



Agence du patrimoine immatériel de l'État

The Franco-German round table on Intangibles

Paris, September 26, 2011

Danielle Bourlange, directrice générale adjointe

- **APIE : Agency for Public Intangibles of France**
 - Agency depending from the ministry of economy and the ministry of treasury
 - Created in 2007 to value public intangible assets
 - Sphere of action : all intangibles assets of the State, public institutions, and local authorities
 - World premiere
 - Mainly composed of
 - Legal experts, specialized in IP right
 - Marketing experts

▪ Diversity of public intangibles

In common with private sector

Intellectual property rights

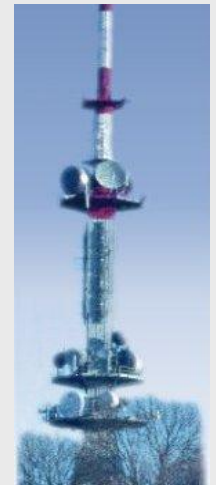
- Patents
- Trademarks / Brands
- Know-How
- Internet domain names
- Image, prestige
- Software
- Data base
- Internet sites
- Original creations
- ...



Specific to public sector

Kingly rights

- Electric spectrum
- Emission rights
- Right to levy taxes
- ...

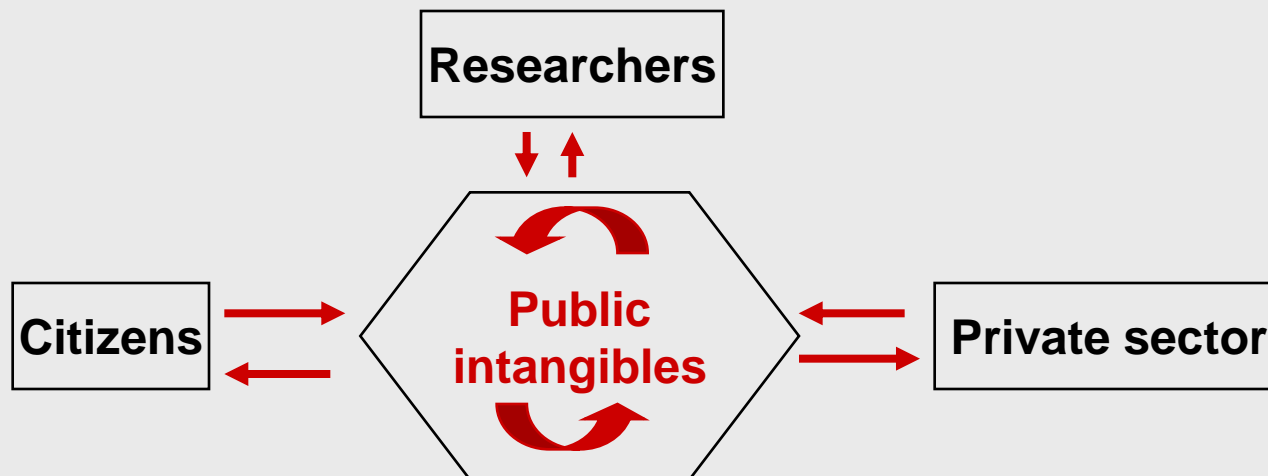


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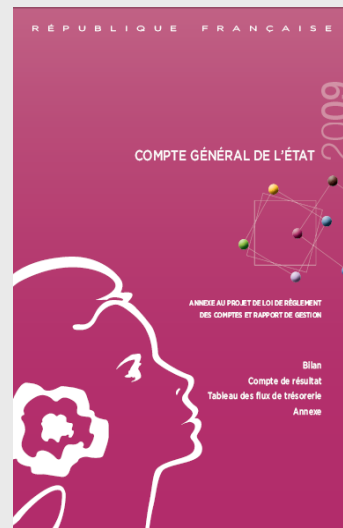
- Our objective is to unlock the potential of public intangibles to create social and economic value
 - Modernization of public service
 - Contribution to the development of the knowledge economy

→ Create an interaction with the surrounding environment



▪ Modernization of public service

- To inventory and reference public intangible assets
 - o Proposing original methodologies to record public intangibles in the State's financial statements
 - o Develop a dash board for improving the managing public intangibles
- ➔ *Increasing the role of public intangibles in the implementation of strategic development plans*



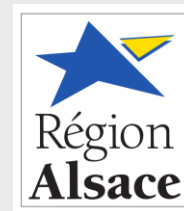
▪ Modernization of public service

- Reinforcing the relationship with users of public services by developing a strategy regarding to **public brand names**

- Becoming a reference for users
- Manner of differentiation
- A guarantee of quality and neutrality



- Public trademarks can also contribute to the **attractiveness of a territory**



▪ Opening up public intangibles

➤ Open data : re-use of public sector information (PSI)

- o Economic development : raw material for innovation and economic growth, particularly on a context of a digital economy
- o Transparency : increased dissemination of PSI through new channels to reach a broader public
- o Modernization of public services



▪ Opening up public intangibles

➤ Knowledge :

- o Favour the appropriation by third parties of public sector expertise
- o Generate additional revenues to finance public missions
- o Protect administrations against misappropriations of their knowledge

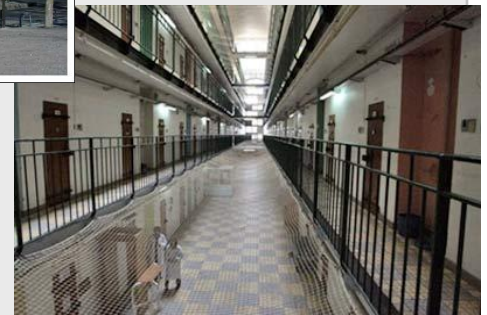
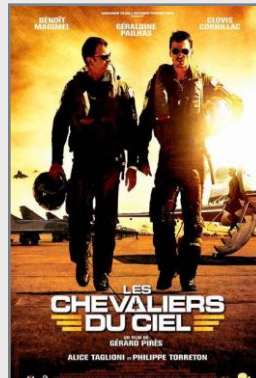


▪ Opening up public intangibles

➤ Allowing access to unique and historical places :

o Shooting movies

o Private events



▪ **Research fields**

- **Measurement of the impact of disseminating public intangibles on a local territory**

- **Development of tools measuring the quality of public intangibles**

QUESTIONS ?

Thank you for your attention

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l'immatériel

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