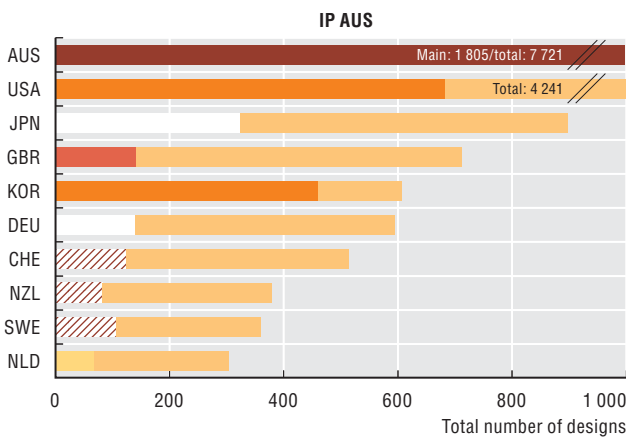
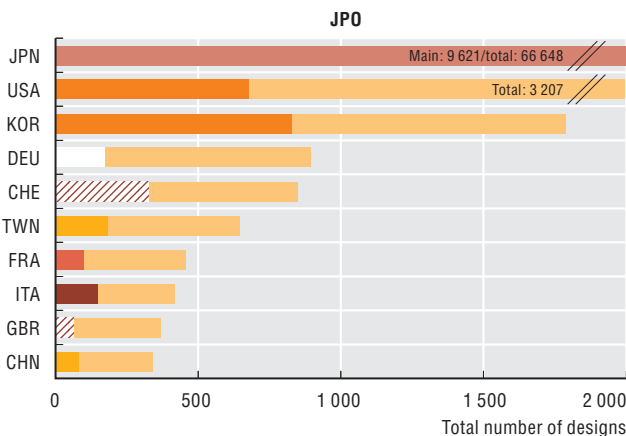
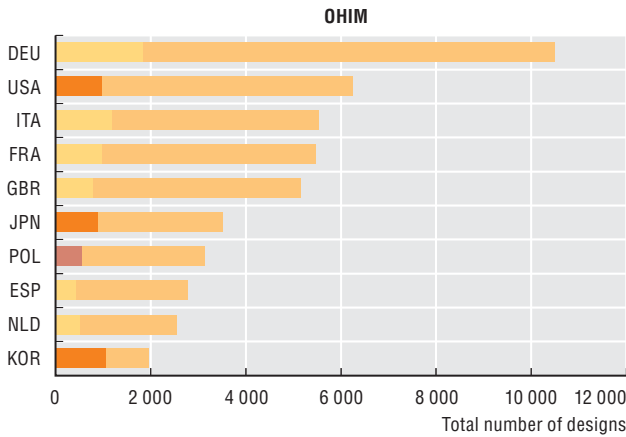
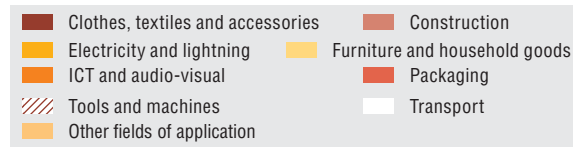


4. Creative by design

Top ten design applicants by main field of application, 2011-13

Number of designs registered at OHIM, JPO and IP Australia



Source: OECD, STI Micro-data Lab: Intellectual Property Database, <http://oe.cd/ipstats>, June 2015. See chapter notes.

StatLink <http://dx.doi.org/10.1787/888933274485>

In terms of design, Germany has a strong reputation for cars, Italy for furniture and clothes, and the United States and Korea for mobile phones and computers. But in which design fields are economies most specialised? Does specialisation differ across markets? And where do firms in different fields find the creative talents they need? Registered industrial design data help to address these and other questions related to the sources and uses of creativity.

