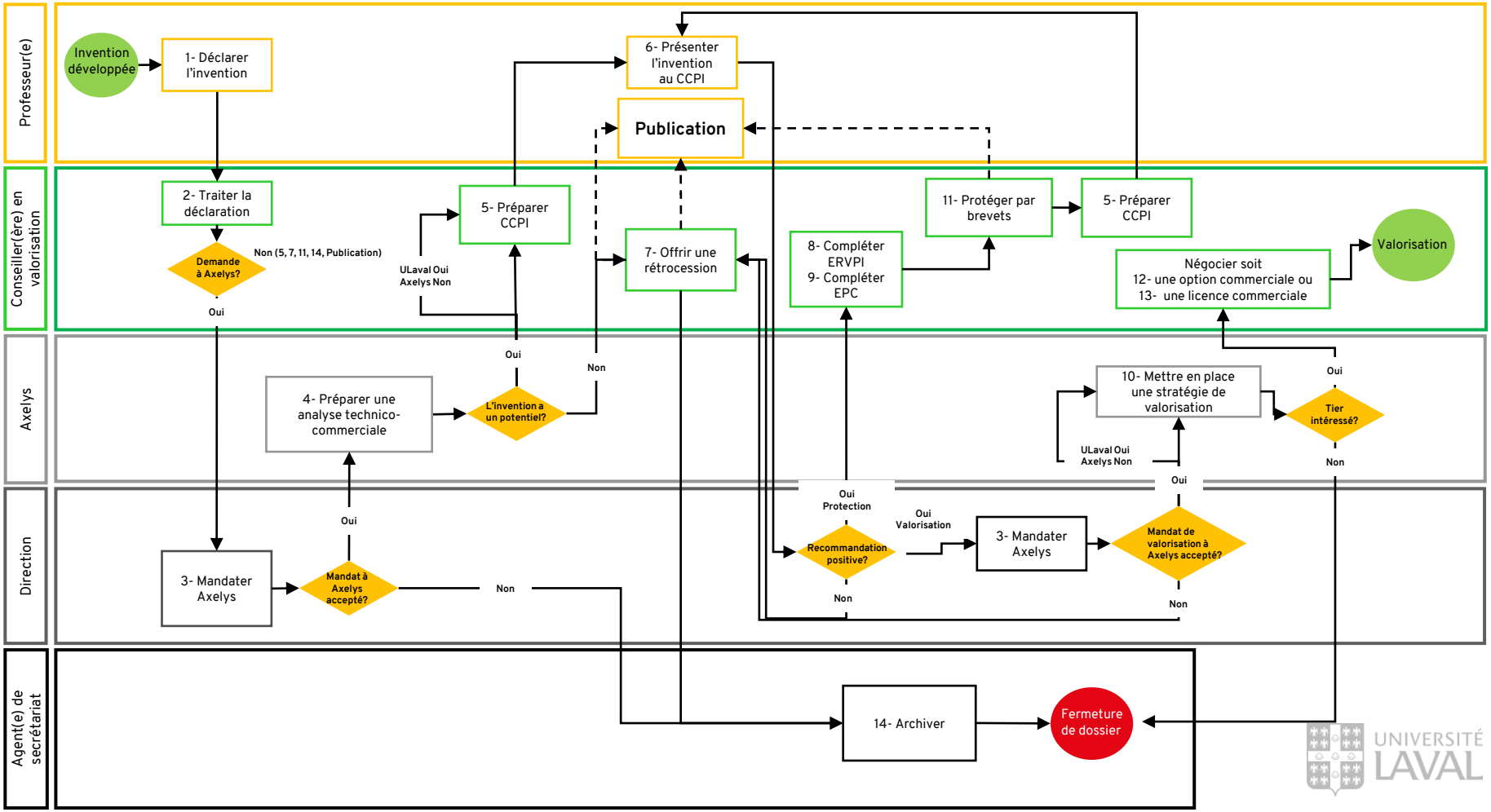De l'invention développée à l'invention valorisée