



THE INTELLECTUAL PROPERTY RIGHTS: A TOOL FOR DEVELOPING COUNTRIES TO ACCESS GREEN TECHNOLOGIES



The project directed by Dr. Guillaume HENRY aimed to show how developing countries can better use patents and trademarks to accelerate the transfer of green technologies.

THE PROJECT: DETERMINING THE ROLE OF PATENTS AND TRADEMARKS IN THE DISSEMINATION OF GREEN TECHNOLOGIES

This project resulted in the publication of three successive studies:

- In 2010, a study on the role of patents in the green economy, awarded the academic prize of AIPPI.
- In 2013, the first book on the subject, with the support of ADEME and in collaboration with statisticians from IRPI.
- In 2015, a work commissioned by the INPI on the occasion of COP 21 on clean technology transfer to developing countries.

PATENTS: A TOOL TO ACCELERATE THE TRANSFER OF GREEN TECHNOLOGIES

Patents have been a point of tension in negotiations on climate change. Some developing countries have argued that clean technologies are patented, so that their access is blocked.

Dr. Henry demonstrated that this argument is not true for a very simple reason: the green patents are rarely filed in developing countries. This means that in the vast majority of developing countries, most of the technologies are available and free!

For developing countries, the key challenge to access to green technologies is twofold:

- Firstly, to express their needs and identify potential partners;
- Secondly, to convince companies which own technologies to transfer their know-how.

At both stages, patents can play a key role because they are the most important source of technological information (2/3 of scientific publications in the world!), and also because they participate, such as brands, to secure technology transfer.

BRANDS: A TOOL FOR INCREASING REVENUES IN DEVELOPING COUNTRIES

Dr. HENRY studies show that brands are a very effective tool but too often under-used, which allows developing countries to market in better conditions their products on the world market. Numerous examples were used to illustrate the use of industrial property at the service of sustainable development.

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