## ad murray associates

## NDA Checklist

An NDA Must Impress. To be impressive, it should be:

- **Well drafted** The other side has probably seen a thousand. Use this opportunity to appear serious and professional.
- **Appropriate** One size does not fit all. Sometimes you'll want something long and scary, and sometimes short and sweet. There will be a different focus for:
  - investors You'll eventually show them everything, but not too soon
  - partners A sharing of secrets, so use a mutual NDA
  - suppliers This includes the guy that fixes the phones
  - customers Make sure they acknowledge that your technology belongs to you
  - *employees* Include in their employment contracts, remind them periodically of the importance of confidentiality and use the exit interview to collect notebooks, files etc.

Tailored Check:

- *parties* Are you dealing with Jane McPherson the person, or with McPherson Venture Partners LP?
- *purpose* Are they using your secrets to evaluate a potential investment, to design a component, to provide an estimate? Specify that purpose.
  - *date* It needs one! If it's signed after the initial disclosure life's like that make sure it covers information that "might have been" as well as "may be" disclosed.

## Follow Up

Don't just rely on sending an NDA.

- Make sure it's sent back, signed and dated
- Ask for things to be returned (or destroyed) afterwards
- Prominently stamp things "CONFIDENTIAL"
- Use read-only and password protected document formats