

IT'S A WHOLE NEW WORLD OUT THERE



OPPERTUNITY VS CHALLENGE

15.30 – 15.45 Break / networking – coffee

15.45 – 16.15 Cyber Threats and Security Measures
Mette Nikander, CEO, *C-cure*

16.15 – 16.45 Protecting trade secrets in the digital age
Jonas Halldin, Director Information & IT security, *Zacco*

18.00 – 19.00 Drinks

19.00 – 21.00 Conference dinner

PROTECTING TRADE SECRETS IN THE DIGITAL AGE

zacco

JONAS HALLDIN

Who am I?

- 39 years
- Married to Madelene, two daughters, Mira 6 and Thea 3
- Lives in Lomma (north of Malmö), Sweden
- Plays golf (poorly), multisport (aims for a new swedish classic 2017-18)
- Director for Cyber Security @ Zacco
- In IT since 1997, in Security since 2002
- Clients such as Fingerprint, Ford, Alfa-Laval, H&M, Volvo, Ericsson, Sony, AstraZeneca
- CISA, CISM, CRISC, QSA, CCSP, PMP



DOMESTIC FOOTPRINT INTERNATIONAL NETWORK

- #1 IP consultancy in Scandinavia
- Local presence **26 offices**
- 150 preferred agents – **120 countries**
- **400+ IP professionals**
- Large organization – **tailor-made** teams



MANAGING IP FIRM OF THE YEAR 2016 & 2017



SCANDINAVIAN
FIRM OF THE YEAR
2016 & 2017

360° COVERAGE



 PATENTS	 TRADEMARKS	 DESIGNS
 LEGAL	 CYBER SECURITY	 SOFTWARE
 DIGITAL BRANDS	 IP STRATEGY	 BUSINESS SERVICES

ZACCO CYBER SECURITY OUR HISTORY WHO WE ARE AND WHAT WE DO



- Established in 2016, fast growing
- Average years of experience - 14 years
- Certifications held by staff – CISA, CISM, CRISC, CISSP, PCI-QSA, ISO27000 Lead Auditor & Lead Implementer, CompTIA, CEH, PMP, PRINCE2
- Specialists within:
 - Information & IT-Security, Cyber Security, IT Governance, Risk Management, IT-audit, Contingency planning, IT Service Management, Portfolio management & Compliance (GDPR, SOX, PCI, Basel-II...)

DEFINITIONS

Trade Secret

Broadly speaking, any confidential business information which provides an enterprise a competitive edge may be considered a trade secret. Trade secrets encompass manufacturing or industrial secrets and commercial secrets. The unauthorized use of such information by persons other than the holder is regarded as an unfair practice and a violation of the trade secret. Depending on the legal system, the protection of trade secrets forms part of the general concept of protection against unfair competition or is based on specific provisions or case law on the protection of confidential information.

(ref. WIPO - World Intellectual Property Organization)

DEFINITIONS CONT.

Information Security

Information Security are the measures taken to prevent information from being accessed by unauthorized individuals, to be altered or destroyed, and also being available when needed.

These measures can be manual, automated and/or digital or physical.

IT Security

IT Security are the *technical* tools, functions and capabilities used to protect *digital information*.

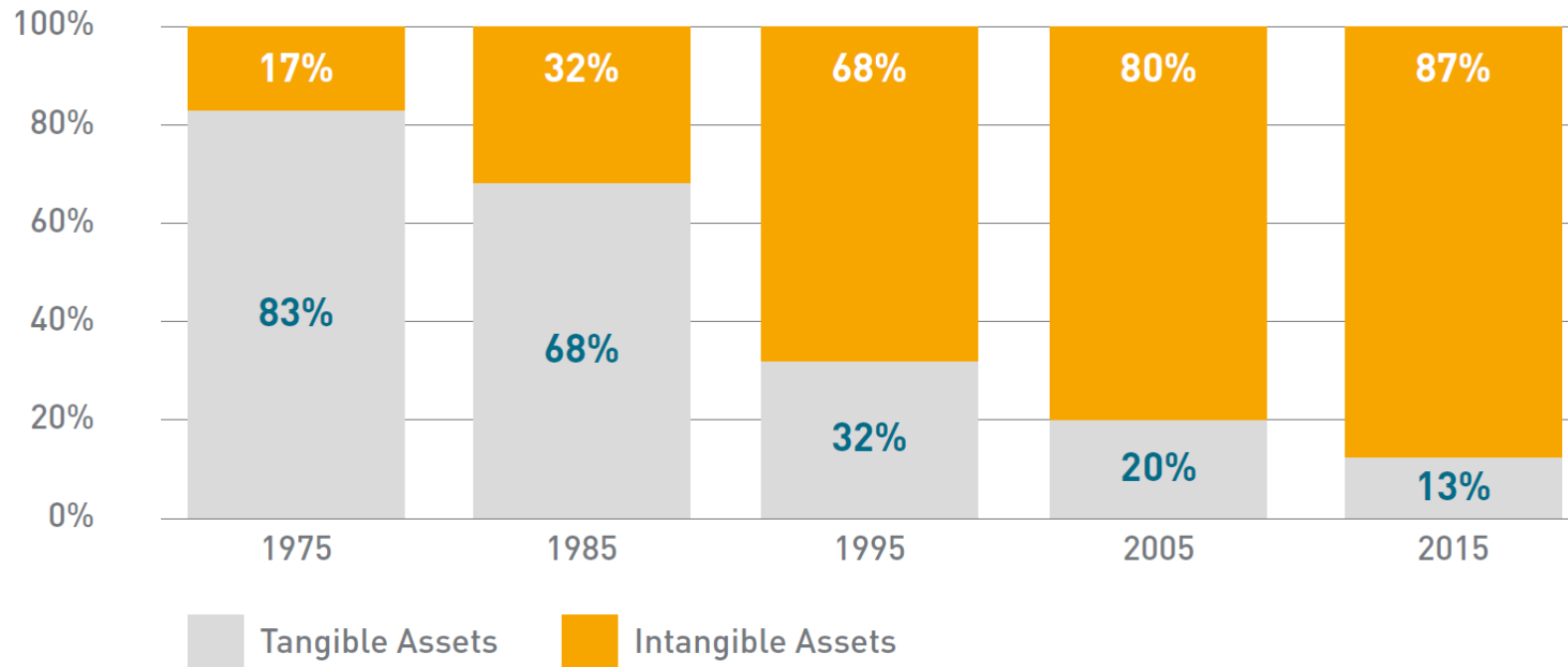
IT security is a sub-set of Information Security