Germany, Japan, Korea, the United Kingdom and the United States place consistently among the top ten countries in terms of design activities in Europe, Japan and Australia, as reflected by registrations at the Office for Harmonization in the Internal Market (OHIM), the Japan Patent Office (JPO) and IP Australia (IP AUS). Korea and the United States are especially active in information and communication technologies (ICT) and audio-visual design in all markets considered, while Germany, Japan and the United Kingdom exhibit different specialisations in different markets. The case of construction-related design activities by Japanese firms in Japan is of particular note, with most applications relating to building materials and prefabricated or pre-assembled building parts, and activities increasing substantially after the 2011 earthquake.

An analysis of the design areas in which creators residing in different countries specialise, provides evidence in support of general beliefs: US and Korean creators focus on ICTs; French and Italians are especially active in the design of clothes, textile and accessories; Germans specialise mostly in transport equipment designs; and Swiss designers focus on tools and machines.

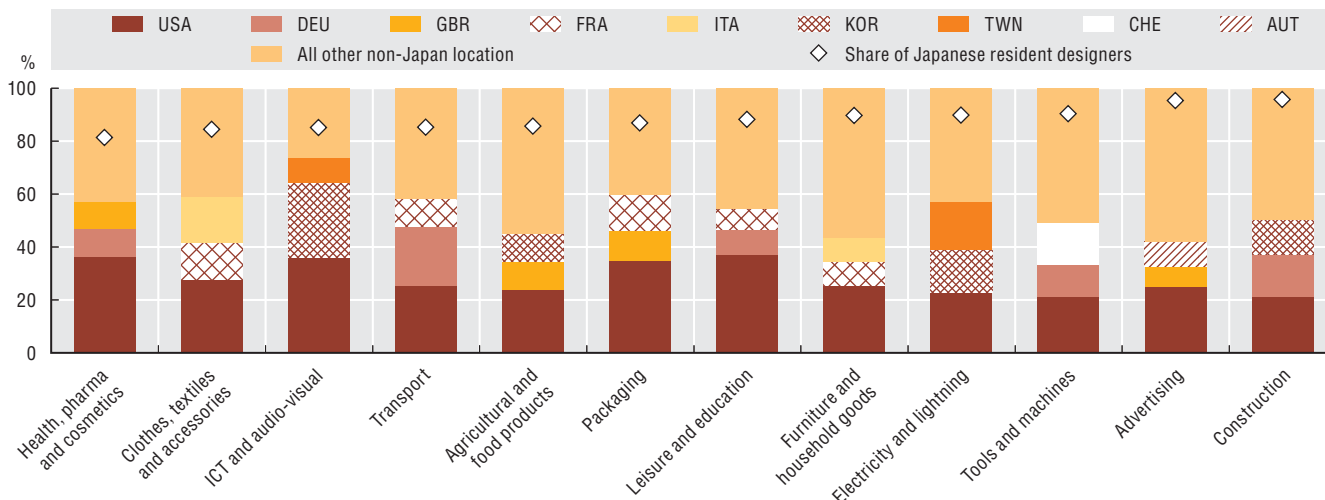
Finally, the extent to which design applicants rely upon creative talents residing abroad is revealed due to the unique characteristics of JPO. Small open economies such as the Netherlands and Finland rely on foreign designers for more than half of their designs registered at JPO, whereas most big economies (e.g. the United States, Germany, France and the United Kingdom) rely on foreign talents for about 15-20% of their designs. Japanese companies rely almost exclusively on local designers. When seeking talents abroad (1% of cases) they mostly do so in the United States.

Definitions

Industrial designs are intellectual property (IP) rights protecting the ornamental or aesthetic aspects of an article or its parts. For designs registered at JPO, applications must state the name and domicile of the applicant and the name and domicile of the creator of the design (the “designer”). This feature of JPO’s design system makes it possible to analyse international collaboration on design and identify the designs created in one country that are owned by residents in another country (referred to here as “designs created abroad”).

