



BRADLEY GIES P.A.
Business Transactions / Intellectual Property

Hey Brad, That's Rad

QUARTERLY NEWSLETTER

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Letters from the Editor

THE HIDDEN VALUE OF TRADE SECRETS

Trade secrets may be the most overlooked asset for small and mid-sized businesses. Trade secrets can include any confidential business information that provides a competitive edge, such as customer info, vendor info, internal processes, formulas, etc. Unlike other intellectual property, trade secrets don't require registration, which means they can protect sensitive information indefinitely. You just need to take the correct steps to identify them and keep them secret.

Why are they useful? If an employee takes a company's trade secrets and goes to a competitor, the company can sue both the employee and the competitor, even though the company has no confidentiality agreement with the competitor. This allows the company to pursue deeper pockets when the employee may have little to pay and nothing to lose. Additionally, both the Florida Uniform Trade Secrets Act (FUTSA) and the federal Defend Trade Secrets Act (DTSA) permit a court to award attorneys' fees to the prevailing party under circumstances of bad faith or willful conduct.

So how do you safeguard trade secrets? Start by implementing strong confidentiality agreements with employees, contractors, and vendors. Identify certain confidential information as trade secret. Limit access to sensitive data to only those who need it. And, use secure storage methods. Additionally, you should add a notice to your confidentiality agreements to ensure the DTSA applies.

Arts and Entertainment

RESTAURANT REVIEW: MARATHON GAS STATION AT 11269 US-1, North Palm Beach, FL 33408

As far as gas-station chicken salad sandwiches go, this one wasn't great. The bread was a bit too moist, the chicken salad was unevenly distributed, and the chunks of chicken were not uniform in size.

This gas station offers a great selection of Central American snacks. They are the kind that you can't find in normal stores, and the variety is large, so I usually just grab a random bag that looks good.

I've never been let down before. However, as luck would have it, on the day I decided to do my review, I chose a disappointment. I was initially excited for the chicharrones and plantain chip combo. "What could be better?" I thought. I usually have a hard time deciding between the two, and I don't want to get two bags because I don't have the willpower to not eat both in the same sitting. Alas, both chicharrones and plantain chips in this bag were less crunchy than ideal. It tasted a bit like they had been left out for an hour or two before I ate them. The seasoning was pretty good, but there was less lime flavor than I had hoped for.

The v8 was a v8. I made the rookie mistake of forgetting to shake it before my first sip, but that's on me. After my first sip, I gave it a thorough thrashing, and the rest of the drink tasted fine.

For gas station meals, I give this one a 4 out of 10.



Funnies

DISCORDANT HOUSEHOLD



Sports

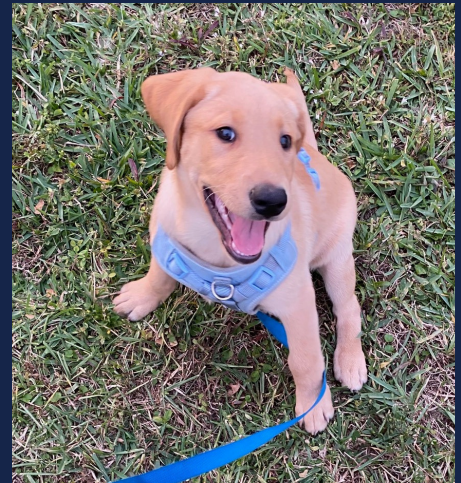
YOUTH SOCCER FANS CRY FOUL

In local sports, the Palm Beach Gardens Shark Players narrowly avoided a loss to the Palm Beach Gardens Chicken Rainbows after what many assert was outside interference and conflict of interest. The match started promisingly for the Shark Players. However, midfielder Logan Gies missed a prime opportunity to strike after the coach yelled, “push up on the field.” Gies dutifully dropped and did pushups as the ball rolled past him and out of bounds. This folly seemed to set the tone for the Shark Players for the rest of the match. In the final moments of the game, the Chicken Rainbows’ striker took a chance on the goal. The ball made a slight contact with one of the many other balls on the field, and the shot was ultimately deflected wide. The match official, who was also the coach of the Shark Players, called it a shot off target. As you can imagine, this caused quite a stir in the fan section.

The final score was a tie, 1 – 1.

Announcements

CHARLIE THE PUPPY!





Thank you for reading our newsletter!

We are a boutique law firm that focuses solely on **Business Transactions, Intellectual Property, and Asset Protection** for owners of small and medium-sized businesses. This focus allows us to serve those entrepreneurs with more efficiency and transparency.

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Our clients come to us when they want to:

- Know their legal compliance is being done correctly
- Have more time to focus on their business
- Keep deals from stalling or falling apart
- Prevent lawsuits
- Protect their livelihoods and investments
- Build business legacy

What do we do?

- Asset Protection through holding companies
- Start-ups
- Business Purchases and Sales
- Intellectual Property Protection
- Outside General Counsel

Who would be a great client?

- Serial Entrepreneurs
- Growth Oriented Businesses
- Multiple Product Line Businesses
- Families with multiple: businesses, real-estate investments, other valuable assets, or toys, etc.
- But we are happy to work with any business

What don't we do?

- Litigation
- Trusts and Estates
- Real Estate Transactions
- Family Law

What needs should you listen for?

- Holding Companies
- Operating Agreements
- Business Purchase or Sale
- Trademarks or Copyrights
- Contract Drafting or Review

What industries do we serve?

- Construction
- Technology (Apps, SAAS, etc.)
- Healthcare
- Manufacturing
- Consumer Goods
- But we are happy to work with any business

What are our best referral sources?

- Small and Solo Law Firms
- Accountants
- Real Estate Attorneys
- Fractional CFO's
- Trust and Estates Attorneys
- Intellectual Property Attorneys