Brain@work - Information Literacy

Exploitation beyond academia research outcomes

February 4, 2020

Technology Transfer Unit (*Unitat de Valorització*) | Eurecat

Brain@work - Information Literacy

Exploitation

Contents: **Slide #**

Research results exploitation

Or shall we call it .....

Technology Transfer / Exploitation:

DEFINITION

"The process of creating VALUE from knowledge, **adapting it** to be appropriate and/or available for **commercial** and/or **social** use, turning that knowledge into competitive products, services, processes and entrepreneurial activity"

Netherlands National Exploitation Commission

Systematic actions and feedback
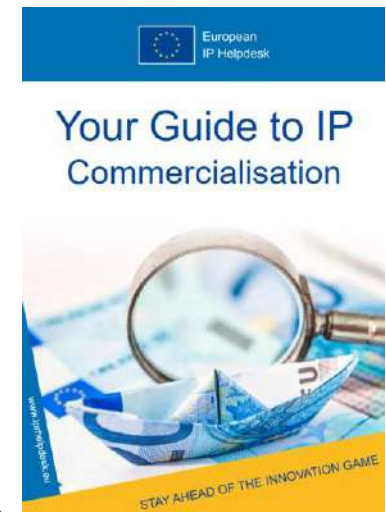
Research results exploitation

GOALS:

- To recognize the importance of technology transfer process

- To understand the basic principles of the tech transfer process

Tip: check out the 2016 IPR Helpdesk [Guide to IP commercialisation](#)

Intro to commercialisation

(...) In addition, since IP can be commercialised either directly by its owner, through an assignment or by building up business partnerships, the selection of the most appropriate tool is often challenging, especially for Small and Medium-sized Enterprises (SMEs).
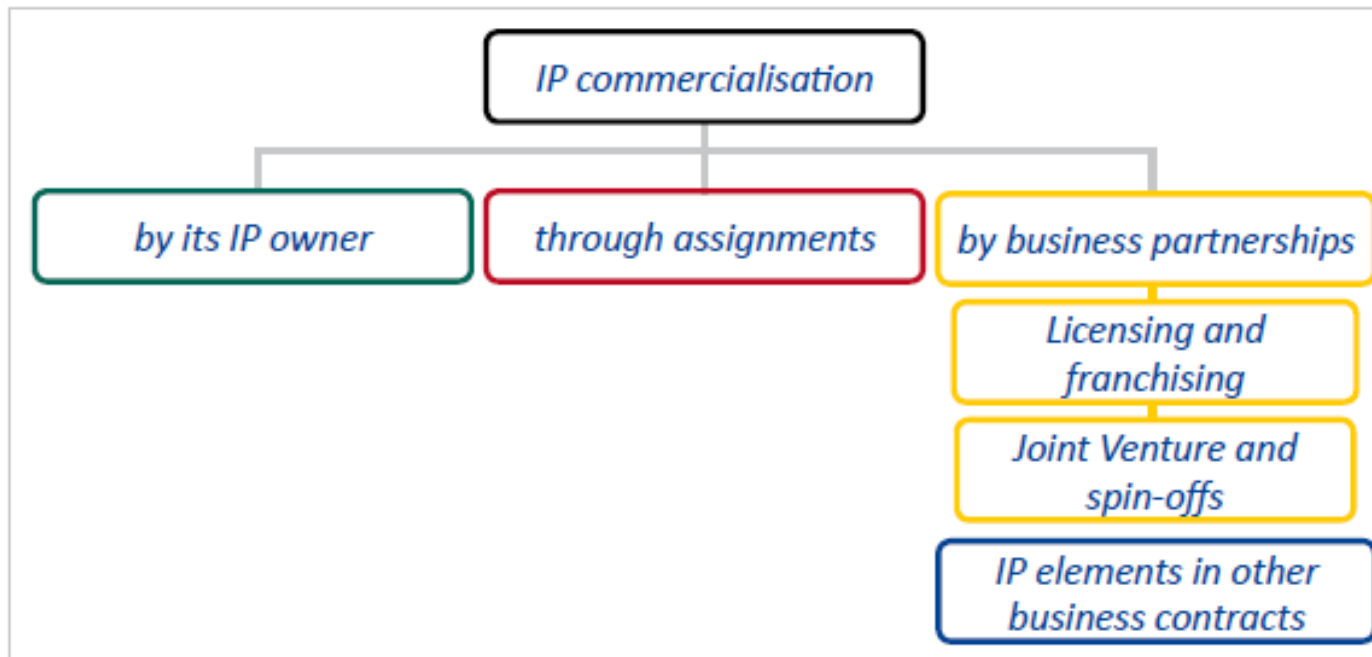
© European Union, 2016

Source: IPR Helpdesk: Guide to IP commercialisation

What to consider when commercialisation of IP is carried out by its owner?

- KEEP **SECRECY**

- USE **IP DATABASES** and conduct FTO (freedom to operate)

- Keep **records**

- **Protect IP**

- **Enforce** IP Rights (monitoring, IP watch)

What to consider when commercialisation of IP is carried out by its owner?

- KEEP **SECRECY**

The following measures may help businesses to keep their IP secret within the company:

- Making sure that employees, researchers and collaborators have in place confidentiality obligations and reminding them from time to time of the importance of complying with these obligations,

- Reviewing public disclosures (such as technical publications or communications with potential partners) to guarantee that confidential information is not included therein,

- Signing confidentiality agreements with partners and testers, prior to performing concept and technical testing and with third parties, when negotiating partnerships.

NDA

CONFIDENTIAL

- KEEP **SECRECY**

USE templates +
Ask for established
procedures

What to consider in NDAs?