Residence of designers active on the Japanese market, by field of design, 2004-14

Top three residence economies

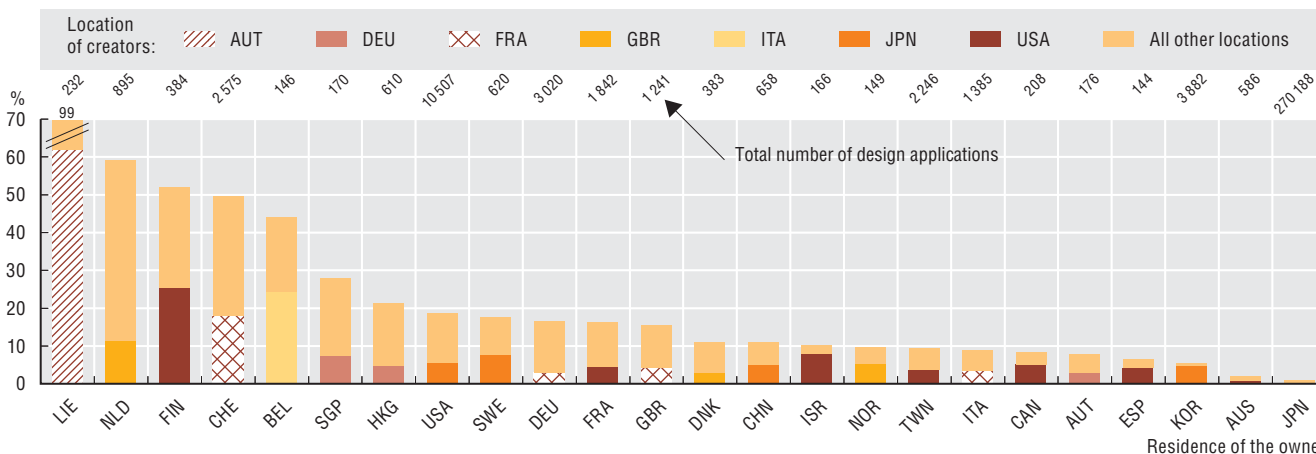


Source: OECD, STI Micro-data Lab: Intellectual Property Database, <http://oe.cd/ipstats>, June 2015. See chapter notes.

StatLink <http://dx.doi.org/10.1787/888933274493>

Designs on the Japanese market created abroad, 2004-14

By residence of design owner and most frequent location of design creators



Source: OECD, STI Micro-data Lab: Intellectual Property Database, <http://oe.cd/ipstats>, June 2015. See chapter notes.

StatLink <http://dx.doi.org/10.1787/888933274509>

Measurability

Registered industrial design data are used here to proxy creative activities regarding the visual features of products. For example, the third figure shows that about half (49.6%) of the 2 575 designs registered by Swiss companies at JPO are designed by creators located elsewhere. The most frequent origin of these “foreign” designers is France, with 18% of Swiss designs sourced from this country. Industrial designs cannot be registered as such in all countries, notably in the United States, where design is protected through a combination of patents (especially design patents), trademarks and copyrights. The high number of design registrations at JPO is due partially to a feature of this system, whereby only one distinct design may be included in an application. For 99% of designs registered at JPO between 2004 and 2014, JPO provides information on the country of residence of applicants (i.e. owners) and creators (i.e. professionals including designers and architects responsible for the design). Design application fields are defined using an experimental taxonomy based on Locarno classes (see chapter notes). Differences in design systems may affect comparability across offices.

Cyprus

The following note is included at the request of Turkey:

“The information in this document with reference to ‘Cyprus’ relates to the southern part of the Island. There is no single authority representing both Turkish and Greek Cypriot people on the Island. Turkey recognises the Turkish Republic of Northern Cyprus (TRNC). Until a lasting and equitable solution is found within the context of the United Nations, Turkey shall preserve its position concerning the ‘Cyprus issue’.”

