



**Integration of Trade Secrets in
Business Strategies
with Special Consideration of the Use
of New Technologies**

RICHTER IP IN NUMBERS

2239

patents



in 138

Countries

in 154

Patent families



First patent filed: in 1905.

Procedure for preparation of lecithin albuminat; (inventor: Gedeon Richter)

23000

trademarks

in 145

Countries

Oldest trademark still protected:

TONOGEN

Priority: **19.11.1902**

network of

168

foreign patent attorney and attorney at law offices



TRADE SECRET IN PRACTICE - INTERPRETATION

Layers of legal sources

- TRIPS (39)
- 2016/943 know-how & business info directive
- Member state's acts on proprietary information

Regulatory affairs

- TRIPS [39(3)]
- 2001/83/EC dir.
- 726/2004 reg.
- national act

Criteria of trade secret

- **value** (commercially)
- **accessibility** (very limited)
- **secured** (reasonable measures taken for keeping it confidential)

- **Types of proprietary information**
 - technological
 - commercial/business
 - organizational

Essential part of strategy

- trade secret is part of intangible asset
- high value
- protection is crucial for business

INDUSTRIAL VIEW – ANYTHING BEYOND PATENTS AND IP

Technical / technological

- R+D data
- manufacturing (API, final product, formulation)
- analytics
- packaging

Regulatory affairs

- non-public part of dossier
- data of pre-clinical or clinical trials
- clinical study design

Commercial

- suppliers chain
- commercial partners
- marketing / sales strategy

Measures to protect sensitive information

- awareness (company policy)
- in house regulations
- internal registry
- secured com. channels with partner
- contractual safeguards

Areas where trade secret can be very useful

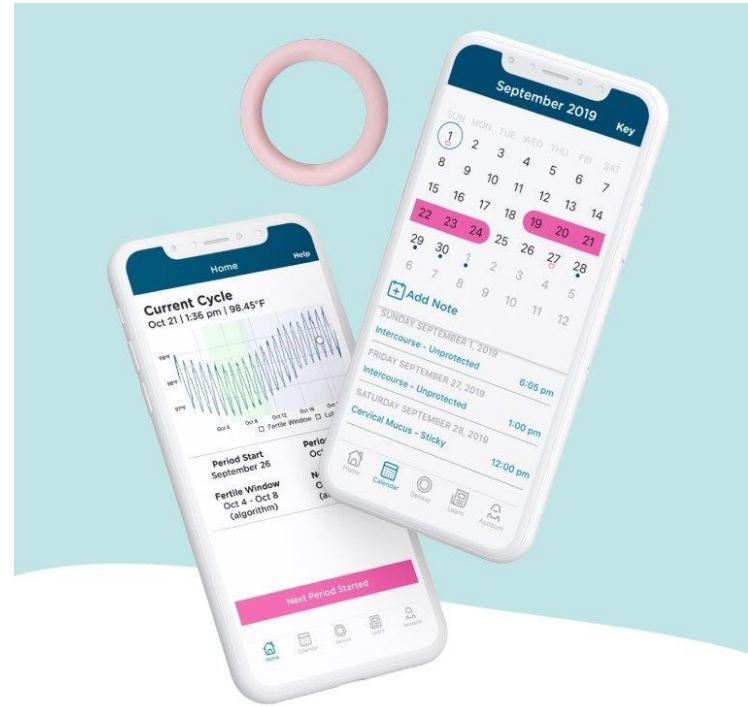
- due to business decisions info shall be kept confidential
- innovative items can not be protected by IP titles

EXAMPLES

traditional



digital health



Thank you for your attention!

