



Office of Technology Management

University of Illinois at Urbana-Champaign



# Technology Transfer at Illinois

## A Seamless System of Resources

Del Kranz

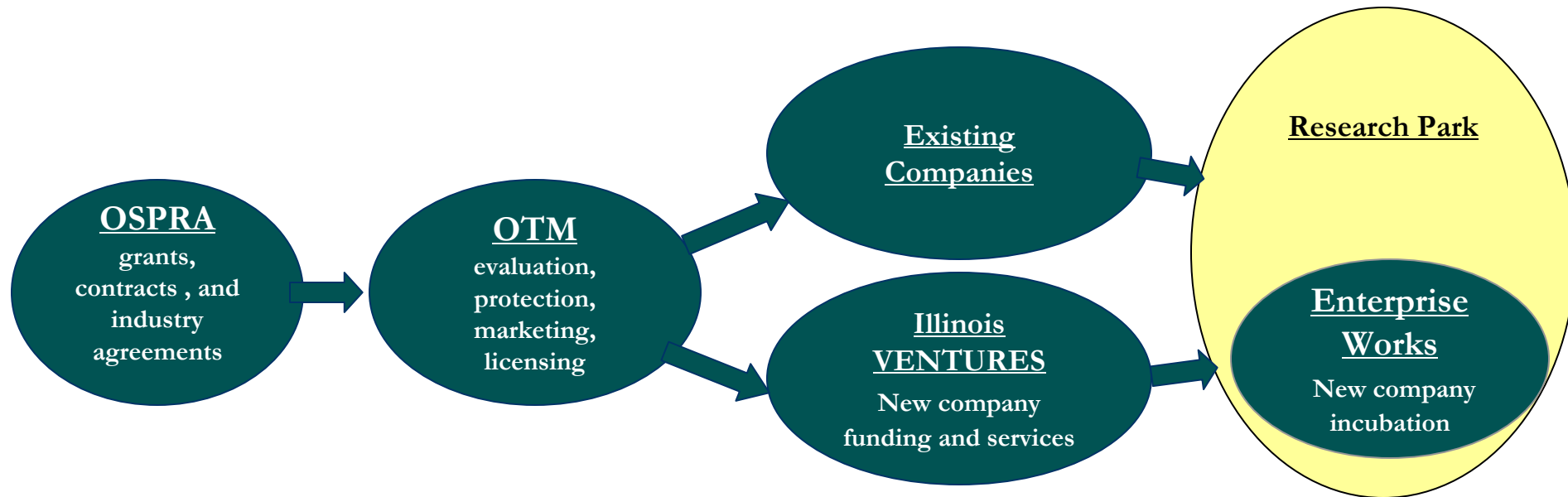
Office of Technology Management

February 12, 2010



# Illinois' Seamless System of Resources

Research → Innovation → Commercialization (Companies)

