

*" Challenges are essential to growth! "*

J.J. Servan Schreiber

In order to revitalize the industrialized countries' economy  
and enhance the developing countries' commercial growth  
one must democratize access to intellectual property

**The collection of books  
“Intellectual Passport C.B. or IND.”:  
The solution for the XXI<sup>st</sup> century inventor’s,  
small medium-size enterprise’s and/or  
major enterprise’s business concerns**

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Universal Strategy Development System

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# Intellectual Passport (CB or IND)

## 1 – What does " *Intellectual Passport CB or IND* " mean?

It is a series of literary and artistic works that naturally provide authors of patentable inventions or unpatentable concepts (*services, business, etc.*) with the only (*intellectual and universal*) natural property that exists: ownership of a **Work of the Mind**. Each of these works includes an (*original and international*) economic business plan as well as a set of corresponding contracts. The cost for making an Intellectual Passport CB.

Each **Book of the Intellectual Passport Omnibus Collection** is a three-part book including:



### Part 1:

- the author's biography
- the description of the invention or concept
- the basis of intellectual property
- alternative strategies against copiers

### Part 2: (*without additional cost*)

- assessment of the market to conquer
- strategy to conquer the market according to the distribution of rights principle (*Franchise*)
- triennial forecast of the benefits to be earned by each specialist participating in the innovation

### Part 3: (*without additional cost*)

- a set of international contracts specifically in line with the strategy included in part 2
- copyright that covers the expression of the idea contained in the work with its certificate of guarantee

With an unmatched quality/price ratio, this **Book** is the first instrument of Intellectual Property that provides for approximately the same cost as a national patent:

- 1 - worldwide and permanent ownership on the description of the author's creation
- 2 - a legally valid means of maintaining secrecy (*for commercial concepts or products*)
- 3 - an original business forecast, aka ICBF, suitable for the targeted international market
- 4 - a set of international contracts in line with each client's business strategy

**Important:** According to the internal laws of Nations and the International Conventions on copyright, an author who expresses the creation of a concept or invention in a literary or artistic work, can use all or part of his work (*even unpublished\**) against an official title subsequently registered by a third party on the same concept or invention. Neither the Patent Act nor any other law governing monopolistic titles allows such recourse. This distinction alone (*based on international law*) explains why the **Intellectual Passport Omnibus Collection** is necessary.

## 2 - What additional benefits does the Intellectual Passport Omnibus Collection provide?

As a strategic instrument against industrial espionage and premature technological vigil, it must be completed as soon as possible (*preferably, when one's original idea is conceived, before being applied to a specific end*). Later on, the author can always modify it.

**If a third party illegally copies the author's concept or invention (or reproduces it in good faith),** the **USD System** Editions offer, at an affordable cost, a business strategy that allows the client to negotiate (*if necessary, through his attorneys*) an out-of-court settlement.

\* The Intellectual Passport Omnibus Collection remains unpublished (*i.e. its content is undisclosed*), thereby allowing members of the author's business network to register a utility of design patent, but solely with the former's contractual authorisation.

### 3 - The Intellectual Property's 7 solutions keys

#### 1. Creator's Story and his Property - 2. Secrets Preservation 3. Warranty of Rights - 4. Pioneering Strategies 5. Secure Negotiations - 6. Innovative Services - 7. Equitable Justice

The original 1992 **collection of books** entitled "Library of Inventions", renamed "**Intellectual Passport CB**" at the end of 1997, is designed to meet the legitimate needs of potential inventors, whether they are independent or in a SME...

In brief, the reason of being of this collection of books is to provide the inventor (*having legally reestablished his truthful rights as the creator of a literary and/or artistic work*) with:

- an unassignable, inalienable and worldwide intellectual property \* on the description of the initial creation of his concept (*texts and drawings*), as well as with the historical evidence of his ownership. The resulting international copyright is in effect for the life of the author and 50 to 70 years after his passing (*for his descendants*);
- an international business forecast that is essential to negotiate the rights to reproduce © all or part of his work to third parties for the purposes of developing the invention, commercially and/or industrially, and/or any resulting potential innovation derived from the initial description of his concept;
- furthermore, a portfolio of international contracts (*license, transfer, protocol, etc.*), specifically adapted to the business forecast strategy included in the book. Such contracts are indispensable to negotiate the transfer of commercialization rights to third parties (*future partners or not*);
- for as long as necessary, his technical, technological, conceptual and commercial secrets contained in the author's unpublished book, as well as the eventual patentability of his potential invention. This remarkable set-up allows him to fully or partly disclose his project to third parties interested by the innovation who sign with him a legally very effective confidentiality and non-disclosure protocol (*included in the portfolio of contracts*).

