

MAComb-OU **INC**ubator

Incubate. Innovate. Accelerate.

CLIENT COMPANY SPOTLIGHT

MACOMB-OU INCUBATOR LAUNCHES ADOPT-A-BIZ PROGRAM, AWARDS STARTUP CYBERSECURITY COMPANY

The Macomb-OU INCubator is pleased to announce Blackbourne Worldwide as the recipient of the new Adopt-A-Biz program award! Blackbourne is a woman-owned business with cutting-edge artificial intelligence and unique hacking approaches and techniques.

This startup cybersecurity company has received a year-long Mac-OU INC package including the full suite of services and a fully-furnished office, made possible through the generous sponsorships of Butzel Long and Logistic Specialties, Inc (LSI).

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MAY 2016

UPCOMING EVENTS

Capital Raise Meetup
Mike Brennan, Mac-OU INC's Capital Strategist
June 7, 9:30 - 11 a.m.

Business Development
Logistic Specialties, Inc (LSI)
June 9, 9 - 11 a.m.

Starting Up
Mark Ignash, Mac-OU INC's Client Support Administrator & Strategist
June 21, 9:30 - 11 a.m.

Intro to Coding
Grand Circus Detroit
August 4, 9 - 12 p.m.

EVENTS OF INTEREST

Engineering Senior Design Collaboration Workshop
OU INCubator
June 14, 9 - 10:30 a.m.

DCAA Accounting Requirements for Federal Contractors
Macomb Regional PTAC
June 16, 9 - 12 p.m.

Winning From the Outside Lane
Macomb Regional PTAC
June 16, 1:30 - 4:30 p.m.

Overview of SBA Resources
Macomb Regional PTAC
June 21, 9 - 12 p.m.

State Contracting 101
Macomb Regional PTAC

MAC-OU INC HAPPENINGS



L to R: Lyndsey Hurford, Mac-OU INC Cybersecurity Intern; Maximus and Natalie Blackbourne, Blackbourne Worldwide

MAC-OU INC EXPANDS INTERNSHIP PROGRAM, INTERNS SECURE JOBS DUE TO MAC-OU INC EXPOSURE

A clear pattern has started to develop as more Oakland University interns are utilized at the Macomb-OU INCubator. Typically, students obtain internships in order to achieve two accomplishments: real-world learning opportunities and connections to job opportunities. Though Mac-OU INC has historically focused on the former, we have recently been able to provide quite a bit of assistance with the latter.

Mac-OU INC's most recent information technology and cyber security interns, Brian Anstett and Lyndsey Hurford, have each recently moved on to other career positions due to connections made through their respective Mac-OU INC internships.

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VELOCITY HUB NOW LIVE ON MAC-OU INC WEBSITE



All information on the Velocity Hub of the Michigan Cyber Range is now available on oakland.edu/macombouinc! Visit our website to learn about upcoming certification course opportunities and penetration testing information.

The Velocity Hub is a new, unclassified hub of the Michigan Cyber Range (MCR), powered by Merit Network. Mac-OU INC is managing this publicly-accessible MCR extension hub, the first of its kind connected to an incubator program targeted towards startup and emerging companies in the State of Michigan. This effort is in collaboration with the Merit Network, the Michigan Defense Center of the Michigan Economic Development Corporation, Macomb County Department of Planning & Economic Development, the City of Sterling Heights and Oakland University.



EXECUTIVES-IN-RESIDENCE NEWS

BUTZEL LONG: "DEFENSE TRADE SECRETS ACT SIGNED INTO LAW"

Nearly two weeks ago Butzel Long was one of the first law firms in the nation to announce the passage by both chambers of Congress of the Defense Trade Secrets Act of 2016 (the "DTSA"). The DTSA passed with overwhelming support in both houses. Yesterday, President Obama signed the DTSA into law, and the Act is now effective.

