

# How to protect an innovative idea?

1. Many businesspersons ask me how they can protect their innovative ideas so that their competitors do not exploit them.
2. Under French law, an idea cannot be legally protected as such.
3. However, the inventor can provide himself with certain proof of the existence and date of his idea by sending a Soleau envelope to the National Institute of Industrial Property.
4. He can also protect his idea from the risk of disclosure by having the people to whom he communicates it sign confidentiality agreements.
5. To protect the idea through an intellectual property right, the inventor must materialize it through a technical innovation, an aesthetic work, a sign allowing the identification of a product or service, or an artistic or literary work.
6. Depending on the hypothesis, he can file his idea as a patent, design and model, or trademark or rely on a copyright.