The following note is included at the request of all of the European Union Member States of the OECD and the European Union:

“The Republic of Cyprus is recognised by all members of the United Nations with the exception of Turkey. The information in this document relates to the area under the effective control of the Government of the Republic of Cyprus.”

Israel

“The statistical data for Israel are supplied by and under the responsibility of the relevant Israeli authorities or third party. The use of such data by the OECD is without prejudice to the status of the Golan Heights, East Jerusalem and Israeli settlements in the West Bank under the terms of international law.”

“It should be noted that statistical data on Israeli patents and trademarks are supplied by the patent and trademark offices of the relevant countries.”

5.1. R&D specialisation

Business R&D intensity adjusted for industrial structure, 2013

A country’s industrial structure-adjusted indicator of R&D intensity is a weighted average of its sectoral R&D intensities (ratio of R&D to value added), using the OECD industrial structure – sectoral share in OECD value added for 2013 – as adjusted, common weights across all countries. The unadjusted measure of BERD intensity is by definition an average based on each country’s actual sector shares.

R&D series are presented as a percentage of value added in industry estimated as the value added in all activities except: Real estate activities (ISIC Rev. 4 68); Public administration and defence; compulsory social security and education (ISIC Rev. 4 84-85); Human health and social work activities (ISIC Rev. 4 86-88); and Activities of households as employers (ISIC Rev. 4 97-98). R&D performed in these sectors across the OECD is reported to be negligible.

Figures are based on estimates of business R&D by sector reported on a main activity basis, in ISIC Rev. 4.

For Austria, Belgium, Canada, Greece, Ireland, Mexico and Portugal, data refer to 2011.

For Denmark, France, Germany, Hungary, Italy, the United Kingdom and the United States, data refer to 2012.

Value added is measured at basic prices except for Japan and the United States (factor cost and purchasers’ prices respectively).

Data on value added come from the OECD, Annual National Accounts database except for Canada and Japan (national sources).

Business R&D in manufacturing, by R&D intensity group, 2013

The R&D intensity groups are defined in OECD (2015, forthcoming), “The R&D Intensity of Economic Activities in OECD Countries: Proposal for a new classification for industry and services”.

High and medium-high R&D intensive manufacturing includes “chemicals and pharmaceutical products” (ISIC Rev. 4 Divisions 20 and 21) and “computer, electronic and optical products, electrical equipment, machinery, motor vehicles and other transport equipment” (ISIC Rev. 4 Divisions 26 to 30).

Figures are based on estimates of business R&D by sector reported on a main activity basis, in ISIC Rev. 4.

For Australia, Austria, Belgium, Greece, Ireland and Mexico, data refer to 2011.

For Denmark, France, Germany, Hungary, Israel, Italy, Portugal, Switzerland, the United Kingdom and the United States, data refer to 2012.

For Israel, Norway, Sweden and Switzerland, “chemicals and chemical products” (ISIC Rev. 4 Division 20) are included in the “other manufacturing industries”.

R&D in services, 2013

Figures are based on estimates of business R&D by sector reported on a main activity basis, in ISIC Rev. 4.

For Australia, Austria, Belgium, Greece, Ireland and Mexico, data refer to 2011.

For China, data refer to 2000 and 2012.

For Denmark, France, Germany, Hungary, Israel, Italy, Portugal and the United Kingdom, data refer to 2012.

For Estonia, data refer to 2005 and 2013.

For France and the United Kingdom, 2003 data on main activity basis have been backcasted by the OECD using historical series reported on a product field basis.

For Switzerland and the United States, data refer to 2004 and 2012.

5.2. E-business uptake**Enterprises engaged in sales via e-commerce by size, 2013**

Unless otherwise stated, only enterprises with ten or more persons employed are considered. Size classes are defined as: SMEs (10 to 249) and large (250 and more).

For countries in the European Statistical System, sector coverage consists of all activities in manufacturing and non-financial market services.

