

CIS-481: Introduction to Information Security

InfoSec Chapter Exercise #2 - Option B

Team: Project Team 11

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Logistics

- A. Get together with other students on your assigned team in person and virtually.
- B. Review the two options available and decide on only one to pursue as a team.
- C. Discuss and complete this assignment in a collaborative manner. Don't just assign different problems to each teammate as that defeats the purpose of team-based learning.
- D. Choose a scribe to prepare a final document to submit via Blackboard for grading, changing the file name provided to denote the number of your assigned **Team**.

Problem 1

As a supplement to your text's coverage of Intellectual Property protection, review the article linked below:

[Trade Secrets vs Patents vs Copyrights vs Trademarks](#)

Develop plans for the protection of the intellectual property described in the mini-case below.

Mini-Case – Winning Matches LLC

You have been hired by a small startup company, Winning Matches LLC, that has devised a new method for analyzing tennis matches and predicting patterns a player may employ against an opponent to increase their chances of winning a match. The service is being offered to professional tennis players and coaches via a web-based portal. Match video is uploaded to the service and analyzed. Match strategies and tactics are produced and delivered to the client via e-mail currently. What protections (legal, technical, and otherwise) do you recommend to ensure the integrity of the company's IP? Is it OK to continue using e-mail to deliver the resulting tactics? Explain. (25 points)

Answer:

The intellectual property of Winning Matches LLC can be considered a trade secret, that means that as long as the information remains confidential it will remain a trade secret. The basic plan we would conclude for Winning Matches LLC is this: first of all to get compliance of CMMC, ISO 27001 and GDPR to save the sensitive data from phishing. Secondly, to follow the CIA Triad. To provide privacy to the sensitive data of Winning matches, for integrity and authorization (only selected personnel are able to get access to the sensitive data). Moreover, training should be given to employees so that they are protected from social engineering. Encryptions and decryptions should be used when communicating about sensitive data of an organization, and a company should allocate who should handle sensitive data of the company. The company should get a team of cyber security experts and cloud engineers to focus on data security. The company should have backup of all-important sensitive files. Sensitive information should be stored in modules so in case of any damage, the risk of damage can be reduced. The company

should also focus on how its password should be constructed. Moreover, incentive should be provided to all employees, so that in case of any malware linked emails, they are deferred from opening them and seek the help of cloud engineers and cyber security experts who can create an application that will check the email. This application will see if it contains malware or not. The company should also focus on the security of intellectual property. The Winning Matches LLC should distinguish what truly needs security and why it should be protected. Security assets should be used sparingly because some data requires a higher level of protection and encryption than other areas. The company should persistently remind users with access to touchy IP what to secure, for what reason to secure it, how to secure it, and the potential outcomes to the organization (and them) in the event that it gets away. Users who do not have access to IP need to know what to do when they are given IP. Breaking point the quantity of duplicates of delicate IP and encode it when it is being transferred from one computer to the next. The company should convey viable insider danger countermeasures. Especially centered around disgruntlement recognition and moderation methods. There are numerous inspirations for an inside assault from the plan, but disgruntlement is one of the least demanding to address. Treat all representatives and contractual workers well (not simply "decently"), particularly those with delicate IP and the individuals who have been relieved of duty. Having reasonable, viable, and generally utilized complaint and worker help programs for Winning Matches LLC will ensure the protection of intellectual property.

Reference:

<https://nondisclosureagreement.com/trade-secrets-vs-patents-vs-copyrights.html>