



RESEARCH

## Franchise agreement strategy: contribution to R&D in Brazil and Poland

A estratégia do contrato de franquia: contribuição para P&D no Brasil e Polônia

La estrategia del contrato de franquicia: contribución a I&D en Brasil y Polonia

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### ABSTRACT

The economic development is a consequence of the innovation procedure. This paper is about the innovation procedure in Brazil and in Poland. Both nations were re-democratized in the end of the 20<sup>th</sup> Century. The similarities of both countries do not reflect the development of IP (Innovation Procedure) since Brazil has got difficulties as a consequence of its economic crisis. This crisis didn't allow the establishment of R&D centers. The paper also analyses the Polish integration in the European Union and how it has enabled the establishment of R&D centers through franchising.

**Keywords:** Economic development, Innovation, Research, Trademark.

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## RESUMO

O desenvolvimento econômico pode ser calçado no processo inovador. O presente artigo aborda questões relativas ao processo inovador no Brasil e na Polônia. Ambas as nações passaram, contemporaneamente, por processos de abertura democrática e da economia. Apesar desta similitude nota-se profunda distinção através dos dados levantados. O artigo evidencia que o Brasil se vê atado a uma crise econômica e, desta forma, não consegue se posicionar como polo propulsor de crescimento tecnológico e inovador. Ao mesmo tempo discute a integração da Polônia à União Europeia, servindo, desta forma como meio facilitador para a concretização do processo de desenvolvimento de centros de pesquisa e desenvolvimento (P&D) através do contrato de franquia.

**Palavras-chave:** Desenvolvimento econômico, Inovação, Pesquisa, Marca.

## RESUMEN

El desarrollo económico puede ser puesto en el proceso innovador. El presente artículo aborda cuestiones relativas al proceso innovador en Brasil y Polonia. Ambas naciones pasaron, contemporáneamente, por procesos de apertura democrática y de la economía. A pesar de esta similitud se nota una profunda distinción a través de los datos levantados. El artículo evidencia que Brasil se ve atado a una crisis económica y, de esta forma, no logra posicionarse como polo propulsor de crecimiento tecnológico e innovador. Al mismo tiempo discute la integración de Polonia a la Unión Europea, irviendo, de esta forma como medio facilitador para la concreción del proceso de crecimiento de centros de investigación y desarrollo (I&D) través del contrato de franquicia.

**Palabras clave:** Desarrollo económico, Innovación, Investigación, Marca.

## INTRODUCTION

In capitalist system, the innovative process is allied with economic development. In order to establish a propitious environment for the innovator to find the right space, it is necessary to seek stability, security and transparency in legal relations. It should be emphasized that the State promotion in production of certain goods and development of specific activities does not detract from the important role of the entrepreneur as a driving economic agent.<sup>1</sup> In this regard, administrative entities involved in the theme must propose an efficient response to the entrepreneur efforts in order to boost progress and economic development.

This paper addresses issues related to the State's administrative posture regarding the innovative process in Brazil and Poland. That is because, at the same historical moment, both nations have similar processes of democratic and economic openness. Despite the similarity, collected data demonstrated a profound distinction in the innovative process development among nations. While Brazil is tied by the economic crisis without leveraging its

technological and innovative growth, Poland has joined the European Union, a fact that is crucial for the development of its research and development (R&D) centers.

In this sense, an analysis is made from the Brazilian development model, to the current projection of Poland. Such an analysis is justified by the fact that both countries went through similar historical moments, and underwent dictatorial systems until 1989<sup>2</sup>, culminating in the leadership influence of the trade union movement.

Given the aforementioned, the present article deals with the economic evolution of both countries, post-dictatorship, exploring the importance of Polish fashion sector in propelling other R&D sectors, including the Luxury trademark development and Franchise agreement.

### Brazil

The development of intellectual property in Brazil follows an unprecedented pattern. From colonial past, the country became one of the first signatories of Paris Union Convention for the Protection of Industrial Property, in 1883. In spite of this bold fact for the time, its development has not been uncontested. There are a number of unbelieving scholars with the possibility of fostering Brazilian economic development who do not seem to believe in the national entrepreneur capacity.

In this context, it should be noted that the process of Brazilian economic growth was based on nationalist character propaganda and began in 'Estado de Novo' period ['New State' period], with the introduction of *Companhia Siderúrgica Nacional* [National Steel Company] in *Volta Redonda*<sup>3</sup>.