- Clearly define the "confidential information".
- Describe any restrictions on use of confidential information by the receiving party.
- Provide the list of information not covered by the agreement.
- Define the duration of "obligation for confidentiality" (unlimited or a period of time)

eurecat
Centre Tecnològic de Catalunya

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What to consider when commercialisation of IP is carried out by its owner?

Here disclosure ≠ making public

- Keep **records**

Keeping records of inventions is of utmost importance, as these will help you to prove the date and ownership of the invention, when needed. Besides, such records are a valuable source of information when drafting patent applications.

E.g. laboratory Booknotes, tests results, experimental books and track records

Ask KTT Office

+ IDF's (**Invention Disclosure Form**) or equivalent (e.g. Record of Invention ROI) → inventor's signatures needed

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What to consider when commercialisation of IP is carried out by its owner?

Fact Sheets
Commercialising Intellectual Property: Internal Product Development
How to Search for Patent Information
How to Search for Trade Marks
Design Searching
Alternative Dispute Resolution (ADR) Mechanisms
Defending and Enforcing IP

NDA, MTA

Useful Documents
One Way Non Disclosure Agreement (European IP Helpdesk)
All these documents can be found in our library:

www.iprhelpdesk.eu/library

Find and contact your KTT Office!

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What to consider when commercialisation of IP is carried out by its owner?

Fact Sheets
Commercialising Intellectual Property: Assignment Agreements
Non-Disclosure Agreement: A Business Tool
IP Due Diligence: Assessing Value and Risks of Intangibles
Alternative Dispute Resolution (ADR) Mechanisms
Defending and Enforcing IP

Useful Documents
Mutual Non-Disclosure Agreement (European IP Helpdesk)

References
Non-Disclosure Agreements (UK Intellectual Property Office)

All these documents can be found in our library:
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Find and contact your KTT Office!

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Other types of contracts:

✓ **MTA:** Materials Transfer Agreement   (Lab material(s), prototypes, samples)

✓ **NDA:** Non Disclosure Agreement (or Confidentiality agreement):
        e.g. One way NDAs, Mutual NDAs

Exploitation goals:

Set of processes aimed at:

- **Increasing** the economic value of research

- Turning results into **viable products with industrial application**

- **Maximizing** the possibilities of acceptance in the market
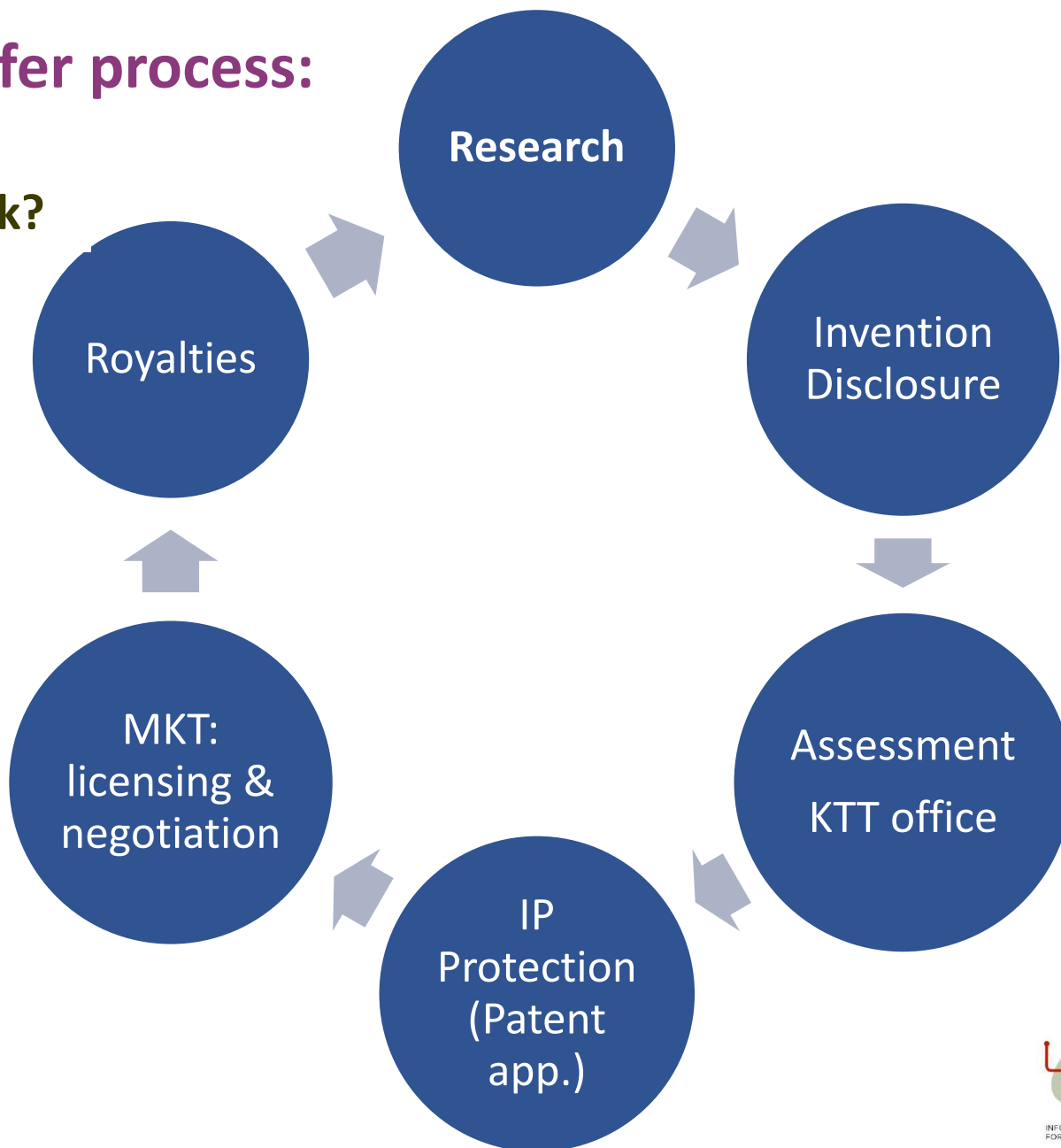
Tools to exploit technology

Aspects to consider of our technology

We need to determine if new **business opportunities** exist through the exploitation of our technology. What needs to be considered:

- **Market**: opportunities, competitors, regulation and rules

- **State of technology development**: degree of innovation, state of the art, value € of similar technologies

- **Intellectual Property**: e.g., level of protection, ruling technologies

The Tech transfer process:

How does it work?

