

## **Protecting Intellectual Property and Data Loss Prevention (DLP) – Unique to your business**

*By Ray Arpin*

*Dated: Sep 15, 2009*

*The Boston Business Alliance presents "Protecting Intellectual Property and Data Loss Prevention" – what small and medium size business owners, CEOs, and organization leaders need to know to protect their business.*

The Boston Business Alliance, Business Survival Guide Series, will present Protecting Intellectual Property and Data Loss Prevention – what small and medium size business owners, CEOs, and organization leaders need to know – without all the complexities and legal jargon (well, a little) – on Wednesday, September 23, 2009.

This meeting will explain what intellectual property is, how you can protect it, how data/information loss may be seriously impacting your business, and how to prevent data/information loss. Simple steps that can save you thousands of dollars, lost business, and possibly worse.

Intellectual Property is more than just a trademark or copyright, and business owners need to realize just how important it is to their business and survival. Simply put, Intellectual property is the unique knowledge and information that business owners have created that makes their business different from their competition and make their products and services “special” to customers and clients.

Think about it. What is truly unique about any business? Is it the unique product design, like the iPhone? Or a special, unique approach to sending out emails and newsletters, like Constant Contact? It might even be the way that you keep records of your customer information that demonstrates how you value them, or just the company marketing line. That can all be considered intellectual property.

Now, consider that someone, inside or outside of your business, takes your unique knowledge and information, and puts a slightly different twist on it, and then uses it to go after and take away your business, your clients, and even your employees. Much of what you have created is intellectual property. So how can you protect it from people stealing it, or using it, without your permission? What happens when someone hacks into your network and computers and takes your client contact information or other critical business information; or someone inadvertently sends out an email with confidential client information? The list is almost endless.

Attorney Vern Maine will provide an enlightening introduction to a complex subject, Intellectual Property, a topic that every company must take into account in some aspect of their business activities. Trade secrets, confidentiality agreements, inventions, patents, trademarks, tradenames, copyright, federal registrations, enforcement, employee rights, ownership complications, infringement possibilities; any or several of these will be of concern to every enterprise at one time or another. A basic understanding of the key principles will help owners and managers avoid common pitfalls. Bob Carroll will provide insight and information on how data may be walking out the door and what you can do to prevent it.

Network and meet your peers; find out what they are doing to protect their intellectual property and data loss, and other Hot Topics that you are, or should be, concerned about. Seating is limited. Attendees will have the opportunity to speak with experts in the areas of protecting intellectual property and data loss prevention.

Register at <http://bostonbusinessalliance.com/hottopics.html>

Date and Time: September 23, 2009, 7:15 – 9:00 AM

Location: Conference Room 4750, 800 W. Cummings Park, Woburn, MA 01801

Hosted by: Sunbelt Business Sales & Acquisitions

#### About

The Boston Business Alliance (BBA) is a new group, specifically formed to provide small and medium size business owners and organization leaders with timely information and advice – a way to get answers to business questions. BBA recruits seasoned and experienced subject matter experts to join and become contributors and advisors to small and medium size businesses.

For more information, contact:

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Boston Business Alliance (BBA) brings together experts from all business functional areas to provide timely and valuable information and services to small and medium size business (SMB) owners and organization leaders (public and private sectors).

Category Accounting, Legal

Tags Intellectual Property, data loss prevention, dlp, boston meeting, protect information

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