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PARTNER HAPPENINGS

EMPLOYERS NEEDED TO INSPIRE THE NEXT GENERATION OF OUR WORKFORCE, MI BRIGHT FUTURE PROVIDES LOCAL EMPLOYERS WITH RESOURCES

Hiring managers throughout the region are concerned about the future of our region's talent pipeline. Businesses in many industries are worried that their issues with finding workers in the future will continue to be a struggle, especially when more than 58,000 workers reach retirement age each year in southeast Michigan.

MI Bright Future can help fill that gap by connecting today's employers with tomorrow's workers. Macomb County Department of Planning & Economic Development will co-host an informative workshop about the program from 8 a.m. to 10:30 a.m. on Tuesday, June 14 at the Velocity Center for Collaboration in Sterling Heights.

[Read More](#)



Macomb-OU INCubator at Velocity Collaboration Center
6633 18 Mile Road, Sterling Heights, MI 48314
Phone: (586) 884-9320 | macINC@oakland.edu



Thursday, May 26, 2016 - May 2016 Newsletter: Client Company Spotlight: "Macomb-OU INCubator Launch Adopt-A-Biz Program, Awards Startup Cybersecurity Company"

The Macomb-OU INCubator is pleased to announce Blackbourne Worldwide as the recipient of the new Adopt-A-Biz program award! Blackbourne is a woman-owned business with cutting-edge artificial intelligence and unique hackir approaches and techniques.

This startup cybersecurity company has received a year-long Mac-OU INC package including the full suite of services and a fully-furnished office, made possible through the generous sponsorships of Butzel Long and Logistic Special Inc (LSI).

Blackbourne's core business specializes in cybersecurity, excelling in cyber threat analysis, social intelligence, and security research and development. They offer round-the-clock eyes-on security for networks, all while maintaining affordable and dynamic platform for companies of all sizes, with the goal of helping companies achieve total security and complete peace of mind.

This Adopt-A-Biz program launch is in conjunction with the launch of the Velocity Hub of the Michigan Cyber Range (MCR), to help grow innovative cybersecurity startup companies in Macomb County and Southeast Michigan. Blackbourne is currently incorporating some of their own equipment and material within the Velocity Hub to make it better, faster, and stronger teaching tool. They also plan on utilizing it in the future for staff training.

"We have already seen in the short time of being in the incubator the incredible value of being surrounded by brilliant helpful individuals and companies. We anticipate a large amount of growth in a short period of time due to the amazing network of people and resources that we weren't able to find previously. Since we have the ability to work with companies of all sizes and types, the incubator allows us to expand into different markets," Natalie Blackbourn President of Blackbourne, says.

In addition to cybersecurity for businesses, Blackbourne specializes in certificate trainings in the following areas:

- Ethical Social Engineering, covering legal and ethical implications of training to be a Social Engineer, along with exercises to hone student's skills and teach them the ability to think quickly, theatrically act, and complete a successful Social Engineering engagement.
- Defensive Social Engineering, providing an in-depth look at how Social Engineers are effective in gaining information to weaponize against a company.
- Advanced Persistent Threat, covering advanced hacking methodologies, systematic internal compromise, and internet system propagation with credential harvesting.

The unclassified Velocity Hub of the MCR, powered by Merit Network, recently launched at the Velocity Center, home of Mac-OU INC. Mac-OU INC is managing this publicly-accessible MCR extension hub, the first of its kind connected to an incubator program targeted towards startup and emerging companies in the State of Michigan. This effort is in collaboration with the Merit Network, the Michigan Defense Center of the Michigan Economic Development Corporation (MDC), Macomb County Department of Planning & Economic Development (MCPED), the City of Sterling Heights and Oakland University.

LSI is a global consulting firm with expertise in government-contract consulting, positioning companies to win new business at the federal, state and local level. Last year, LSI assisted clients in winning more than \$300 billion in new business with an estimated 1.5 million new jobs created in the United States. Additional information is available at lsiwins.com.