Research

Invention Disclosure

Assessment KTT office

IP Protection (Patent app.)

MKT: licensing & negotiation

Royalties

The Technology transfer process:

DISCOVERY
- Novel product
- Novel process

INVENTION DISCLOSURE
- **Confidential!**
- Invention technical features
- IP Policy

KTTO
- Revenues / potential licensing agreements
- Applicability / Functionality

The Technology transfer process:

PROTECTION
- Previous disclosure?
- Authors?
- Infringement? Best protection strategy?

MKT
- MKT (Marketing) Technology Overview
- Companies identification
- Dissemination (EEN)

NEGOTIATION
- LICENSING and future involvement (early stage)
- Spinoff as to develop and commercialize technology

TRL

Technology readiness level

TRL: Technology readiness level

TRLs originally conceived at NASA in 1974, included seven levels

Original NASA TRL Definitions (1989)
Level 1 – Basic Principles Observed and Reported
Level 2 – Potential Application Validated
Level 3 – Proof-of-Concept Demonstrated, Analytically and/or Experimentally
Level 4 – Component and/or Breadboard Laboratory Validated
Level 5 – Component and/or Breadboard Validated in Simulated or Realspace Environment
Level 6 – System Adequacy Validated in Simulated Environment
Level 7 – System Adequacy Validated in Space
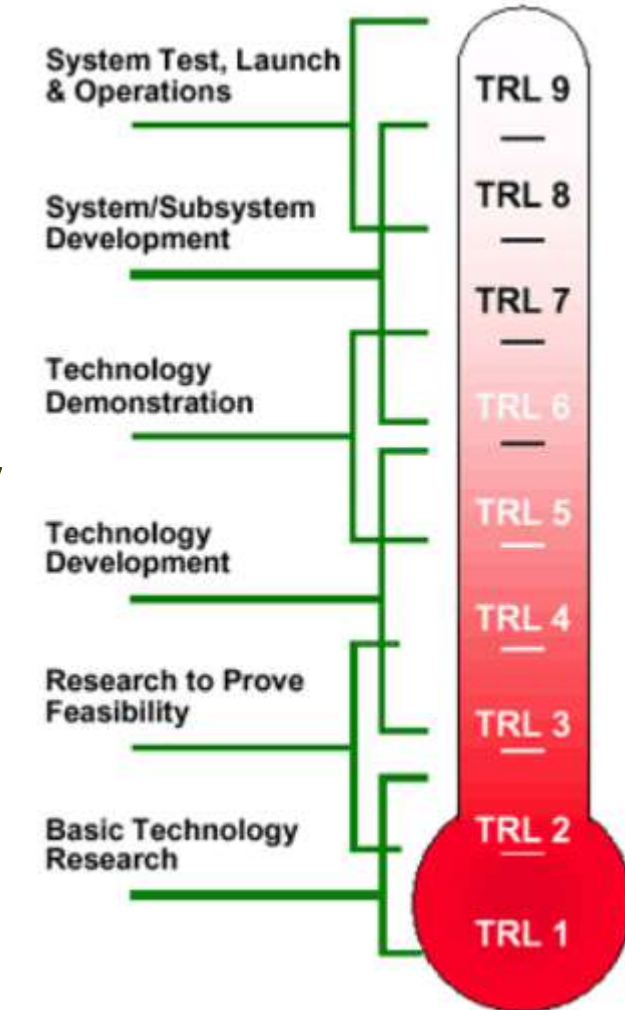
Source: Wikipedia *https://en.wikipedia.org/wiki/Technology_readiness_level*