The post-World War period, after 1945, serves to evidence the beginning of a new stage in the socio-economic development of mankind, which lasted until 2001. The phenomenon was called Cold War<sup>4</sup> by Winston Churchill and initiated a technological race, which promoted the economic development of both poles of war.

It is important to emphasize that the aforementioned process was not instantaneous, and it occurred in several ways around the world. In order to understand the post-war phenomenon in Brazil, we shall deal in detail with the succession of historical facts, which are relevant to national technological development, which was marked by the absence of freedom, and by the establishment of centralizing models, where market forces had no expression.

In the post-Second World War period, the belief of strong State, as the driving force of development, was nourished by the creation of Petrobras in 1950, which

<sup>1</sup> FONTES, André Ricardo Cruz, "PATENTE, INVENÇÃO E INOVAÇÃO" Revista da EMARF, Especial de Propriedade Intelectual, 2ª Ed., Rio de Janeiro, p.1-284, jul.2011.

<sup>2</sup> SENSER, Robert. How Poland's solidarity won freedom of association, in Monthly Labor Review, pags. 34-38, Washington: 1989, US Bureau of Labor Statistics.

<sup>3</sup> OLIVEIRA, Camila. *A política externa do governo Vargas durante o estado novo e a construção da companhia siderúrgica nacional*, in História e Cultura, volume 4 n. 1, pág.

<sup>4</sup> REYNOLDS, David. *From world war to cold war*. New York: 2006, Oxford University Press, pág 67.

boosted the idea of oil autonomy through the establishment of state monopoly, reinforcing the concept of strong and centralizing State.

The Cold War phenomenon in Brazil became one of the initiating elements of 1964 Military Movement, which provoked a constitutional rupture with the absence of introduction of economic-liberal tools, establishing only the interventionist logic structuring.

In 1964, the industrial property field was governed by the Decree-law No. 7,903/45 dealing with rights and obligations concerning industrial property. Thereafter, Decree-law No. 254/67 and Decree-law No. 1,005/69 were edited by the dictatorial Regime, all in terms of industrial property. In 1970, through Law No. 5668/70, the National Institute of Industrial Property was created, an autarchy that replaced the National Industrial Property Department<sup>5</sup>.

Shortly after the new autarchy establishment, Law No. 5,772 was promulgated in 1971, by the named Industrial Property Code. This legislation enshrined the interventionist model and restricted freedom of innovation. In the same way, legal provision established the prohibition of patents granting for substances, materials or products obtained by chemical means or processes, but privileges of respective processes of obtaining or modifying and

the substances, mixtures or foodstuffs, chemical-pharmaceutical products and medicaments of any kind, as well as respective processes of obtaining or modifying them.

Without limiting the legal prohibition, the legislator established that flexibilization of ownership could result from the granting of compulsory licensing or expiration and that both procedures would be treated in a different way, without there being a connection between the two.

In accordance with article 126 of Law 5,648/70, and at its time, the system of technology transfer was implemented in Brazil. To do so, it was necessary to verify the related contracts with the newly created autarchy. However, the system in trendy was not limited to the registration act, but implied in a merit examination of contractual rules and devices by the Public Entity. The clauses were then subject to examination by the Public Administration, which in the name of public interest could impose changes to the free power to contract. In case of changes rejection, the autarchy could deny the annotation, which, in short, implied in the impossibility of implementing the technology in the national territory.

With the advent of Law No. 9,279/96, analysis structure of the technology transfer agreement was simplified. According to Araújo *et al.*, 2007<sup>6</sup>, the new *Lei da Propriedade Industrial* (LPI) [Industrial Property Law] sought to overcome the difficulties of the previous industrial property law, Law No. 5,772/71, which, protected from its time, was highly clothed with ideological character, which made it impossible to adapt Brazil to the new paradigms

**Table I**  
Remittances abroad for technology transfer contracts and related, 1992-2002

Year	Total	Contract modality				
		Provision of technical assistance (1)	Technology supply	Trademarks: Licenses of use / assignment	Patents: Operating license / assignment	Franchises
1992	160,484	126,351	31,250	2	2,880	...
1993	227,419	146,018	41,660	44	39,697	...
1994	373,222	244,096	48,266	1,756	79,104	...
1995	652,014	286,217	222,164	5,013	138,620	...
1996	960,564	368,749	378,154	13,237	200,424	...
1997	1,454,260	760,971	512,545	14,060	166,684	...
1998	1,756,327	1,017,959	540,113	12,529	182,747	2,979
1999	1,553,354	931,790	482,266	37,939	97,083	4,276
2000	1,802,231	1,045,747	619,476	31,160	94,436	11,412
2001	1,704,521	1,085,642	505,126	28,134	75,069	10,550
2002	1,581,915	1,005,203	485,439	22,163	59,102	10,008

