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WAYS TO PROTECT YOUR STARTUP'S WINNING FORMULA!



Cover Your Tracks! NDAs

F1 teams hire talented engineers that have access to trade secrets. Non-disclosure agreements restrict the disclosure of confidential information to third parties.

Make a for Confidentiality Provisions.

Robust confidentiality provisions can prevent the disclosure of confidential information. These provisions can be inserted in shareholders' agreements, employment agreements – etc.

Get in Pole Position: IP Assignment Agreements

IP assignment agreements transfers IP rights created by an employee or a consultant in a work product to the company.

Keep a Secret? To Patent or Not To Patent.

Registering a patent prevents others from using or copying your patented invention.

However, as the inventive process must be **disclosed** during registration, this could mean losing your very competitive advantage. The commercial value of trade secrets is in their very secrecy!

Don't Understeer: Restraint of Trade

Non-compete and non-solicit clauses restrain individuals from working for rival companies or poaching other employees. **Take note:** these are only enforceable if the clause is **reasonable!**