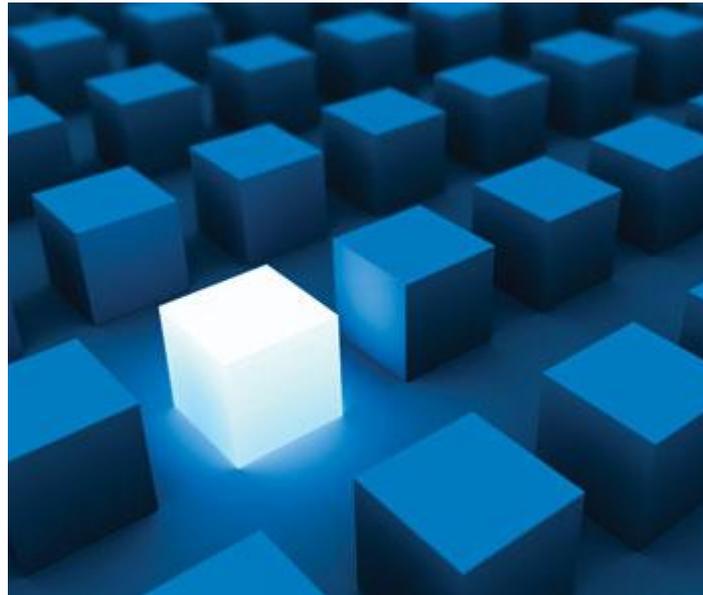


# « Patents Licensing and the Open Innovation Phenomenon

**Frédéric Caillaud M.D., PH.D, CLP.  
Licensing & Business Development Dpt Director  
L'Oréal**

[fcaillaud@rd.loreal.com](mailto:fcaillaud@rd.loreal.com)



**IC7  
May 2011**

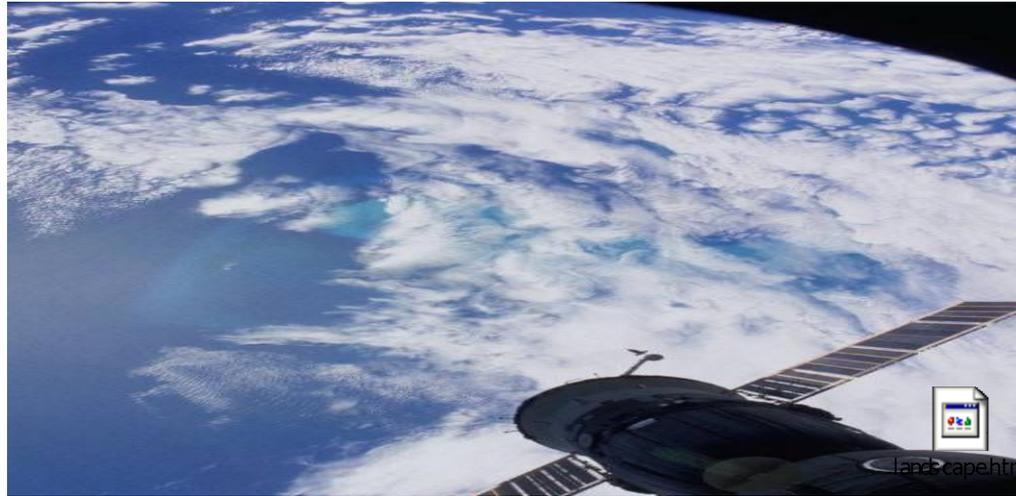
# Open Innovation

## Positioning the idea in its international environment

- What are you looking for ?
- Is it really a new problem or a new idea ?
- Specifications