TRL: Technology readiness level

Source: https://www.gamechangers.technology/technology-readiness-levels/

TRL: Technology readiness level

Source: https://www.uk-cpi.com/blog/the-innovation-challenge-and-the-valley-of-death
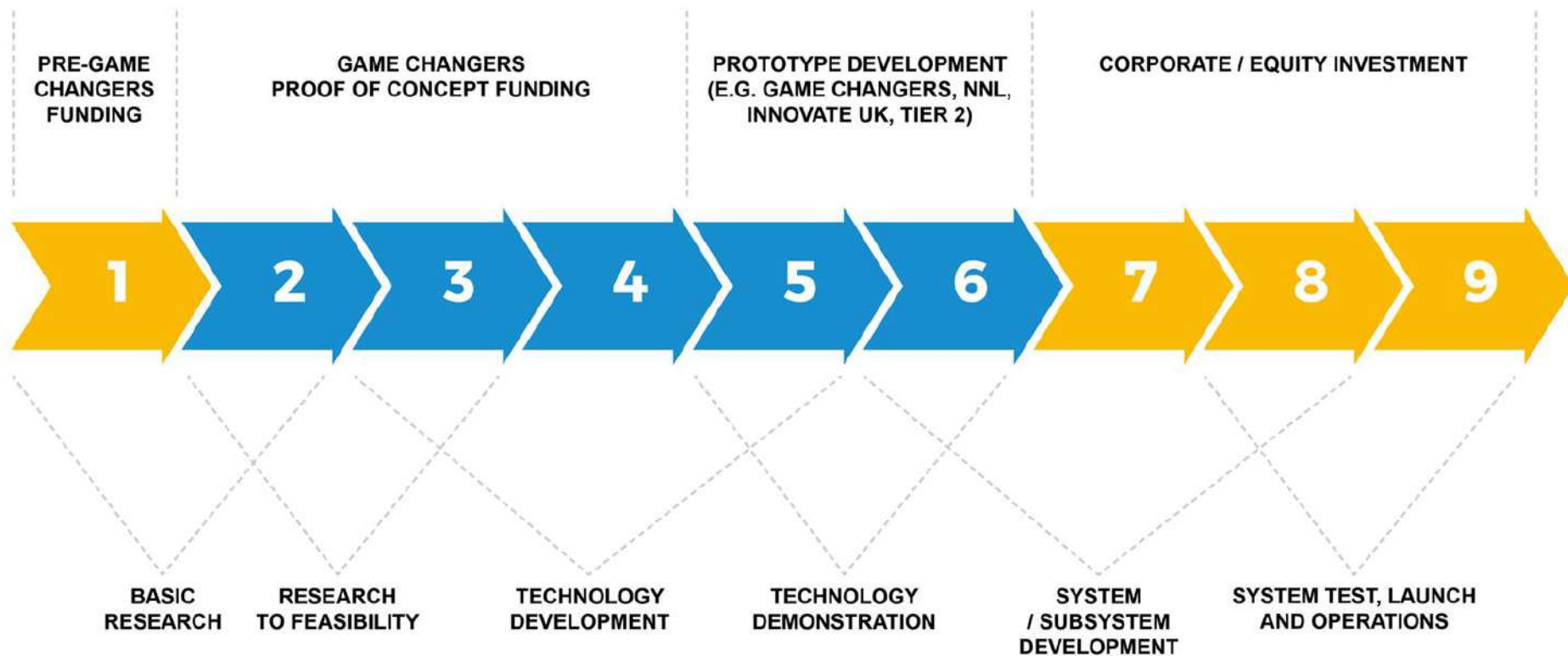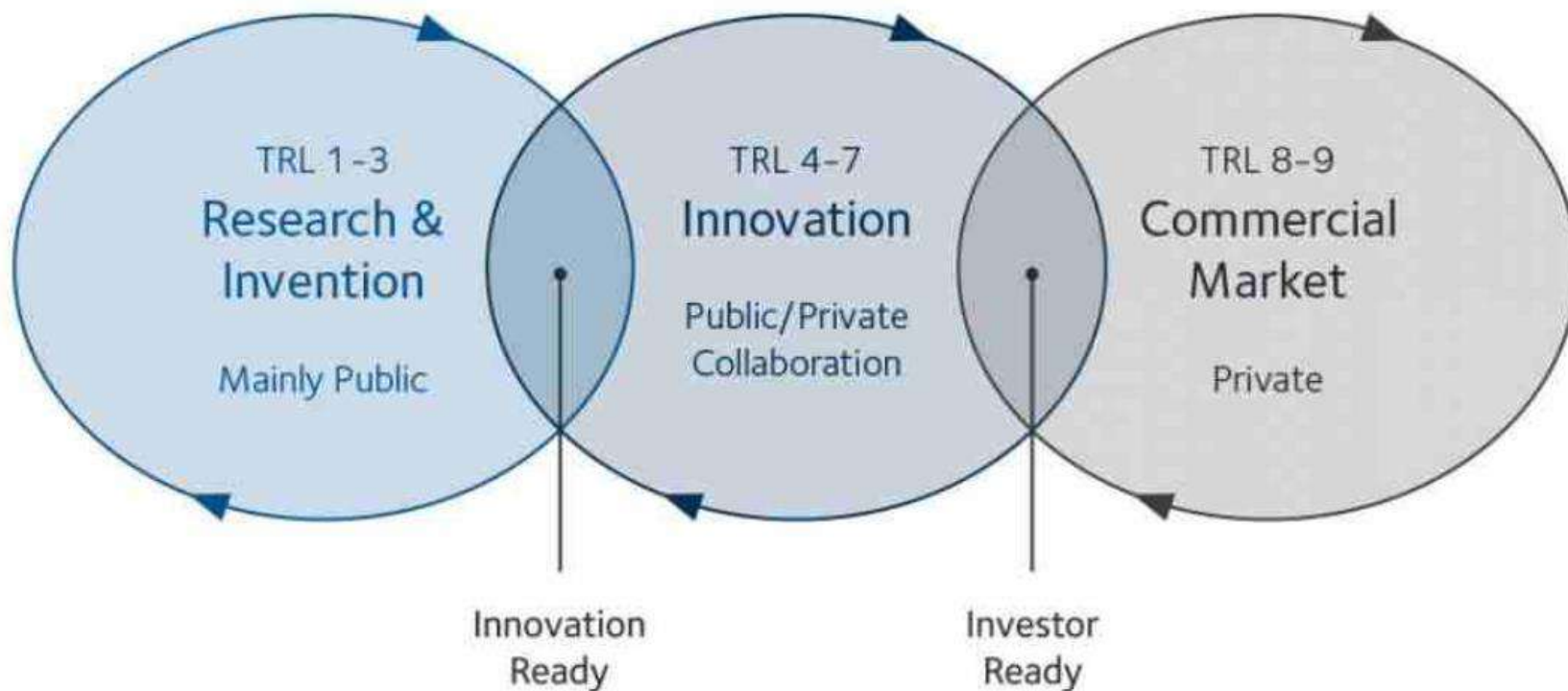
Are we good at valorisation?

