

A biographical account of Michel Dubois



A graduate of the Estienne School of Graphic Art and Crafts in Paris (*Cert. chromatography – 1962*), Michel Dubois also enjoyed an artistic career, notably in the realm of composition, poetry, variety shows and theater.

During the 1970's, his creativity in commercial concepts attracted attention. By the early 1980's, he discovered that he had an innate talent for strategy. These two gifts were to prove instrumental in the success of his first sales network, "**Art Service Club**" (*over 200 licensees and one thousand sales representatives in 1989*), sole distributor of his creative graphic product marketed under the trade mark "**Cartisabelle**".

Having cautiously decided not to patent his invention in order to maintain technical and commercial secrecy, he expanded his business throughout much of Europe as well as French-speaking Africa and Canada from 1983 to 1991, wisely using the legal and economic principle of "*distribution of commercial rights*", of which he is the founder, and which he named "**Francession**".

Fully aware of the urgent need to democratize access to intellectual property, he had already voiced his concerns in a booklet entitled "*Art Service Club*" (1976). From 1988 to 1996, he published with Messrs Dominique Daguet and Jannick Villepoux, several works on the subject which represent his original view of economy: "*Francession – Passport of the inventor*", "*From commercial racket to free enterprise*", "*Literary property applied to invention*" and "*USD-System*" (*Librairie Bleue, Troyes, France*). In 1991, he also published "*Implementing invention organically*". In order to launch his concept USD System, he thereafter wrote approximately forty booklets, until he published in 2004 his last work entitled "At last, Intellectual Property is affordable for everyone!"

From 1987 to 1994, **Michel Dubois** spent much of his time spreading his ideas through the media. In debates, whether public or broadcast, as well as in numerous interviews on radio and television. Nevertheless, he could not help but feel that, sooner or later, he would have to leave his native Europe for a younger society where people are more open to innovation. Thus, much like the settlers of yore, he decided in 1995 to immigrate to this lovely province of Canada, Quebec, where his French culture could readily integrate itself in an environment that favors technological progress. Liberated from old-world mentalities, he put his latest creation, the **Intellectual Passport C.B.**, to the test, after laying the foundations of the **USD System International Editions Consortium** in the United States, with the help of qualified translators, writers, experts in public relations, marketing, sales, finance, education and digital printing. Today, Intellectual Passports CB are sold by the hundred.

Since then, his project has been validated both economically and legally by authorities in every discipline as well as internationally renowned lawyers. A judgement by the Court of Appeal of Lyons, France, (*May 27th, 2004*) confirmed the latter's staunch belief in a society where justice must prevail and their pioneering view of intellectual property. On July 4th, 2006, the Court of Cassation (*France's Supreme Court*) upheld the Appellate Court's decision. Time seems therefore ripe to launch **Michel Dubois'** consortium, in order to help implement a new form of economy that may better answer the cultural needs of the 21st century.

François Belleau