



ISURF/OIPTT: OUR MISSION IS TO
"COMMERCIALIZE TECHNOLOGIES FOR THE
PUBLIC GOOD"

September 2014

WE ARE A...

Technology Transfer Organization

- ⊙ **1938** Formed
- ⊙ **1992** Financial Independence
- ⊙ **2013** 75th Anniversary






- ## SUPPORT WE PROVIDE
- Researchers, Inventors and Industry
- ⊙ Form research agreements
 - ⊙ Determine and implement the industry research-related agreements
 - ⊙ Commercialize technologies
 - ⊙ Evaluate, market, and technologies
 - ⊙ License the results for commercialization
 - ⊙ Answer your questions and concerns regarding all of the above!



WE HELP...

Researchers, Inventors and Industry


- ⊙ Protect intellectual property
 - ⊙ Selecting the right protection for research results (patent, copyright, proprietary property)



WHEN SHOULD YOU DISCLOSE

It is time to file an Invention Disclosure when:

- ⊙ When you think that you have made a discovery with commercial potential. It could be a patentable invention copyrightable work like software, or other tangible property: biological material, germplasm
- ⊙ You are about ready to publish or present and are not sure



WHEN SHOULD YOU DISCLOSE?

Idea or an Invention?

Ask yourself:

- ⊙ Does my idea have support that it may likely work and can show that my idea will **solve a problem**?
 - If yes, it is probably an invention.
- ⊙ Does my idea need **more** experimentation to obtain support that it may work or solve a problem?
 - If yes, it is probably still just an idea.



WHY DISCLOSE* TO ISURF

- ⊙ To increase the University standing
- ⊙ To contribution to the public good
- ⊙ To meet federal requirements under research funding agreements (i.e. federal, industry, center, and commodity) and employment agreement with University (Bayh-Dole; collaborator funding)
- ⊙ To ensure university IP obligations to your various funding sources are met

* disclose (& assign) means to provide a written description of your discovery on Intellectual Property Disclosure and Record



VALUE OF DISCLOSING AND PROTECTING

- ⊙ Permits companies to get a product to market
- ⊙ Recognition for inventor/author
- ⊙ Attract future research dollars
- ⊙ Place graduate students in rewarding jobs
- ⊙ Income for company, inventor/author and university



VALUE OF DISCLOSING AND PROTECTING

- ⊙ Build relationships between company and inventor/author/university
- ⊙ Opportunities for consulting arrangement, collaboration



DISCLOSURE PROCESS

- ⊙ Intellectual Property Disclosure and Record (IPDR) (http://www.techtransfer.iastate.edu/en/for_iowa_state/intellectual_property_disclosures.cfm)
- ⊙ Evaluation of technology; a business evaluation
 - ⊙ Patentability (potential for commercially significant patent claims); copyright; proprietary material
 - ⊙ Commercial potential
 - ⊙ Great science does not necessarily translate into a good business opportunity, but sometimes it does!



INVENTOR/AUTHOR ROADMAP

ISURF# _____
 Date _____
 Contact _____

Public Disclosure

3rd Party Rights

Prior Art

Commercial Value

Other (fill in)

Meaningful Commercial Patent Claims

Do Not Protect

File Patent

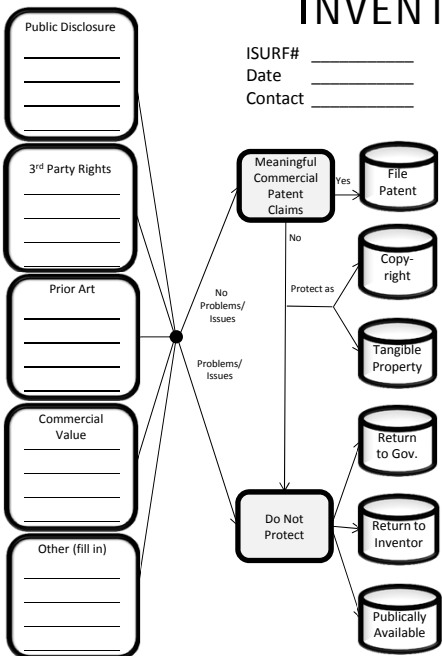

Copyright

Tangible Property

Return to Gov.

Return to Inventor

Publicly Available

COMMERCIALIZE TECHNOLOGIES

- ⊙ Develop marketing materials
- ⊙ Identify appropriate companies
- ⊙ Initiate marketing efforts
- ⊙ Negotiate agreements



POST LICENSE ACTIVITIES

- ⊙ Manage agreements
- ⊙ Perform audits
- ⊙ Share royalties



CONTACTING Us

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