

Deontology of the Protection and Valorization of Intellectual Property

1. Information is the basis of value, and Creation and Discovery make information visible to men.
2. The origin of information must always be respected both in cases of secrecy and in cases of disclosure.
3. The Valorizer of Intellectual Property must ensure that each information is correctly "assigned to" and "appropriated by" its actual origin.
4. A Valorizer shall never participate either as an owner, nor as an inventor or as the author of any intellectual property valorized by him, except if he is the actual author of that intellectual property.
5. A Valorizer must optimize the amount of information revealed so that this tends to be the minimum necessary to achieve, with a desired security, a predetermined objective.
6. A good valorization process demands that the right information reach the right places at the right time.
7. Information must not be distorted nor used for purposes other than those that motivated legitimate access to that information.
8. Passing on information is an act of as much responsibility as its creation or use.
9. All applicable domestic and international laws must be respected in the valorization process.
10. A Valorizer must identify himself/herself correctly, revealing his/her identity and the organization to which he belongs before any professional interview or questioning.
11. Any conflict of interest in professional activity should be avoided.
12. A professional of information must carry out his activities with the utmost care and diligence avoiding all practices that are nonethical.
13. Recommendations, statements, awards, and conclusions should be honest and realistic.
14. All written and verbal confidentiality agreements must be respected, and, in doubt, confidentiality must be maintained.
15. One must continuously value his own profession and the Valorizer should disseminate the deontology and culture of valorization.
16. A Valorizer must be attentive to and respect the policy and information hierarchy of companies, organizations, and networks.
17. Information obtained in the context of work for a company or organization, belongs to that company or organization.
18. Information should not be obtained against the explicit will of those who own it.
19. If indifferent or in doubt between two exclusive information games, one should opt for the one that maximizes the well-being of society.
20. Try to play cooperative games and encourage diversity and creativity and to build games where the individual optimum coincides with collective optimum.