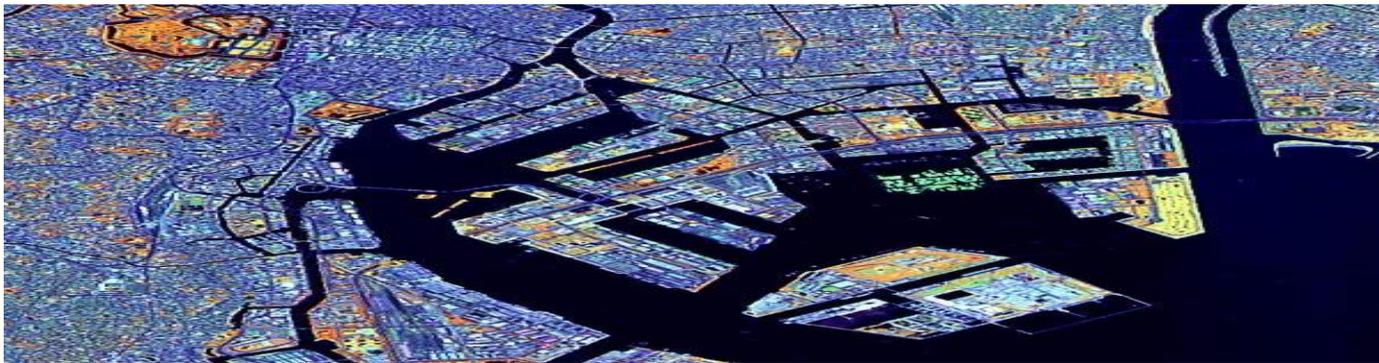
**Catch the best wherever it is**

# Innovation mapping

