



Welcome !!!

The OAE presents:

IP Awareness Seminar

GK12 Program

October 15, 2009



Meet the OAE

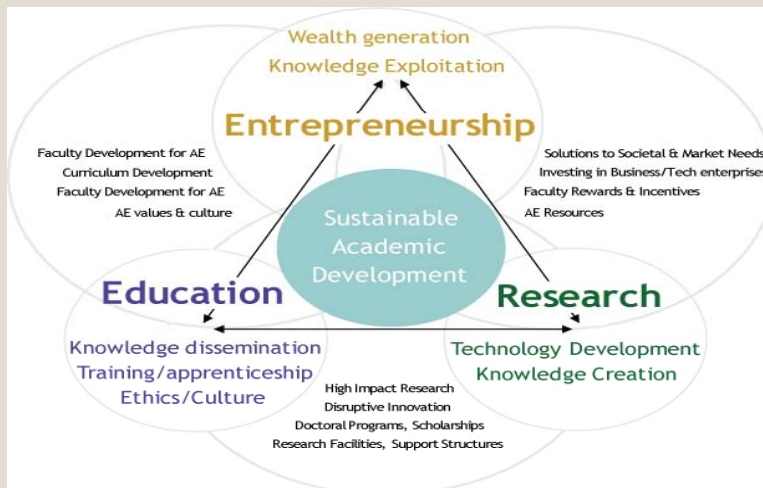
- **Dr. Christos Christodoulatos** – Associate Provost for Academic Entrepreneurship

Staff / Support

- **Malcolm Kahn** – Vice President for Enterprise Development and Licensing
- **Sandra Furnbach** – Coordinator of Academic Entrepreneurship Initiatives
- **Dr. Thomas Lechler** – Director of Academic Entrepreneurship Programs
- **David Peacock** – Director of Intellectual Property Management
- **Ralph Selitto & Joseph Agostino** – Patent Counsels, Greenberg Traurig, LLP



OAE – Vision



Office of Academic Entrepreneurship

Today's Lesson



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IP In The News



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What is Intellectual Property?

- ◆ Patents
- ◆ Copyrights
- ◆ Trademarks
- ◆ Trade Secrets

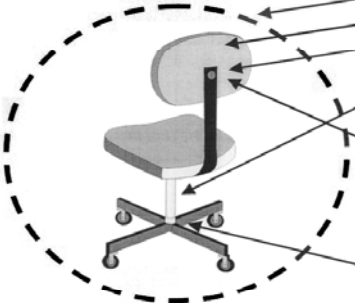


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Where is the IP?

NEW PRODUCT INTRODUCTION



PATENTS
Shape of chair
Materials in chair
Computerized back stress relief
Method of assembly

COPYRIGHTS
Chair marketing literature
Chair design CAD
Chair stress relief software

