



PICA Wins Misappropriation of Trade Secrets and Defamation Case Against Hewlett Packard

By

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COLUMBUS, Ohio, Nov. 3, 2014 /PRNewswire/ -- A jury of twelve found Hewlett Packard liable for two counts of misappropriation of trade secrets, breach of the covenant of good faith and fair dealing, and defamation October 27, 2014 in a case filed in June 2012 by Ohio-based Professional Investigating and Consulting Agency Inc. (PICA) in the Delaware Superior Court's Complex Commercial Litigation Division.

The claims centered on HP's misappropriation of a unique and proprietary program designed by PICA to allow HP to better manage its sales channel to uncover sales and discount fraud, gray marketing, and stolen or counterfeit goods. The jury found that not only did HP misappropriate PICA's program, they did so maliciously and willfully. The jury also found HP misappropriated PICA's proprietary investigative ways, means and methods, as well as breached its covenant of good faith and fair dealing and additionally found HP defamed PICA. In total, PICA was awarded \$6,518,000 in damages.

"We are extremely pleased with this outcome," said Vincent Volpi, CEO, PICA. "It took patience, perseverance and resources to bring this case to trial. In the end, the jury decided that companies, regardless of size and wherewithal, cannot act in bad faith."

PICA was represented by Blake Bennett and Christopher Lee of the law firm of Cooch and Taylor, P.A., based in Wilmington, Delaware.

About PICA: PICA is a 32-year-old Columbus, Ohio based brand protection, loss prevention, risk management and security consulting company that has provided anti-counterfeiting and brand protection services to some of America's largest and most recognizable companies. It has 21 offices, worldwide. For more information please go to www.pica.net.

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