



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

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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









### Does intellectual property have value?

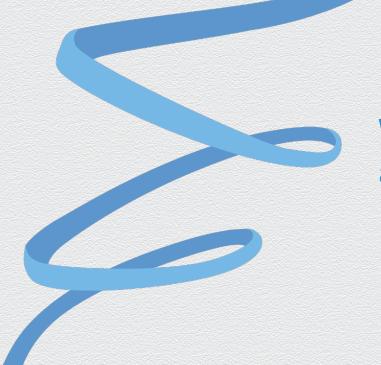
#### Intellectual Property Theft

- 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









### When your IP goes for a walk

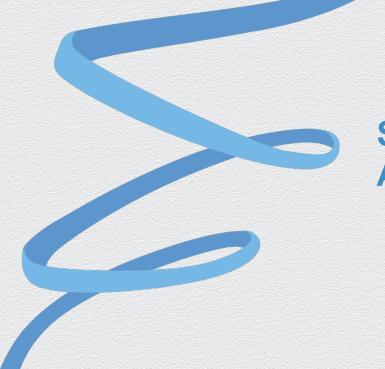
## Would You Know if Your Intellectual Property is Missing?

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









# **Strategic Competitive Analysis**

#### **Strategic Competitive Analysis**

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









# Protect your crown jewels

#### Protect your crown jewels

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





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#### **Summation**

- 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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