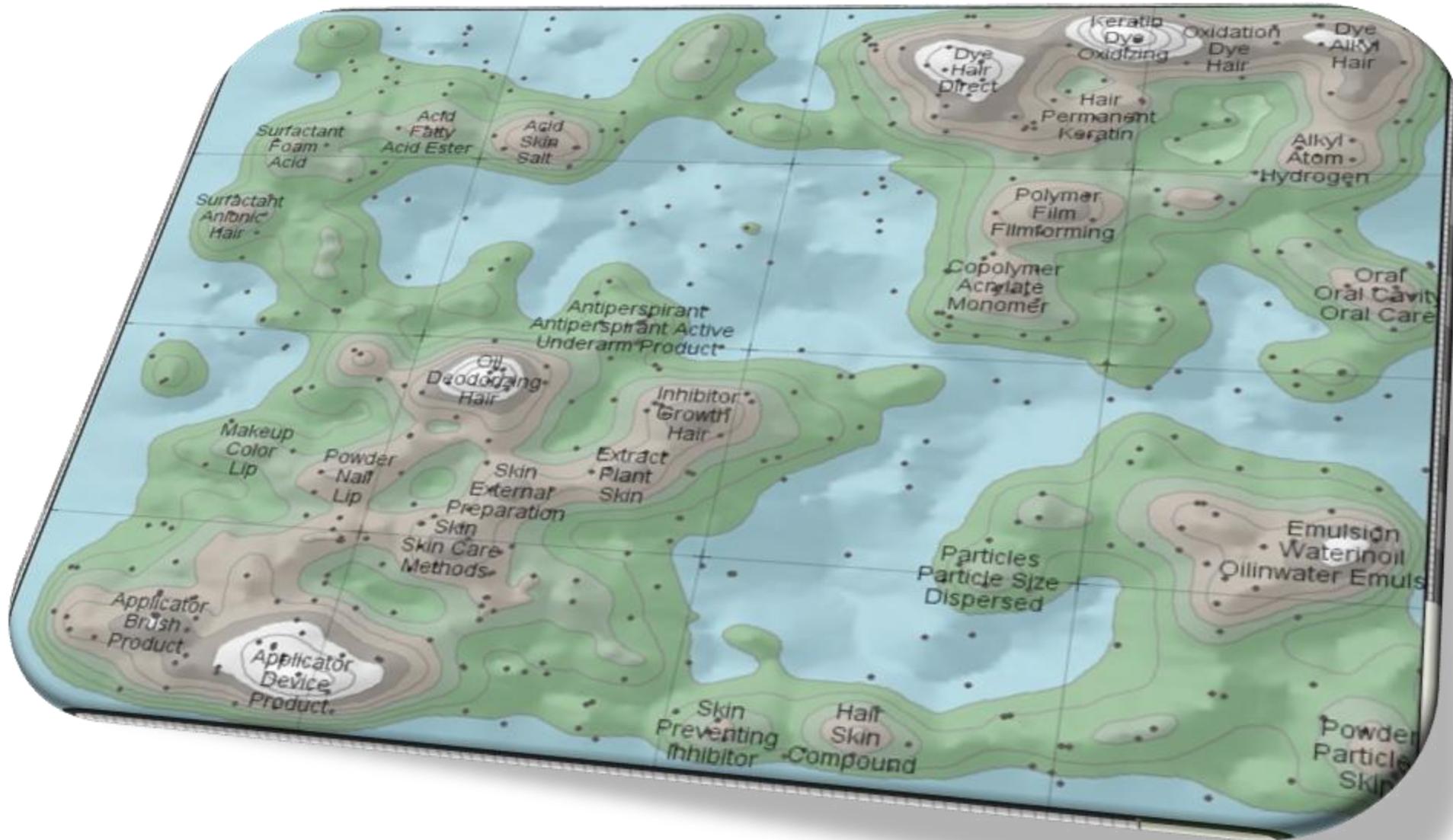


- **Google Earth**  
60 mio patents

Zoom

