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*FOR IMMEDIATE RELEASE*

## **ITechLaw Sponsors Videoconference Roundtable on Competitive Intelligence, Corporate Espionage and Technology**

WAKEFIELD, Mass., USA – May 4, 2007 – The International Technology Law Association (ITechLaw) ([www.itechlaw.org](http://www.itechlaw.org)) today announced that it is sponsoring a videoconference roundtable on May 16, 2007. The videoconference, hosted by 15 legal firms in the U.S., Canada and Brazil, will examine issues such as: the legality and ethics of information gathering, strategies for guarding against the theft or misappropriation of trade secrets, dealing with internal leaks, and how to achieve compliance with the Economic Espionage Act of 1996.

The ITech Law videoconference will feature Jon Olson, Division Counsel from Alcatel-Lucent, as guest speaker. Mr. Olson reports to Alcatel-Lucent's General Counsel, and he is responsible for the integration, operations and strategy for Alcatel-Lucent's Law Division. Mr. Olson is an expert in the area of competitive intelligence.

"Corporate scandals have recently focused new attention on the legal issues concerning how far corporations can go to safeguard their business intelligence," said Enrique Batalla, president of ITech Law. "Whether it's understanding the legal and ethical boundaries of information gathering, or knowing how best to respond to an industrial espionage attack, this videoconference offers vital information for any company that wants to remain both competitive and legally protected."



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With increasing globalization, understanding the competition is absolutely essential to corporate success. It can make the difference in winning an RFP or a new customer.

However, there are boundaries in place for gathering competitive intelligence legally. In this videoconference, Mr. Olson will shed light on the legal 'dos' and don'ts' for members of the audience.

"Competitive intelligence is a critical issue for any organization," said Mr. Olson. "There are two sides to competitive intelligence. The organization needs to gather as much legal information as possible about competitors to arm its business. But it also needs to understand the law so that it can protect itself from competitors who are after trade secrets. I look forward to delving into these and other exciting topics during the videoconference."

Mr. Olson will discuss both international and domestic corporate espionage examples, and how they relate to current laws. He will focus on external as well as internal attacks, and the legal ways in which organizations can protect themselves.

The videoconference roundtable will be held on May 16, 2007, at 12:00 PM EDT for east coast locations, and 12:00 PM PDT for west coast locations. The cost is \$30 for members and \$60 for non-members. To register, please go to [Roundtable Registration](#). Interested parties can learn more about the event, including how to register, by contacting [memberservices@itechlaw.org](mailto:memberservices@itechlaw.org), or call 781-876-8877.

### **About the International Technology Law Association**

Founded in 1971, ITechLaw (formerly the Computer Law Association) is the world's premier organization representing lawyers in the technology sector. The organization has more than 1000 members worldwide, representing six continents and a broad spectrum of expertise. For more information, visit the ITechLaw Web site at [www.itechlaw.org](http://www.itechlaw.org) or call (+1) 781-876-8877.

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