WORKING WITH INDUSTRY

Lisa Lorenzen, Ph.D.  November 2015
ISURF/OIPTT: We Are A...

Technology Transfer Organization.
Researchers, Inventors and Industry

- Form research partnerships
- Protect intellectual property
- Commercialize technologies
We Help Them Do These Things By

- Determine and implement the appropriate industry research-related agreements
- Filing Patents
- Licensing Technologies
Fulfilling our Mission to “commercialize technologies for the public good”
TOP 20 TECHNOLOGIES WITH IMPACT

- Lead-Free Solder
- Method of Transmitting Digital Data
- Multiplexed Capillary Electrophoresis System
- AFA Soybeans
- Watermelon “All Sweet”
- HMB for Humans/Method increasing lean meat tissue
- Method of Raising Beef Cattle
- Strain 55 Vaccine (Kennel Cough)
- Canine Influenza Virus
- Natural Herbicide from Corn Gluten meal
Genetic Markers for Improved Reproductive Traits (Pigs)

Bacterial Attenuation Method/SC-54

High Temperature Coatings

Atrophic Rhinitis Vaccine

Infectious DNA Clones (Porcine Circovirus)

Improved Lead-Free Solder

Soybean Transformation and Regeneration

Detecting Contamination

Prolactin Receptor Gene

Human Modeling Software
Research Agreements: Flexible Solutions

- **Traditional**: non-exclusive royalty-free license, option to exclusive
- **Managed Financial Risk**: 10% exclusive option fee, no royalties until annual net sales >$20M
- **Company Owns IP**: 75% assignment fee
- **Niche Agreements**: Custom solutions for field trials, product testing, center memberships and more.

www.industry.iastate.edu/flexiblesolutions
Confidentiality Agreement Questionnaire Form

Principal Investigator Information

Email Address *

Last Name *

First Name *

Department *

If the other party sent you a draft agreement, please attach here:

Browse...

1. How would you best describe the other party? *
   Please choose from this list

In order to prepare the Confidentiality Agreement, OSPA-Industry would appreciate your answering the following questions:

2. Will you be providing or receiving any biological or chemical materials or software during your discussions with the other party? *
   - Yes
   - No

3. Will you or the company be doing any work at this point in time? *
   - Yes

http://apps.ospa.iastate.edu/
Averaging 67 signed agreements/month

- 601 signed agreements over 9 months
- 154 funded agreements
- On average the group has 90 agreement “in queue” at any given time

- 40% MTA/CDA fully executed in 14 days; 60% in 30 days
- 69% funded projects fully executed in 30 days
## Industry Workplan

### Speak the right language…

<table>
<thead>
<tr>
<th><strong>FEDERAL</strong></th>
<th><strong>INDUSTRY</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Abstract</td>
<td>Executive Summary</td>
</tr>
<tr>
<td>Background/History</td>
<td>Introduction/Benefits</td>
</tr>
<tr>
<td>Focus on Science</td>
<td>Focus on Application</td>
</tr>
<tr>
<td>Technical</td>
<td>Less Technical</td>
</tr>
<tr>
<td>Long</td>
<td>Shorter</td>
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</table>
TIMELINES

FEDERAL
Be optimistic
Squishy

INDUSTRY
Be realistic
Firm
### BUDGETS

#### Old Way

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salary</td>
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<tr>
<td>Benefits</td>
<td>3,000</td>
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<tr>
<td>Equipment</td>
<td>30,000</td>
</tr>
<tr>
<td>Supplies</td>
<td>5,000</td>
</tr>
<tr>
<td>F&amp;A (50%)</td>
<td>9,000</td>
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</table>

**Total** 57,000

#### New Way

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personnel</td>
<td>9,500</td>
</tr>
<tr>
<td>Equipment</td>
<td>30,000</td>
</tr>
<tr>
<td>Supplies</td>
<td>7,500</td>
</tr>
</tbody>
</table>

**Total** 57,000
What is more important?

1. The contract

2. Your relationship with the technical contact in industry
Intellectual Property

The next best thing since sliced bread.

Idea

Protectable

Will it make money?
Be mindful of *confidentiality*

Watch out for non-traditional *public disclosures* (including proposals), they limit or eliminate patent rights

Don’t *co-mingle* funds

Pay attention to the *sponsor rights* - publication, reports, intellectual property, etc.

Keep *lab notebooks* current, complete, countersigned and dated
EVALUATE TECHNOLOGIES

- Patentability, copyright or other
- Commercial potential
- Funding source rights
PROTECT INVENTIONS

- Outside counsel selection
- Inventor involvement
- Filing ➔ Issue can take 3 or more years
- Average cost of a utility patent = $18,000
COMMERCIALIZING TECHNOLOGIES

- Develop marketing materials
- Identify appropriate companies
- Initiate marketing efforts
- Negotiate agreements
POST LICENSE ACTIVITIES

- Manage agreements / Monitor for compliance
- Perform audits
- Share royalties
- Pay patent maintenance fees
VISION

LOOK AHEAD

1 YEAR: END OF 2015

1. Increase invention disclosures by 2017. Begin to identify and evaluate opportunities for additional income.
2. Develop relationships with top 20 ISU departments, and 12 external organizations.
3. With an entrepreneurial mindset, probe industry and licensees for unmet needs and wants.
4. ISURF participates in the development of successful startups.
5. ISURF has a can-do culture with people who listen and ask questions with the goal of finding a path forward.
6. Find a dynamic marketing and communication resource to define and market the ISURF brand.
7. Develop and define the ecosystem partners, processes and metrics.

3 YEAR: END OF 2017

1. Increase agreements with license potential by 50%.
2. Convene and partner with other sources of talent and ideas to align with our strengths not limited by geography or entity type.
3. Develop a program packaged to turn out licensees into strategic partners through the offering of additional services.
4. We encourage out inventors to pursue or form a start-up company by showcasing success stories.
5. We take a proactive approach in all directions (faculty, researchers, industry) and empowering our staff to forge ahead.
6. Our deployment of the marketing story results in increased business flow. We are a known entity.
7. Communications and agreements with ecosystem partners are working well.

5 YEAR: END OF 2019

1. Financially independent with technology development funds.
2. We strategically expand the network to result in more ideas, more diverse talent that creates more demand for our work.
3. ISURF is a strategic consultant and partner, facilitating an ongoing relationship with private companies even after the license phase.
4. ISURF is licensing at least five start-ups per year.
5. Because of our culture and proactive approach our processes are refined and we are a high functioning org running on all cylinders.
6. Through a clear and consistent story told internally and externally, stakeholders understand and appreciate the value add of ISURF.
7. A synergistic and symbiotic relationship exists between ISURF, EDIR, and all connected ecosystem partners.

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