

# If it's a Trade Secret, Define "Reasonable Effort"

Jonathan Chisholm of *InfoGoTo* discusses "how innovators and developers can protect their intellectual property in the form of trade secrets, and how a date- and time-stamped audit trail of their IP development can be protected by a trusted third-party."

He analyzes four methods of IP Protection: Patents, Trademarks, Copyrights and Trade Secrets to help protect the idea with reasonable efforts.

It's not easy bringing an idea to life but protecting these ideas (in the form of trade secrets) can be.

*Read the article.*