

**July 15-21, 2016**

**Media Visibility re: "The Cybersecurity Risk to Knowledge Assets," Kilpatrick Townsend's and Ponemon Institute's Co-Authored Study.**

July 20-22:

- *DarkReading*, "Majority Of Companies Say Trade Secrets Likely Compromised," **Jon Neiditz** quoted. To read the article, please click [here](#).
- *Business Insurance*, "Executives Worry About Trade Secrets' Vulnerability to Cyber Breaches." To read the article, please click [here](#).
- *InfoSecurity Magazine*, "Three Quarters of US Firms Have Failed to Detect Breach – Report," **Jon Neiditz** quoted. To read the article, please click [here](#).
- *World Intellectual Property Review*, "US Knowledge Assets 'At Risk', Says Report," **Jon Neiditz** quoted. To read the article, please click [here](#).
- *HelpNet Security*, "Companies Are Unprepared to Protect Key Assets." To read the article, please click [here](#).
- *LegalTech News*, "Cybersecurity Study Shows Corporate Data Vulnerabilities," **Jon Neiditz** quoted. To read the article, please click [here](#).
- *FleetOwner*, "How Exposed is Trucking Data to Theft," **Jon Neiditz** quoted. To read the article, please click [here](#).
- *Bloomberg BNA Privacy & Data Security Blog*, "Cybersecurity Challenges: Protecting Knowledge Assets." To read the article, please click [here](#).
- *Risk Management Monitor*, "Businesses Ignore Significant Cybersecurity Risks to Proprietary Data." To read the article, please click [here](#).
- *Fulton County Daily Report*, "Kilpatrick Cybersecurity Study Shows Corporate Data Vulnerabilities," **Jon Neiditz** quoted. To read the article, please click [here](#).
- *Yahoo! Finance*, *MarketWatch*, *Atlanta Business Chronicle*, *Denver Business Journal*, *San Francisco Business Times*, and over 200 other media outlets.

***ABA Intellectual Property Litigation Newsletter***

Summer 2016, Vol. 27, No. 4: "Strategic Protection of Knowledge Assets: Wearable Tech Features," article by **Candice Decaire** and **Dario Machleidt**. To read the article, please click [here](#).

***Law360***

July 15 & 21:

- "Brand Battles," **Kilpatrick Townsend** noted as counsel for HDN Development Corp., Marriott International, and Adidas. To read the article, please click [here](#).
- "Feds Weigh In On Calif. County's Tribal Lease Tax Row," **Rob Roy Smith**, **Catherine Munson**, and **Mark Reeves** referenced as counsel to Agua Caliente Band of Cahuilla Indians. To read the article, please click [here](#).

***Fulton County Daily Report:***

July 15 & 21:

- **Kimberlynn Davis** named to Jumpstart Atlanta's Advisory Board.
- "Three Big Atlanta Firms Score High in Women in Law Ranking," **Kilpatrick Townsend** referenced in article.

***Atlanta Journal-Constitution***

July 17: **Kimberlynn Davis** named to Jumpstart Atlanta's Advisory Board.



## MEDIA REPORT

### ***Washington Post***

July 18: "Construction Team Hire for Kilpatrick," **Larry Prosen, Gunjan Talati, John Bergin, Christian Henel, and Daniel Broderick** join Kilpatrick Townsend in Washington, D.C.

### ***The Lawyer***

July 20: "Pearson Completes US Corporate Panel Review," **Kilpatrick Townsend** referenced as litigation counsel for Pearson.