



The OGU hybrid technology: a winning IP strategy

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The heterosis effect: the performance of a hybrid variety is superior to that of the two parental lines.

$$1 + 1 = 2.5$$

The OGU technology allows the creation of hybrid varieties: it allows a plant to be prevented from producing pollen (sterile male plant) such that it can only be fertilised by another plant's pollen.



Plant A = CMS
OGU INRA, male
sterile

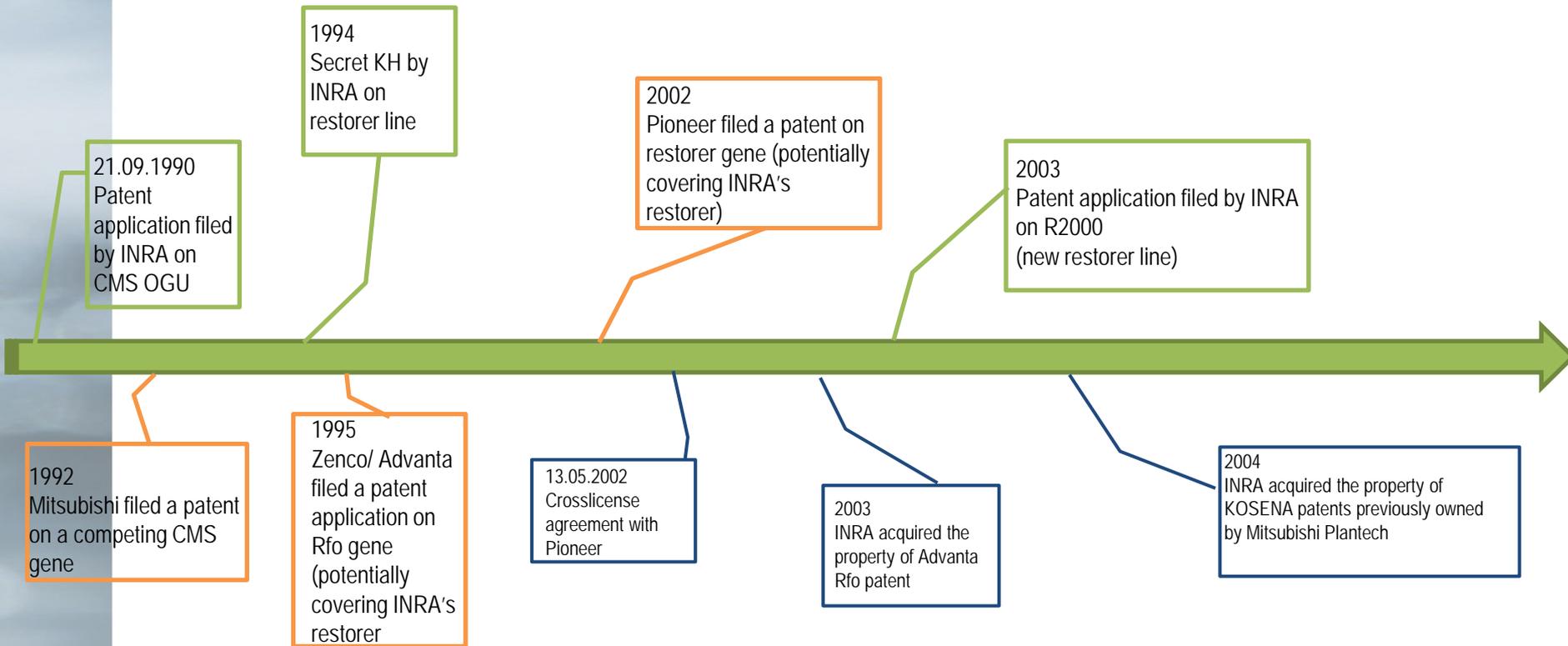
Plant B : pollen
giver harbouring
fertility restorer
Rfo gene