**Important:** The copyright related to the property of the author's work, included in one book of the "**Intellectual Passport CB**" collection, is guaranteed by the USD Editor. The use of this innovative collection avails to the inventor new offense (*including penal law*) and defense strategies against infringers that are proven to be swifter and far less expensive than standard legal recourses. Result: Assurance of a more equitable justice!

**New:** The USD System Editions have just created a new collection answering the requirements of **large companies**... Distributed as the "**Intellectual Passport IND**", its use in laboratory or workshop settings binds the management and each **participating** team member of technicians, engineers, scientific experts and/or others **into** an ethical contractual commitment for the duration of a specific projects and/ or designated duration. This collection ostensibly supports the creative and cohesive joint participation of all signatories who become co-owners of an indivisible property. Such an approach leads to new strategies that efficiently reduce espionage and illegal transfers of information.

\* Comment: Even if the proof of anteriority is granted to an applicant of a sealed and date-stamped envelope (*or equivalent, including copyright registration without a truly literary and/or artistic work*), it cannot provide the combined property and products/services integrated within the "**Intellectual Passport CB**" and "**Intellectual Passport IND**" collections.

#### 4 - Who needs an Intellectual Passport Omnibus Collection?

First and foremost, **authors** of inventions or concepts, namely **creators** of products or services! The **Intellectual Passport** ®'s main purpose is to provide such creators, within a short delay and at an affordable cost, with: universal property, an assessment of its resulting business potential, the means of maintaining confidentiality for as long as necessary, as well as new legal means to defend their rights.

This work also provides **business owners, leaders** and **managers** (*from the "one man show" to multinationals*) with "**an original approach**" that fosters a spirit of harmony for the various participants of a business venture, thus stimulating motivation and avoiding age-old disputes. Also included in this work is a new means of decreasing illegal transfer of data and maintaining secrecy, as well as, new methods of avoiding and countering unfair competition and industrial espionage.

**Lawyers, accountants** and **business consultants** will find various "**efficient strategies**" for the marketing of original products/services and for the defence of the rights of originators of all kinds. Thus a vast and new market (*5 to 7 million clients per year*) is now open to them.

**Patent agents** and **advisers in intellectual property** will find "**solutions**" to three longstanding concerns by: **1** – formally identifying the author of an invention; **2** – establishing the author's creation as his initial and tangible property, **3** – keeping such property and its resulting business strategy confidential for as long as necessary: i.e. until the author has assigned his copyright to a third party that can afford, if need be, the international registration, maintenance and legal costs associated with monopolistic titles such as patent.

**Investors** and **financiers** will find "**a new methodology**" that ensures: safer and better agreements with inventors or originators who are thus freed from the usual fear of being copied; likewise, entrepreneurs can work with greater independence.

As a literary and artistic work, the **Intellectual Passport Omnibus Collection** is a **strategic** instrument of Intellectual Property that offers new perspectives for the launching of innovations, whether they concern industry, services or arts.

#### 5 - The Intellectual Passport Omnibus Collection is a legal instrument recognised by law

It is a **legal instrument recognised by law** (*see the ruling by France's Supreme Court, 04/07/2006*), because everyone has the right to 1) write texts and/or make drawings; 2) hire, if need be, a ghost writer or a graphic interpreter; 3) publish his works or keep them unpublished, as long as the content of his works does not offend morality, law and order. As a means of identifying the author of a creation, the **Intellectual Passport** ® legally bridges the gap (*formerly created for arbitrary purposes*) between materialized ideas and the resulting inventions.

The **Book** validates the inventor's rights by providing:

- 1 - proof** of his authorship (*creator of a potential invention, concept or other...*)
- 2 - proof** that he owns his creation, as an author (*without property, no theft*)
- 3 - proof** of his intention to potentially, as an innovator, commercialize his creation (*in order to assess the material damages in a court of law or out of court*).

**It is an original means of countering illegal copy:** Unlike utility or design patent infringement cases (*i.e. monopolistic titles*), where the burden of proof lies with the victim, plagiarism cases (*intentional or unintentional copying*), much like **penal law** related to copyright on cinematographic works, place the burden of proof on the plagiarist (*regardless of his good or bad faith*). This allows the author to claim his rights through innovative strategies that are far more efficient and less costly than patent infringement procedures. Thanks to this strategic benefit, the **Intellectual Passport Omnibus Collection** should help promote a preventive rather than repressive justice system. In other words, a justice system that is more affordable and equitable for all.