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
How Can We Support Your Research Efforts?

- Research Agreement
- Proposal Development
- Post License Monitoring
- Commercialization
- Patent Landscape
- Technology Evaluation

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**


- 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**

- Public Disclosure
- 3rd Party Rights
- Prior Art
- Commercial Value
- Other (Fill-in)

- Meaningful Commercial Patent Claims
- Copyright
- Trademark
- Return to Gov.
- Return to Inventor
- Published Available
- Do Not Protect
- No Problems/Issues
- Protect as
- Patent

- ISUR# ________
- Date ________
- Contact ________
COMMERCIALIZE TECHNOLOGIES

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

POST LICENSE ACTIVITIES

- Manage agreements
- Perform audits
- Share royalties
CONTACTING US

- Commercialization Managers
  - Dario Valenzuela – Life Sciences
  - Craig Forney – Chemistry, Materials, Ames Lab
  - Jay Bjerke – Engineering
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