TRADE SECRETS
Metal brazing temperature

TRADEMARKS
Chair Model No. 042940
Stress reliever®

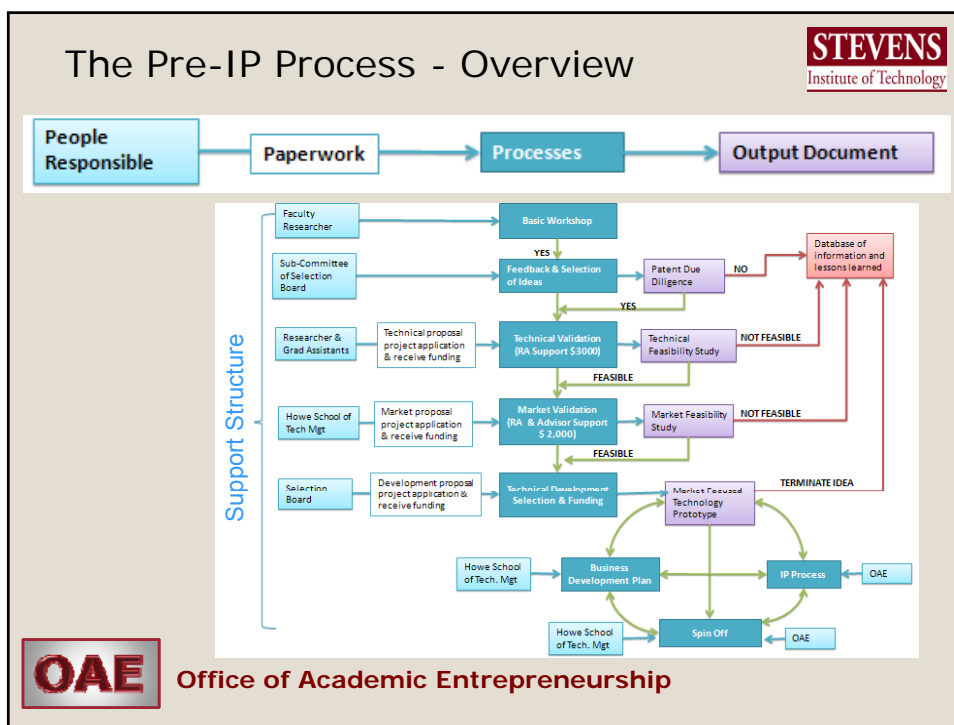
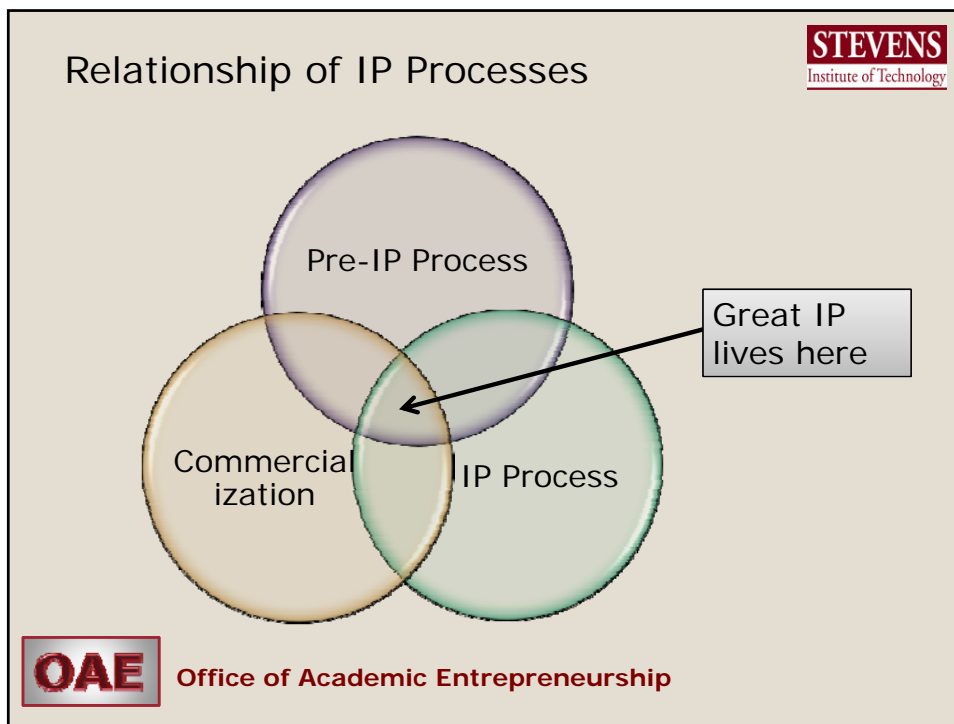
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