

UNIVERSITY TECHNOLOGY TRANSFER & COMMERCIALIZATIO

An Art of Win-Win
Transactions at Every Level



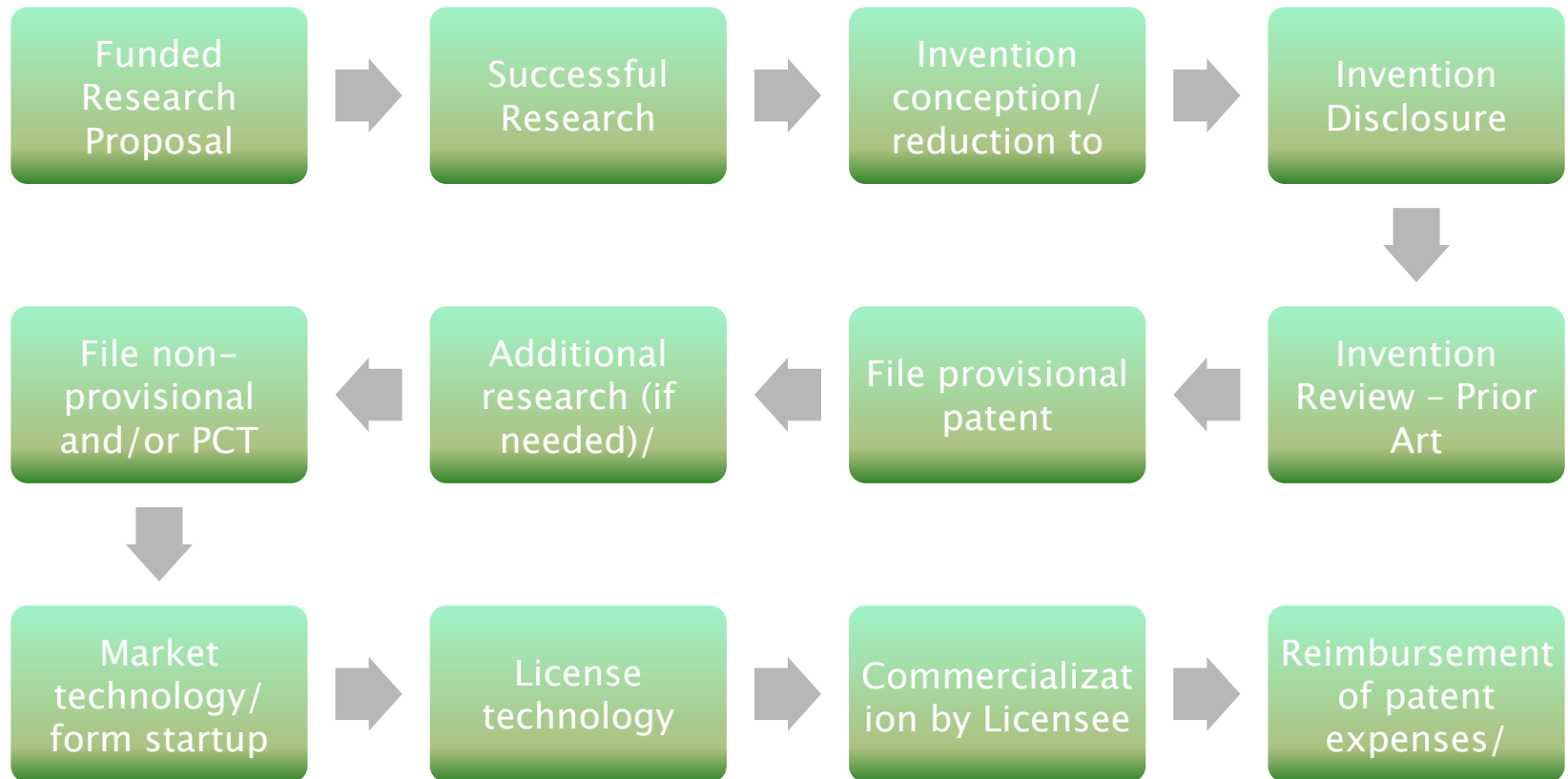
WHAT IS TECHNOLOGY TRANSFER?