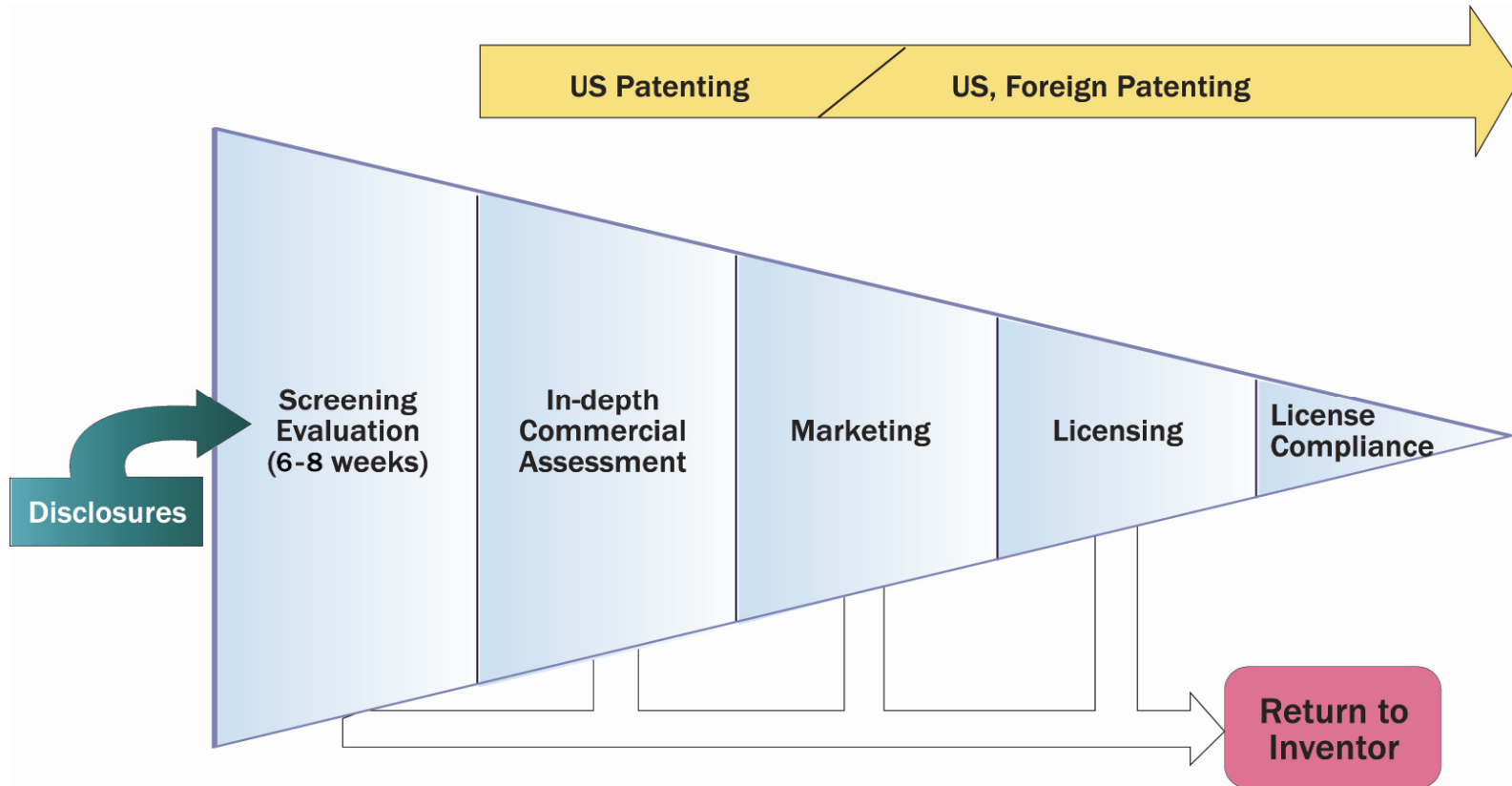


## Educational Resources

Technology Entrepreneur Center (TEC),  
Academy of Entrepreneurial Leadership (AEL), Illinois Business Consulting (IBC)

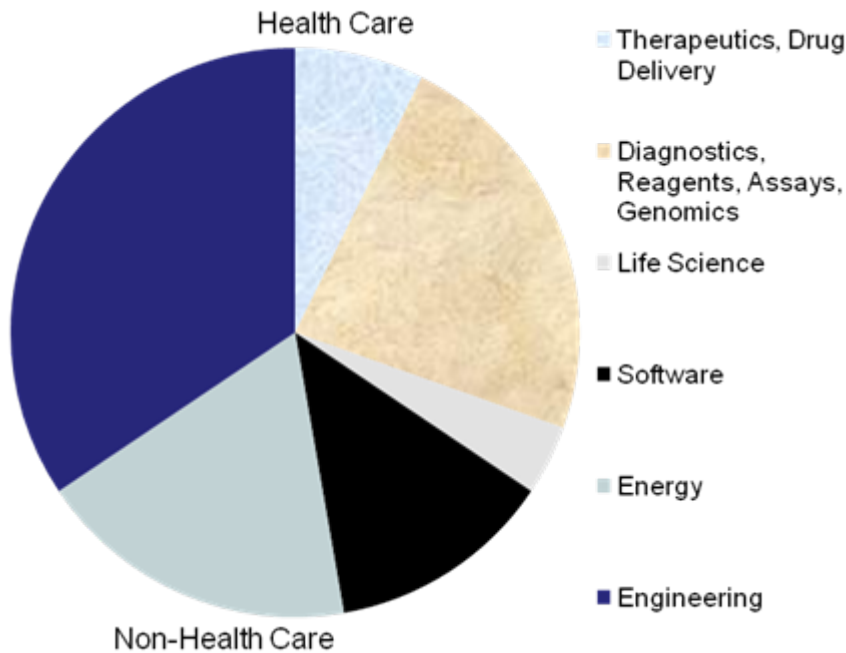


# OTM Commercialization Process Overview





# Portfolio Snapshot – OTM



- ~ 1,200 active technologies
- ~ 200 new disclosures /year
- ~ 350 active patents
- ~150 new applications filed/year
- ~ 150 active, revenue generating licenses
- ~ 40 new licenses /year
- Licensing revenues - \$4-\$7 M
- ('05-'09)



# What is intellectual property?

Encompasses all forms of  
creativity:

Inventions, discoveries, know-how, show-how, processes, unique materials, copyrightable works, original data and other creative or artistic works.