**Source:** Central Bank of Brazil ([www.bacen.gov.br](http://www.bacen.gov.br)) / Economic Department (DEPEC) / Balance of Payment Division (DIBAP)

**Elaboration:** General Coordination of Indicators - Ministry of Science and Technology, 2004

<sup>5</sup> SOARES, Rafaella de M., Regime jurídico de proteção à propriedade industrial no Brasil, in *Revista Direito e Liberdade*, volume 13, numero 1, jan/jun. 2011, págs. 157-172, Natal: 2011, Escola de Magistratura do Rio Grande do Nortepag, pág. 173.

<sup>6</sup> ARAÚJO, Rosalina Corrêa "Da Marca Notória à Marca de Alto Renome" <http://www.egov.ufsc.br/portal/sites/default/files/anexos/27764-27774-1-PB.pdf>; acesso em 24/01/2018.

of industrial property and, consequently, its recognition as a country that excels in technological development.

After the promulgation of the mentioned legal diploma, a dizzying increase in values related to technology transfer in Brazil was observed. This statement can be ratified by the Central Bank of Brazil study published in first years of new legal framework implementation, which covers the period from 1992 to 2002, as shown in the table below<sup>7</sup>.

In regards to the contracts under discussion, it should be noted that in 2017 the new guidelines implemented through Normative Instruction No. 70/2017 entered into force, which simplified the registration process and contracts, guaranteeing legal autonomy at the parties' will<sup>8</sup>.

The *Instituto Nacional da Propriedade Industrial's* (INPI) [National Institute of Industrial Property] competence to interfere in terms in which a contract is being elaborated was filed before the Federal Regional Court of 2<sup>nd</sup> Region, and was the subject of a non-unanimous decision of the 2<sup>nd</sup> Specialized Panel, when the judgment of the Appeal No. 2006,51,01,504157-8, in which Federal Judge Liliane Roriz was the rapporteur. In that judgment, two antagonistic positions became evident, deserving highlighting of these, for a correct understanding. In this sense the Des. Fed. Liliane Roriz says that:

*In Brazil, state intervention in technology transfer contracts is regulated in a dispersed set of rules, of tax nature, exchange rate and direct intervention in the economic domain. The latter, in my view, involves not only CADE – Conselho Administrativo de Defesa [Administrative Council of Economic Defense, but also other organs, such as INPI. **Effectively, INPI's action, when examining the contracts submitted to it for annotation or registration, in my view, may and should evaluate the conditions under which they have been established, by virtue of the entrusted mission by its creation law, Law nº 5.648, de 11/12/1970. (emphasis added)***

In 1996, Art. 2<sup>nd</sup> of the aforementioned standard, is replaced by the following:

*"Art. 2<sup>nd</sup> **The main purpose of INPI is to execute, at national level, rules that govern industrial property, with a view to its social, economic, legal and technical function, as well as to pronounce on the convenience of signing, ratification and denunciation of conventions, treaties, agreements and covenant on industrial property.**" (emphasis added)*

In the same vote, High Court Judge Liliane Roriz argued that the INPI's duty to intervene in the contractual conditions established for the transfer of technology, since such a duty

is part of a greater one that is responsible to execute the norms that regulate industrial property, while at the same time fulfilling its social and economic function.

