

“Hmmm...That’s Funny . . .”

Leveraging Technology Transfer to Enhance University Research and Economic Development

NICOLE BAUTE HONOREE, MSPP, RTP

ASSISTANT VICE CHANCELLOR, ECONOMIC DEVELOPMENT & STRATEGIC INITIATIVES



Academic Technology Transfer: *Context* is KEY!

- ▶ Research activity is a fundamental input supporting institutional mission
- ▶ Knowledge and innovation are outputs of this research activity
- ▶ These outputs take many forms and can be transferred out of the institution through multiple channels:
 - ▶ Student internships & corporate hiring of graduates
 - ▶ Publications & presentations
 - ▶ Faculty consulting, collaboration & visiting appointments
 - ▶ Industrial research partnerships
 - ▶ Licensing inventions to existing or start-up businesses
- ▶ “Technology Transfer” = Delivering discoveries from concept to commerce
 - ▶ in today’s university environment, the tech transfer officer may serve multiple roles and support various aspects of institutional mission

Bayh-Dole Act of 1980: Academic Tech Transfer is Born

- ▶ Gives nonprofit organizations (universities) rights to inventions developed under government grants, contracts, and cooperative agreements
- ▶ Promotes commercialization and public availability of those inventions
- ▶ Encourages researchers to disclose inventions

- ▶ In return, the university / nonprofit organization must
 - ▶ Make timely filings of patent applications
 - ▶ Regularly report to the funding agency on status and use of invention
 - ▶ Grant the government a nonexclusive license for government purposes
 - ▶ Give preference to small business in licensing the invention
 - ▶ Require licensed invention be manufactured substantially in the U.S.

Why do Universities Engage in Technology Transfer?

Public benefit!

Motivate, reward, retain, & recruit inventors

Expand research infrastructure & partnering opportunities

Enhance economic impact

Fulfill obligations

Generate revenue

The Technology Transfer Process

Innovator Submits
Invention Disclosure

INITIAL EVALUATION:
Commercial Market *and* Patentability

POSITIVE

NEGATIVE

File patents

Initiate marketing

Gather more data

Abandon protection

Notify sponsors

Release to inventor

Market Assessment Results

NEGATIVE

POSITIVE

Continue patenting process

Find & negotiate with a partner

COMMERCIALIZE THROUGH
LICENSE OR START-UP!!!

Licensing Agreements for University Innovations

- ▶ A License Agreement grants rights to a company to make, use, and sell the licensed technology
 - ▶ Scope of rights can be broad or limited
 - ▶ Diligence provisions to ensure continued development
 - ▶ Protection of university through indemnification and insurance requirements
 - ▶ Various required payments as the product moves towards and then is available on the market
 - ▶ Reservation of rights for education and research with other non-profits



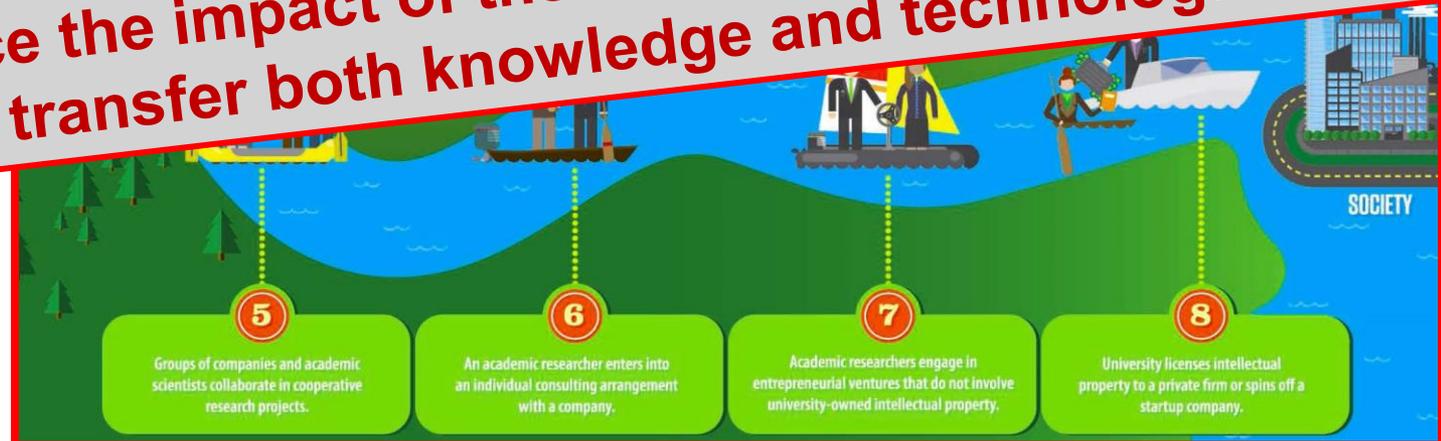
Framework for Managing Academic Technology Transfer

- ▶ **Key administrative questions**
 - ▶ Do you have an intellectual property policy?
 - ▶ Who does policy cover?
 - ▶ Who owns IP?
 - ▶ Who manages IP?
 - ▶ How is IP managed?
 - ▶ How is revenue shared?
 - ▶ How do you manage consulting issues?
 - ▶ How do you manage conflicts of interest?
 - ▶ How do you ensure compliance with laws, policies?
- ▶ **Tech Transfer is a vital part of your Research Infrastructure – House it there and align it with your mission!**

Expand Your Commercialization Ecosystem!



Need MULTIPLE access points, in and out of the research pipeline, for ALL types of participants, to enhance the impact of the entire research enterprise and transfer both knowledge and technologies



“The most interesting phrase in science, the one that heralds new discoveries, is not “Eureka!” but rather “hmmm...that’s funny...”

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ISAAC ASIMOV

BE READY FOR THIS STATEMENT!

Develop capacity to manage technology transfer to enhance your research enterprise and support knowledge-based economic growth.

Contact Info

NICOLE BAUTE HONOREE

NHONOR@LSUHSC.EDU

[HTTP://WWW.LSUHSC.EDU/ENGAGE/](http://www.lsuhscc.edu/engage/)

504-568-2587

The logo for LSU Health New Orleans. It features the text "LSU Health" in a bold, sans-serif font, with "LSU" in blue and "Health" in yellow. Below this, the words "NEW ORLEANS" are written in a smaller, blue, sans-serif font. A thin blue horizontal line is positioned between "Health" and "NEW ORLEANS".

LSU Health
NEW ORLEANS