

Development of IP transfer

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**Safe and Ethical Cyberspace, digital assets and risks:
*How to assess the intangible impacts of a growing phenomenon?***

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Development of IP transfer

- Significant Improvements – ***Structure and Organizations***
 1. Public Research Organizations (PROs) to Private
 - a. Creation of new Technology Transfer Offices (TTOs)
 - b. SATT (Companies for the Acceleration of Tech Transfers)
 - c. CNRS : CNRS Innovation – 50 people
 - d. INSERM : INSERM Transfert
 - e. CEA : CEA Tech
 - f. France Brevets

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- Significant Improvements – ***Resources Deployed***
 1. Public Research Organizations (PROs) to Private
 - a. More “boots on the ground”
 - b. Increased competencies
 - c. Higher budget
 - d. Better organization within the PROs
 - e. Improved processes
 - f. Centralized operations
 - g. Coherent programs
 - h. Reduced volatility

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- Significant Improvements – **Outcome**
 1. Public Research Organizations (PROs) to Private
 - a. New ecosystem to foster entrepreneurial spirit
 - b. Start-ups created have better chance to attract funding (cf. Bpi)
 - c. Large number of licenses signed with private sector
 - d. Increased number of patents filed
 - e. Better extraction of promising technologies
 - f. Improved seed mechanism

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- Significant Improvements – ***Open Innovation in B2B***

2. B2B - Private to Private

- a. Shift into how execs see the benefits of tech and IP transfers
- b. Increasing maturity into how to integrate tech and IP transfer into BP
- c. Better understanding of benefits of inbound and outbound tech and IP transfers
- d. Decision makers start to perceive the value and effects of tech and IP transfers on business success and market share

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- Significant Improvements – ***Mature Start-ups***

2. B2B - Private to Private

- a. Time is running
- b. Tech and IP transfer as a way to get cash in business segments and verticals which are not addressed commercially
- c. Tech and IP transfer with industry partners to generate immediate revenue
- d. Cash allows deployment of resources where it is needed to focus: new hires, new flyers, more sales people, new prototypes and demonstrators

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- Significant Improvements – ***Large Corporations***

2. B2B - Private to Private

- a. Realization that using IP only to sue alleged infringers and competitors is not (always) the best option
- b. Company is better off licensing out some of its technology to disseminate it and create ecosystem and installed base
- c. Ecosystem and installed based will foster and boost sales of proprietary products

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- Significant Improvements – ***Yes, Yes and Yes***
 1. **PROs:** Transfers to private sector, through TTOs (SATTs)
 2. **Start-up:** Transfers to large corporations through tech transfers where verticals or business segments cannot be addressed in a reasonable period of time
 3. **Large corporations:** Transfers to all kinds of business entities including direct competitors to create ecosystems which will foster and boost the sales of proprietary products

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In the Knowledge
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Thank You

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