} Cyber
Security

Ref. Jonas Halldin, Zacco

INTANGIBLE ASSETS THE EVOLUTION 1975-2015





















Components of S&P 500 market value



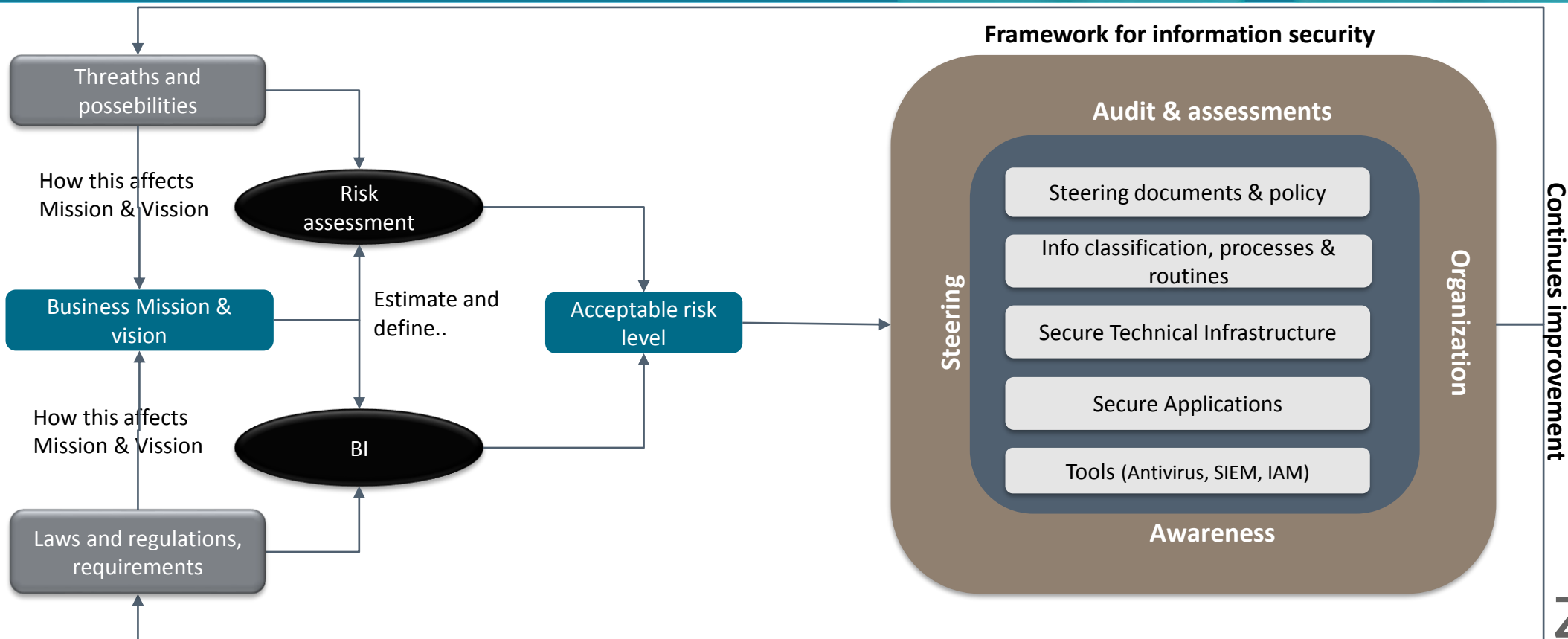
Trademarks
Patents
Brand
Trade Secrets
Compliance

