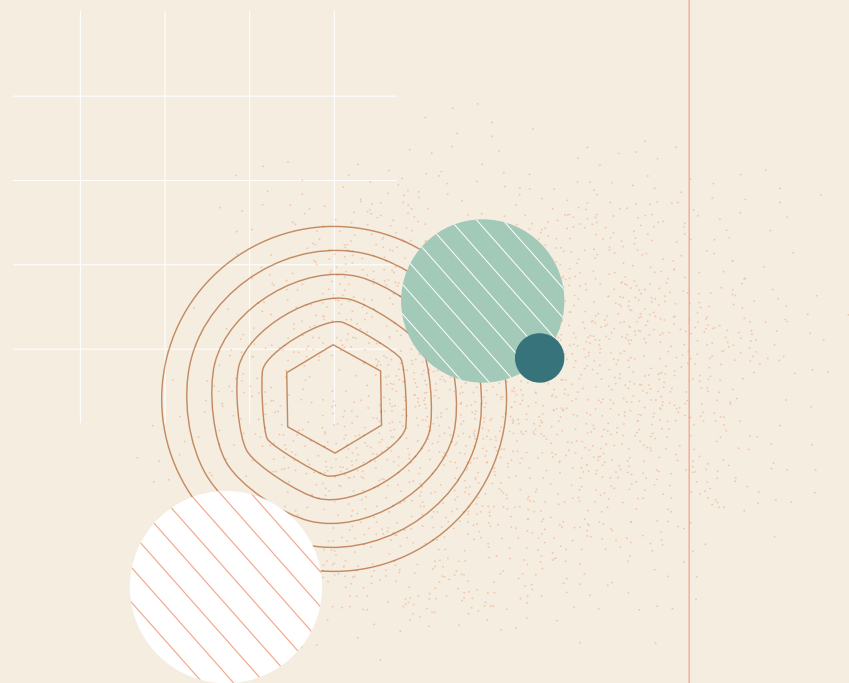


SUMMARY



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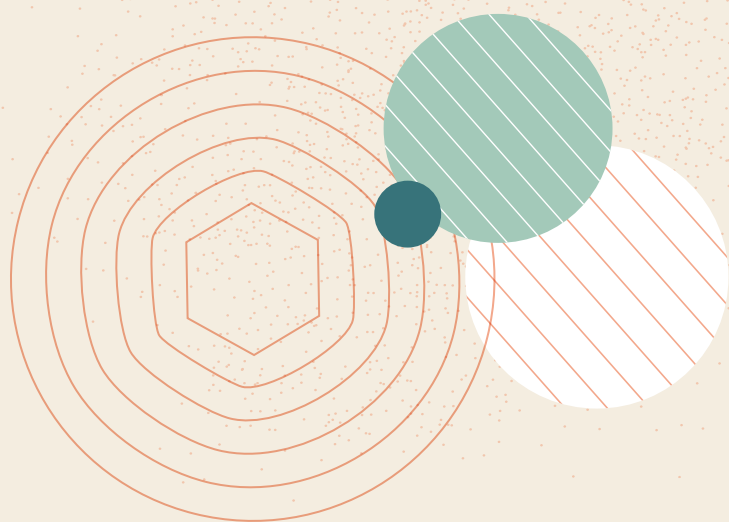
PERFORMANCE AGREEMENT

2021/2024



Innovation is a significant determinant of a competitive economy. The founding mission of the INPI is to protect innovation but also to support entrepreneurs at the very moment they create value.

That was the purpose behind the INPI's dedicated commitment over the course of the last Performance Agreement to developing more effective tools and services that better suit user requirements: improving the quality of French industrial property rights, digitising all procedures, creating services with high added value and developing international activities.



The Performance Agreement 2021/2024 continues this work through the rollout of tangible initiatives designed to meet the challenges identified in the strategic plan for 2025.

Its goal is to make industrial property a tool for economic growth, with the satisfaction of stakeholders acting as the guiding principle.

It also includes the deployment of the INPI's new missions with regard to business formalities.

THIS ROADMAP FOCUSES ON THREE AREAS:

1 IMPROVE THE QUALITY OF THE SERVICES WE OFFER

This involves three objectives:

- Simplifying procedures for starting businesses and disseminating comprehensive information
- Improving user experience of industrial property rights
- Strengthening IP rights and proof tools

2 FURTHER PROMOTE INTELLECTUAL PROPERTY AND INTERNATIONAL SCOPE

This involves two objectives:

- Raising awareness of intellectual property rights to boost the French economy
- Increasing France's presence in the international intellectual property ecosystem

3 ENSURE HIGH-PERFORMING OPERATIONS IN LINE WITH OUR GOALS

This involves three objectives:

- Improving the performance of support activities
- Building on the attractiveness of the INPI
- Making use of new technologies

SOME KEY INITIATIVES

- Creating the *Guichet unique* (one-stop-shop) and the centralised companies register
- Improving the design procedure
- Implementing procedures for appeal

- Making intellectual property accessible to everyone through training programmes
- Raising awareness of the negative effects of counterfeiting

- Insourcing our digital archive management and promoting our heritage capital
- Strengthening our employer brand
- Exploring opportunities offered by artificial intelligence