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| **PETIT-DÉJEUNER DÉBAT21 mai 2019 à 8h30**  **Réforme du financement de la propriété industrielle :****regards croisés publics-privéssur les enjeux et nouvelles opportunités** |

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| **Leyton**, **cabinet de conseil spécialisé en management et financement de l'innovation,** a le plaisir de vous convier à une **conférence** afin d'échanger sur les **nouveautés liées à la réforme de la propriété industrielle.** |

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|  Ainsi qu’en témoigne la forte progression de demandes de brevets en Europe et dans le monde, la propriété industrielle est aujourd'hui indispensable à l’innovation comme **outil de protection et de défense face à la concurrence**, mais également, en tant qu’**outil de valorisation économique des innovations**. Dans un contexte international évolutif, la **loi de finances pour 2019 a réformé la fiscalité des produits de la propriété industrielle** pour le mettre en conformité avec l’Action 5 du projet BEPS (Base Erosion and Profit Shifting) de l’OCDE.**Ce petit déjeuner rassemblera des spécialistes publics et privés de la propriété industrielle** pour présenter les enjeux stratégiques et opérationnels qui gouvernent les nouveaux dispositifs de soutien à l’innovation et à la propriété industrielle. Cet évènement permettra d’apporter un éclairage et de répondre aux différentes questions des entreprises :* Comment la propriété industrielle peut-elle participer à une stratégie d’innovation ?
* Quels sont les enjeux mondiaux et nationaux de la réforme ?
* Comment fonctionne la nouvelle fiscalité applicable aux brevets, logiciels ou invention brevetables ?
* Comment ces nouveautés s’articulent avec les dispositifs publics de soutien à la R&D&I et les dispositifs fiscaux ?

**Intervenants :*** **Matthieu Landon,** Chef du bureau de l’innovation et de la propriété industrielle, de la Direction Générale des Entreprises **du Ministère de l’Economie et des Finances**
* **Ghislain de Trémiolles,** Associé Conseil en propriété industrielle au sein du **cabinet Santarelli**
* **Nina Dlouha,** Responsable du développement du pôle Management et financement de l’Innovation chez **Leyton**
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| [**Inscrivez-vous gratuitement**](http://mbmel.net/t.htm?u=/e/3/45912/945/t64753/r16hseopggvbiphhuovoggmbuyuzpabfoii/r.aspx) |

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| **Contact** Samira Rouibi - srouibi@leyton.com - 06 99 08 20 66 |

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| **LA MAISON DES POLYTECHNICIENS**12 rue de Poitiers, 75007 Paris  Métro, Ligne 12, station SolférinoRER, Ligne C, station musée d'OrsayBus, Ligne 63, 69, 83, 84, 94Parking Montalembert, 9 rue Montalembert |

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| **8h00-8h30** :   accueil café**8h30-9h30** :   présentation et échanges**9h30-10h00** : networking  |

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| Retrouvez-nous sur[www.leyton.com](http://mbmel.net/t.htm?u=/e/3/45912/945/t64754/r16hseopggvbiphhuovoggmbuyuzpabfoii/r.aspx) |

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