

Trade Secrets – Valuable Assets

Trade secrets are now typically a company's most valuable intangible assets. Economists estimate that trade secrets comprise roughly two-thirds of the value of a company's intellectual property (IP) portfolio, reflecting how it provides a key competitive advantage¹.

Trade secrets may also later become part of a valued registered IP right such as a patent.

More Trade Secret Legislation and Litigation

New trade secret laws at the national level have been enacted in a number of major economies – the United States of America, the European Union and China.

In addition, trade secret litigation has increased. Thus the need to identify and protect trade secrets is more critical than ever. You need the **IKR™ (International Knowledge Registry)**.

Why is the IKR™ the Solution?

A company must take active steps to protect its trade secrets via, e.g., strict processes and procedures intended to keep them secret. Yet, how can one externally prove such secrets exist when they are secrets? When the stakes are high, the temptation to “fabricate” secrets also is high.

Conventional processes and procedures to “protect” trade secrets are insufficient to address the requirements of protecting the many thousands of trade secrets per company under evolving legal regimes. How do you provide Proof of Existence (PoE) of a secret without revealing the secret!

Oftentimes, the problem with respect to IP is being able to prove that you had the IP first. The IKR™ provides this PoE – the initial seed for a new creation. PoE assists in dispute resolution should you ever need it.

What is the IKR™?

The IKR™ *is* –

- A digital fingerprint that uniquely identifies an electronic document containing your creation (or secret).
- Proven cryptographic technology generates the fingerprint to document the creation of your IP.
- A time/date meta data “stamp” so you know when your creation existed.
- Held exclusively by the trusted international authority.

The IKR™ *provides* –

- PoE and registration of trade secrets without *revealing the trade secret's content*.
- A demonstration of your steps and commitment to protect trade secrets.
- An enabler to commercialize and monetize trade secrets.

Mediators/Arbitrators or Courts may view the IKR™ *as* -

- A rebuttal presumption of PoE or ownership.
- The only global solution enabling the registration of trade secret without disclosing its contents. It is a crucial component of the processes and procedures you use to safeguard your trade secrets.



1. http://www.willamete.com/insights_journal/16/spring_2016_11.pdf

Other Uses of the IKR™

Use the IKR™ on valuable electronic documents containing your secret ideas, new designs, new compositions, recipes, and other valuable commercial information.



an idea



a new mechanism



an outline



a new process



a draft



an updated version of your client's process or composition



new pictures or drawing



a new recipe or a new compound



research data, prove prior use



collaboration

To Use the IKR™

Simply go to www.ikr.iipcc.org and register for yourself or your company.

Why did IIPCC Develop the IKR™?

Intellectual property has directly and unquestionably contributed to worldwide higher well-being. However, there have been little changes in how IP is leveraged despite the digital transformation of global commerce and economies. Hence, IIPCC developed the IKR™ in conjunction with the World Intellectual Property Organization (WIPO) as a standard to enable the IP and the settlement of these rights.

As a think tank and standards-setting organization, IIPCC realized that the current IP framework and rights established long ago are insufficient for commerce in the world today. By establishing the IKR™, IIPCC helps business provide valuable record of PoE for use in economic endeavors and in dispute resolution.

How to Resolve Trade Secrets Disputes?

IIPCC and the WIPO Arbitration and Mediation Center collaborate to make available dispute resolution mechanisms to efficiently resolve trade secrets disputes without the need for court litigation.

For more information on WIPO alternative dispute resolution (ADR) options you may visit: www.wipo.int/amc, or you may contact the WIPO Arbitration and Mediation Center at arbiter.mail@wipo.int



For more information please visit:
<http://ikr.iipcc.org>

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