Taking the tangible and intangible intellectual property produced at the University and licensing/selling it to an entity to commercialize and distribute it

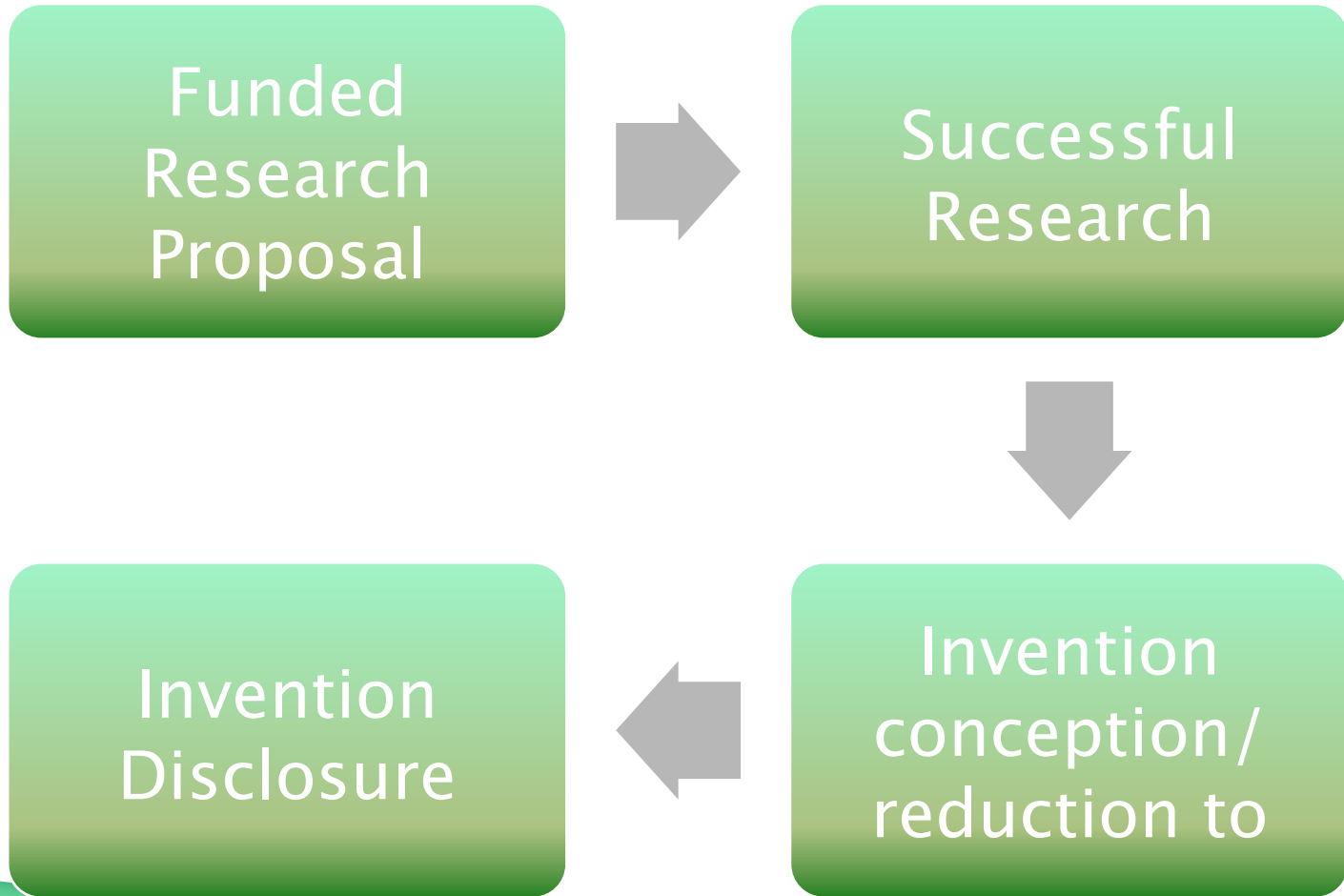
Sounds simple right?



