



# **BUSINESS STRATEGIES FOR RISK MITIGATION AND PROTECTION OF INTELLECTUAL PROPERTY IN FOREIGN MARKETS: BRANDS & TRADE SECRETS**

**DISCOVER GLOBAL MARKETS: EUROPE  
LOS ANGELES, CALIFORNIA  
JUNE 4, 2014**

**DANIEL MARK OGDEN, ESQ.**  
*Attorney and Counselor at Law*  
*Licensed Customs Broker*  
*International Trade Consultant*  
*Chair Emeritus, National District Export Council*

## **LEGAL RISKS MANAGEMENT AND MITIGATION**

- **Legal Risks Need to be Proactively Managed in the Same Manner as any Other Business Risk**
- **Legal Risk Management should be an Integral Component of an International Business Strategy**
- **Contracts can be an Effective Tool for Risk Mitigation and Allocation**



**DANIEL MARK OGDEN**

*Attorney & Counselor at Law*

*Licensed Customs Broker*

*International Trade Consultant*

# STRATEGIES FOR RISK MITIGATION AND PROTECTION OF BRANDS IN FOREIGN MARKETS

- **Importance of Company Brands in International Business**
- **Risk: Loss of Brand Identification, Use and Ownership**
- **Solution: Protection of Brand as a Trademark**



**DANIEL MARK OGDEN**

*Attorney & Counselor at Law*

*Licensed Customs Broker*

*International Trade Consultant*

# STRATEGIES FOR RISK MITIGATION AND PROTECTION OF BRANDS IN FOREIGN MARKETS

- **Trademark Registration Standards**
- **Madrid Protocol Trademark Registrations**
- **Brand Protection Strategy in EU**



**DANIEL MARK OGDEN**

*Attorney & Counselor at Law*

*Licensed Customs Broker*

*International Trade Consultant*

# STRATEGIES FOR RISK MITIGATION AND PROTECTION OF TRADE SECRETS IN FOREIGN MARKETS

- **Use of Trade Secrets in International Business**
- **Risk: Loss or Unauthorized Use of Trade Secrets**
- **Solution: Trade Secrets Protection**



**DANIEL MARK OGDEN**

*Attorney & Counselor at Law*

*Licensed Customs Broker*

*International Trade Consultant*

# STRATEGIES FOR RISK MITIGATION AND PROTECTION OF TRADE SECRETS IN FOREIGN MARKETS

- **Contractual Creation and Protection**
- **Contractual Enforcement: Injunctive Relief**
- **Third Party Trade Secret Protection:  
Contractual Subrogation**



**DANIEL MARK OGDEN**

*Attorney & Counselor at Law*

*Licensed Customs Broker*

*International Trade Consultant*

# BUSINESS STRATEGIES FOR RISK MITIGATION AND PROTECTION OF INTELLECTUAL PROPERTY IN FOREIGN MARKETS: BRANDS & TRADE SECRETS

## Contact Information

**DANIEL MARK OGDEN, ESQ.**  
*Attorney and Counselor at Law  
Licensed Customs Broker  
International Trade Consultant*

1000 E. Belt Line Rd., Suite 206  
Carrollton, Texas 75006  
972.417.1916 (voice)  
972.674.8300 (fax)

*[www.internationaltradeattorney.com](http://www.internationaltradeattorney.com)  
[daniel.ogden@internationaltradeattorney.com](mailto:daniel.ogden@internationaltradeattorney.com)  
Twitter: [tradeattorney](https://twitter.com/tradeattorney)*

© 2014 Daniel Mark Ogden. All Rights Reserved.



**DANIEL MARK OGDEN**  
*Attorney & Counselor at Law  
Licensed Customs Broker  
International Trade Consultant*