







Trade
Secret

Own your
recipe,
formula,
practice,
process,
method,
confidential
information
idea.

-  Maintains competitive advantage
-  Generally free
-  Self-enforced
-  Valid as long as you keep the secret

Find out more at iponz.govt.nz

No cost option.

Just don't tell anyone.

Trade Secrets protect information that's valuable to you or your business, but only apply if you make a reasonable effort to keep the information secret.

What it's for

A trade secret is key confidential information that is not publicly known, but has real economic value to a business. Trade secrets can be things like confidential processes, customer information, business strategies, or manufacturing processes like secret recipes. For example, KFC's original recipe.

What it gives you

Trade secrets protect your methods or processes, keeping you in control and giving you the exclusive ability to use and benefit from them — for as long as you can keep a secret.

How it works

Basically, you just have to keep quiet about it. At a minimum this requires completing confidentiality agreements with employees, vendors and clients who may have access to trade secret information. They are valid for as long as you can keep them secret. They cost nothing to protect, but it's worth considering how to control access and restrict sharing of trade secrets now and in the future.



**NEW ZEALAND
INTELLECTUAL
PROPERTY OFFICE**



**MINISTRY OF BUSINESS,
INNOVATION & EMPLOYMENT**
HĀKINA WHAKATUTUKI

www.govt.nz
New Zealand Government