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Trade Secrets vs. Patents

How to Optimise ROI for your hard earned innovation

16 January 2024

LONDON

17.00 for a 17.30 start



Dr Karl Barnfather - Senior Patent Practitioner at Withers & Rogers LLP

Karl has many years' experience in protecting software related innovation and more recently in helping companies divine a suitable strategy in machine learning technologies where many innovations can of course be retained as trade secrets. Karl is an advocate for a mixed strategic approach. He has for 8 years now been voted by peers as an IAM 300 IP strategy expert.

Jennifer Burdman - Chief IP Officer at Valo Health in Boston

Jennifer is responsible for developing/implementing Company IP strategy and counselling executive management and board of directors on all matters relating to the acquisition, protection, licensing, and enforcement of intellectual property rights. Extensive experience as first-chair trial lawyer in complex, high-stakes litigation in patent infringement, trade secret misappropriation, and contract disputes involving intellectual property. Jennifer brings huge experience and an active working knowledge of the pros and cons of trade secret and patent enforcement.



Nigel Swycher - CEO and founder of Cipher (recently acquired by LexisNexis)



Cipher's mission is to enable patent owners to make rational decisions by providing strategic patent intelligence, powered by machine learning. As a former partner in major London law firms Nigel brings huge experience as a legal practitioner as well as an entrepreneur to help guide the session in a better understanding of the complexities of achieving the best ROI from an IP strategy. Nigel is also recognised by the IAM 300 as an expert in the field.

Dai Davis - Solicitor and Chartered Engineer at Brooke North LLP

Dai has decades of experience advising companies about the options for protecting intellectual property: in particular Dai will be talking about when patenting is not the best solution, what objectives would be relevant in those circumstances and how to achieve those objectives.

