Overview of Standard University IP/Technology Transfer and Commercialization Process Across Different Regions

Yumiko Hamano
IP Consultant – IP Commercialization
Partner, ET Cube International

© 2019 Yumiko Hamano
Innovation Management

Technology

Intellectual Property

IP Commercialization

Business

© 2019 Yumiko Hamano
TT & IP Commercialization Process

1. R&D Mgt.
2. Invention Disclosure
3. Tech. Evaluation/Market Assessment
4. Decision of Patent Filing
5. Patent Filing
6. Technology Marketing Approaching Companies/investors/collaborators
7. Feasibility study/Business Development
8. Licensing to Existing Company
9. Product Dev./Manufacturing/Product Marketing/Distribution

Liaison with Industry

TTO (Supported by Univ. IP Policy)

Launch into the Market

© 2019 Yumiko Hamano
Necessary Ingredients

- Solid IP Laws/legal framework:
- Political Will
- Strong R&D:
- Innovation Support System
- R&D/Innovation Funds
- Business Environment/Market Conditions
- PPP/Collaboration/Network
- HR Competencies:

© 2019 Yumiko Hamano
Early Stage TTO

- Well defined IP strategy;
- Effective IP policy, and implemented;
- Effective TTO structure;
- Effective internal organization;
- Competent Human resource;
- Marketable technology;
- Close communication with industry and strong links;
- Well networked TT community

Awareness

Missions defined

Technology Management

IP Strategy Integrated

Sustainable TTO Operations

© 2019 Yumiko Hamano
Effective Commercialization Strategies

Based on good understanding of:

- Competitive advantages of the technology
- Economic value of the technology
- IP Protection (Patent and others) and its value
- Market
- Impact
- Feasibility and scalability

And finding:

- Funding opportunities
- Potential partnership (licensees, R&D collaborations)
- Common ground for collaboration (Negotiation)
University Managers need to understand that:

- TT as University’s mission
- IP is a powerful tool for technology commercialization
- University plays an important role in the national innovation ecosystem
- PPP, especially university-industry collaboration is essential for effective commercialization
- EIE Project aims to enhance innovation capacity in universities

© 2019 Yumiko Hamano
Thank you for your attention

yhamano309@gmail.com
Yumikoh@etcube.com

© 2018 Yumiko Hamano