

Tech Transfer Resources for Teaching-Intensive Universities




Advancing Discoveries for a Better World

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Outline

- Definition of University tech transfer
- Current tech transfer landscape
- Best Practices and Resources
- What is AUTM and how can it help?




What is Tech Transfer?

- Educated students entering the workforce
- Publishing and presenting scientific results
- Faculty consulting
- Conferences and events
- **Licensing technology to commercial partners**




Benefits of Tech Transfer

- Enhance the likelihood that **new discoveries and innovations** will lead to useful products, processes and services to benefit the general public.
- Propel new **research collaborations**, promote the exchange of materials, information and personnel with **industry**, and offer unique **research opportunities** for faculty and students.
- Provide income to **fund new research, teaching programs** and financial support for students.
- Assist in **recruiting and retaining** faculty and graduate students with interests in research and technology transfer
- Provide **educational benefits** through student internships and work-study opportunities
- Leverage business partners to stimulate local and regional **economic development**
- Enhance the **reputation** of the university to attract researchers, faculty and students



Bayh-Dole Act of 1980

- Provided a uniform policy to promote the commercialization of government-funded research
- Assigns title of any resulting inventions to universities, small businesses and other non-profits providing:
 - proactive efforts are made to commercialize inventions
 - preference given to small U.S. businesses
 - inventors share in any rewards from licensing
- Results: In 2008 alone:
 - 5,100 new agreements
 - 650 new products
 - 595 new business startups
 - (source: AUTM survey)



University Objectives in Licensing

Primary Goal: Making the technology available to the public

Milestones are included to verify diligence by licensee toward commercialization


A fair commercial return; timing and form of the return can be tailored appropriately

Licensee must pay associated patent costs and costs of doing business (eg., liability insurance, enforcing patents, etc.)




A Bit of History

- Vast majority of US TTOs formed in mid '80s to mid '90s
 - third party organizations (RCT, UPI, independent consultants) did much of the work
- While current staffing averages 11, ~40% have 3 or less full time staff
- Disclosures have increased from a total of 11.6K in '99 to 20K in '08
- Licensing to small companies and startups represent almost 70% of the business
- Over 500 startups have been created each of the past 3 years (70+% begin in the home state)




TTOs Vary

- Individual TTO's mission and objectives defined by variety of factors:
 - Public vs. Private
 - Volume of research expenditures
 - Diversity of faculty research (Eng/Med/Vet/Ag, etc.)
 - Local/regional innovation ecosystem
- Funding and resources:
 - Much of TTO job remains service; not revenue generating
 - Minority of offices "Revenue Positive"; revenue sharing policies go mostly to inventors/colleges/administration
 - Majority of economic benefit to the private sector
 - Funding for patent expenses vs. salaries and other resources




Original Roles of TTOs

- Service to faculty on all aspects of IP
 - Education on IP (Patent and Copyright laws; Publication)
 - Disclosure management (B-D Reporting, tracking, IP protection)
 - Marketing and Licensing
 - IP Clauses in Sponsored Programs
- Focused almost entirely on patents
 - Today considerable "business in copyrighted materials software/research tools)
- Revenue and business formation secondary at many universities



Evolving Issues and Roles

- External Uncertainties Combined with Increased Expectations
 - Patent Office changes (increased costs, longer time)
 - Decrease in venture funding for early stage tech
- Increased and more sophisticated deals
 - Equity
 - More complicated financial structures
 - Professional training of tech transfer professionals
 - Conflict of Interest
- Translational Research/Gap Funding
- Business Formation/Incubators/Accelerators
 - Offices with discrete biz formation group
 - Mentors/Entrepreneurs in residence
 - Entrepreneurial training
 - Associated biz incubators/regional accelerators



University Stakeholders

- The Inventor
- The Department
- The College
- The University
- The State
- The Nation
- The World



Stakeholder Conflicts

- Dollars vs. Deals
- Royalties vs. Research Funds
- Startups vs. Established Licenses
- Licensees in Your State vs. Other States
- Access in Developing Countries




Specific Issues for Emerging Research Universities

- Compliance with Federal Regulations:
 - Invention Reporting
 - Patent marking
 - COI
- Patent Costs and Management
- People



Examples of Collaboration

- Wisconsin WiSys Program:
 - a wholly-owned subsidiary of WARF
 - Supporting basic research throughout the University of Wisconsin System
 - Licensing technologies to industry for the benefit of the University System, the inventor, the licensee, and society as a whole
- Historical relationship between Children’s Hospitals and Related University
- VA and related University



Association of University Technology Managers

- AUTM is a community of over 3500 technology transfer professionals working in academic, research, government, legal and commercial settings
- Dedicated to transferring research from academic/research institutions for the benefit of the public through commercial avenues



Association of University Technology Managers
Available Resources/Collaboration

- Professional Training (TOOLS class, regional meetings, webinars)
- Special Interest Groups for small offices
- Networking
- Standard Practice Guide/Standard Agreements
- Benchmarks



The logo for the Association of University Technology Managers (AUTM) is located in the bottom right corner of the slide. It features the acronym 'AUTM' in a bold, blue, sans-serif font. Below the acronym, the full name 'Association of University Technology Managers' is written in a smaller, lighter blue font. Underneath that, the tagline 'Advancing Universities to a Better Future' is written in an even smaller font.