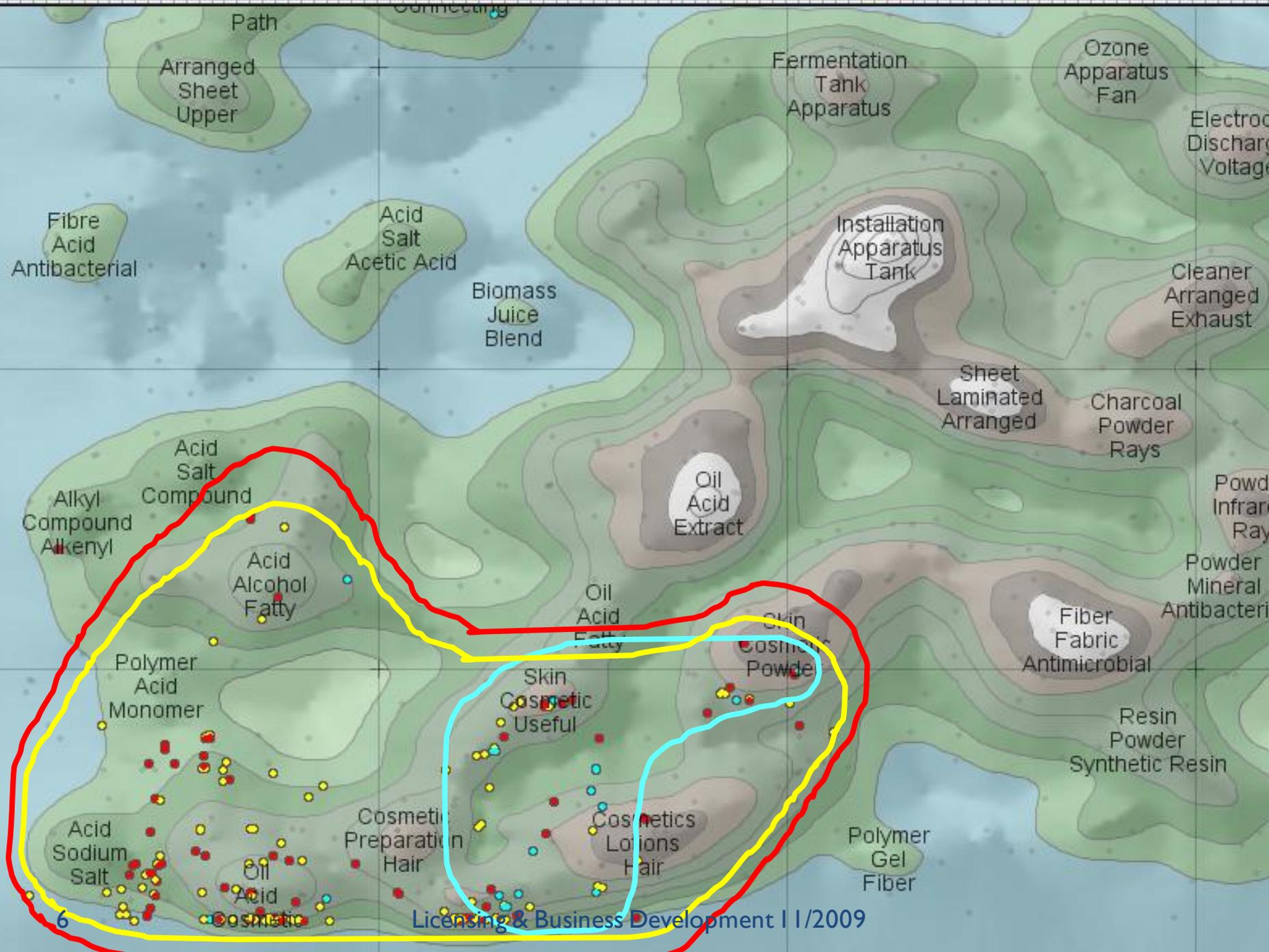


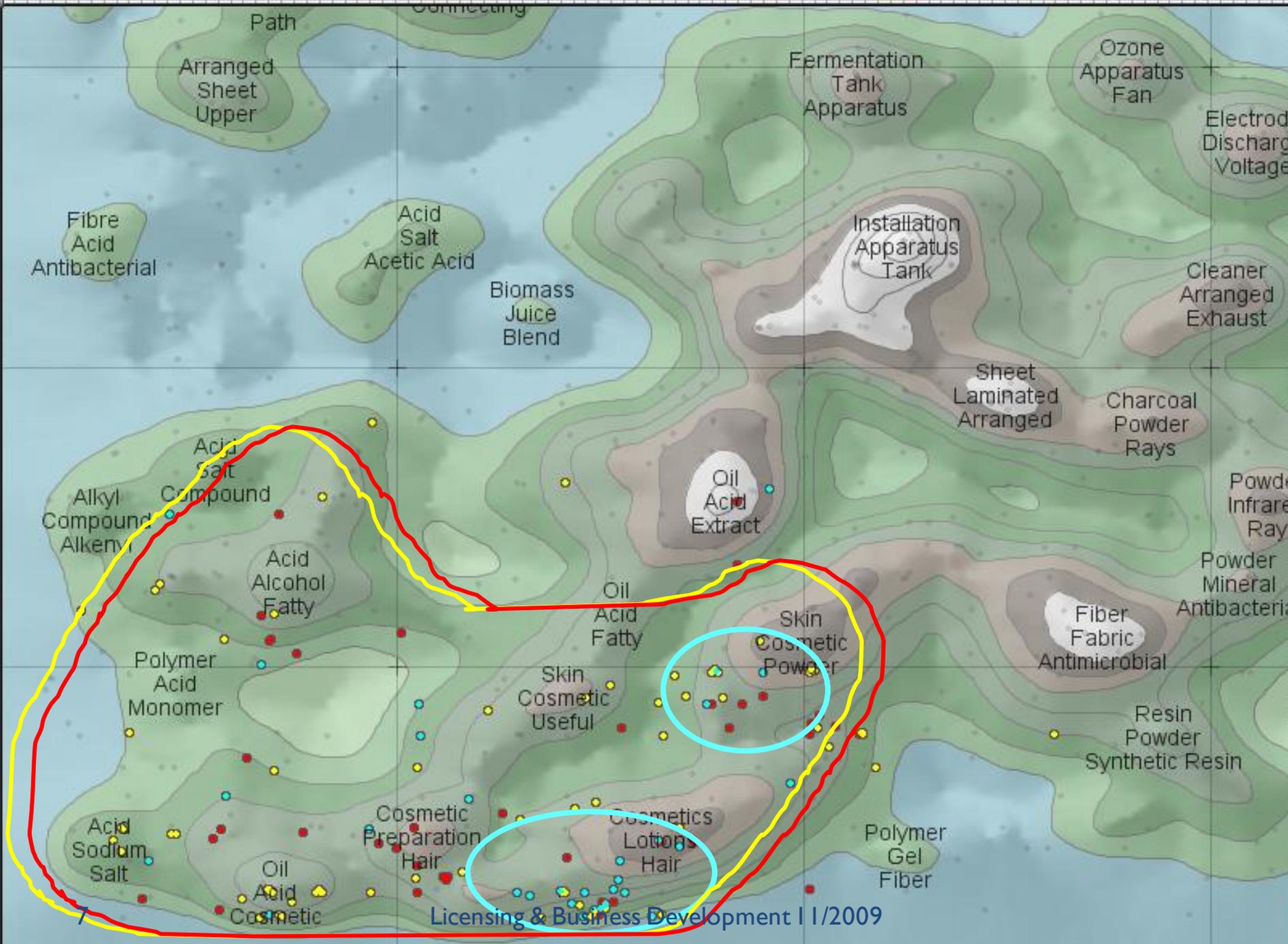
# Cosmetic world map

