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FLEXIBLE SOLUTIONS FOR PARTNERING WITH INDUSTRY

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WE ARE A...

Technology Transfer Organization.



WE HELP...

Researchers, Inventors and Industry

- ① Form research partnerships
- ① Protect intellectual property
- ① Commercialize technologies



WE HELP THEM DO THESE THINGS BY

- ① Determining and implementing the appropriate industry research-related agreements
- ① Filing & managing patent applications
- ① Licensing technologies



THIS LEADS TO...

Fulfilling our Mission to
“commercialize technologies for
the public good”



ISURF HISTORY

- ③ **1938** Formed
- ③ **1992** Financial Independence
- ③ **2013** 75th Anniversary



RESEARCH AGREEMENTS: FLEXIBLE SOLUTIONS

- ① **Traditional**
- ① **Managed Financial Risk**
- ① **Company Owns IP**
- ① **Niche Agreements**

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Flexible Solutions: Traditional

- © **Traditional:** non-exclusive royalty-free license, option to exclusive

Example: This currently represents approximately 95% of our agreements. This is appropriate for projects where the likelihood of patentable inventions is small, or you have a good relationship with the university, have a prior positive experience working with the TTO office on a license, or you don't think the extra 10% is worth it.

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Flexible Solutions: Assign IP

⊙ **Company Owns IP:** 75% assignment fee

Example: A company wanted some research done that required giving us access to product designs. Even though there was likely no IP to result from the project, these designs were very proprietary and the company paid the fee because then there was “no question” about who owned the designs.

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Flexible Solutions: Manage Financial Risk

- ③ **Managed Financial Risk:** 10% exclusive option fee, no royalties until annual net sales >\$20M

Example: We are working with a company on designing an optional feature for a piece of their equipment (which may or may not end up patented). By selecting this option the company knows in advance how we are defining net sales and knows what it will cost them to commercialize the technology.

This option can be used for basic or applied research, but is especially relevant to applied.

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Flexible Solutions: Niche Agreements

- ⊙ **Niche Agreements:** Custom solutions for field trials, product testing, center memberships and more.

Examples:

Field Trials – companies provide seed, chemicals and protocols, we plant, observe and publish aggregate data. Agreements need special GMO regulatory provisions

Human Clinical Trials (non-drug) – usually involves food or exercise and monitoring body metabolism. Agreements need special human regulatory provisions

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OTHER UNIVERSITIES

Option	Georgia Tech	Iowa State	NC State	Penn State	Purdue	Michigan	Minne-sota	Oregon
basic research	x	x	x	x	x	x	x	x
applied research	x	x	x	x	x	x	x	x
university background IP eligible	x	x	x	x	x	x	x	x
industry background IP eligible	x	x	x		x	x		x
assignment of foreground IP	x	x		x	x	x		x
exclusive reights to forground IP	x	x	x		x	x	x	x
upfront paid foreground IP license	x	x	x		x	x	x	x
foreground IP royalties	x	x	x				x	x
bonanza clause		x	x	x			x	
post-development license	x	x	x					x

Ohio State, Ulowa, Missouri, and others also have or are developing new policies

* Information on slide is courtesy of UIDP