In the same trial, while High Court Judge Liliane Roriz pointed to simplification procedures without, however, taking from INPI the competence to examine aspects of legality, in view of other present legal norms, High Court Judge Messod Azulay points out that there is no legal precept in LPI that authorizes the State intervention in the formulation and content of contractual rules. The alleged party, in relation to the second High Court Judge, is verified in the present statement of his vote:

*It is important to note the law that created INPI (5,648/70), despite having given it competence to "adopt measures capable of accelerating and regulating the technology transfer and establishing better conditions for negotiation and use of patents", it did not concern equipping it with necessary political instruments for the exercise of such powers, such as special legal regime, in order to give it regulatory independence in treatment of such matters.*

*Exegesis that is extracted from art. 6º of law, which the content leaves no doubt that Autarchy does not have the regulatory authority to decide on the operation and routine of its own structure.*

*Art 6<sup>th</sup> - The Executive Power will provide for the structuring, attributions and functioning of various Institute organs, as well as on personnel and contracting of services. Considering the numerous decrees referring to the law that instituted the INPI, from the creation (Dec. 68,104 of January 22, 1971) to the present date, it should be noted that - the formers are restricted to the mere transcription of the Art. 2<sup>nd</sup>, first paragraph of Law No. 5.648/70; and the latter to the transcription of the sole attribution of it remaining retained by art. 240 of No. 9.279/96 - no indication of parameters or procedures for the materials treatment, lacking the minimum necessary requirements to legitimize the exercise of those duties in an autonomous way, confirming, therefore, my understanding that I explained above.*

*.....*  
*The comparison of such devices leaves no doubt that averting an agreement to the contrary, conferring on the INPI the authority to intervene in scope of concluded and private negotiations, in order to allow the innovation of its terms, without the obligatory support of norms or public policies which makes the negotiations unfeasible, it is the same as conceiving the legislator competence to a Federative entity without the prior delimitation of its discretion area, a hypothesis that I will immediately reject because it denies reverence to the principle of legality and, consequently, to the State of Right, contemplating, therefore, the arbitration.*

<sup>7</sup> DA SILVA, Darly H., Cooperação Internacional em ciência e tecnologia: oportunidades e riscos, in Revista Brasileira de Política Internacional, vol 50, jan/junho, p. 15, 2007.

<sup>8</sup> INPI, Averbção de contratos tem novas diretrizes de exame. Disponível em: <http://www.inpi.gov.br/noticias/averbacao-de-contratos-tem-novas-diretrizes-de-exame> . Acessado em 24 de janeiro de 2018, às 14:59 pm.

.....  
 From what has been seen, the first conclusion to be drawn is that, unlike the denominated Administrative Agencies, the INPI lacks the status of a special autarchy, without a differentiated legal regime, specific privileges and political autonomy against the Public Power, requirements that greatly restrict the independence of its performance, for subsisting, subordinately, decisively and economically, to the Chief of Executive Power and to the Ministry associated to him, as the eminent constitutionalist mentioned above taught us in the same academic paper.

.....  
 Thus, under the current legislative framework, INPI cannot, at its sole discretion, enter into merits of private negotiations, to impose conditions, in its sole discretion, using a percentage generated for other purposes - tax deductibility - resulting, in my opinion, an invincible mistake in law enforcement.

First, for the lack of attribution for such interference.  
 Second, for the lack of a standard or public policy of price delimitation.  
 Third, because it is an act of pure speculation, given the absolute lack of technical knowledge of the Autarchy of the policies of market prices and their effects on production, there being, as we know, federal entities specially equipped for this purpose.

And fourth - because under the aegis of a law state and free initiative, it is not for the state apparatus to intervene where the parties do not feel prejudiced, under penalty of substituting the rule of law for essentialism.

Finally, it should be kept in mind that the excessive economic intervention by the State has not been shown to be the best strategy for attracting foreign resources, indispensable to the development of any country, especially in a globalized economy, heavily protected by economic blocks that regroup to the tune of new interests.

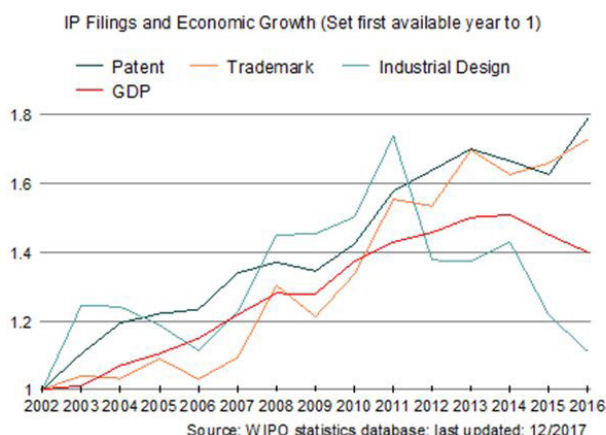
According to Sichel *et al.*, 2012, the key point of the question is to investigate the misuse of intellectual property rights - especially in the case of technology transfer - when applied to market relations. According to the author, it is precisely the existence of certain conducts that cause market distortion, without the consequent gain in efficiency, which must be countered, since technology transfer contracts are often used with the objective of guaranteeing dominant power in a certain relevant market, without, however, giving gain to society, through the application of a supposed innovation<sup>9</sup>.

