Protecting the King

Intellectual Property

It’s been said that “content is king,” which I suppose it is, but perhaps in the world of the modern in-house counsel, “IP is king.” And if our company’s IP is in fact one of, if not its most, valuable assets, then it is our job as in-house counsel to protect the king.

Therefore, issues surrounding intellectual property and data privacy are clearly at the forefront of our minds. Want proof? Just look at this jam-packed issue of the ACC Docket that focuses on technology and IP. The cover story addresses how the implementation of General Data Protection Regulation (GDPR) in the European Union is reshaping how in-house counsel protect and disclose data not only in the European Union, but globally. Many of us work in organizations whose business operations span the globe, and if that includes the European Union, the author suggests appointing a data protection officer to make sure your company is complying with the new regulations.

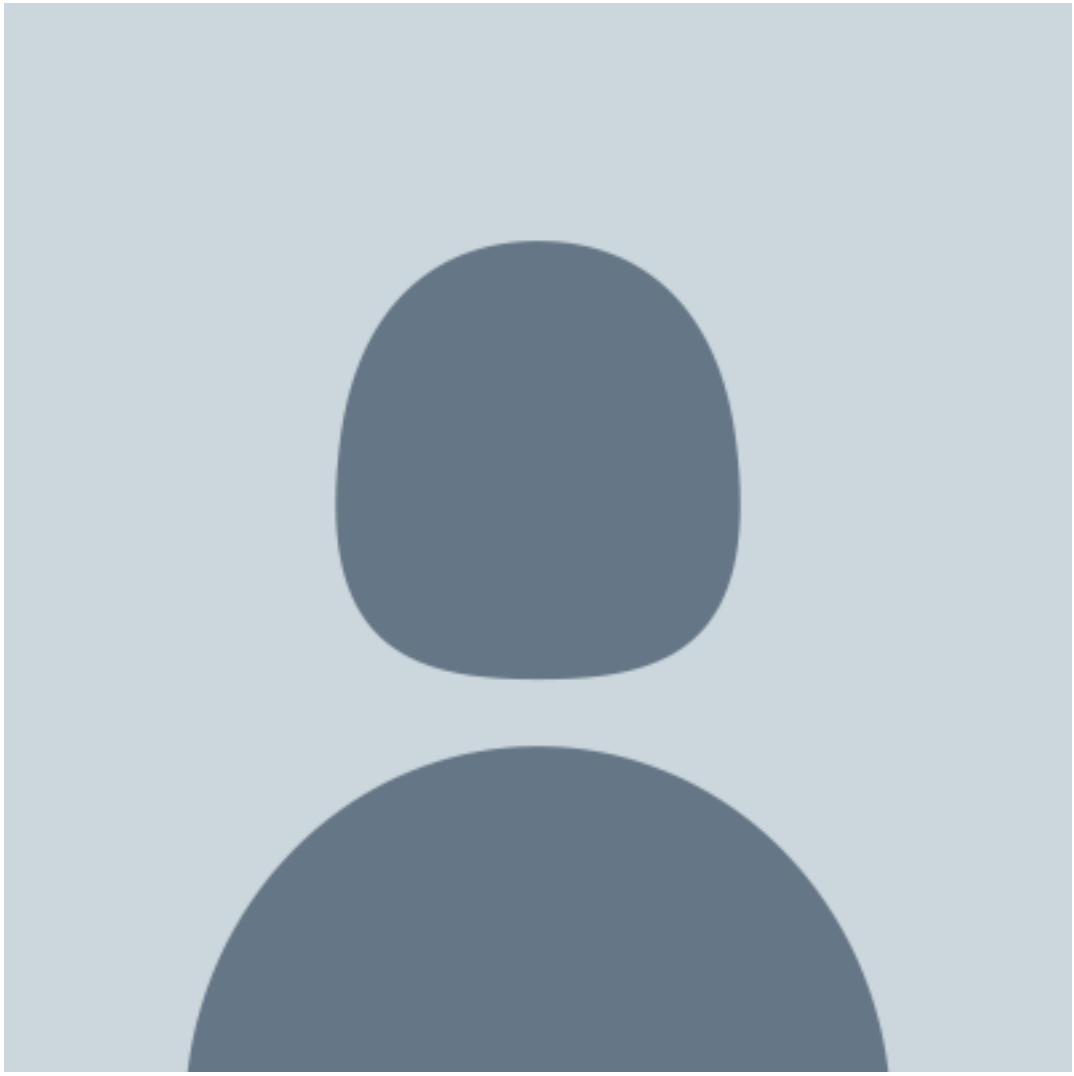
Other topics discussed in this issue include new trade secret laws in Europe and the United States, as well as a look at in-house counsels’ reluctance to embrace “the cloud;” technology assisted review; IP compliance as it relates to public companies; and what’s happening in the technology space from a French regulator’s perspective.

ACC has many additional resources to help you guard against the numerous threats that new technology can pose to your company. From recent webcasts (including July’s offering on the GDPR, as well as one on updates to data security), to quick counsels, sample forms, and policies on trademark assignments and the like — we’ve got you covered. To find these resources and more, as well as information on how you can be more involved in the discussions around these issues, visit the Intellectual Property Committee webpage, as well as the IT, Privacy & Ecommerce Committee webpage.

Not only do you need the proper tools to fight against possible breaches to your company's data, but you also need an army to back you up. Who better than fellow in-house counsel who can advise, listen, and offer tried and tested solutions that work? Meet your in-house army at the ACC Annual Meeting, Oct. 16-19, in San Francisco, CA. Not only will you expand your network, but you'll also have the opportunity to attend sessions like "The New Digital Normal: Managing and Addressing Compliance in an Ever-changing Digital Landscape," which will be presented by general counsel from Verizon and the Motion Picture Association of America (to name just a few of the individuals expected to be in attendance). I hope to see you there!

General counsel are considered "jacks of all trades," wearing many hats as we advise our companies in times that have seen tremendous technological growth. Many of these advances have made our jobs easier, or at least more efficient, but they have also posed challenges. However, as a member of ACC — the global in-house bar dedicated to assisting you in your quest to protect the king, to protect the company — you're ready for them.

Sabine Chalmers



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