HORIZON 2020 Program: crossing The Valley of Death

http://www.nature.com/news/2008/080611/full/453840a.html

The Valley of Death:
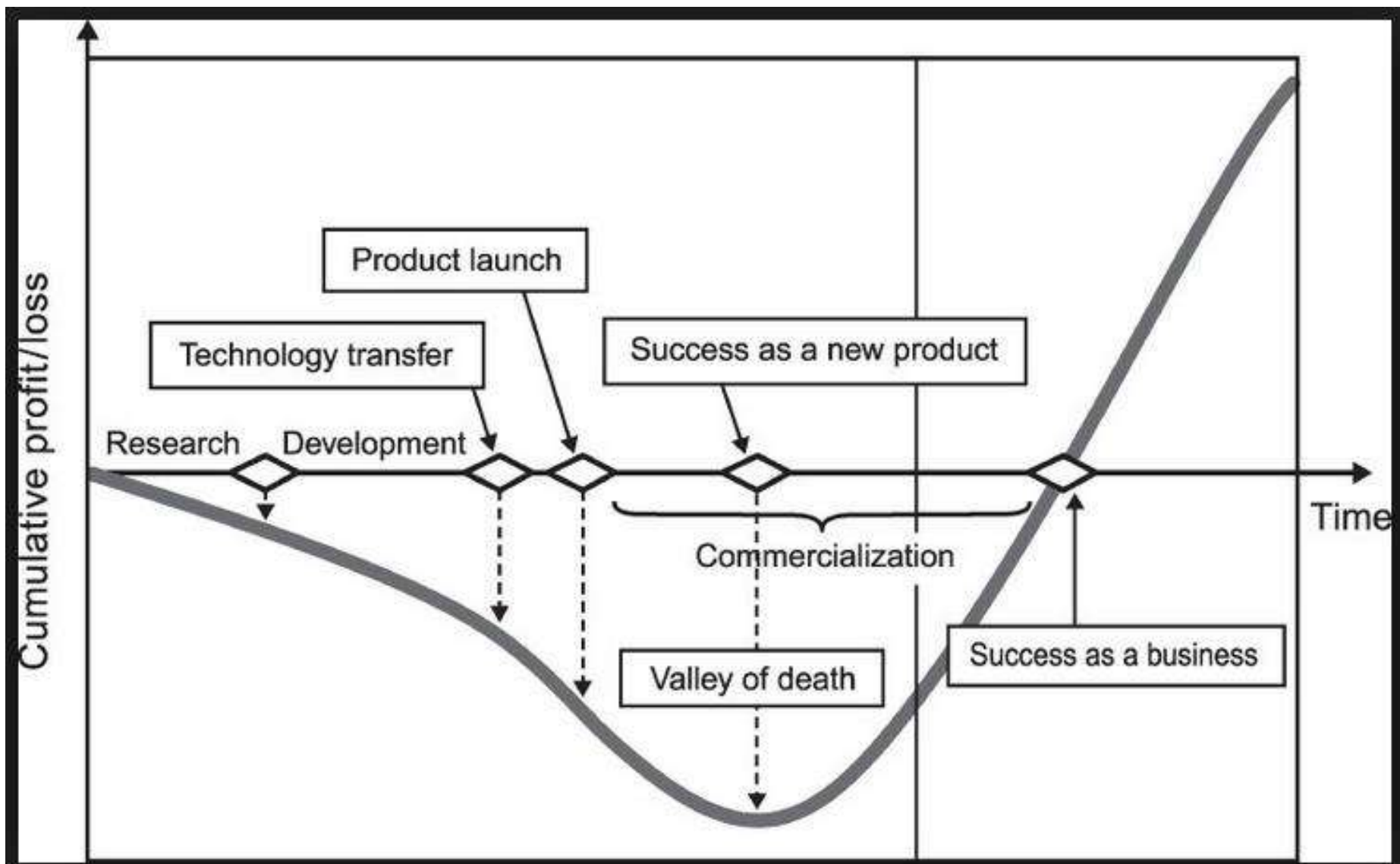
The valley tends to appear at the point where a conceptual idea needs to be turned into a working prototype in order to demonstrate that it works, assess production costs, and to outline the equipment and processes needed for manufacture.
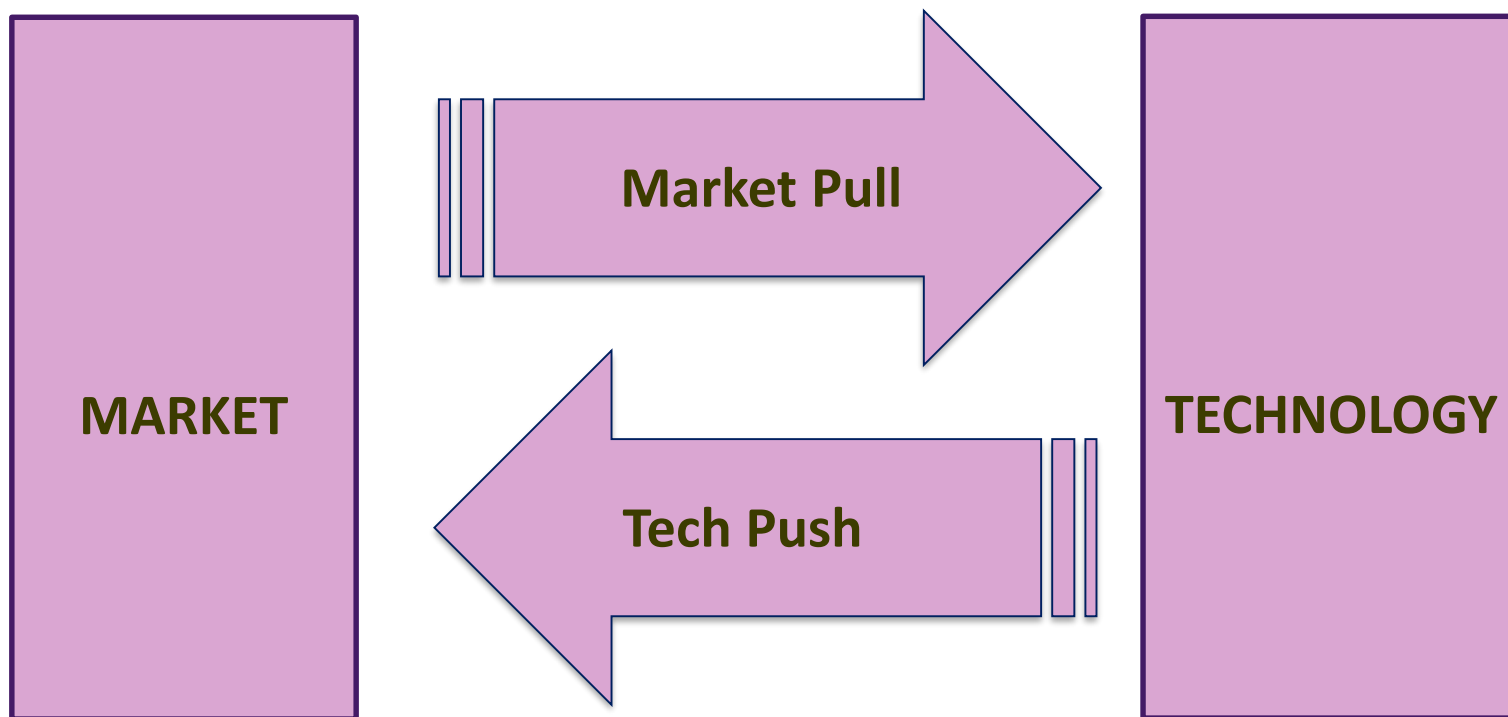