The argument that it must be limited, from the point of view of State duty, to ensure the legality of registered acts, is unfounded insofar as its intervention in economic activity cannot occur indiscriminately, but in strict limits from repression to abuse of economic power. The Brazilian State, still reminiscent of the authoritarian period, did not consolidate the institute of free initiative, protecting private action by regulatory acts, which end up not encouraging entrepreneurial activity.

2008	2009	2010	2011	2012	2013	2014	2015	2016
5,0	-0,2	7,6	3,9	1,8	2,7	0,1	-1,0	1,0

Fonte: BACEN (www.bacen.gov.br)

As can be seen, the indices showed a significant fall from 2013. The fall in economic activity had a direct impact on INPI data (2017), which shows the evolution of requests submitted to INPI:



Source: WIPO (www.wipo.int)

<sup>9</sup> SICHEL, Ricardo Luiz . "INPI – CADE: como harmonizar o entendimento sobre cláusulas restritivas nos contratos de licenciamento." [https://bdjur.stj.jus.br/jspui/bitstream/2011/115917/inpi\\_cade\\_harmonizar\\_sichel.pdf](https://bdjur.stj.jus.br/jspui/bitstream/2011/115917/inpi_cade_harmonizar_sichel.pdf)

The matter was submitted to the Superior Court of Justice, in a monocratic decision of the Minister Francisco Falcão (REsp 1,202,572 – Dje: 12/13/2017), the appeal of licensor company was deprived of the judgment of the 2<sup>nd</sup> Region Federal Regional Court, understanding that there is INPI's competence, so that it can be expressed on clauses of the agreement, especially when abuse is detected.

In this period, it is necessary to observe the variation of the Gross Domestic Product (GDP) of Brazil, from 2008 to 2016 as shown in table below.

The fall is accentuated in industrial designs that have direct relation with consumption activity, which is applied to the fashion industry. The GDP curve synthesizes the picture as a whole.

**Poland**

After the Second World War, the communist regime was established in Poland. When implemented in the country, this regime had some peculiarities and was based on the absence principle of free initiative and competition. During this period, the private agricultural sector accounted for about 75% of the land planted<sup>10</sup>. In face of events at the end of 1980s, the Polish State changed politically and economically, culminating in the establishment of the democratic system and its integration into the European Union. The process brought profound changes in structures and consequently affected the entire concept of intellectual property protection.

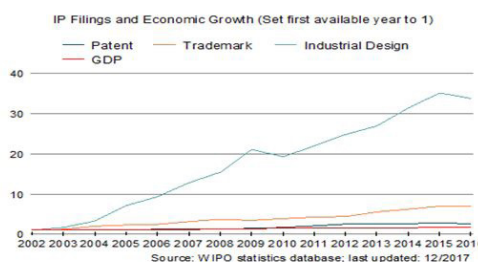
It should be noted that the transformation process took place through the electoral process. In 1988, at the time of general elections, the communist party lost its monopoly on power. In this way, the paths for a system reform were established.<sup>11</sup> The new system saw the challenges of integrating the nation into the European context and raising the living society standard; the Polish GDP per capita was US\$ 1,800.00; in France this was US\$ 18,000.00.

All of these changes had an impact on the economic development indices, with a highlight, the GDP variation in the period from 2008 to 2016, which presented the following evolution.

2008	2009	2010	2011	2012	2013	2014	2015	2016
3,9	2,6	3,7	4,8	1,8	1,7	3,3	3,5	3,5

We have a constant pattern of economic growth, where the insertion of Poland in the markets is evident every day. According to the Bloomberg<sup>12</sup> website (2017), as a result of Brexit there will be a transfer of 30,000 employment, related to the financial sector, from Great Britain to Poland.

The economic framework of Poland has diversified with economic openness and the process of integration in the European Union. According to a study published by Rechters (2017), the growth in requests from the European Patent Office is equivalent to 22%. The evolution of applications framework presented to the Official Patent Office is also significant (WIPO, 2017)<sup>13</sup>.



