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GOVERNMENT OF TANZANIA



WORLD INTELLECTUAL
PROPERTY ORGANIZATION

**REGIONAL SEMINAR ON THE BENEFITS OF THE
INTELLECTUAL PROPERTY SYSTEM FOR UNIVERSITIES,
UNIVERSITY RESEARCHERS AND RESEARCH
AND DEVELOPMENT ORGANIZATIONS**

organized by
the World Intellectual Property Organization (WIPO)
in cooperation with
the Ministry of Science, Technology and Higher Education
of the United Republic of Tanzania

Dar es Salaam, June 20 to 22, 2000

UNIVERSITY-INTELLECTUAL PROPERTY OFFICES: THE FOCAL POINT FOR THE
PROMOTION OF INNOVATION AND INVENTIVE ACTIVITIES IN UNIVERSITIES,
RESEARCH AND DEVELOPMENT ORGANIZATIONS AND AMONG
INDIVIDUAL INVENTORS

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University Intellectual Property Offices as Focal Point

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Dar es Salaam, Tanzania, June 2000
Sponsored by the World Intellectual Property
Organization & Government of Tanzania

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Utah State University Office of Technology Commercialization

MISSION STATEMENT

THE MISSION OF THE UTAH STATE UNIVERSITY
OFFICE OF TECHNOLOGY COMMERCIALIZATION IS
TO BENEFIT THE PUBLIC, THE UNIVERSITY AND ITS
FACULTY BY TRANSFERRING RESULTS OF UTAH
STATE UNIVERSITY RESEARCH INTO SOCIETY
VIA LICENSING AND NEW BUSINESS
DEVELOPMENT.

Success Criteria for Exploiting Research Intellectual Property

- Research Capacity
- Vision
- Commitment
- Administration
- Support Organizations

Relationships with the Inventor

- Importance of Inventor Support
- Resource Materials for the Inventor
- Seminars
- Establishing a Presence
- Who Serves Who

Inventor Resource Materials

- Policies
- Brochures
- Patent Information
- Newsletters
- Disclosure Forms

Establishing a Presence

- Attend Faculty Meetings and
Presentations
- Walking the Halls
- One on One
- Institutional Presence

Seeking Intellectual Property Protection

- Use of On-line Data Bases
- Use of Professionals/Attorneys
- Industry Networking
- Publication Factors
- Assessment of the Protection

Patent Attorney Relationships

- Role
- Selection
- Costs
- Communication

Assessing Commercial Viability of the Intellectual Property

- Industry Contacts
- Patent Review Committees
- Professional Services
- Common Sense

Commercial Exploitation Alternatives

- License to Mature or Startup Businesses
- Assignments
- Royalty vs. Equity

Licensing Issues

- Anatomy of a License
- Licensing Checklist
- Valuation, Royalties & Fees
- Benchmarking
- License Monitoring

AUTM Indices 1998

- 385 New Products Introduced
- 364 New Companies Formed
- \$33.5 Billion Economic Activity/Licensing
- 280,000 Jobs
- \$3 Billion Taxes Generated
- 17,088 Active Licenses and Options

Research Expenditures 1998

- \$24.4 Billion (up 7% from prior year)
- \$15.3 Billion from U.S. Federal Government (5% increase)
- \$2.4 Billion from Industry (9% increase)

Invention Disclosures

(1984 - 2000)

AUTM Patent Related Activity - 1998

- 11,784 Invention Disclosures (4% increase)
- 4,808 New U.S. Patents filed (13% increase)
- 3,224 U.S. Patents Issued (22% increase)

Number of Patents Issues

AUTM Start-up Activity

- Since 1980, 2,578 New Companies formed based on academic licenses (364 in 1998)
- Equity Interest acquired in 272 transactions in 1998 (up 8%)

Business With Utah State University Origins

- 81 PLUS COMPANIES
- EMPLOY APPROXIMATELY 1,250
- ESTIMATED ANNUAL REVENUES OF \$134,000,000

AUTM Licenses and Options 1998

- 3,668 new licenses and options (up 10%)
 - 63% with newly formed or small business
 - 37% with large companies
 - 54% exclusive - 46% nonexclusive
 - 92% to startups were exclusive
 - 50% to large companies were exclusive

License & Option Agreements

AUTM License Income - 1998

- 7,460 License/options yielded income
- \$725 Million in license revenue (19% increase from 1997)
 - 78% earned on product sales
 - Remainder from cashed in equity, milestones & fees

Royalty Income

AUTM Significant Technologies 1998

- Storm Vision - storm predictor (MIT)
- Panretin - topical treatment for AIDS (Salk)
- Quad 7 - lower cost weed control (NDSU)
- Taxol - cancer drug - new synthesis reduces cost - (FSU)
- Genetic marker test to identify spider lamb syndrome in sheep (USU)
- Fast ForWord - courseware to remediate learning difficulties (Rutgers, UCSF)

Utah State University Key Commercial Technologies

- Image Compression (MRVQ)
- Ultra-High Temperature Treatment of Foods
- Genetic Marker for Lean Lamb Gene
- 23 different barley, grass and wheat varieties
- Over 100 instructional materials for children with disabilities
- Infant Hearing Impairment Assessment Systems
- Aggie Ice Cream

Related Agreements

- Options to License Agreements
- Confidentiality Agreements
- Material Transfer Agreements
- Research Agreements

Core Resources for a Technology Transfer Office

- Handout

Professional Organizations

- Association of University Technology Managers (AUTM)
- Licensing Executives Society (LES)
- Association of University Related Research Parks (AURRP)
- National Business Incubator Association (NBIA)
- Various Venture Capital and Financing Organization

Case Studies

The Challenge
The Opportunity