Figure 2. Innovation Spectrum
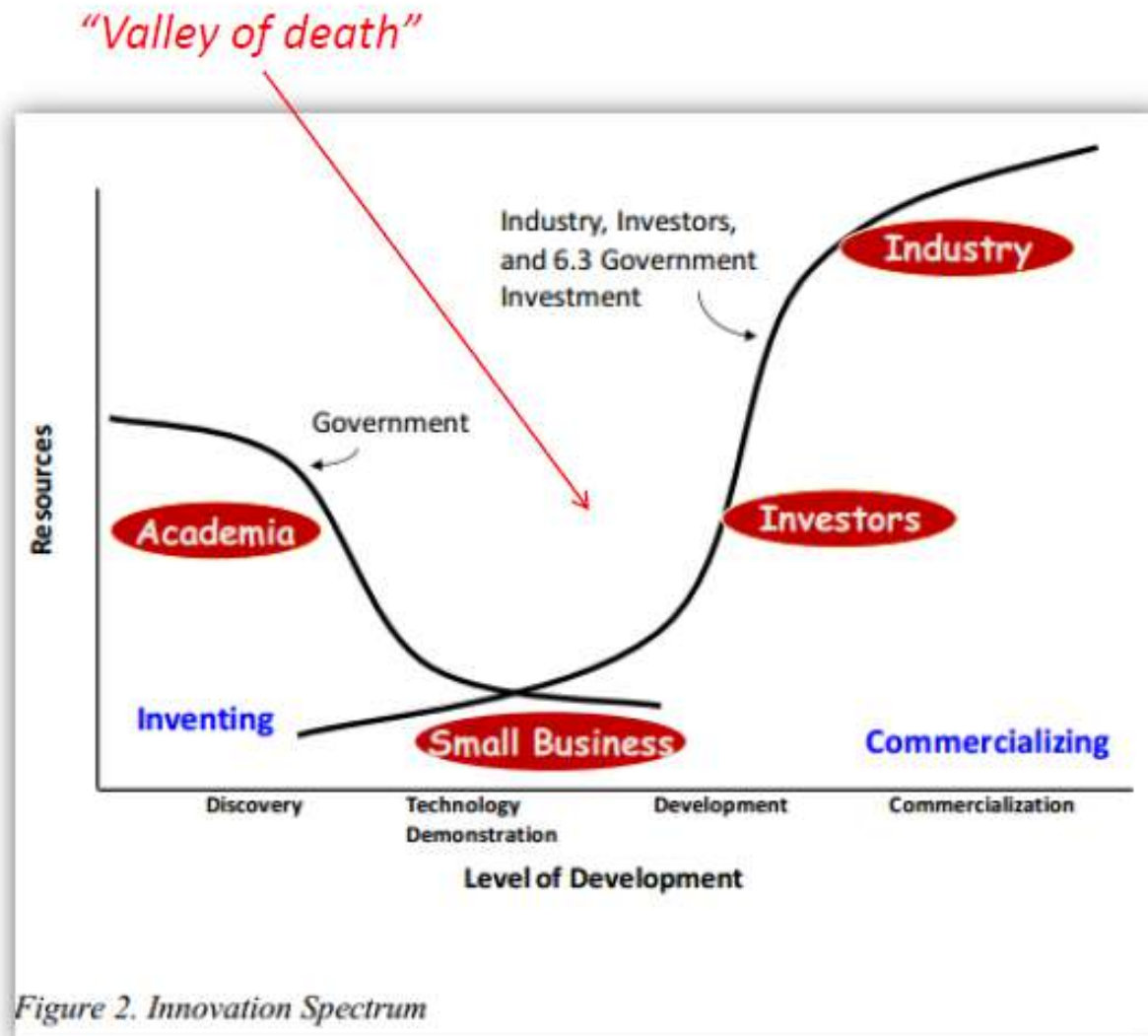
Source: Deborah J. Jackson: What is an Innovation Ecosystem?

