

**KU Center for  
Technology Commercialization**  
*“Promoting Innovation to Benefit Society”*

**November 2008**

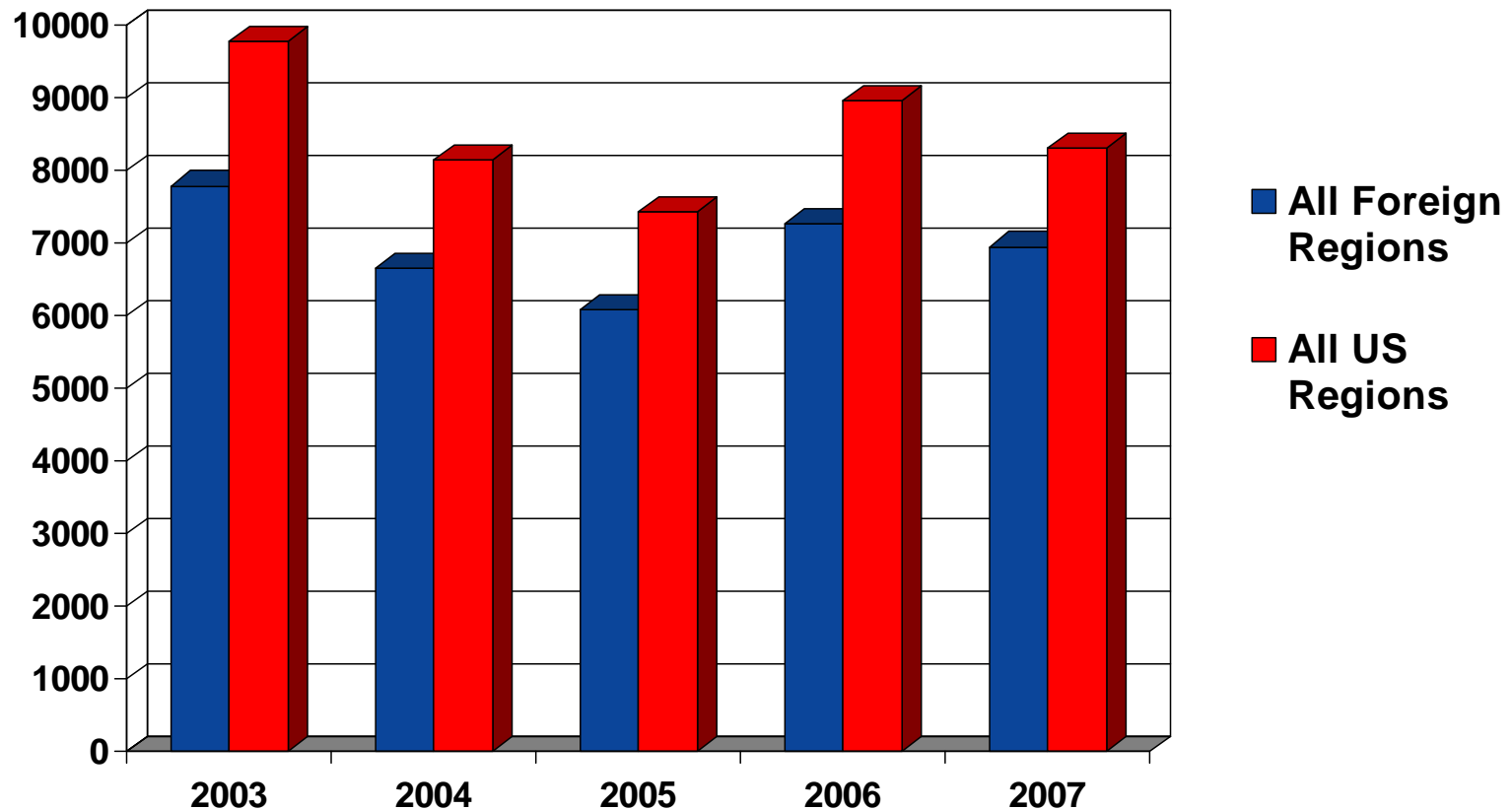
# U.S. National Activity FY 2006

- **\$45 billion industry sponsored** academic R&D
- **18,874 new inventions** disclosed
- **11,622 new U.S. patent applications** filed
- **3,255 new U.S. patents** issued
- **4,963 new licenses** signed
- **64.1% new licenses** with start-ups and small companies
- **553 new start-ups** launched
- **697 new products** introduced to market from active licenses

Source: Association of University Technology Managers 2006 Survey Report

# Activity for Drug Discovery and Development

Five-year trend in United States versus foreign utility patents granted by the U.S. Patent and Trademark Office for technology classes 424, 435, 606, 530 & 532.