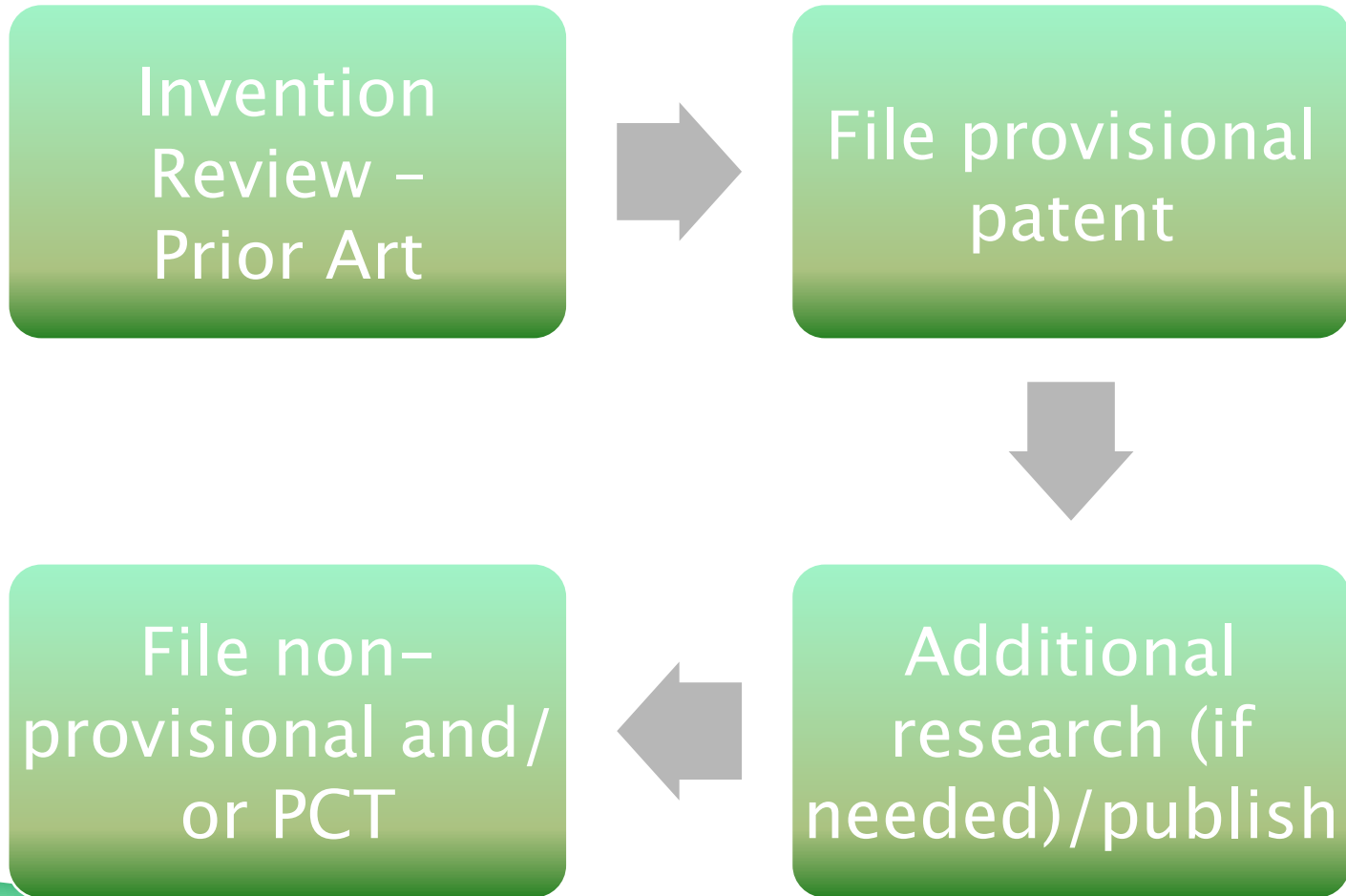
WHAT IS THE TECHNOLOGY TRANSFER PROCESS AT A UNIVERSITY?