For Australia, data refer to any transaction where the commitment to purchase was made via the Internet, including via email, for the fiscal years 2008/09 and 2013/14, ending 30 June. Data for the fiscal year 2013/14 include agriculture, forestry and fishing activities.

For Canada, data refer to 2007 and 2013 and to small businesses (from 10 to 49 employees) instead of SMEs. In 2013, data refer to sales online over the Internet. Large enterprises have 300 or more employees.

For Colombia, data refer to enterprises with ten or more persons employed in the manufacturing sector (excluding ISIC Rev. 4 Divisions 12-14, 17, 21 and 33) and enterprises with 75 or more persons employed in the non-financial market services (excluding Divisions 49-51, 58, 75 and 77). For industry G – Wholesale and retail trade, data refer to enterprises with 20 or more persons employed; for industries H – Transportation and storage (Divisions 52 and 53), I – Accommodation and food service activities and J – Information and communication (Divisions 59-61), data refer to enterprises with 40 or more persons employed.

For Japan, data refer to businesses with 100 or more employees. Large enterprises have 300 or more employees.

For Mexico, data refer to 2008 and 2012 and to orders received via the Internet. For 2008, data refer to businesses with 20 or more persons employed. For 2012, data refer to establishments with ten or more persons employed. Size categories refer to establishments with 10 to 250, and 251 and more persons employed.

For New Zealand, data refer to orders received via the Internet for the fiscal years 2007/08 and 2013/14, ending 31 March.

For Switzerland, data refer to 2008 and 2011. For 2008, data refer to businesses with five or more persons employed.

For Turkey, data refer to small businesses instead of SMEs.

Diffusion of selected ICT tools and activities in enterprises, 2014

Broadband includes both fixed and mobile connections with an advertised download rate of at least 256 Mbps.

E-purchases and e-sales refer to the purchase and sales of goods or services conducted over computer networks by methods specifically designed for the purpose of receiving or placing of orders (i.e. webpages, extranet or EDI but not orders by telephone calls, fax or manually typed e-mail). Payment and delivery are not considered.

Enterprise resource planning (ERP) systems are software-based tools that can integrate the management of internal and external information flows, from material and human resources to finance, accounting and customer relations. Here, only sharing of information within the firm is considered.

Cloud computing refers to ICT services used over the Internet as a set of computing resources to access software, computing power, storage capacity and so on.

Supply chain management refers to the use of automated data exchange (ADE) applications.

Social media refers to applications based on Internet technology or communication platforms for connecting, creating and exchanging content online with customers, suppliers or partners, or within the enterprise. Social media might include social networks (other than paid advertisement), blogs, file sharing and wiki-type knowledge sharing tools.

5. COMPETING IN THE GLOBAL ECONOMY

Notes and references

Radio Frequency Identification (RFID) is a technology that enables contactless transmission of information via radio waves. RFID can be used for a wide range of purposes, including personal identification or access control, logistics, retail trade and process monitoring in manufacturing.

Unless otherwise stated, only enterprises with ten or more persons employed are considered.

For countries in the European Statistical System, sector coverage consists of all activities in manufacturing and non-financial market services.

For countries in the European Statistical System, data on e-purchases and e-sales refer to 2013.

For Australia, data refer to the fiscal year 2013/14, ending 30 June and include agriculture, forestry and fishing activities.

For Canada and Japan, data refer to 2013 except cloud computing (2012).

For Korea, data refer to 2013.

For Mexico, data refer to 2012 and to establishments with ten or more persons employed.

For New Zealand, data refer to the fiscal year 2013/14, ending 31 March.

For Switzerland, data refer to 2011.

Enterprises using cloud computing services by size, 2014

Cloud computing refers to ICT services used over the Internet as a set of computing resources to access software, computing power, storage capacity and so on.

Data refer to manufacturing and non-financial market services enterprises with ten or more persons employed, unless otherwise stated.