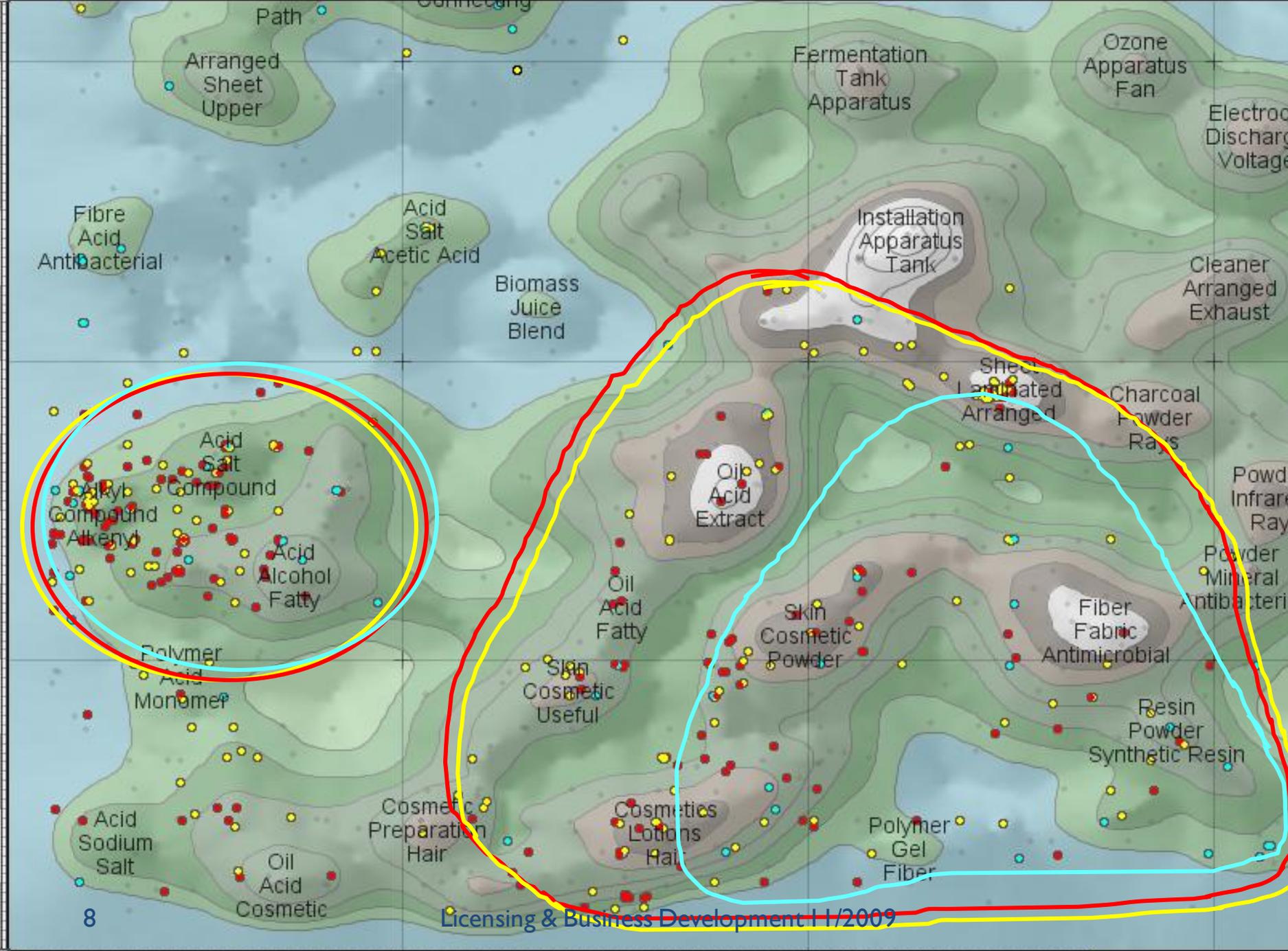


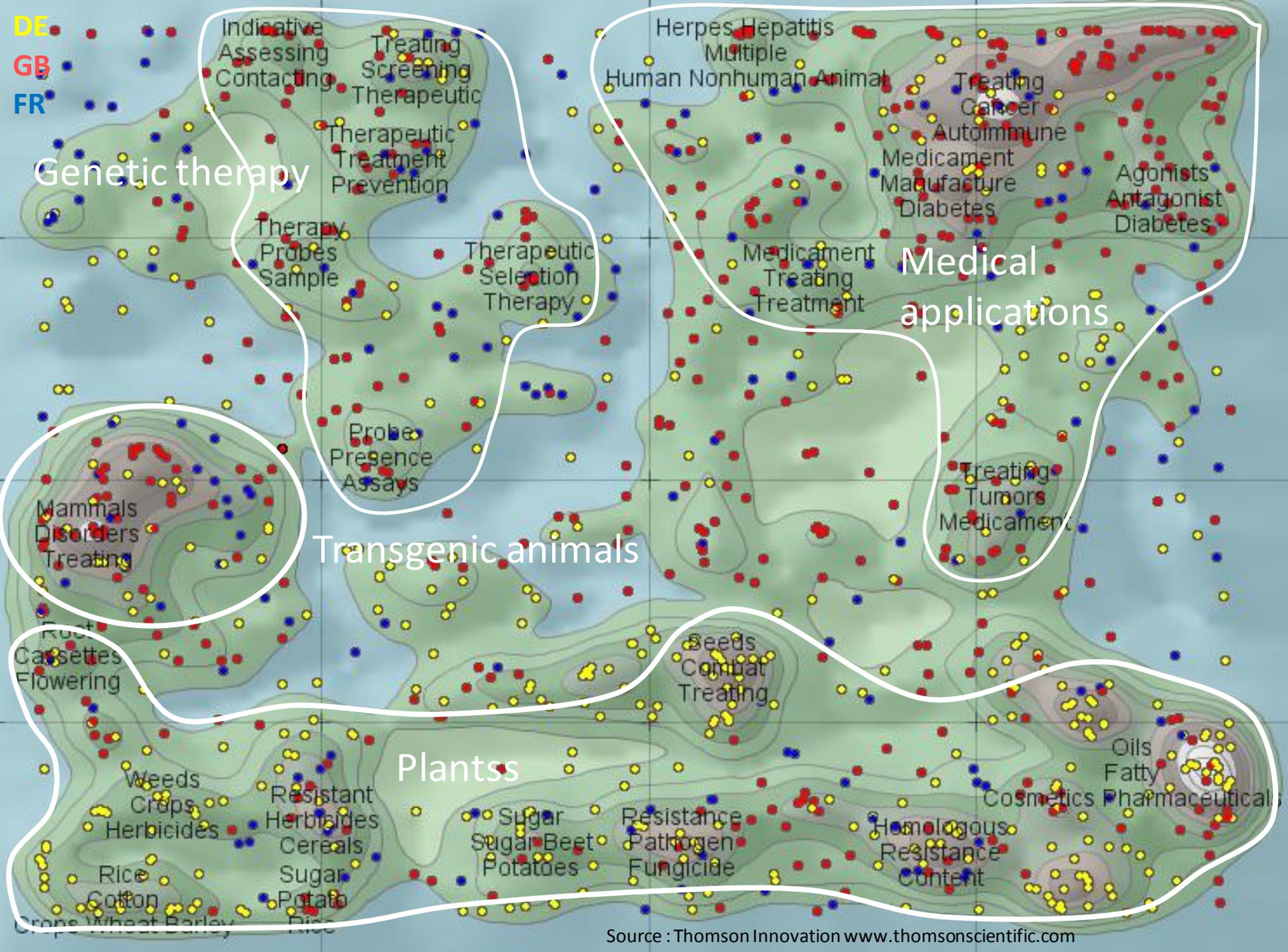
(1990 up to now)













