



## Philadelphia Business Journal: Why You Should Care About Trade Secrets and How to Protect Them

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Conversations surrounding intellectual property (IP) often focus on brand components like logo, packaging, or design. However, in today's digital economy companies are neglecting to protect or recognize trade secrets as a fundamental piece of IP.

Though there is increased focus on cyber threats to IP, companies estimate that only 10 percent of trade secret losses are caused by these external threats. A recent study by O'Melveny confirms that the most likely source of trade secret loss is business insiders, including current and former employees or third-party partners.