Source: Ocean Tomo. LLC

DISRUPTIVE INNOVATIONS

 UBER World's largest Taxi Company Without owning	 airbnb World's largest Accommodation Provider Without owning	 skype World's largest Phone Company Without owning	 Alibaba Group World's most valuable Retailer Without owning	 Spotify World's largest Music Streaming Company Without owning
				
 facebook. World's largest Media Owner Without owning	 Klarna Simplifying Buying World's fastest growing Online Payment Without owning	 NETFLIX World's Largest Movie House Without owning	 Google & Apple World's largest Software Vendors Without owning	 wework World's largest leasing Co-Worker Space Without owning
				

ZACCO APPROACH ON CYBER SECURITY



Structured = Cost efficient

SECURITY PROGRAM STRATEGY

IDENTIFY

Organizational understanding of security risks to systems, data and capabilities

PREVENT

Develop and implement appropriate safeguards of critical assets

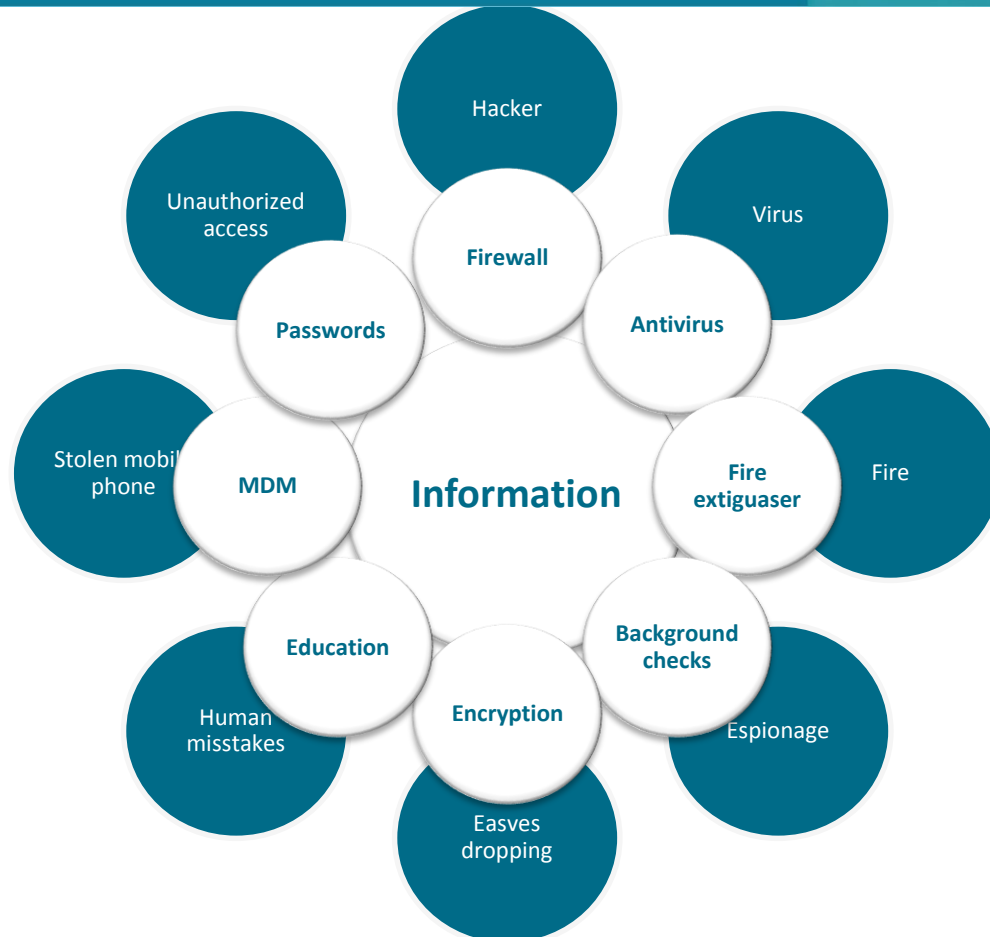
DETECT

Develop and implement appropriate activities to identify the occurrence of a security event

RESPOND

Develop and implement the appropriate activities to take action regarding a detected security event

EXAMPLES OF RISKS & COUNTERMEASURES



DIGITAL FORENSICS ANALYSIS SUPPORTING PATENT & TRADEMARK

DIGITAL FORENSICS



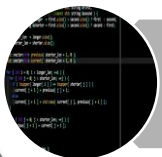
Find Digital Evidence



Examine Digital Forensics Reports



Educate Employees



Perform Forensics Analysis of Systems

PATENT & TRADEMARK



Understand New Technology



Discard Evidence



Keep our Promises



Secure Evidence



Cases won

Better leverage

Unique competence

Competitive offering

Customers feel secure

HOW TO PROTECT SUMMARY

- Know your assets
- Know your risks
- Evaluate your risks and take conscious decisions.
- Monitor your assets and be prepared to act when something happens
- Continuously re-evaluate

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THANK YOU

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