

Brett R. Harris' entry "Embrace Technology Intelligently" was selected as one of the top three submissions for inclusion for the First Annual Commerce and Industry Association of New Jersey/COMMERCE Magazine Best Practices Awards. The award honors New Jersey executives for their innovative approach to achieving business success. The submission was recognized at the Best Practices Symposium on September 17, 2014.



**Wilentz, Goldman & Spitzer, P.A.**

By Brett R. Harris, Esq., Shareholder,  
Business, Nonprofit and Technology Attorney

Embrace technology intelligently. We seek to capitalize on digital tools available to promote efficiencies within our firm and work with our clients to leverage technology to drive innovation while understanding the legal issues implicated. The Internet is a great outlet for brand promotion, but highlights the need to protect trademarks through registrations and enforcement activities. Social media offers incredible opportunities to engage customers and prospects, but is prone to lack of corporate control over postings. Educate employees on appropriate online activity to promote consistency in messaging and guard confidential information. Address cyber preparedness by developing privacy and security policies and data breach response plans for

compliance with notification laws. Recognize the blurred line between professional and personal use of technologies. Confront realities of managing mobile devices in the business setting while considering the drivers underlying the Bring Your Own Device (BYOD) movement. Cloud computing offers access to vast applications often impractical to license or develop internally, but assess the model before deployment. Understand the terms to guarantee access to mission critical systems and to ensure that data storage is consistent with legal and regulatory obligations. Overall, face challenges of protecting trade secrets in the digital age through sound business practices.

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