


Trade Secrets
知识产权基础:
商业秘密

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关于亚洲浆纸集团 Intro to APP

- APP由一个小公司成长为世界纸业列强之一。
One of the world's largest paper companies.
- 总部在上海的APP-China是中国纸业的领头羊。
A leader in the industry with HQ in Shanghai.
- 总资产超过150亿美金。
Over US\$15 billion in assets.
- 年产量超过8百万吨。
Over 8 million tons annual production.
- APP-China在中国拥有超过20个浆厂、纸厂，
并有最顶尖的技术和设备。
Over 20 mills in China with leading technology.
- APP-China旗下经营世界最大、最快、最干净
和最先进的工厂。
Some of the most advanced mills in the world.




世界最大的纸机 World's largest!



Produce High-Quality Paper
with Advanced Technology

The No. 2 paper machine of APP is fabricated by VOITH, Germany, an international brand of paper machine manufacturer. The paper machine with metre content is of 428.18 meters long. The width of web on reel is 10.96 meters. The operation speed is 1800m/min with the designed speed up to 2000m/min.



场景在一个APP人工林
Scene from an APP plantation on Hainan.



海南造纸厂的废水。很干净！

The effluent water from our Hainan paper mill. Very clean!



T.S. Recommendations / 基本建议

- Get started: Conduct a trade secret audit
开始啦！记录主要商业秘密（进行审核）
 - What are your most valuable secrets? 最宝贵的秘密是什么？
 - Who knows them? 谁知道你的秘密？
 - How are they being protected? 秘密如何保护？
 - How are they vulnerable? 有什么风险？



Not all confidential info is a trade secret: it must be used and give comp. advantage.

Take Action 保护商业秘密的步骤

- **Record** 记录主要商业秘密（进行审核）
- **Physical measures** 实体的安全措施，以防止知识产权丢失 (limit access, etc.)
- **IT Measures** IT安全措施
- **Train** 培训员工和供应商
- **Confidentiality agreements** 保密协议
- **Exit interviews** 离职面谈
- **Suppliers** 管理供应商，减少信息流通
- **Litigate if needed** 诉讼，如果需要



电子威胁 Electronic Threats

- 电子邮件 / Email
- U-盘 / Flash drives, USB drives
- 病毒，键盘记录，等 / Viruses, key loggers, Trojan horses, back doors, etc.
- 手机 / Cell phones
 - 照片、图片 / Images
 - 电子邮件、短信 / Emails, texts
 - SIM卡或手机记忆体数据 / Data on SIM cards or phone memory
 - 视频和语音记录 / Recorded video and voice



iHealthBeat
Reporting Technology's Impact on Health Care

HOME INSIGHT PERSPECTIVES PICTURE OF HEALTH MUL

NEWS ARCHIVE  SHARE  EMAIL  PRINT  REPUBLISH

Affinity Health Plan To Pay HHS \$1.2M Over Patient Data Breach

Thursday, August 15, 2013

TOPIC ALERT:

- Privacy and Security

Click on topic to receive periodic emails.

Affinity Health Plan -- a New York-based managed care plan -- will pay HHS about \$1.2 million for violating HIPAA as part of a patient data breach case, *Healthcare IT News* reports.

Details of Breach

In April, Affinity filed a breach report with the HHS Office for Civil Rights.

According to Affinity officials, the managed care plan was informed by CBS Evening News that the network had purchased a photocopier previously leased by Affinity as part of an investigatory report and that the copier still contained confidential medical data on its hard drive.

Affinity estimated that up to 344,579 individuals might have been affected by the breach (Miliard, *Healthcare IT News*, 8/14).

RELATED ARTICLES

- CMS Summ...**
Privacy, Se...
August 5, 2013
- Report: He...**
Targeted In...
July 30, 2013
- Six Fired a...**
Patient Re...
July 16, 2013

EVENTS

SEP 07 H8
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不明显的威胁 Less Obvious Threats

- 复印机硬盘 / Photocopiers with hard drives
 - 可以存储图像 / Some store images in memory.
 - 2013: Affinity Health fined US\$1.2 million
See <http://tinyurl.com/codevasia1>,
<http://tinyurl.com/codevasia2>
- 其他小工具 / Other gadgets




Google Glass




不当地取得秘密 Improper Gaining of Secrets

- 商业秘密的损失不是唯一的问题
Loss of trade secrets is not the only problem.
- 公司需要避免非法获得的商业秘密
Companies need to avoid illegally obtained trade secrets from competitors
- 员工和管理人员需要培训和严格的指导
Employees and managers need training and strict guidance



开始在公司内：Start with IP Respect at Home

- 尊敬知识产权的法律是每个员工的任务。
这个原则包括尊敬竞争对手的有效知识产权。
Employees must accept the principle that valid IP should be respected, whether it is ours or someone else's.
- “我们不会故意侵犯他人的有效IP”
Clear messaging is needed: We will not knowingly infringe the valid IP of others. We will play fair.



