

1999

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UNITED STATES OF AMERICA

FEDERAL TRADE COMMISSION

In the Matter of

DOCKET NO 9288

INTEL CORPORATION

Advertisement

... records are involved. 4007-83 F.R.C. 2-1188. The party seeking the treatment must make a clear showing that the information concerned is sufficiently secret and sufficiently material to would result in serious competitive injury. Volkswagen of America, Inc. 100-11773-3, 100-11773-4 (Gen. Inv. Ct. 1978).

... Sec. N. 2080 (F.T.C. 1-2, 1979). In *Hydro-Motive*, the Commission outlined its factors to be weighed in determining materiality and secrecy: (1) the extent to which the information is known outside of the applicant's business; (2) the extent to which the information is known in the industry; (3) the extent to which the information is known to competitors; (4) the effort of the information; (5) the amount of effort or money expended by the applicant in developing the information; (6) the amount of effort or money expended by the applicant in maintaining the information as a secret; (7) the likelihood of disclosure by other means; (8) the likelihood of disclosure by other means; (9) the likelihood of disclosure by other means; (10) the likelihood of disclosure by other means.

... The likelihood of disclosure by other means is a factor to be weighed in determining materiality and secrecy. *Hydro-Motive*, 100-11773-3, 100-11773-4 (Gen. Inv. Ct. 1978). The likelihood of disclosure by other means is a factor to be weighed in determining materiality and secrecy. *Hydro-Motive*, 100-11773-3, 100-11773-4 (Gen. Inv. Ct. 1978).

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