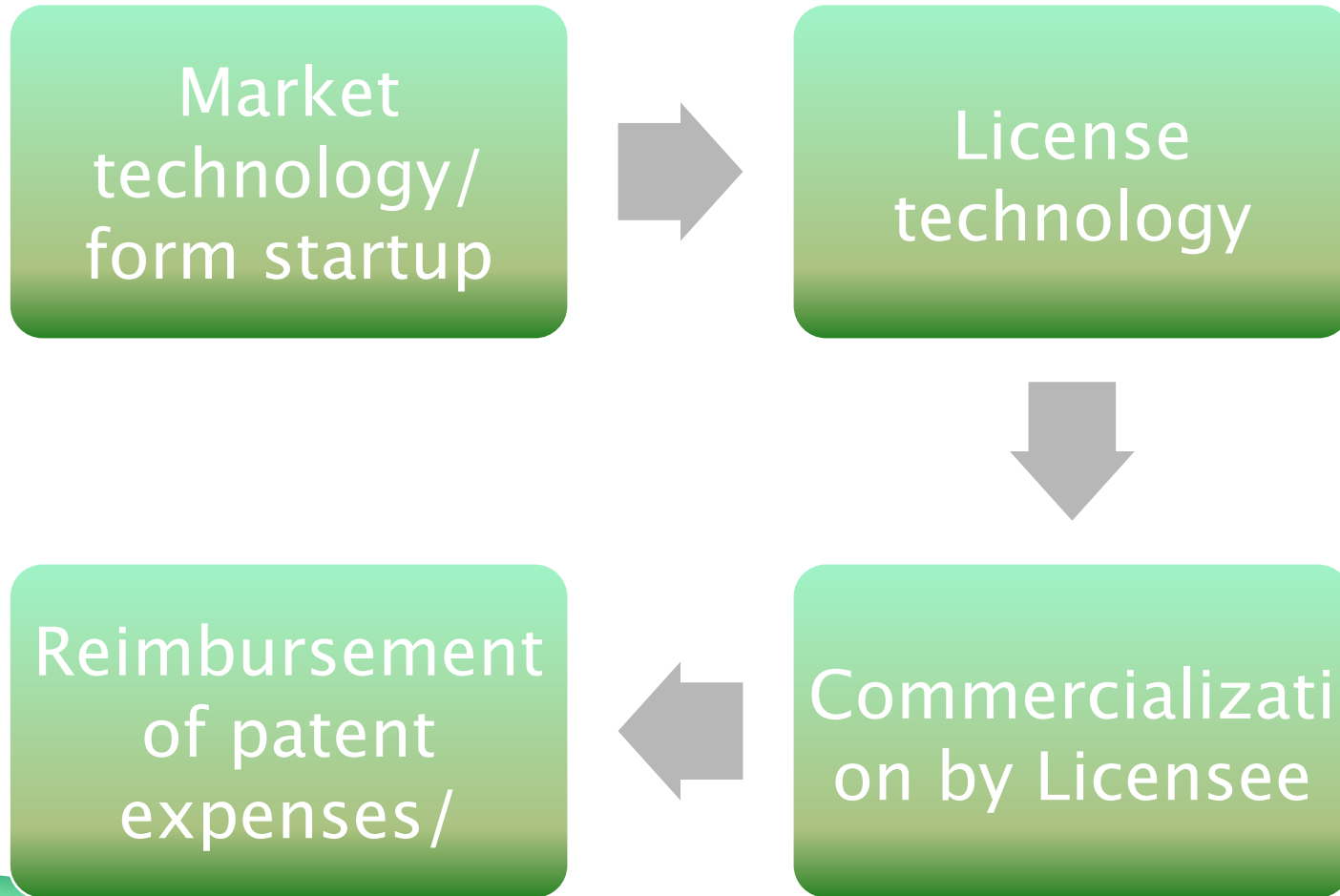
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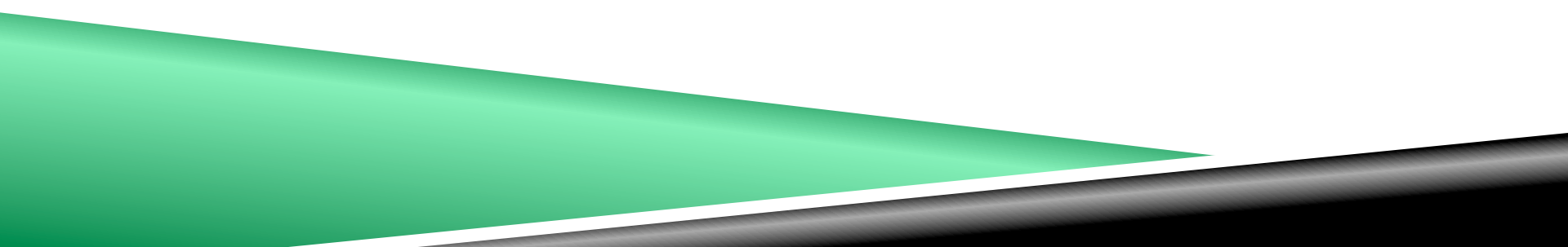
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CHALLENGES TO THE PROCESS

