



Retail and F&B Industry Successful commercialisation strategies and models

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Protecting ideas, recipes proves problematic for restaurateurs

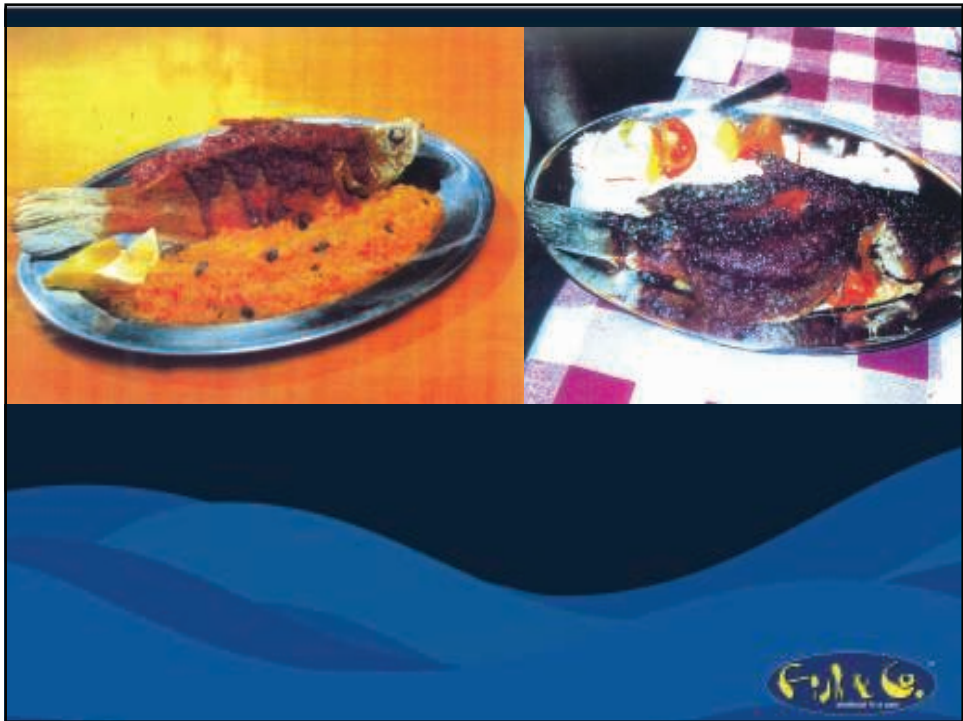
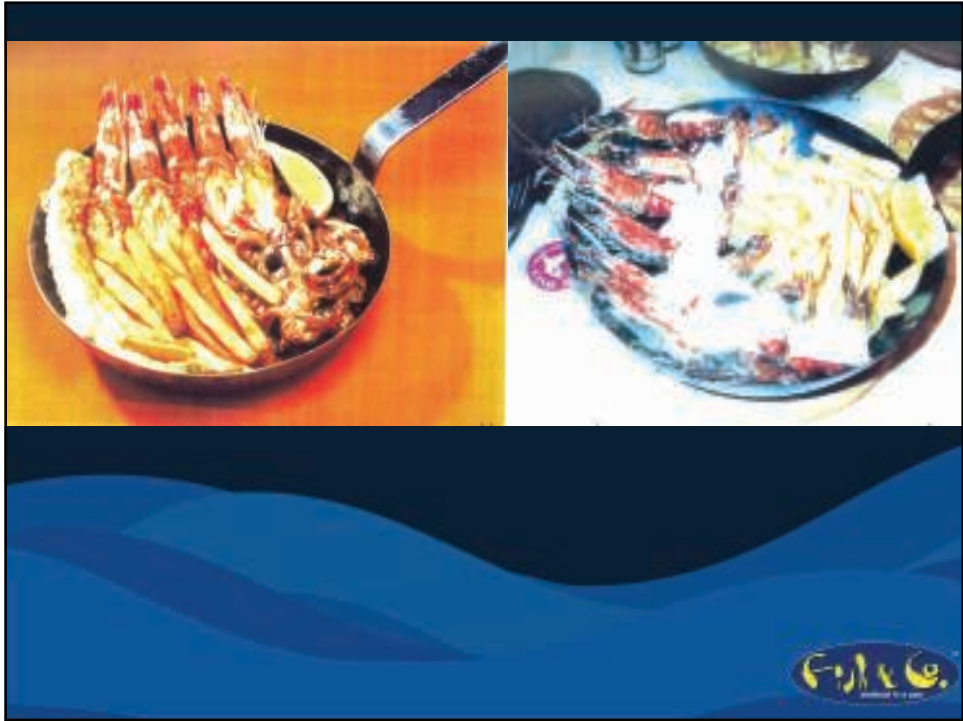
- In the restaurant industry, imitation is not just the sincerest form of flattery; it may be grounds for a lawsuit.



Recent cases of alleged IP theft and trademarks infringement involves:

- Replicating recipes
- Using of similar strikingly menu names/food presentation
- Restaurant design and concept





How to protect ideas, recipes and concepts in a highly competitive industry

- Employment contract
 - a. Confidentiality clause
 - b. Non-competence agreements
- Protecting recipes and trade secrets
- Registering trademarks



the end