Size classes are defined as: small (from 10 to 49 persons employed), medium (50 to 249) and large (250 and more).

For Canada, data refer to 2012 and to enterprises that have made expenditures on software as a service (e.g. cloud computing). Medium-sized enterprises have 50-299 employees. Large enterprises have 300 or more employees.

For Japan, data refer to 2012 and to businesses with 100 or more employees. Medium-sized enterprises have 100-299 employees. Large enterprises have 300 or more employees.

For Korea, data refer to 2013.

For Switzerland, data refer to 2011.

5.3. Start-up dynamics

General notes for all figures:

The figures for the period are constructed as averages of observations gathered over three-year reference periods (2001-04, 2004-07, 2007-10). The period covered is 2001-10 for all countries except Portugal and Turkey, for which the period covered is 2007-10, and Spain, for which the period covered is 2004-10.

Sectors covered are: manufacturing, construction, and non-financial business services.

Figures report the unweighted average of each country-period value, conditional on their availability.

Owing to methodological differences, figures may differ from those officially published by national statistical offices.

Mergers and acquisitions are not taken into account in determining firm age, firm entry and firm exit.

5.4. Creative by design

Top ten design applicants by main field of application, 2011-13

Data refer to designs registered, by filing date, applicant's residence and Locarno classes using fractional counts.

The following aggregated fields based on the Locarno Classification are used: Furniture and household goods: Classes 6, 7 and 30; Clothes, textiles and accessories: Classes 2, 3, 5 and 11; Tools and machines: Classes 4, 8, 10 and 15; Health, pharma and cosmetics: Classes 24 and 28; Leisure and education: Classes 17, 19, 21 and 22; Agricultural and food products: Classes 1, 27 and 31; Construction: Classes 23, 25 and 29; ICT and audio-visual: Classes 14, 16 and 18; Electricity and lightning: Classes 13 and 26; Advertising: Classes 20 and 32; Transport: Class 12 and Packaging: Class 9.

Residence of designers active on the Japanese market, by field of design, 2004-14

Data refer to designs registered at the JPO, by filing date, creator's residence and Locarno classes using fractional counts.

The following aggregated fields based on the Locarno Classification are used: Furniture and household goods: Classes 6, 7 and 30; Clothes, textiles and accessories: Classes 2, 3, 5 and 11; Tools and machines: Classes 4, 8, 10 and 15; Health, pharma and cosmetics: Classes 24 and 28; Leisure and education: Classes 17, 19, 21 and 22; Agricultural and food products: Classes 1, 27 and 31; Construction: Classes 23, 25 and 29; ICT and audio-visual: Classes 14, 16 and 18; Electricity and lightning: Classes 13 and 26; Advertising: Classes 20 and 32; Transport: Class 12 and Packaging: Class 9.

JPO registered design data cover the period up to June 2014.

Designs on the Japanese market created abroad, 2004-14

Data refer to designs registered at the JPO, by filing date, applicant's and creator's residence using fractional counts. The share of registered designs created abroad corresponds to the share of applications where the residence of the "creator" (designer) is different from the applicant's residence.

Only economies with more than 100 designs registered at JPO in 2004-14 are included. JPO registered design data cover the period up to June 2014.

5.5. Technological advantages**General notes for all figures:**

The revealed technological advantage index is calculated as the share of patents of an economy in a particular technology area relative to the share of total patents belonging to the economy. Data refer to IP5 patent families with members filed at the EPO or the USPTO, by first filing date and the inventor's residence using fractional counts. Only economies with more than 500 patents in 2010-13 are included.

Additional notes:**Revealed technological advantage in biotechnology and nanotechnology, 2000-03 and 2010-13**

Biotechnology and nanotechnology patents are defined on the basis of their International Patent Classification (IPC) codes. Data from 2012 are estimates.

