Insights: Publications

SHHH! It's a Secret: A Comparison of the United States Defend Trade Secrets Act and European Union Trade Secrets Directive

Georgia Journal of International & Comparative Law, Volume 46

JANUARY 1, 2018 Written by Shreya P. Desai

Perhaps one of the world's greatest mysteries is what ingredients comprise the recipe for Coca-Cola. This recipe sits in a vault in Atlanta, Georgia with a palm scanner, numerical code, and large steel door. Once inside the vault, there is another safe box and metal case that store what the owners call “the most guarded trade secret in the world.” Only two senior executives know the recipe at any given time, and they are not allowed to travel on the same plane. The great lengths Coca-Cola goes through to guard its secret recipe indicate the importance of protecting trade secrets.

Related People



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