



" Challenges are essential to growth! "

J.J. Servan Schreiber

**In order to revitalize
the industrialised countries' economy
and enhance
the developing countries' commercial growth
one must democratise access
to intellectual property**

The Intellectual Passport

**is the XXIst century's instrument motivating
creators of concepts and inventions
to continue supporting innovations**

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U.S.D. System International Editions Consortium
Universal Strategy Development System

www.sosinvention.com

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Intellectual Passport [®]

1 – What does " *Intellectual Passport* [®] " 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 property that exists: ownership of a **Work of the Mind**. Each of these works includes an original and international business plan as well as a set of contracts in line with the plan. The cost for making an Intellectual Passport [®]: from **\$10,695 to \$13,695** + tax (+ options). (\$7,695 for the product + consultant fees) + options.

Each *Intellectual Passport* [®] is a three-part book including:



Part 1:

- the author's biography
- the description of the invention or concept
- what founds 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 (*Franchisement*)
- 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
- a certificate of guaranty

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

- 1 - universal and permanent ownership of an innovative idea materialized with art
- 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* [®] is necessary.

2 – What additional benefits does the *Intellectual Passport* [®] 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 [®] 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 – Who needs an *Intellectual Passport* [®]?

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 **chiefs of businesses** 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 age-old fear of being copied; likewise, entrepreneurs can work with greater independence.

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

4 – The *Intellectual Passport* [®] 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 i) write texts and/or make drawings; ii) hire, if need be, a ghost writer or a graphic interpreter; iii) 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 *Intellectual Passport* [®] validates the inventor's rights by providing:

- 1 - **proof** of his authorship (*of an invention, concept or other...*)
- 2 - **proof** that he owns his creation, as an author (*without property, no theft*)
- 3 - **proof** of his intention to commercialize the innovation (*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*) 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* [®] should help promote a preventive rather than repressive justice system. In other words, a justice system that is more affordable and equitable for all.