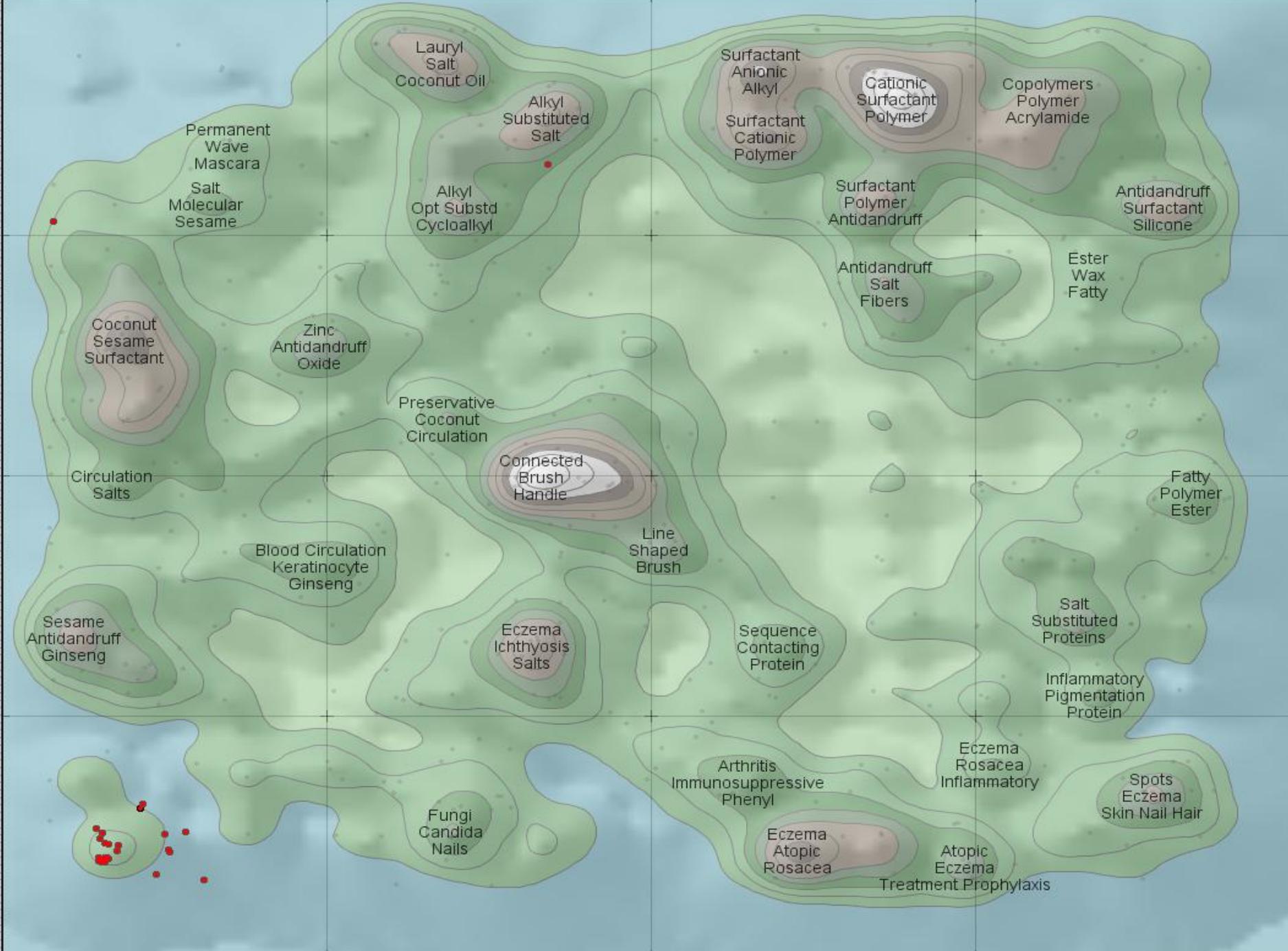
**INPT**

**INSA**

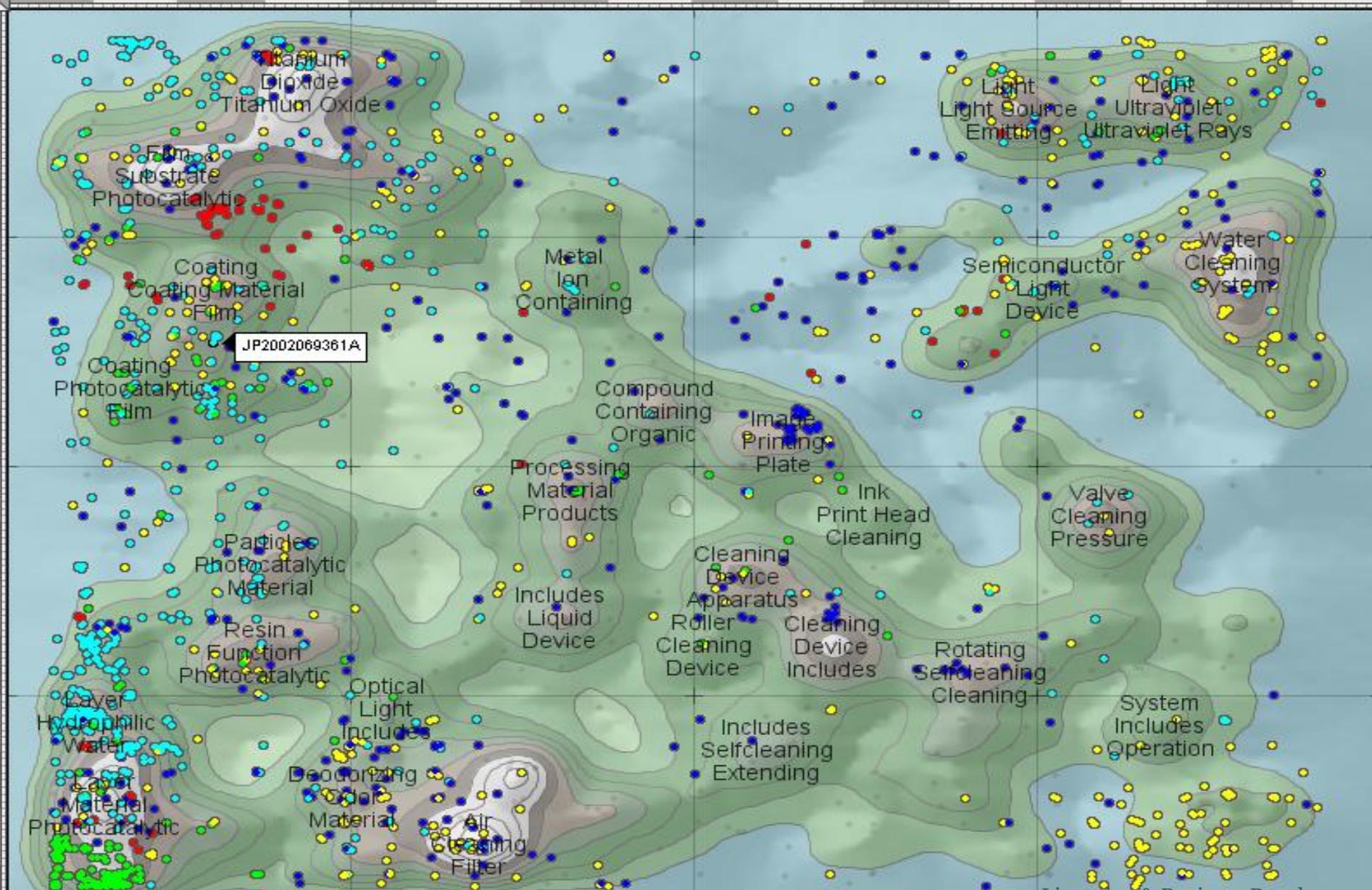
**University of Toulouse I,II et III**

**Ecole