Revealed technological advantage in ICT, 2000-03 and 2010-13

Patents in ICT are identified following a new experimental classification based on their International Patent Classification (IPC) codes.

Data from 2012 are estimates.

Range of revealed technological advantage in economies by field, 2010-13

Patents are allocated to technology fields on the basis of their International Patent Classification (IPC) codes, following the concordance provided by WIPO (2013).

5.6. Participation in global value chains**General notes for all figures:**

For a given year, foreign value added embodied in final demand or exports of country c can be calculated as:

$$\begin{aligned} & \text{diag}(\mathbf{V}_f) (\mathbf{I}-\mathbf{A})^{-1} \mathbf{FD}_c \\ & \text{diag}(\mathbf{V}_f) (\mathbf{I}-\mathbf{A})^{-1} \mathbf{EXGR}_c \end{aligned}$$

where $\text{diag}(\mathbf{V}_f)$ is the diagonalised matrix form of vector \mathbf{V}_f with value added to production (gross output) ratios for all industries in countries $f \neq c$, zero for the entries corresponding to c ; \mathbf{A} is the global input coefficient matrix derived from the OECD Inter-Country Input-Output (ICIO) table for the target year, and \mathbf{FD}_c and \mathbf{EXGR}_c are vectors of length (number of countries \times number of industries) which contain final demand and exports, respectively, by country c and are zero for the elements corresponding to countries $f \neq c$.

Sectors are defined according to ISIC Rev. 3: Manufactures (Divisions 15 to 37); Services: Wholesale, retail trade, hotels and restaurants (50 to 55); Transport, storage and communications (60 to 64); Finance and insurance (65 to 67); Business services (70 to 74) and Other services (75 to 93).

5. COMPETING IN THE GLOBAL ECONOMY

Notes and references

Additional notes:

Foreign value added embodied in exports and in domestic demand, by source region, 2011

East and Southeast Asia comprises Brunei Darussalam, Cambodia, China, Chinese Taipei, Hong Kong (China), Indonesia, Japan, Korea, Malaysia, Philippines, Singapore, Thailand and Viet Nam.

Domestic value added embodied in partner countries' exports, 1995 and 2011

Domestic value added in partner countries' exports is the sum of the domestic value added in exports to all other countries that is then included in other countries' exports.

5.7. Trade and jobs

General notes for all figures:

For a given year, jobs in country c embodied in (or sustained by) foreign final demand is calculated as:

$$\text{diag}(\mathbf{E}_c) (\mathbf{I}-\mathbf{A})^{-1} \mathbf{FFD}$$

where $\text{diag}(\mathbf{E}_c)$ is a matrix with sectoral employment to production (gross output) ratios in country c as diagonal elements, zero otherwise; \mathbf{A} is the global input coefficient matrix derived from the ICIO table for the target year, and \mathbf{FFD} is a vector of foreign final demand and includes final expenditure by non-residents in the domestic territory.

Additional notes:

Jobs in the business sector sustained by foreign final demand, by region of demand, 2011

The Business sector consists of ISIC Rev. 3 Divisions 10 to 74, i.e. total economy excluding Agriculture, forestry and fishing (Divisions 01 to 05), Public administration (75), Education (80), Health (85) and Other community, social and personal services (90 to 95).

East and Southeast Asia (excluding China) comprises Brunei Darussalam, Cambodia, Chinese Taipei, Hong Kong (China), Indonesia, Japan, Korea, Malaysia, Philippines, Singapore, Thailand and Viet Nam.

Jobs sustained by foreign final demand, by sector, 2011

Sectors are defined according to ISIC Rev. 3: Primary goods (Divisions 01 to 05 and 10 to 14); Manufacturing (15 to 37), Trade and transportation (50 to 55 and 60 to 63); Financial and business services (64 to 74) and Other services (40 to 41, 45 and 75 to 95).