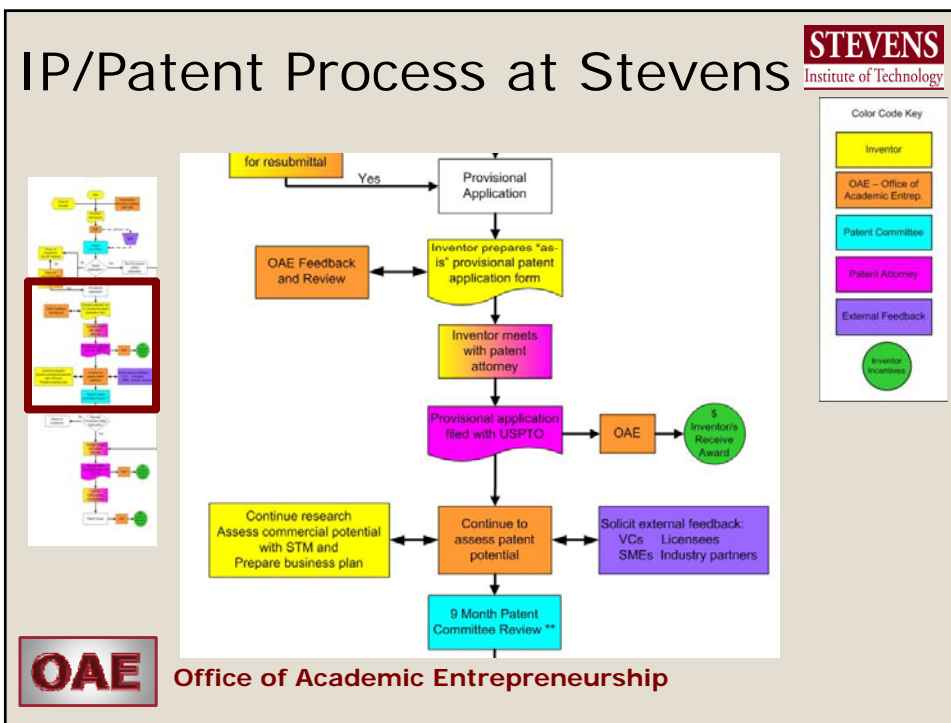
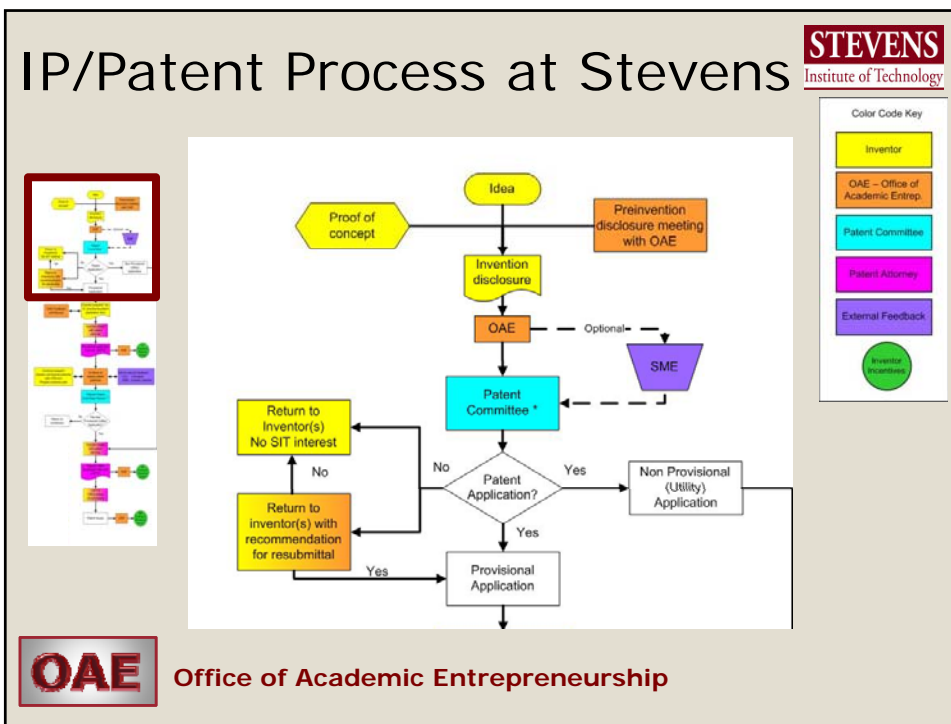
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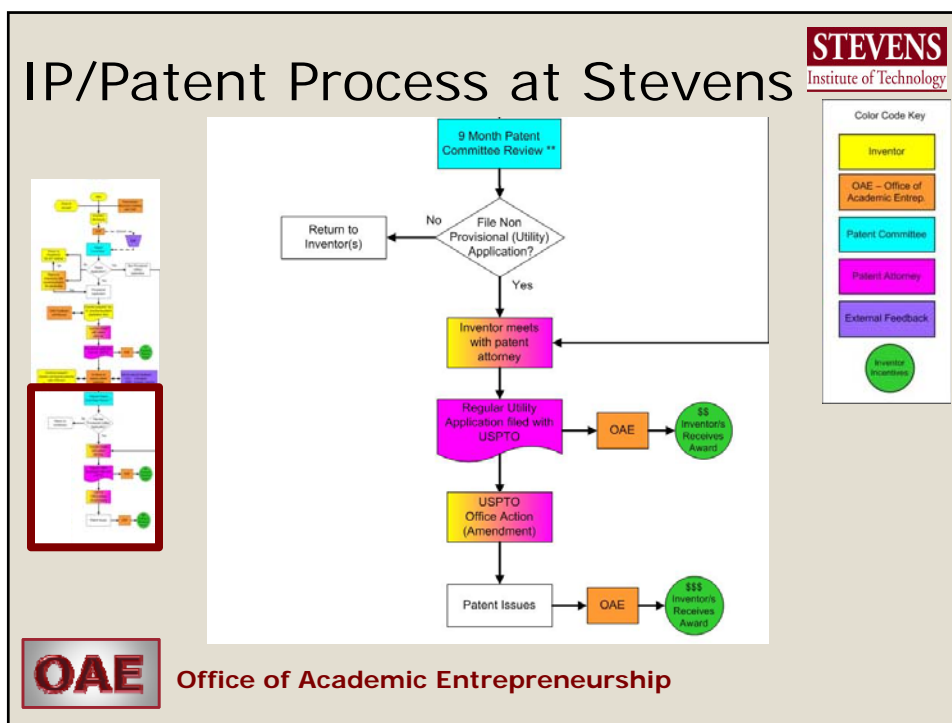
Patent Value Test

