

Economic recovery

AFNOR and INPI step up their collaboration to help businesses

AFNOR and INPI are renewing their partnership to develop, among organizations of all types, the strategic reflex “voluntary standards & intellectual property”. Objective: secure and increase the chances of success of their development projects, in France and internationally.

Paris, March 25, 2021-A patent protects an invention; a voluntary standard makes it easier to disseminate in target markets. Because patents and voluntary standards are two complementary tools serving the competitiveness of companies and their development on markets, particularly international ones, AFNOR and INPI have been working together since 2012 to improve the support jointly offered to organizations.

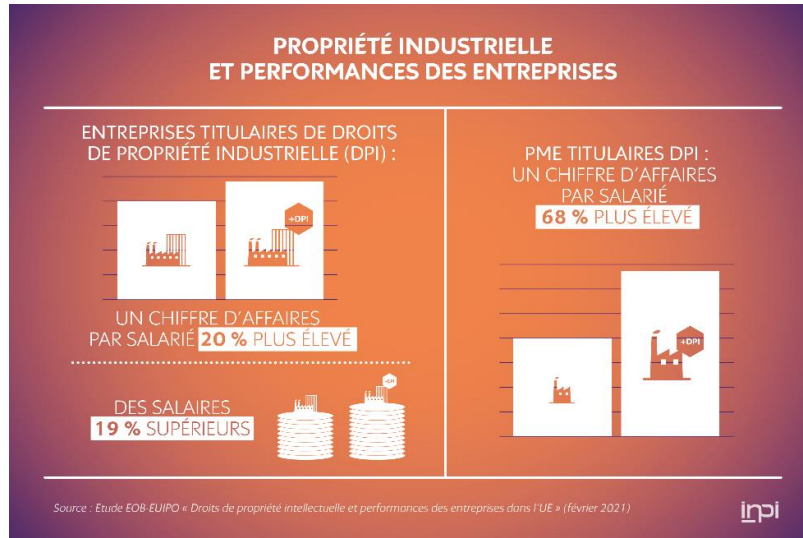
The objective is clear: to facilitate decision-making by companies and organizations on the opportunity, from the design phase of a project, to develop an intellectual property and/or voluntary standardization strategy.

In 2021, the two organizations have decided to continue their partnership, which supports public economic recovery policies:

In line with the *serious game* [Emma's Challenge](#) - educational kit designed to teach the innovation process launched in 2020 -, and their involvement in the French Tech system which is deployed throughout the national territory, AFNOR and the INPI plan in particular to:

- Promote the development of skills of the teams of the two organizations on standards and patents and promote training in this area to companies and economic decision-makers
- Collaborate on support services and raising awareness among companies regarding the advisability of a coupled “standards + patents” approach. Promote intellectual property and voluntary standardization in their respective communication actions.

The economic impact of standards and intellectual property:



See the testimony of Laurent Viviani, director of Biomae, a company specializing in chemical and ecotoxic biomonitoring of water, on the support offered by INPI and AFNOR during his entrepreneurial journey. Click here : <https://youtu.be/65avSDEfGo0>



About AFNOR

AFNOR is the French reference organization for voluntary standards, these consensual documents serving economic development and innovation. With 90% of voluntary standards now being developed at the European or international level, AFNOR's role as a national standardization body is essential to represent and defend the interests of French economic players, in the service of the general interest. Anyone can participate in its creation and any organization may or may not use and refer to it. This is why the standard is called voluntary. As coordinator of standardization in France, AFNOR has one ambition: to contribute to the dissemination of good practices and effective solutions, for the benefit of all. <https://normalisation.afnor.org>

About the INPI

Beyond its action of recording and issuing titles (patents, trademarks, designs and models), the National Institute of Industrial Property (INPI) acts in favor of economic development through its actions to raise awareness and promote innovation and its challenges. The institute supports all innovators so that they transform their projects into concrete achievements, their innovations into value. A self-financed public establishment placed under the supervision of the ministry in charge of industrial property, the INPI also actively participates in the development and implementation of public policies in the field of intellectual property, support for innovation and to the competitiveness of businesses as well as the fight against counterfeiting. Depositary of all industrial property titles filed in France and data from the National Trade and Companies Register, the INPI distributes more than 56.7 million open, free and reusable data. The INPI is now the operator of the window for business formalities (creations, modifications, cessations). Finally, the INPI is responsible for the approval of artisanal and industrial geographical indications.

inpi.fr - data.inpi.fr - office-business.fr

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