Business sector service jobs sustained by final demand of manufactured goods, 2011

Sectors are defined according to ISIC Rev. 3: Wholesale and retail trade (Divisions 50 to 52) Transport and storage (60 to 63); ICT services (64 and 72); Financial and insurance (65 to 67) and Other business services (70, 71, 73 and 74).

5.8. Service-manufacturing linkages

General notes for all figures:

For a given year, domestic services value added embodied in gross exports of country c is calculated as:

$$\text{diag}(\mathbf{V}_c) (\mathbf{I}-\mathbf{A})^{-1} \mathbf{EXGR}_c$$

where $\text{diag}(\mathbf{V}_c)$ is a matrix with service sector value added to production (gross output) ratios of country c as diagonal elements, zero otherwise; \mathbf{A} is the global input coefficient matrix derived from the ICIO table for the target year, and \mathbf{EXGR}_c is a vector of length (number of countries \times number of industries) which contains exports by country c and is zero for the elements corresponding to countries $f \neq c$. For foreign services content \mathbf{V}_c is replaced by \mathbf{V}_f containing service value added to production ratios for all countries except c .

5.9. Industry global value chains

General notes for all figures:

For a given year, foreign value added embodied in final demand in country c can be calculated as:

$$(\mathbf{V}_f) (\mathbf{I}-\mathbf{A})^{-1} \mathbf{FD}_c$$

where \mathbf{V}_f is a row vector with value added to production (gross output) ratios for all industries in countries $f \neq c$; \mathbf{A} is the global input coefficient matrix derived from the ICIO table for the target year, and \mathbf{FD}_c is a vector of length (number of countries \times number of industries) which contains final demand in country c and is zero for the elements corresponding to countries $f \neq c$.

Other East and Southeast Asia comprises Brunei Darussalam, Cambodia, Indonesia, Japan, Korea, Malaysia, Philippines, Singapore, Thailand and Viet Nam.

5.10. Global consumption patterns

General notes for all figures:

For a given year, foreign value added embodied in domestic final consumption or gross fixed capital formation of country c can be calculated as:

$$\begin{aligned} & \text{diag}(\mathbf{V}_f) (\mathbf{I}-\mathbf{A})^{-1} \mathbf{CONS}_c \\ & \text{diag}(\mathbf{V}_f) (\mathbf{I}-\mathbf{A})^{-1} \mathbf{GFCF}_c \end{aligned}$$

where $\text{diag}(\mathbf{V}_f)$ is the matrix form of vector \mathbf{V}_f with value added to production (gross output) ratios for all industries in countries $f \neq c$, zero for the entries corresponding to c ; \mathbf{A} is the global input coefficient matrix derived from the ICIO table for the target year, and \mathbf{CONS}_c and \mathbf{GFCF}_c are vectors of length (number of countries \times number of industries) which contain domestic consumption and gross fixed capital formation by country c and are zero for the elements corresponding to countries $f \neq c$.

Additional notes:

Foreign value added embodied in domestic consumption, by source region, 2011

East and Southeast Asia comprises Brunei Darussalam, Cambodia, China, Hong Kong (China), Indonesia, Japan, Korea, Malaysia, Philippines, Singapore, Chinese Taipei, Thailand and Viet Nam.

EU28 foreign origin of value added includes intra-EU flows; OECD foreign origin of value added includes intra-OECD flows.

Origin of value added embodied in final demand for food and beverages, 2011

Sectors are defined according to ISIC Revision 3: Agriculture, forestry and fishing (Divisions 01 to 05); Food and beverages (15 to 16).

EU28 foreign origin of value added includes intra-EU flows; OECD foreign origin of value added includes intra-OECD flows.

Foreign value added content of gross fixed capital formation, 2011

East and Southeast Asia comprises Brunei Darussalam, Cambodia, China, Hong Kong (China), Indonesia, Japan, Korea, Malaysia, Philippines, Singapore, Chinese Taipei, Thailand and Viet Nam.

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