IP development at university: the role of TTOs

Dina Chaves
Technology Transfer Advisor
FCT-UNL

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1. The 3rd Mission of the University
2. The role of the TTO at FCT-UNL
3. The Knowledge Transfer Process
4. IP Valorization and Entrepreneurship
Universities are all about IP

- Intellectual Capital
- Intellectual Assets
- Intellectual Property

IP allows for...

- Safeguarding public assets
- Securing public gains
- Ethical research endeavors towards social benefits
Knowledge Transfer & Universities

Ways to protect knowledge
- Secrecy
- Complementary assets
- IP

Ways to transfer Knowledge
- Assignment
- Licensing
- Spin-off/Start-up
- Publication (of papers AND patents)
“The university role in innovation is in developing human capital, at bachelors, masters and doctoral levels; in contributing to the intellectual, social and cultural resources of a region in ways that encourage inward investment of knowledge intensive business; in helping to stimulate entrepreneurial activity; and in collaborating with business to create mechanisms of interaction.”

* Boulton, George & Lucas, Colin, What are Universities for? League of European Research Universities, 2008
.: Return to the national economy;

 GDP

.: Return to the government;

 Taxes

.: Return to the people;

 Jobs

.: Return to the markets;

.: New beneficial products, processes and services.
Knowledge is power...

F. Bacon
Founded in 1977, the School of Science and Technology (FCT) is one of the nine academic units of Universidade Nova de Lisboa (UNL);

14 departments/sectors and 8 support services;

7500 students;

1400 are postgraduate students (MSc and PhD);

500 academic and research staff (320 PhD holders);

220 administrative staff.
Mission of the TTO

Turning Ideas Into Assets
Main areas of the TTO

- Intellectual Property
- Technology Transfer
- Entrepreneurship
**TTO’s services**

**Education and training**

- seminars/workshops/conferences;
- training on IP and TT teaching;
- publication of informational brochures;
- development of teaching materials.

**Patent services and IP portfolio**

- providing general information on IP procedures;
- search in online databases (prior art searches, etc);
- technology and business surveillance services;
- technologies for licensing are available in the web-site.
TTO’s services

Technology transfer process

.: strengthening the links between university and industry;
.: supporting inventors in the disclosure process;
.: evaluation of early stage technologies;
.: marketlook assessment;
.: setting-up a database of potential companies contacts;
.: contracts (license and know-how agreements) with industry partners;
.: marketing of technologies;
.: support the creation of spin-offs and contracts research with industry.
Industrial Property

Tool

Strategy

Knowledge Transfer Process
How to bring technologies to the market?
From the idea to the market...
IP Internal Regulations is a tool...

.: University retains IP Ownership;
.: Scope: all inventions developed by internal staff or other w/ Un. Resources;
.: Respect for Inventor moral rights (right to be named);
.: Right to publish (acc. to Patent Strategy);
.: Duty of disclosure for all staff Inventors;
.: (Net) Profit sharing scheme with Inventors;
.: University leads all exploitation efforts;
.: Inventor isn't charged with any costs;
.: Exceptions: R&D contracts w/ companies, joint ownership;
.: Win-win solution for Staff and University.
Technology Assessment and Prioritization Process

Inputs
- Disclosure Form
- RapidScreen
- Marketlook
- Value Proposition

PRIORITY
- Inventor Interview
- TTO Analysis
- Limited Market Interviews
- Technology description
- Market Interviews
- Market Assessment Report

Business
- Assignment
- Licensing
- Spin-offs
- R&D

Timeline
- 2 weeks
- 4 weeks

Outputs
- Disclosure
- Screening report
- Market Evaluation Report
- DEAL !!!!
YDreams is one of the world-leading companies in the field of Augmented Reality.

From the idea to the market: success cases...

Spin-off

Technology available for license

Protected by IP Rights, Paper-e® allows printable electronic circuits on paper.

Possible applications:

- Flexible Paper Displays
- Chipless (RFID)
From the idea to the market

The **TTO** bridges the gap between academic research and the marketplace/economic value by developing a go-to-market strategy:

Market is more important than the technology itself. The **TTO** provides valuable guidance for those wishing to embark on the Knowledge transfer process.
Researchers are involved in the Knowledge transfer process.

The Cohitec is a training program during four months in the area of commercialization of technologies. Organized by COTEC Portugal, in collaboration with the North Carolina University, Researchers & MBA students developed the market assessment of technologies, with the aim to create business projects high-tech/high-growth.

This year, 4 technologies from FCT-UNL were analyzed.
A culture of Entrepreneurship... is always a team work!
Catalysts for Entrepreneurial Students
Strategy to win...
Dina Chaves

**Website:** www.fct.unl.pt/tto

**Tel.:** +351 212947885

**Fax:** +351 212947856

**Address:** Campus da Caparica

2829-516 Caparica