Founded in 1854, Butzel Long has played a prominent role in the development and growth of several major industries. Business leaders have turned to Butzel for innovative, highly-effective legal counsel for over 160 years. More information can be found at butzel.com.

For more information on Blackbourne Worldwide, contact Natalie at natalie.blackbourne@blackbourneco.com or 313-651-7048. For more information on the Macomb-OU INCubator's Adopt-A-Biz program, contact Joan Carleton (586) 884-9324 or macinc@oakland.edu.

Friday, May 27, 2016 - May 2016 Newsletter: Mac-OU INC Happenings: "Mac-OU INC Expands Internship Program, Interns Secure Jobs Due to Mac-OU INC Exposure"

A clear pattern has started to develop as more Oakland University interns are utilized at the Macomb-OU INCubator. Typically, students obtain internships in order to achieve two accomplishments: real-world learning opportunities and connections to job opportunities. Though Mac-OU INC has historically focused on the former, we have recently been able to provide quite a bit of assistance with the latter.

Mac-OU INC's most recent information technology and cyber security interns, Brian Anstett and Lyndsey Hurford, have each recently moved on to other career positions due to connections made through their respective Mac-OU INC internships.

Brian has obtained a position with University Technology Services on Oakland University's main campus. Lyndsey, a senior criminal justice major with a focus on information and data security, is transitioning to working for one of the newest Mac-OU INC client companies, Blackbourne Worldwide. She emphasizes that her work in the Velocity Hub of the Michigan Cyber Range, including setting up the computers in the secure sandbox environment, truly enhanced necessary skills she needed to land the job with Blackbourne.

"A really cool thing about interning at Mac-OU INC is my new partnership with [their client company] Blackbourne Worldwide. Although I still do have one more semester left before I graduate in December, Blackbourne is providing me with training outside of school so I can succeed in their company. For Blackbourne, I am doing research and development on various cybersecurity areas and artificial intelligence, as well as monitoring network security. Right now we're more in the development stage. Without the cyber range [experience I obtained with Mac-OU INC] I wouldn't have received this opportunity with Blackbourne," Lyndsey said.

"I would say that Mac-OU INC has not only been a great part of my school career, it's going to be an asset to my career for the rest of my life. It has definitely jump started where I see myself going in the future and I have the incubator to thank for that."

Marketing interns have seen this perk to the job as well, as upon graduation, Kathleen Buchanan landed a position with Oakland's University Communications & Marketing and Andrea LaBudie started her career at HelloWorld, an interactive marketing agency.

In addition, Mac-OU INC is transitioning interns from solely working for the incubator to also working on projects for client companies. For example, current marketing intern Dee Donakowski recently designed the new logo for Blackbourne and is developing the website for Automation of Things. Lyndsey also completed work for on-site client MangoTree Pro. This vast array of opportunities will allow interns to experience working for various types of supervisors in addition to giving them real-world objectives with tangible results.

For more information on the Macomb-OU INCubator internship program, contact Joan Carleton at (586) 884-9324 or macinc@oakland.edu.

MAY 12, 2016: DEFEND TRADE SECRETS ACT SIGNED INTO LAW



Nearly two weeks ago Butzel Long was one of the first law firms in the nation to announce the passage by both chambers of Congress of the Defend Trade Secrets Act of 2016 (the "DTSA"). The DTSA passed with overwhelming support in both houses. Yesterday, President Obama signed the DTSA into law, and the Act is now effective. Below is a recap of what is new and what every company should be looking to do in light of this new law. Specifically, there are new provisions that must be written into every non-compete or other restrictive covenant signed by any employees. Butzel Long can help keep your company up to date and in conformance, and in doing so keep your assets protected.

What is New?

First, and most significantly, the new Act will give parties a federal cause of action for misappropriation of trade secrets, so long as the trade secret is related to a product or service used in interstate or foreign commerce. This means that Plaintiffs can now bring a trade secrets case in federal court. This will also permit parties to more easily subpoena witnesses across state lines, subpoena documents from out-of-state parties, and to enforce injunctions and court orders throughout the United States.