- ▶ Culture change from a primarily academic teaching institution to a research institution
- ▶ Creating a high quality inventive environment
- ▶ Invention disclosure and review prior to publication
- ▶ Looking at every possible commercial opportunity for an invention
- ▶ Extensive amount of time from conception to commercialization and patent award
- ▶ Working with research partners/ joint invention negotiations
- ▶ Ever-changing patent landscape
 - ▶ America Invents Act
- ▶ Expensive investment/ Future ROI
- ▶ Finding the right licensee/ Building the right licensee
- ▶ Business planning/ realistic forecasting
- ▶ Reaching an understanding of what universities, licensees, investors must have vs. just want
- ▶ Getting the win-win license
- ▶ Lining up the partners:

OPPORTUNITIES FOR GROWING TECHNOLOGY TRANSFER

- ▶ Faculty entrepreneur support and acknowledgement
 - ▶ Supporting faculty inventors with bridge funding and coaching
 - ▶ Tenure consideration
 - ▶ Entrepreneurial leave sabbatical
 - ▶ Recognizing faculty entrepreneurs
 - ▶ Aids in recruitment of innovative faculty researchers
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OPPORTUNITIES FOR GROWING TECHNOLOGY TRANSFER

- ▶ Transferring technologies from a University:
 - ▶ Creates wealth at many levels
 - ▶ Creates jobs
 - ▶ Provides educational opportunities for student interns
 - ▶ Has the potential to improve lives in numerous ways
 - ▶ Bridges the gap between academia and industry
 - ▶ Builds valuable partnerships that provide real world dilemmas for faculty and students to solve

TECH TRANSFER SUCCESSES AT MARSHALL

- ▶ 5 US Patents awarded
 - ▶ 3 Foreign Patents awarded
 - ▶ 5 Active Licenses
 - ▶ 3 STTRs awarded
 - ▶ Companies started
 - ▶ Vandalia Research
 - ▶ Progenesis Technologies
 - ▶ Medical Information Systems Technologies (MIST)
 - ▶ Cordgenics
 - ▶ BRITE Technologies
 - ▶ Numerous research partnerships with corporations
 - ▶ Marshall Institute for Interdisciplinary Research
 - ▶ Robert C. Byrd Institute for Flexible Manufacturing's Startup WV & National Additive Manufacturing Innovation Institute partnership
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