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## **Kilpatrick Townsend’s Jon Neiditz Leads Workshops on Knowledge Asset Management and The Internet of Things**

**ATLANTA (April 29)** – [Kilpatrick Townsend & Stockton](#) announced today that Partner **Jon Neiditz** will be leading a workshop on knowledge asset management at the **International Technology Law Association 2015 World Technology Law Conference**. He will also lead discussions about San Diego’s cybersecurity world and the Internet of Things. The conference will be held April 29 – May 1, at the Grand Del Mar in San Diego, California.

Mr. Neiditz will join Jürg Schneider, Walder Wyss Ltd., in leading an interactive workshop titled, “International Protection of Knowledge Assets.”

Roughly 50% of all corporate assets are knowledge assets—databases, trade secrets and IP—and their value is appreciating rapidly. Knowledge assets are where big data and privacy meet, and their protection is generally assured neither by (US IP) law nor by insurance and other risk transfer mechanisms (which increasingly exclude intangible assets except for narrow coverage of breaches of PII under cyber-risk policies). Thus protection of knowledge assets defaults to (1) commercial contracts and (2) information governance, and infuse the same contractual provisions, programs and systems that protect personal information with criticality, strengthening privacy programs. In this workshop, we will show how the (1) contractual and (2) operational protections that are the critical means to the end of knowledge asset protection should come into play in any new program or product in the knowledge economy.

Mr. Neiditz leads the Big Data, Privacy and Information Security practice at Kilpatrick Townsend, a firm that has become one of the leading information law firms in the world.

Follow Mr. Neiditz on Twitter: [@jonneiditz](#), read the Big Data Tech Law Blog: [datalaw.net](#), and/or connect on LinkedIn [linkedin.com/in/informationmanagementlaw](#).

If you want be provoked to think about how the Internet of Things may recreate privacy, see: [http://datalaw.net/how-the-internet-of-things-will-recreate-privacy/](#)

For more information about Mr. Neiditz, please click [here](#).

For more information about Kilpatrick Townsend, please visit: [www.kilpatricktownsend.com](#).

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