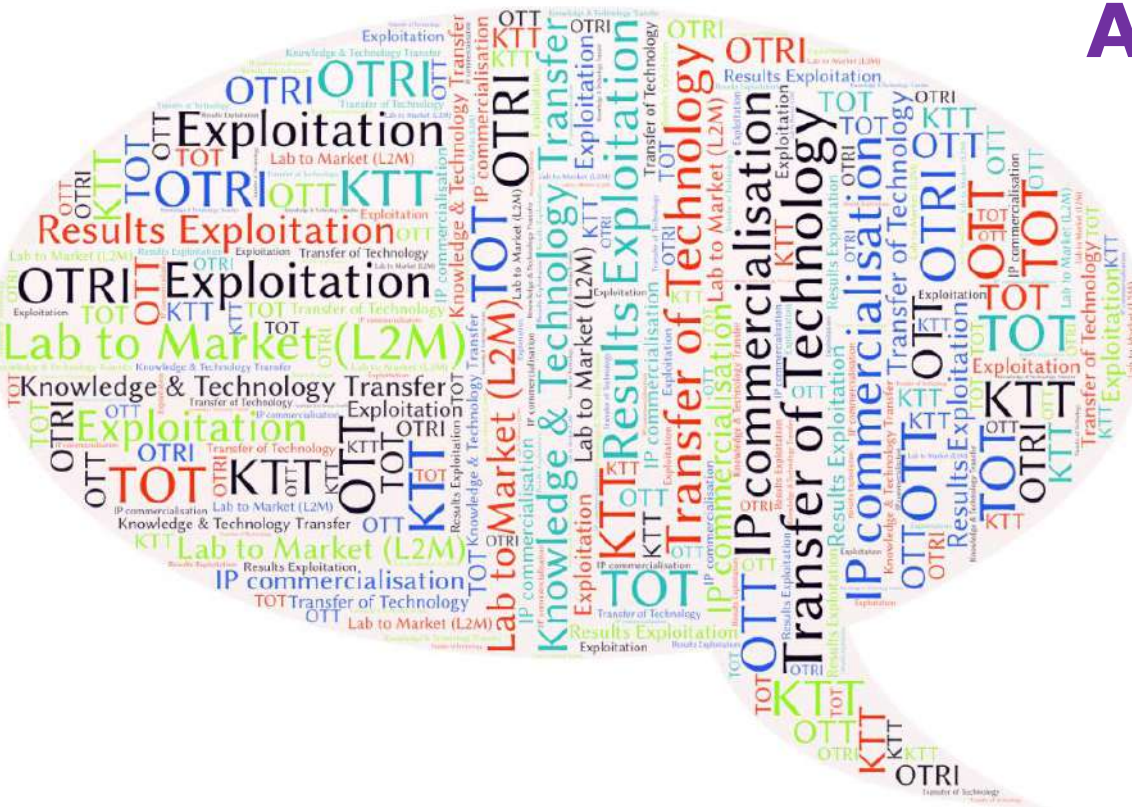# The Technology transfer process at EURECAT

Technology vs Market

MARKET → **Market Pull** → **TECHNOLOGY**

TECHNOLOGY → **Tech Push** → **MARKET**
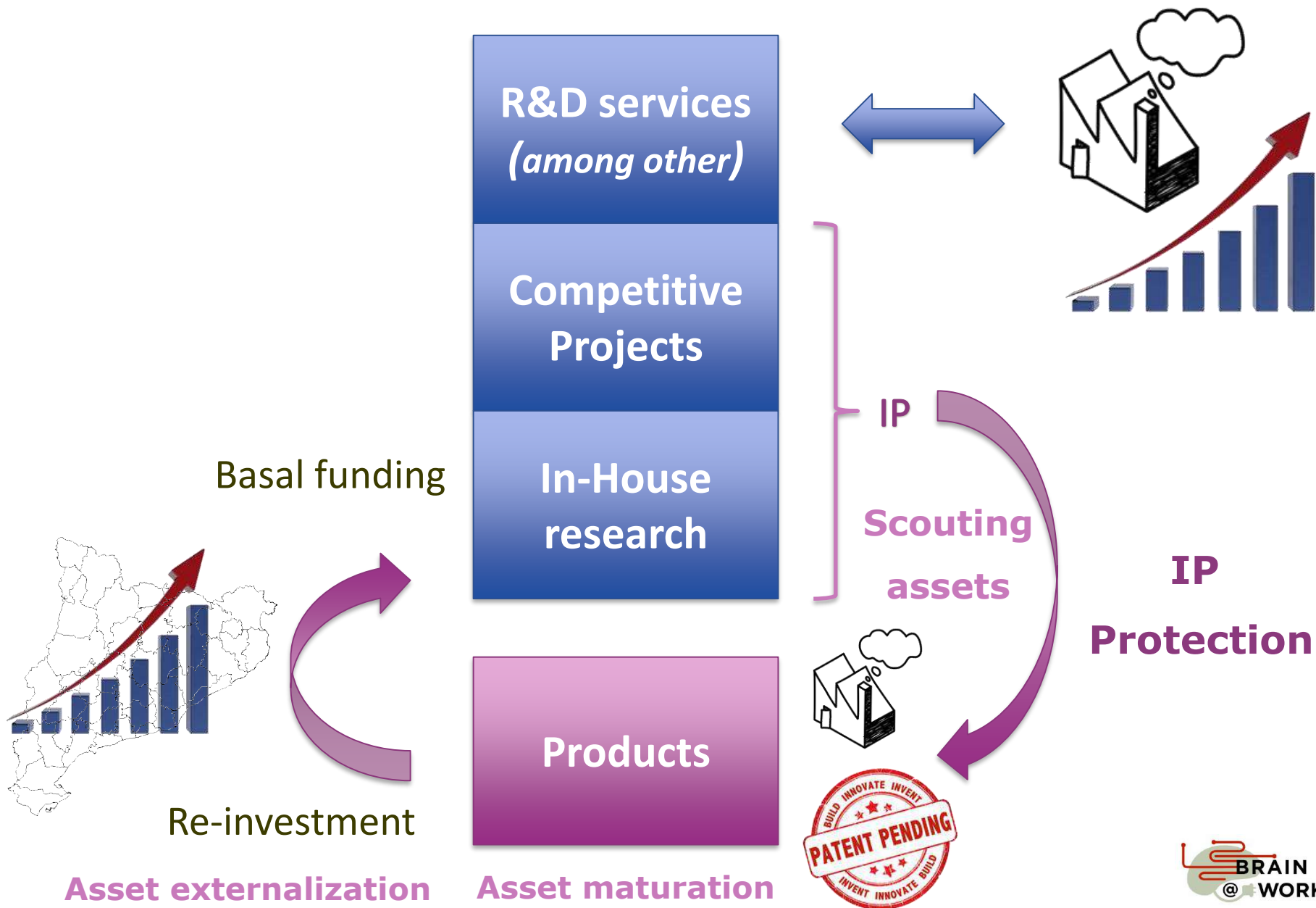
Eurecat Model