- Does it pass the “So What Test”?
- Must develop a Value Proposition
- Clearly articulating
 - Value e.g. reduce cost
 - Benefit e.g. faster, more efficient

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OAE – Recognition / \$ Incentives

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- Recognition Awards
 - Patent Issuance
 - 1st Patent Issuance Plaque
 - 2nd Companion Board & Plates / subsequent
 - Annual Recognition Ceremony & “Inventors Wall of Fame”
- **Inventor \$ Incentive – (New 1/1/2009)**
 - Provisional Application \$250/Inventor Team max \$1000
 - Utility Application \$500/Inventor Team max \$2000
 - Issue \$1000/Inventor Team max \$4000

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IP Commercialization

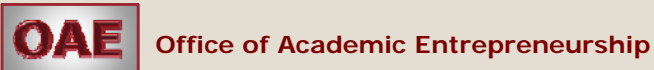
"monetizing your assets"

New Venture or Technology License

- market potential
- technology development stage
- competitive advantage
- existing/potential commercial partner
- capital requirements
- product pipeline
- strength of IP
- management/champion



The flowchart illustrates the IP commercialization process. It starts with 'Continuous research: Assess commercial potential with STM and Prepare business plan' (yellow box). This leads to 'Continue to assess patent potential' (orange box), which is connected to 'Solicit external feedback: VCs, Licensees, OEMs, Industry partners' (purple box). From the orange box, the process can lead to 'Patent application: Review with OAE' (pink box), which then leads to 'OAE' (orange box) and finally 'IP Protection' (green circle). Below the flowchart, there are two green text labels: '- New IP' and '- Existing IP'.





A Lexicon For University Development...