The DTSA also provides a significant new weapon where trade secrets are threatened, if stringent elements are met, for a party to obtain ex parte seizure orders. This means that if someone steals a company's trade secrets, the company can seek a court order to seize the trade secrets, the electronic devices or computers they are found in, or other means or devices of misappropriation without first providing notice to the defendant. This means that a person or company accused of misappropriating trade secrets could have federal marshals arriving at its doors to confiscate computers or servers without even having a chance to be heard. This type of seizure is intended only in "exceptional circumstances" where an injunction would not suffice and it can be shown that the person who misappropriated the trade secret would destroy, move, hide, or otherwise make the matter inaccessible to the court if that person were given notice of the claims against it. It is anticipated that such orders will be rarely granted, but this is left to be seen as the courts begin to implement the law.

The DTSA also specifies that any injunction must be "based on evidence of threatened misappropriation and not merely on the information the person knows." Depending on how courts interpret this, this is likely to curtail use of the "inevitable disclosure" theory. Similarly, the DTSA provides that any injunctive relief cannot "otherwise conflict with an applicable State law prohibiting restraints on the practice of a lawful profession, trade or business." Thus, in states such as California where non-competes and other restrictive agreements are essentially unenforceable, parties cannot use the DTSA to circumvent state policy.

Lastly, the DTSA also has a whistle blower protection provision. This offers immunity from liability for the confidential disclosure of a trade secret to the government or in a court filing made under seal. This provision includes a notification requirement that employers should immediately implement in all of its agreements with its employees. Butzel Long can assist with updating your agreements.

What Should You Do?

The passing of the DTSA only underscores what every company and every employer should be doing. If you have trade secrets, you should take reasonable steps to keep such information secret. This means, as a minimum starting point, drafting non-compete/non-solicit/confidentiality agreements for those employees that come into contact with your trade secrets. If you already have such agreements, they should be reviewed to make sure that they comply with the new law, including the new employee notice provisions. It also means enforcing those agreements when they are breached. The Butzel Long Trade Secrets team can help with this as they have counseled clients and/or litigated these matters in all 50 states.

Once there is a misappropriation or a threatened misappropriation, you must contact and engage your expert attorneys immediately and move swiftly. Butzel Long will work with you to identify the best and most cost-efficient strategy going forward, including an analysis on whether to file in state or federal court and what extraordinary remedies may be pursued. As always, Butzel Long will remain on the forefront of this DTSA, its implementation, interpretation and enforcement.

STAY INFORMED

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Thursday, May 26, 2016 - May 2016 Newsletter: Partner Happenings: "Employers Needed to Inspire the Next Generation of Our Workforce, MI Bright Future Provides Local Employers with Resources"

Hiring managers throughout the region are concerned about the future of our region's talent pipeline. Businesses in many industries are worried that their issues with finding workers in the future will continue to be a struggle, especially when more than 58,000 workers reach retirement age each year in southeast Michigan.

MI Bright Future can help fill that gap by connecting today's employers with tomorrow's workers. MI Bright Future is a safe, one-stop place where employers can offer guidance to students as they explore career options. These connections can be made anywhere with an Internet connection.

Macomb County Department of Planning & Economic Development will co-host an informative workshop about the program from 8 a.m. to 10:30 a.m. on Tuesday, June 14 at the Velocity Center for Collaboration in Sterling Heights. There is no cost to attend. Pre-registration is required. For more details, visit [**Macomb County's Featured Events on the web.**](#)

Designed to align with technology that already exists in schools throughout the region, MI Bright Future will help students and educators learn more about careers by connecting them with local employers and community mentor Workforce Intelligence Network (WIN), a southeast Michigan organization working to create a comprehensive and cohesive workforce development system throughout a nine-county region, is spearheading the initiative.