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Michael Bunis and Anita Spieth to Participate in WIPR Trade Secrets East New York

Michael Bunis and Anita Spieth will participate in the World IP Review (WIPR) Trade Secrets East New York, taking place on October 6, 2026, at the New York Marriott Marquis.

Michael will moderate the panel discussion, "Patent or Trade Secret? Choosing the Right Strategy for Protecting Innovation," from 1:30 – 2:30 p.m. The session will explore key considerations for companies seeking to protect valuable technology, including when patents, trade secrets, or a combination of both may be the most effective strategy, and how those decisions align with broader business objectives.

Anita will lead the roundtable discussion, "How Much Is Enough? Rethinking 'Reasonable Measures' for Trade Secrets," from 4:00 – 5:30 p.m. Through an interactive discussion format, participants will examine evolving expectations surrounding the reasonable measures requirement and practical approaches to protecting trade secrets and other confidential business information.

[Learn More](#)

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