



This week on the *Tech Law Hangout*, host Jordan Becker is joined by John Gray, firmwide co-chair of Perkins Coie's Trade Secret practice and vice chair of its Trademark, Copyright, Advertising & Internet practice, to discuss the importance of trade secret protection in the technology industry.

They highlight the differences between trade secrets and patents, outlining the pros and cons of each. John covers the types of trade secrets technology companies typically possess, the challenges of identifying and protecting trade secrets, and measures companies can implement. Additionally, John discusses various aspects of trade secret protection, such as labeling, ways trade secrets can be lost, and recent legal developments. Emphasizing the significance of safeguarding trade secrets, he offers practical advice for companies.

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Podcast series

The Tech Law Hangout

Welcome to *The Tech Law Hangout*, where law and technology collide in a dynamic conversation. Join Jordan Becker, a patent attorney and partner at Perkins Coie LLP, as he explores this ever-evolving intersection.

Regularly joined by his Perkins Coie colleagues, this podcast dives deep into the essentials and innovative strategies of technology law, including intellectual property (IP), corporate, privacy, and tech transactions. Whether you're an innovator, entrepreneur, or corporate decision-maker in the tech industry, this podcast is your go-to resource for navigating the legal landscape. Tune in and join the conversation at *The Tech Law Hangout*.

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