# Types of intellectual property:



Patents



Trademarks



Copyrights



# Why should You be interested in IP?

- **Thesis & Graduation & Publication**  
Copyright
- **Sponsorship & IP**  
Sponsors usually have terms covering IP and publication
- **University IP**  
Inventors share in University income
- **Future jobs / Start Ups**  
IP - Patents are very important to Companies



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The Office of Technology Management (OTM) manages the *Intellectual Property (IP)* generated by research at the UIUC.

This includes identifying, evaluating, protecting, marketing, and licensing.

The OTM seeks to transfer the University's *intellectual property* to partners/companies with the resources to develop research ideas into commercial applications.





# How does the OTM decide what IP should be commercialized?

**BETTER**

**FASTER**

**CHEAPER**

The OTM looks at:

IP Protection

Market Fit

Vehicle for Commercialization



# How do we find corporate partners?

## Traditional marketing methods

- Finding leads through referrals and inventor contacts
- Attending tradeshows
- Mailings
- Newsletters
- Website postings
- Corporate presentations



*We are looking for partners that are good fits for the technology*



# How do we Transfer the IP? Through Licensing

- ▶ **What is a License?** A legal agreement between the owner of the IP (licensor) giving a company (licensee) the right to use the IP.
- ▶ **Defines rights and obligations of the parties**
  - ▶ **Owners can divide IP rights**
    - ▶ **By field, by territory**
    - ▶ **Exclusive, non-exclusive**
    - ▶ **Require Licensee**
      - ▶ **Payment of royalties**
      - ▶ **Diligence in commercialization**

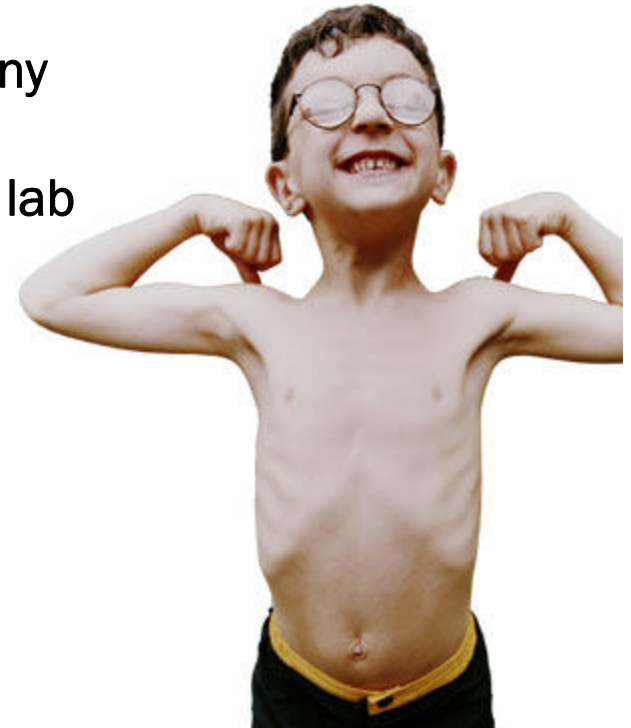


The *bottom line* is we strive to form “win-win” partnerships



# What does the OTM consider success?

- Signing a license
- Helping the investigator form a start-up company
- Bringing research money into an investigator's lab
- Bringing recognition to the University
- Getting products on the market
- Bringing \$\$\$ to the University and Inventors





# At UI, Who owns your IP?

- General Rules *Article III Intellectual Property*  
<http://www.uillinois.edu/trustees/rules.cfm#art3>.
- Excluding certain copyrighted works\*, University owns all intellectual property (IP) developed by employees or **anyone** using University facilities, equipment or funds.
- \* Traditional Academic Works are author-owned



# Exceptions to UI General Rules: Ownership by Students

- There are two common situations in which the University has typically granted exceptions to the University *General Rules* to allow **students to own the IP they create**
  - Student Class Design Projects
  - Student Entrepreneurial Activities



# When do the exceptions apply?

- Likely to apply to the activities you are doing with
  - Tech Entrepreneurship Center
  - Patent Pilot Program (patent preparation)
  - Use of Authorized space in Enterprise Works
  - Business plan competition awards
- ASK the activity coordinator or the OTM whether the activity qualifies as an approved exception



# When don't the exceptions apply?

- When there is another University inventor
- When there is University background IP
- When University resources beyond what is routinely provided to the class or activity





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# For more information....

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<http://www.otm.illinois.edu>