Nationale supérieure de Tarbes**

**ENVT**



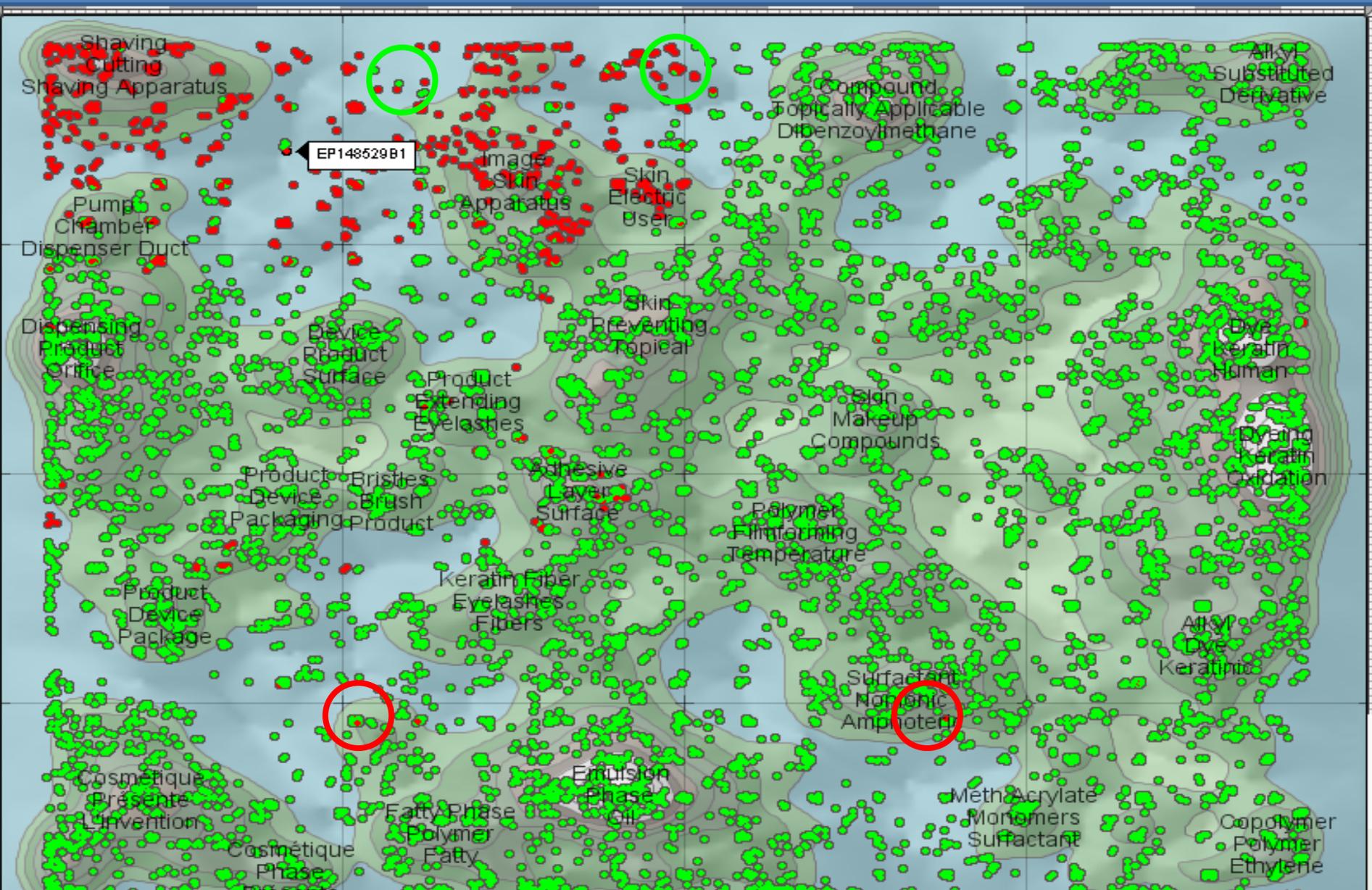
# More objective screening of potential partners prior to any contact