- An idea is not a product
- A university prototype is not a product
- Testing under ideal conditions doesn't prove that the technology will work in the real-world
- Understanding customer needs doesn't mean reading research papers
- Users want solutions, not technology
- Commercialization is not a bad word
- The true value of university technology is only realized when these issues are addressed



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Stevens Invention Disclosure Form

<http://www.stevens.edu/entrepreneurship/guide/forms.html>

- Inventor Name(s)
- Date
- Title of Invention
- General Description of Invention
- Utility – useful purpose
- Novelty – difference from known uses
- Advantages
- Limitations
- Proof of Concept – experimental verification
- Prototypes/Samples
- Publications
- References
- Sponsorship
- Possible means of commercialization – markets & applications
- Potential partners / licensees
- Signatures



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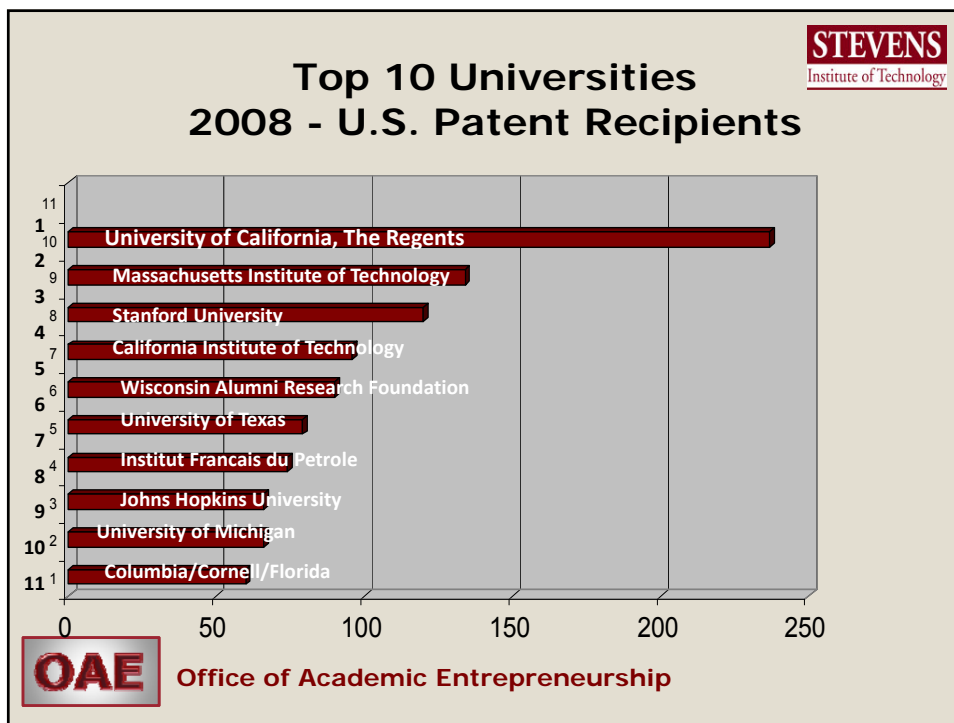
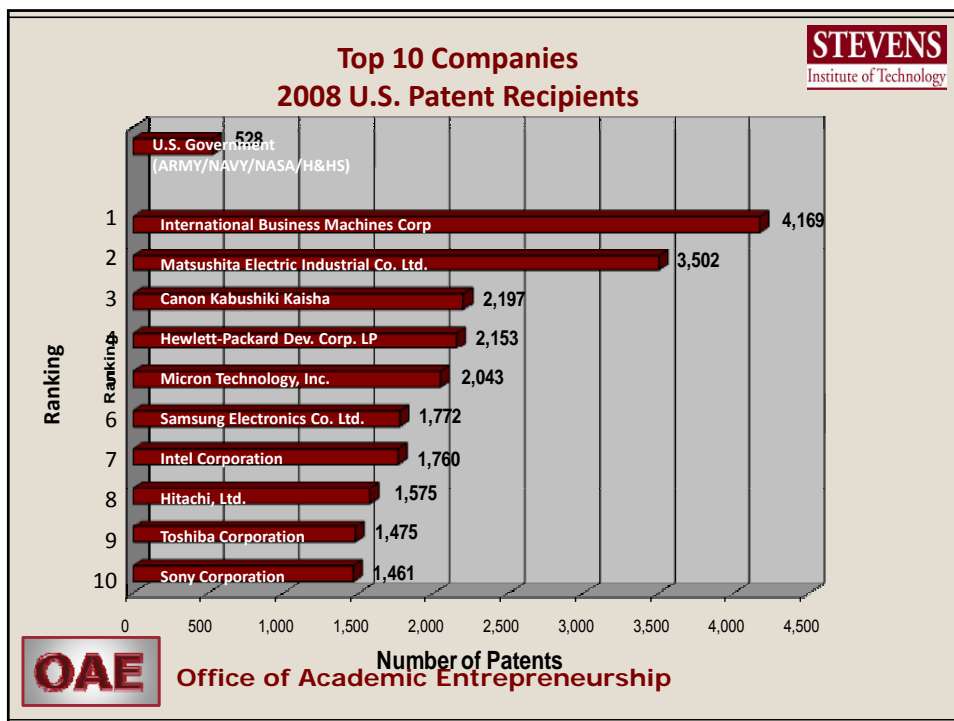


