

# Protecting Your Business Assets With Restrictive Covenants

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Restrictive covenants can help brands and retailers protect their tangible and intangible business assets, including customer relationships, trade secrets, and other intellectual property that provide a competitive advantage. However, while they are generally enforceable, restrictive covenants are disfavored in the law.

In this session, our attorneys will share considerations for drafting a restrictive covenant, cautionary tales from court, and tips for the “kiss goodbye” when an employee departs.