Exploitation model at Eurecat

IP

Scouting & identification

Maturation and development

Externalization

Follow-up & Revenues
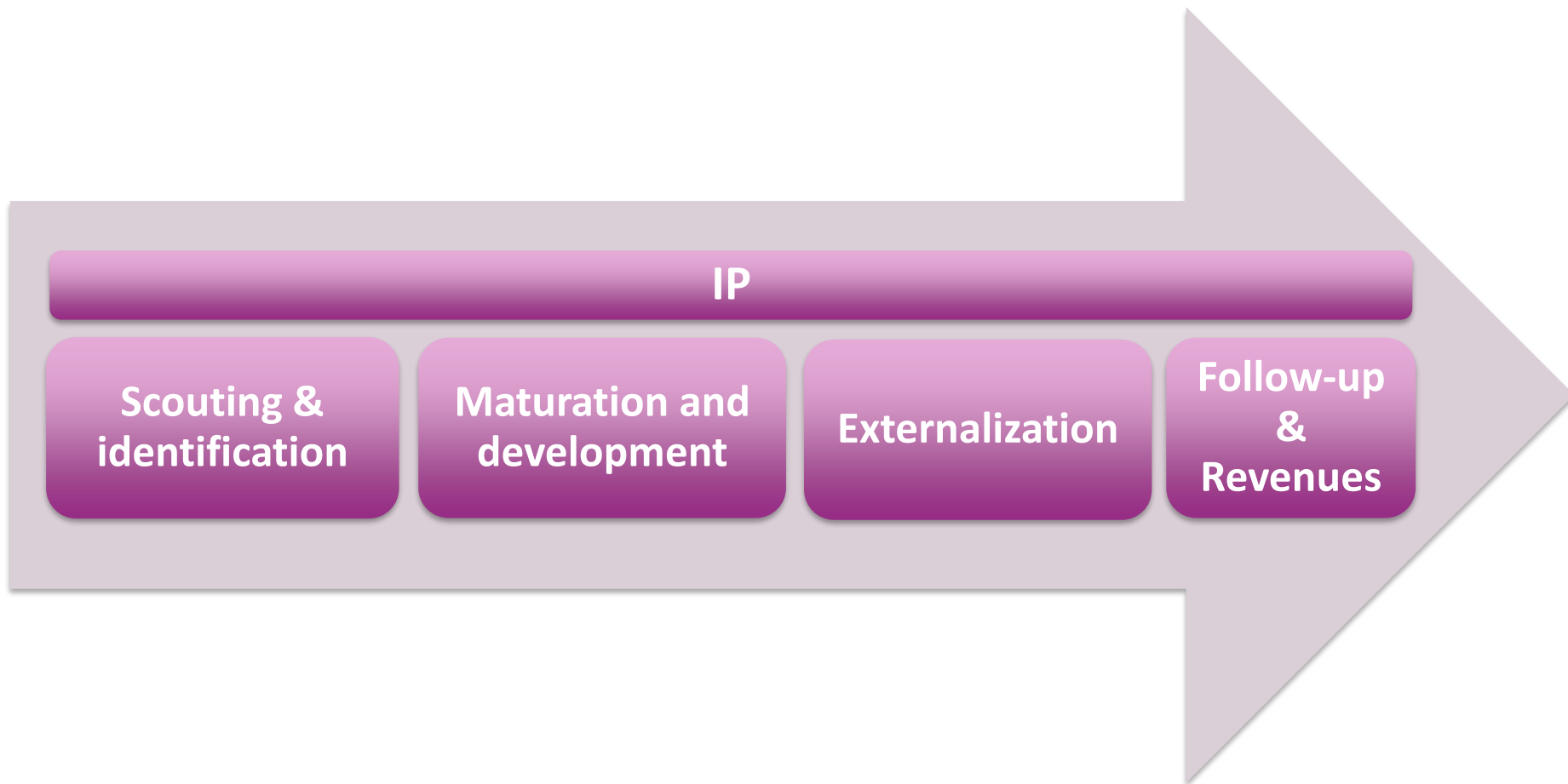
Who conducts exploitation?

THANKS
ANY QUESTIONS?

www.eurecat.org

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