(2000 familles)

Licensing & Business Development

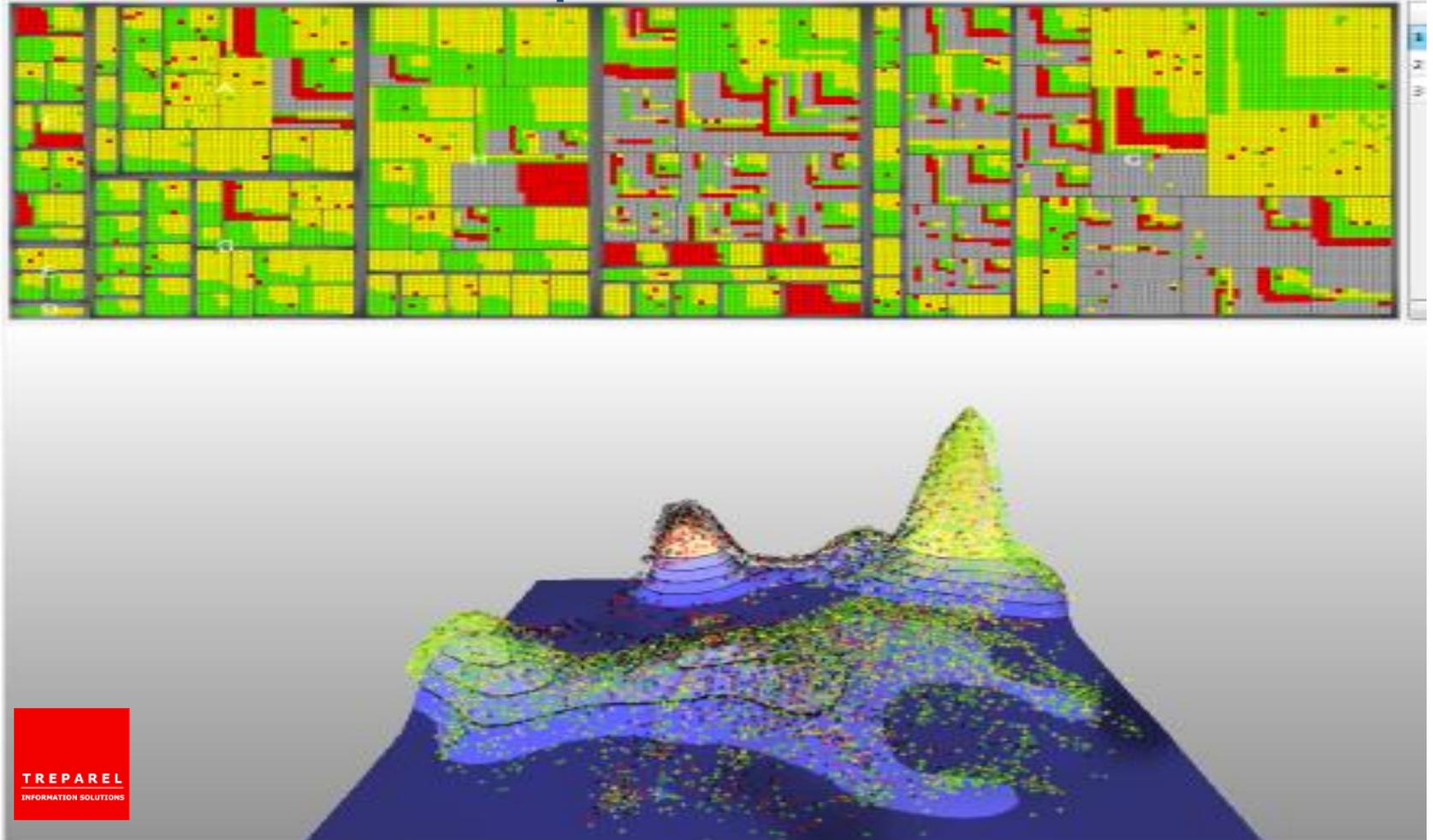
# Cross mapping



## Open Innovation platform of tools ?

- Crowd sourcing : from Innocentive to customized one
- Questel : Acceleration index , companies cross citations,Orbit
- Decrypt : 3D identification of patent « holes »
- Presans : mapping labs, scientists and expertise
- BioModelling system : Identifying new biological pathways or new mechanisms of action
- Technometrix : combination of several tools

# Perspectives



# Summary

- 90% of the French companies are not ready to play with the Open Innovation tools.
- Not really better outside in Europe
- Transparency is a dramatic competitive advantage
- Policy makers must use such tools in order to better manage the impact of their investments