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Capitalizing on
Collective Intelligence

How to Discover if your Company's Files are on a Hacker's Shopping List

SESSION ID: DSP-F03A

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Agenda

- ◆ Does Intellectual Property have value
- ◆ When your Intellectual Property goes for a walk
- ◆ Strategic Competitive Analysis
- ◆ Protect your crown jewels

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**Does intellectual
property have value?**

Intellectual Property Theft

- ◆ Commission on the Theft of American Intellectual Property
 - ◆ Intellectual Property valued at >\$300 Billion lost
 - ◆ Supply Chains
 - ◆ Nation States involved in >70% of all Intellectual Property theft
- ◆ Global issue not just US-Centric

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**When your IP goes for
a walk**

Would You Know if Your Intellectual Property is Missing?

- ◆ What is intellectual property?
- ◆ Where is your intellectual property?
- ◆ Who has access to your intellectual property?
- ◆ How does your intellectual property move about?



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Strategic Competitive Analysis

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- ◆ Key competitors
- ◆ Key players within the competition
- ◆ Competitor access to your insiders
- ◆ Insider access to your crown jewels
- ◆ Intellectual property presence

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**Protect your crown
jewels**

Protect your crown jewels

- ◆ Four Threat Vectors
 - ◆ Insider
 - ◆ Competitor
 - ◆ Criminal
 - ◆ Nation States

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Summation

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- ◆ Intellectual property is the life's blood of every company
- ◆ Intellectual property can exit via many channels
- ◆ IP goes for a walk
- ◆ Strategic Competitive Analysis includes a CI/CE function
- ◆ Protect your crown jewels from four threat vectors

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Thank you