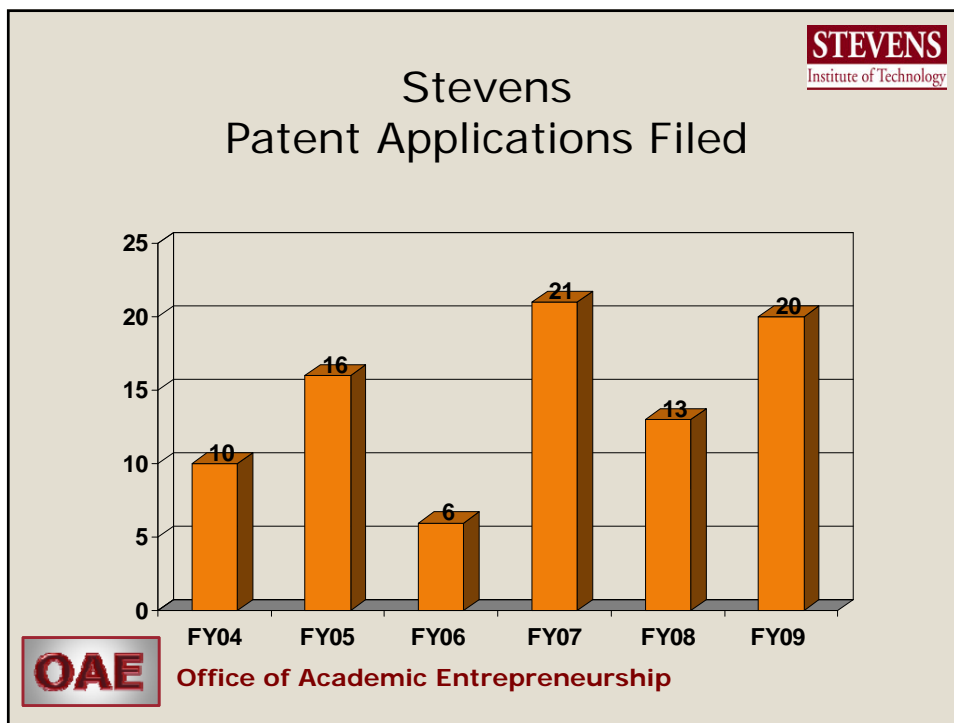
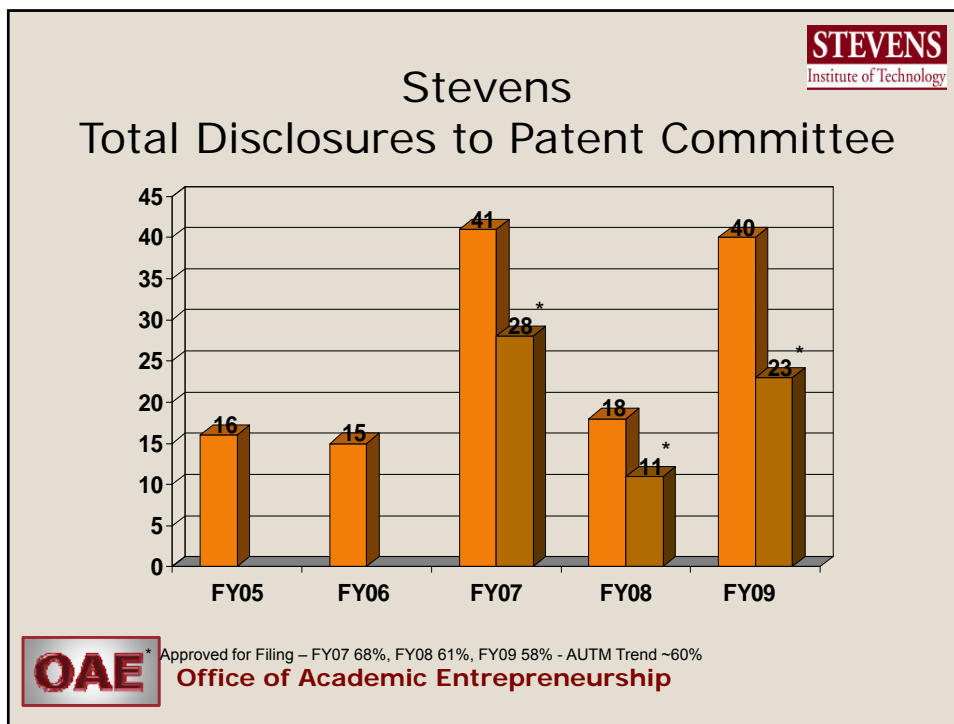
Patent Search