Source: US Patent and Trademark Office

# Technology Commercialization Process

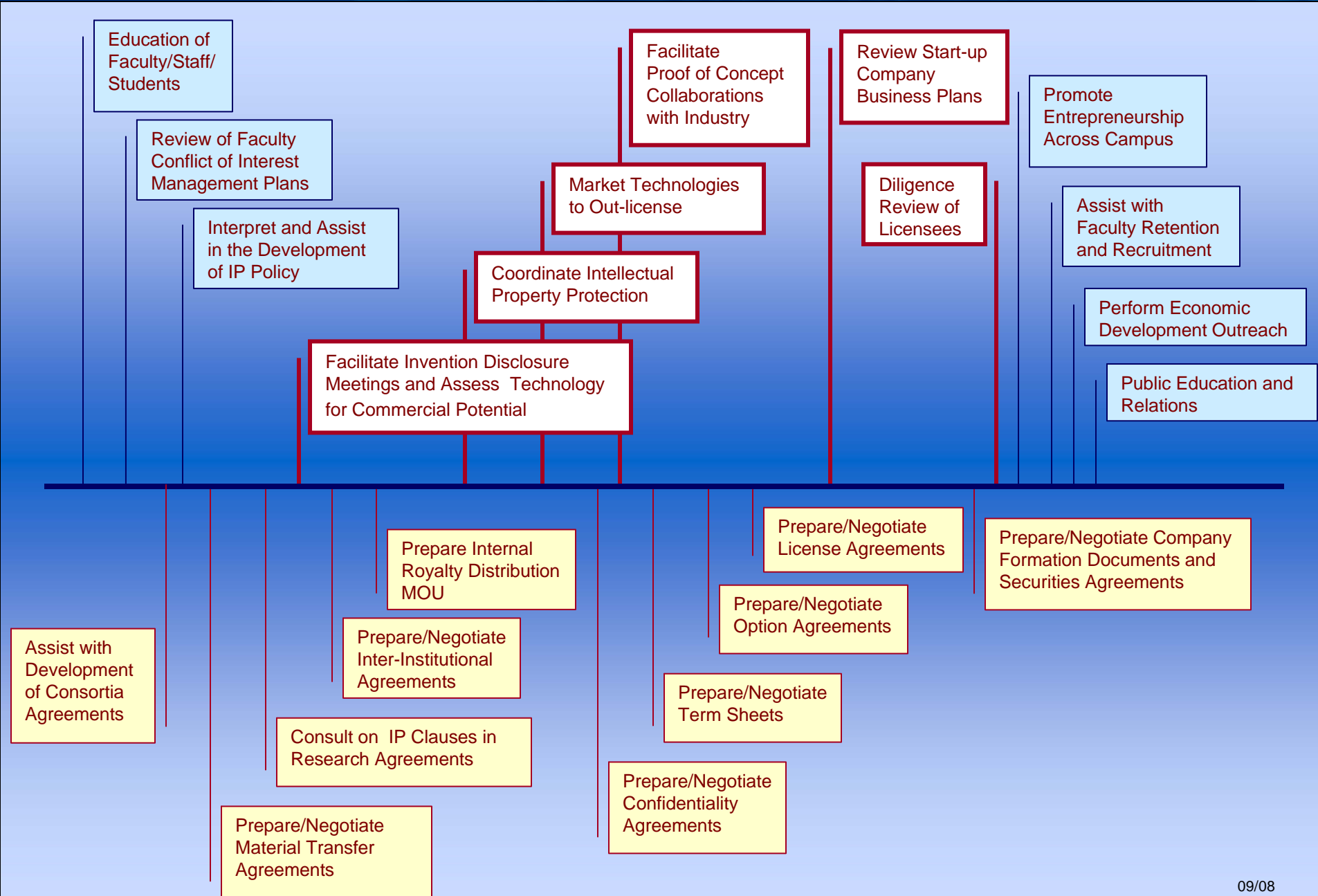
- **Disclosure of invention**
- **Initial evaluation and market research**
- **Commercialization strategy**
- **File patent/copyright/trademark**
- **Potential enhancement of technology**
- **Material Transfer/Research Agreements**
- **Out licensing or Company spin-off**



# Functions of Technology Commercialization

- **Ensure public benefit from university research through commercialization of inventions created at university**
- **Negotiate various contracts/agreements**
- **Promote collaborative university research**
- **Facilitate the protection of intellectual property**
- **Educate faculty and students in intellectual property**
- **Assist with retaining and recruiting university faculty**
- **Generate revenue to support research and graduate education**
- **Participate in regional and state economic development**

# Technology Commercialization Activities



# Marketing: Working Closely with Inventor

- Database searches, associations lists, conventions, publications and personal networking
- Non-confidential disclosures
- Confidential disclosures
- Corporate partner for licensing and/or additional funding

# Universities Create Start-ups Companies to...

- **Develop platform technologies** and revolutionary discoveries in an entrepreneurial environment
- **Promote local economic growth** (jobs)
- **Further research on discoveries** too embryonic to be of interest to large companies (risk-reward)
- **Generate a quicker financial return** (equity liquidation before royalties flow)

# Issues for Start-up Companies

- Management
- Capitalization
- Market
- Product/Services
- KU Equity/Royalty
- License Agreement
- Business Incubator Needs

## **For more information contact**

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