



# Trade Secrets and Franchising Webinar

September 25, 2018

## Webinar

Live Webcast

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Franchise businesses rely heavily on confidential and proprietary information, including protectable trade secrets. In fact, trade secrets and intellectual property make up the bulk of what a franchisor licenses to its franchisees in a franchise agreement.

Join Gray Plant Mooty attorneys James Wahl and Frank Sciremammano for a webinar that will offer best practices for maintaining the integrity of a franchisor's trade secrets and discuss new developments in the field, including the following topics:

- What is a trade secret and how is it different from other intellectual property?
- Best practices for maintaining adequate security of your trade secrets and mitigating risk of disclosure.
- Best practices when pursuing trade secret wrong doers.