: Managing Information Assets in the Age of Cyberespionage*. The U.S. Senate Judiciary Committee relied on Mr. Pooley for expert testimony and advice during consideration of the landmark 2016 Defend Trade Secrets Act. In 2014 he completed a five-year term as Deputy Director General at the World Intellectual Property Organization in Geneva. He is a past president of the American Intellectual Property Law Association and currently serves as co-chair of the Trade Secret Task Force of the International Chamber of Commerce. Mr. Pooley has an active law practice in Silicon Valley representing clients in trade secret, patent, and technology-related commercial disputes, and provides advice on IP strategy and data security management. He also serves as a special master, expert, and arbitrator, and teaches trade secret law at the UC Berkeley School of Law.

**Date and Time**

Wednesday, October 23  
Noon – 1:15 p.m.

**Location**

Santa Barbara College of Law, 20 East Victoria Street, Santa Barbara

Reserve via email to Chris Kopitzke,  
Chair of Intellectual Property/Technology Business Section,  
by Friday, October 18, [ckopitzke@socalip.com](mailto:ckopitzke@socalip.com)

**Cost and Payment**

\$25.00 – includes lunch  
Checks payable to Santa Barbara County Bar Association  
Mail by Friday, October 18, to SBCBA  
15 W. Carrillo St., Suite 106, Santa Barbara, CA 93101

**MCLE**

One hour credit applied for