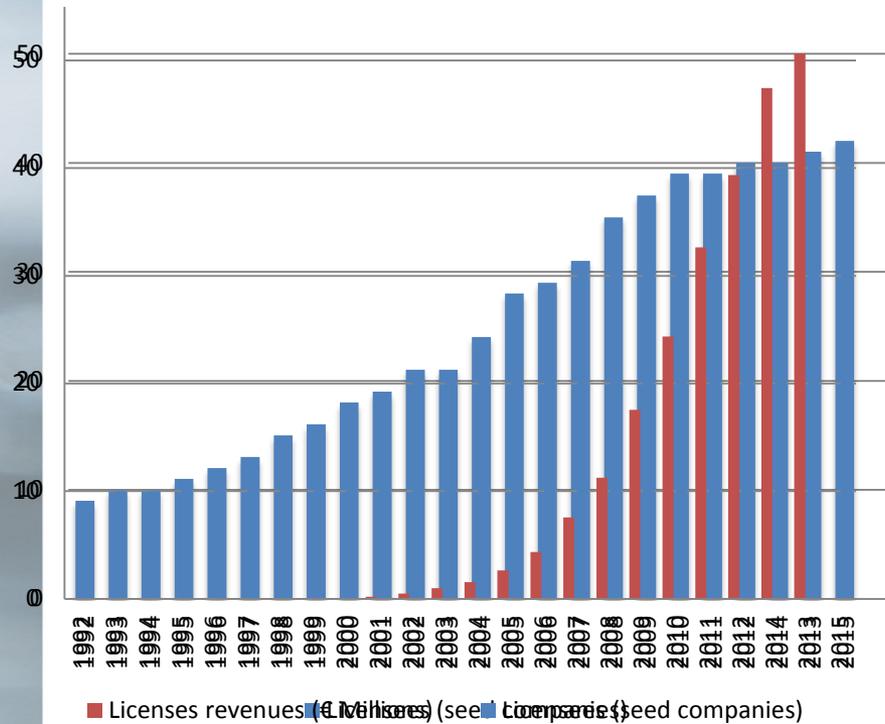
**Canola or oilseed rape
hybrid seed production**
(100% hybrid between A et B)

*Cytoplasmic
male sterility
patent*

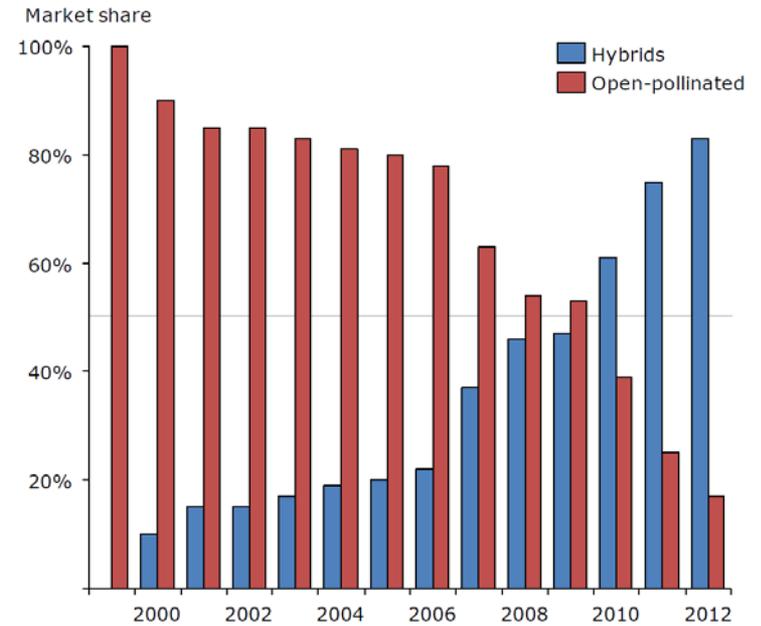
*Low
glucosinolate
fertility restorer
patent*

How INRA has built a worldwide leading patent pool through financial deals and cross license agreements...





Observed market share of Ogura in France from 2000 to 2012



An ambitious IP and license policy led to a successful promotion of the OGU hybrid technology, and ensured a good ROI to INRA

Thank you for your attention