These data demonstrate a strong growth in number of applications submitted. In 2002 there were 2,421 patent applications, for 2016, 6,141 applications. For trademarks, this number went from 17,068 to 120,413; while in the industrial designs sector the evolution was from 1,312 to 44,303. This growth stems from the establishment of R&D centers in the country, as evidenced by the economic activity related to technological innovation. The development includes 200 R&D centers. These centers are composed of 2,733 facilities, of which 1,101 are private companies. The gains related to R&D reached PLN 14.4 billion in 2011 (US\$ 4,062,975,840.00).<sup>14</sup>

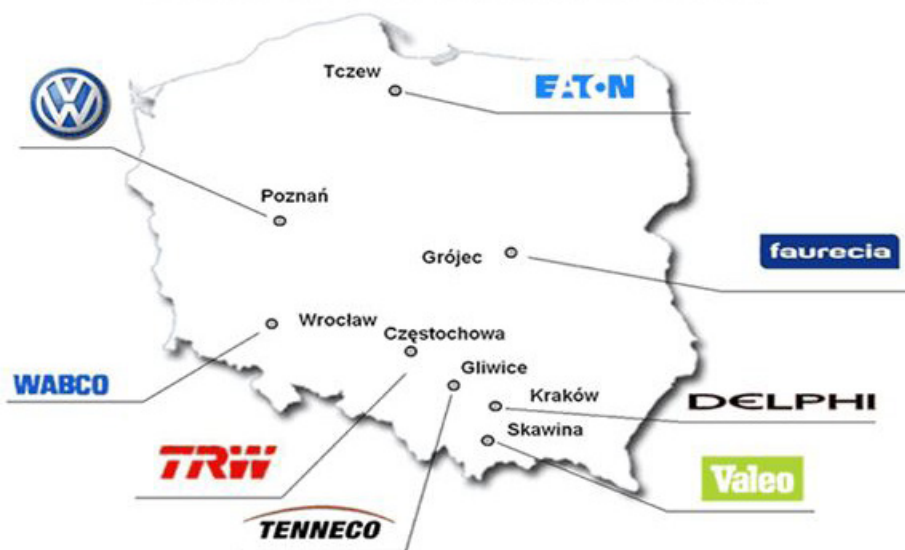
Frameworks below were prepared by the Polish State Investment Agency, in 2012 emphasizing the R&D poles:

<sup>10</sup> WILKIN, Jerzy. The economics of Agriculture and rural areas in Poland: Basic problems and directions for development, in European Country Side, pags. 19-26, Varsovia: 1999, Universidade Nicolaus Copernicus.  
<sup>11</sup> OSBORNE, Roger. O colapso do comunismo na Europa, in Do povo para o povo: uma nova história da democracia, pág. 378, Rio de Janeiro: 2013, Bertrand.  
<sup>12</sup> KRASUSKI, Konrad and BARTYZEL, Dorota. "Brexit Flight to Shift 30,000 Jobs to Poland, Minister says" <https://www.bloomberg.com/news/articles/2017-01-23/brexit-flight-to-shift-30-000-u-k-jobs-to-poland-this-year>, accessed on 12/19/2017.  
<sup>13</sup> [http://www.wipo.int/ipstats/en/statistics/country\\_profile/profile.jsp?code=BR](http://www.wipo.int/ipstats/en/statistics/country_profile/profile.jsp?code=BR), accessed on 12/20/2017.  
<sup>14</sup> [https://www.paih.gov.pl/sectors/research\\_and\\_development](https://www.paih.gov.pl/sectors/research_and_development), accessed on 02/24/2018.

### R&D centers in aviation sector



### R&D centers in automotive sector



### R&D centers in service sector



### R&D centers in such sectors as: electronic, metal, machinery, nanotechnology, pharmacy, biotechnology, IT



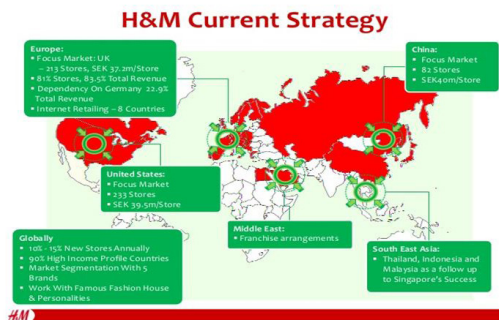
Source: [https://www.paih.gov.pl/sectors/research\\_and\\_development](https://www.paih.gov.pl/sectors/research_and_development)



It can be seen from the data presented by the frameworks that, the goal is to provide Poland with research centers that are capable of placing the country in a leading position in technological innovation. Economic openness, the establishment of clear rules and a stable regulatory framework created the necessary environment for the development of this economic sector, which serves as a propulsion element for the others. In addition to this, the private projects find support from the public authorities, aiming at its implementation and thereby establishing a favorable environment for technological development, which serves as the basis for economic growth.

