



Agence du patrimoine immatériel de l'État

***Intellectual Capital and knowledge economy :
National agendas***

May 26, 2011

- APIE
- Opening up public Intellectual capital
 - France Brevets
 - SATT
 - Data.gouv.fr
 - Know-how
 - Public sites

- **Who are we?**

- Agency depending from the ministry of economy and the ministry of treasury
- Created in 2007 to value public intangible assets
- Mainly composed of
 - Legal experts, specialized in IP right
 - Marketing experts

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- **Three strategic objectives**
 - Optimize the impact of the management of public intangible assets on the State economy as a whole
 - Modernize public services and create additional revenues by making better use of public intangibles
 - Protect the State and the users from potential confusion and misappropriation of intangible assets

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- **Missions**
 - **Sphere of action** : all public intangible assets of the State, public institutions and local and regional subdivisions
 - **Basic principles** : guide and accompany the relevant public body without expropriating its prerogatives
 - Non mandatory
 - Create financial incentives

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▪ Diversity of public intangibles

Patent rights

- Patents
- Trademarks
- Know-How
- Internet domain names
- Image, prestige
- ...

Intellectual property rights

- Software
- Data base
- Internet sites
- Original creations
- ...



Bienvenue sur le site des
Missions Économiques



Kingly rights

- Electric spectrum
- Emission rights
- Taxes
- ...



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- Each of these assets can be optimized
 - Benefits for the State economy
 - Data bases
 - Patents
 - Electric spectrum
 - Etc.
 - Additional revenues for the public entity
 - In some cases, the willingness to pay of private operators to exploit public intangibles is high

