



Trade Secret IP Protection & Management USA

MARCH 15-16 2023,
SAN DIEGO



Mike Binns
*Associate General
Counsel*



[VIEW
AGENDA](#)

Micheal Binns is Head of Patent Portfolio Strategy for Meta's Family of Apps and an Associate General Counsel on the Patent, Licensing, and Open Source team at Meta, formerly Facebook. Micheal also leads Meta's IP Trade Secret and Design Patent protection strategies.

As a registered patent attorney, Mike has helped protect global copyrights and trademarks in addition to patent rights for a wide range of industries. At present, he advises on global IP strategy and risk mitigation related the future of social networking, AI, AR/VR, and the metaverse. Micheal has and continues to protect the knowledge, systems, and inventions that are business-critical drivers of revenue.

What is the most exciting area of Trade Secret IP Management you are currently working on?

Currently we are working on retraining the mentality of the business related to trade secrets. We are working diligently to ensure our engineers and business teams know when to spot a trade secret and related issues and how to quickly handle these processes or loop in relevant stakeholders to help mitigate risk.

What have been the most notable Trade Secret case or trends in the past year?

In the last year, international trade secret issues have been top of mind. Navigating the legal environment in foreign jurisdictions, such as the EU Data Protection Act, has been important to our protection efforts.



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Where should businesses be focusing their Trade Secret Protection & Management in light of these priorities?

Business should focus on important guidelines that help the business future-proof its protection efforts and proprietary information. The work they do now, will mitigate the risk they take tomorrow.

Can you give us a brief overview of what you will be covering at the Trade Secret IP protection & management Europe? And why it is important to the audience?

I will be covering the ever-changing landscape of trade secret protection in the social, metaverse, and AI spaces. With the differences in each of these landscapes, it is important to create a plan that is adaptable to the changes in the fast-paced IP space.

What are you most excited about this upcoming event?

I am most excited to learn from my colleagues at other companies. Sharing and learning best practices will help to strength our company's protections and my experience supporting them.

If you'd like to hear more from Mike, you can join him at Trade Secret IP Protection & Management USA (San Diego | March 15-16). [Click here to find out more.](#)



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