**Franchise Strategy**

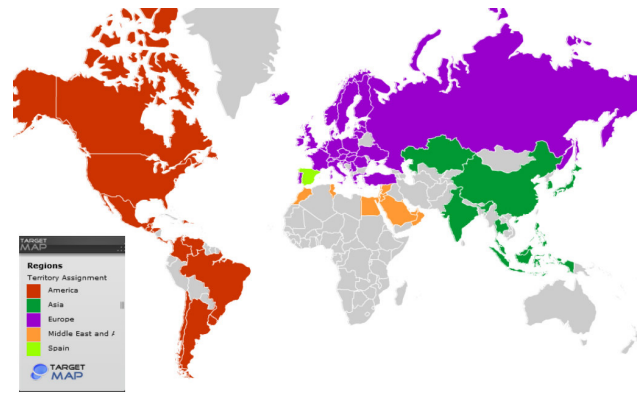
The fashion industry's strategy has stood out at the global level. Taking, for example, an H&M [Hennes & Mauritz] chain, which has considerable value in the global market, has a clear strategy in formatting your business. Specifically, in relation to the actuation, using an H&M trademark, the following field of action is verified:



Source: <https://www.slideshare.net/banganh1995/hm-55723546>

This strategy, aimed at a number of segments, can be observed through the establishment of an evaluation procedure, where the H&M trademark reaches second place in terms of value (US\$ 21.08 billion), according to a study carried out in 2015<sup>15</sup>, where it was found that the value of the 10 most famous trademark, reached a total of US \$ 121.74 billion.

Specifically, in relation to the analysis carried out, since 2003, H&M has a chain of franchised stores in Poland, with a total of 169 resale points, on 08/21/2017. In Brazil, the performance is not observed, through the use of the H&M trademark, but by the use of the sign ZARA. This trademark, in its turn, reached 1,770 stores in 86 countries, as shown in framework below:



Source: <https://sites.google.com/site/zararetailer/international-expansion/countries-expanded-to>

ZARA's field of activity is, equally global, occupying the fourth position in the assessment made in 2015<sup>14</sup>, Gould, with a value of US\$ 121.13 billion. In Brazil, franchises in the fashion sector, encompassing the footwear industry, hold a 13.5% share (Exportgov 2017). One factor to consider is the process of economic integration within the European Union, which is reflected in the growth of its GDP, occupying the third position, according to the framework below<sup>16</sup>:



Source: <http://ec.europa.eu/eurostat>

According to Morawski *et al.*, 2017, there is a rapid growth in Central Europe. In part, this expansion is due to the expansion of the European Union, as well as the participation of these nations in the global production chain. The fashion market, given the proximity of other producing centers, ends up being an integral part of this process of economic growth.

**CONCLUSIONS**

From the analysis of data collected, it is observed that the similarity in historical evolution is not in line with the speed and the development model adopted. The Brazilian

<sup>15</sup> <http://www.businessinsider.com/most-valuable-fashion-brands-in-the-world-2017-3>, access on 01.08.2018.

<sup>16</sup> MORAWSKI, Ignacy. "Central Europe is rising fast" <https://financialobserver.eu/poland/central-europe-is-rising-fast/>, acesso em 08/01/2018.

State is still deeply tied to practices that are not compatible with those necessary to establish an environment conducive to technological innovation. The lack of perspectives in solving problems related to the regulatory framework and the efficiency of responsible administrative entities, end up discouraging the establishment of R&D centers.

The same is not true in Polish case. In addition to its geographic location, taking advantage of the European Union membership, as well as the movements resulting from the British withdrawal through Brexit, the establishment of several R&D centers, which constitute a diversified innovative base.

Both nations have gone through periods of arbitrariness and modernized their economies through similar opening-up processes in a similar historical period. However, the benefits of the innovative process, in the field of information technology, logistics and transport, are not perceived in the same way as the textile and fashion industry.

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