➔ Creating a « Win – Win » situation

Agency for Public intangibles of France

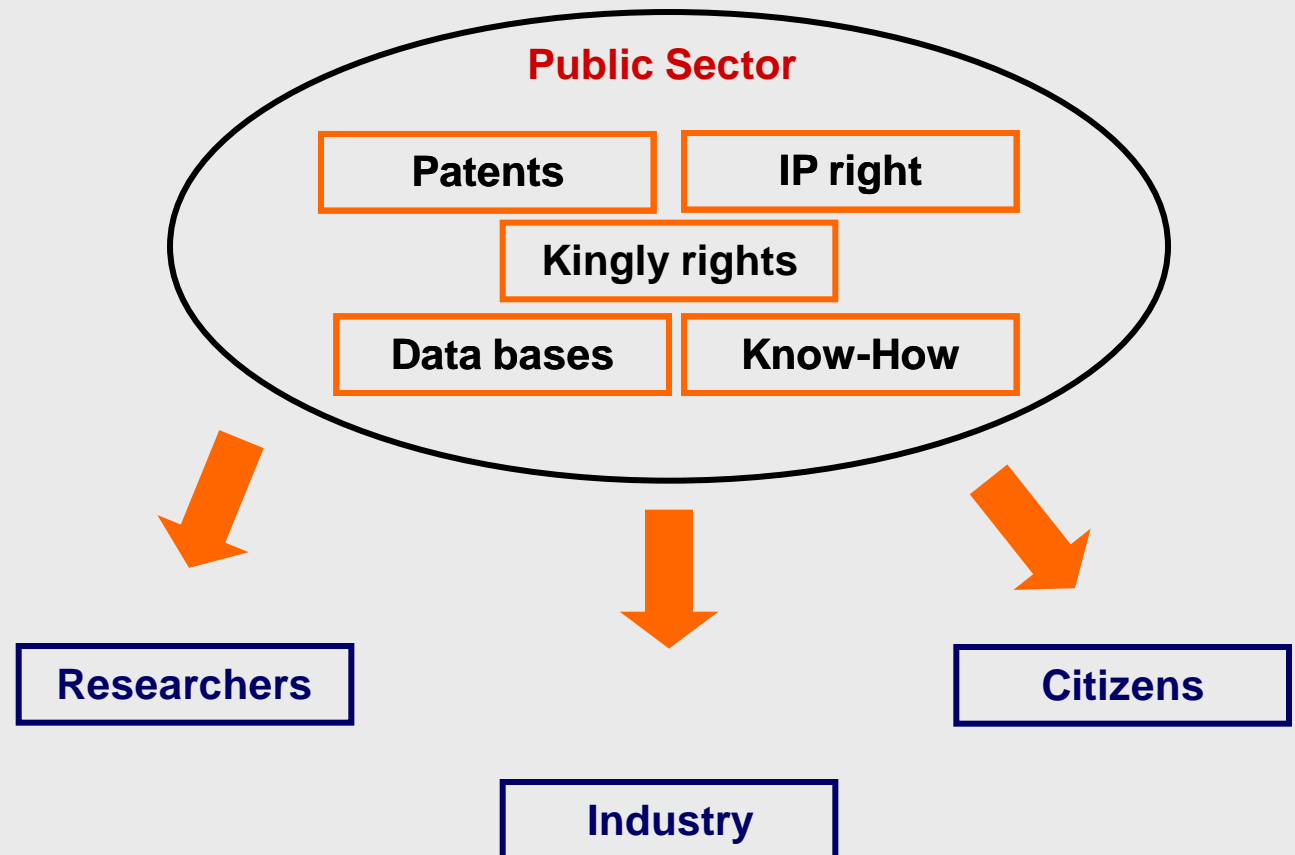
▪ APIE

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▪ How?

- By opening up these intangible assets



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- **Recent initiatives : « France brevets »**
 - Joint venture « Caisse des dépôts » / French State
 - Starting capital : 100 M€
 - Mission :
 - Create an infrastructure to develop an economy based on IC by favouring the appropriation of innovation by the market
 - How ?
 - Acquisition a large portfolio of IP rights
 - Grouping to sell not individual patents, but clusters
 - ➔ Statement : a cluster of patents is worth more than an isolated patent

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- Recent initiatives : « SATT »
 - Sociétés d'accélération de transfert technologique
 - Funded by the « National Fund Strategy » (0,9 Md€)
 - Mission :
 - Make public know-how and patents more accessible to the private sector
 - How ?
 - Group efforts public research entities regionally
 - Finance the maturation phase of R&D
 - Simplify the acquisition modalities for private companies
 - Accompany public R&D entities

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- **Recent initiatives : « data.gouv.fr »**
 - Project proposed by APIE, developed under supervision of the PM
 - Mission :
 - Make public sector information (PSI) widely available for reuse
 - How ?
 - Group all data available on a central portal
 - Add « meta-data »
 - Create an efficient search engine
 - Simplify reuse conditions by adopting one, harmonized licence without creating unnecessary restrictive conditions

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Recent initiatives : « data.gouv.fr »

➤ Objectives

- Stimulate the digital economy by providing high quality « raw material » (data)
- Increase transparency of public action



The screenshot shows the homepage of data.gouv.fr. At the top, there is a navigation bar with links for Accueil, Moteur de recherche, Thèmes, Catégories, Géo-localisation, and FAQ. Below this, there are tabs for Fil d'info, Avis d'expert, and Forum. The main content area is divided into several sections:

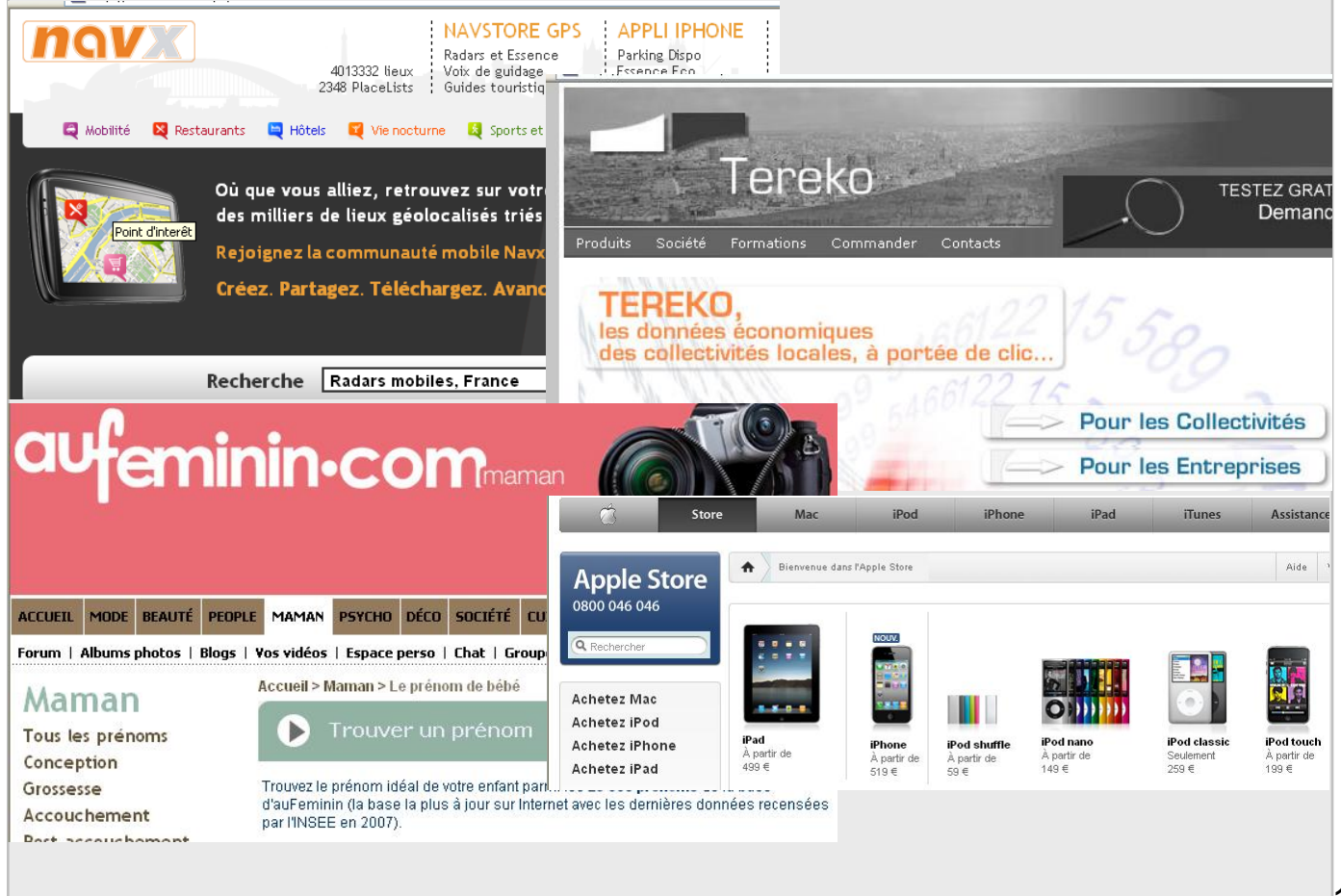
- Recherche rapide:** A search bar with a "Voir les résultats" button.
- Recherche détaillée:** A grid of 20 thematic icons representing various government sectors such as Administration, Affaires étrangères, Agriculture, Budget, Collectivités territoriales, Culture, Ecologie, Economie, Education, Fonction publique, Immigration, Intérieur, Jeunesse, Justice, Santé, PME, Commerce, Outre-mer, Défense, Transports, and Emploi.
- Vos critères ou préférences:** A list of radio buttons for filtering results by Licence, Auteurs, Sources, Documents, Date, Langue, Propriété, Notation, and Commentaire.
- Langues:** A dropdown menu currently set to "FR + EN".
- Tri:** A dropdown menu currently set to "Pertinence".
- Besoin d'aide ?** A prominent orange circular button.

At the bottom of the page, there is a footer with the French Republic logo and the text: "Un service de l'Agence du patrimoine immatériel de l'État | Accueil | Contacts | Plan du site | Mentions Légales".

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Recent initiatives : « data.gouv.fr »

➤ Examples of PSI Re-use



The collage shows three examples of PSI re-use:

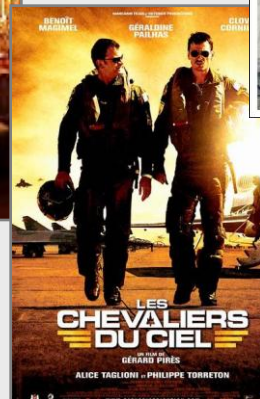
- NAVX**: A navigation application using public data. It features a search bar with "Radars mobiles, France" and lists categories like "Mobilité", "Restaurants", "Hôtels", "Vie nocturne", and "Sports et".
- Tereko**: A platform for local economic data. It has a search bar and navigation links for "Produits", "Société", "Formations", "Commander", and "Contacts". A banner reads "TEREKO, les données économiques des collectivités locales, à portée de clic...".
- auFeminin.com**: A lifestyle website with a "Maman" section. It features a search bar and a "Trouver un prénom" button. The text below the button says: "Trouvez le prénom idéal de votre enfant parmi d'auFeminin (la base la plus à jour sur Internet avec les dernières données recensées par l'INSEE en 2007)."

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- **Recent initiatives : transfer of “know-how” to private sector**
 - Project under development by APIE
 - Objective
 - Share “know-how” with private sector when relevant to stimulate economic activity
 - Reduce the barriers between the private and public sector
 - Generate additional sources of revenues
 - Value the knowledge of State workers
 - How?
 - Create an adapted offer of training sessions when a demand has been identified

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- Recent initiatives : realizing value from unique and historical sites
 - Propose a structured and harmonized approach facilitating the use of public premises
 - Events
 - Movies



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QUESTIONS ?

Thank you for your attention

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