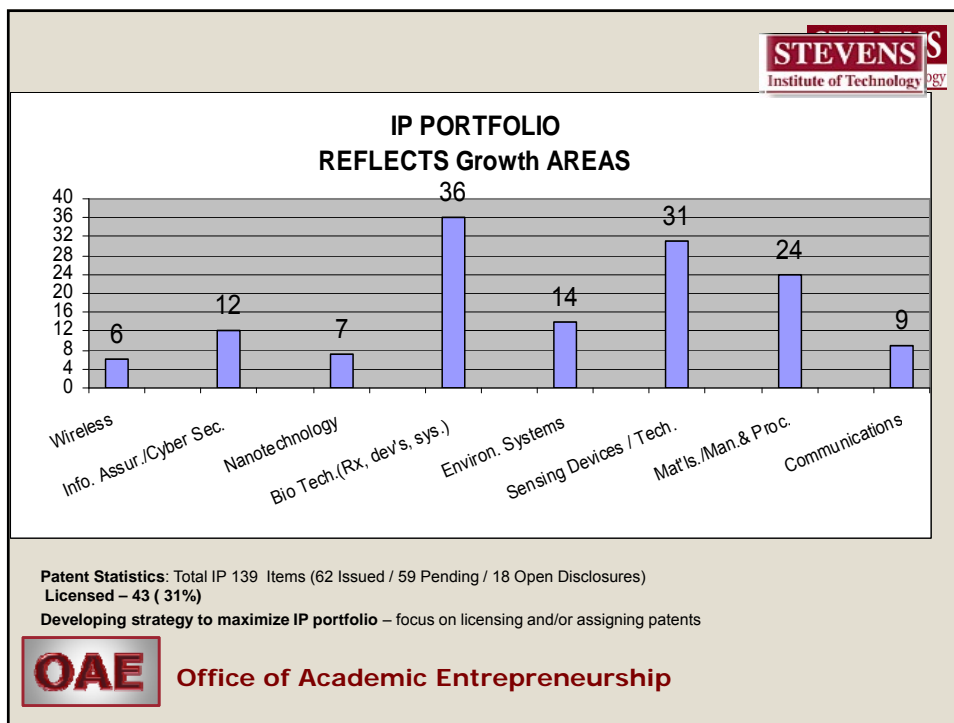
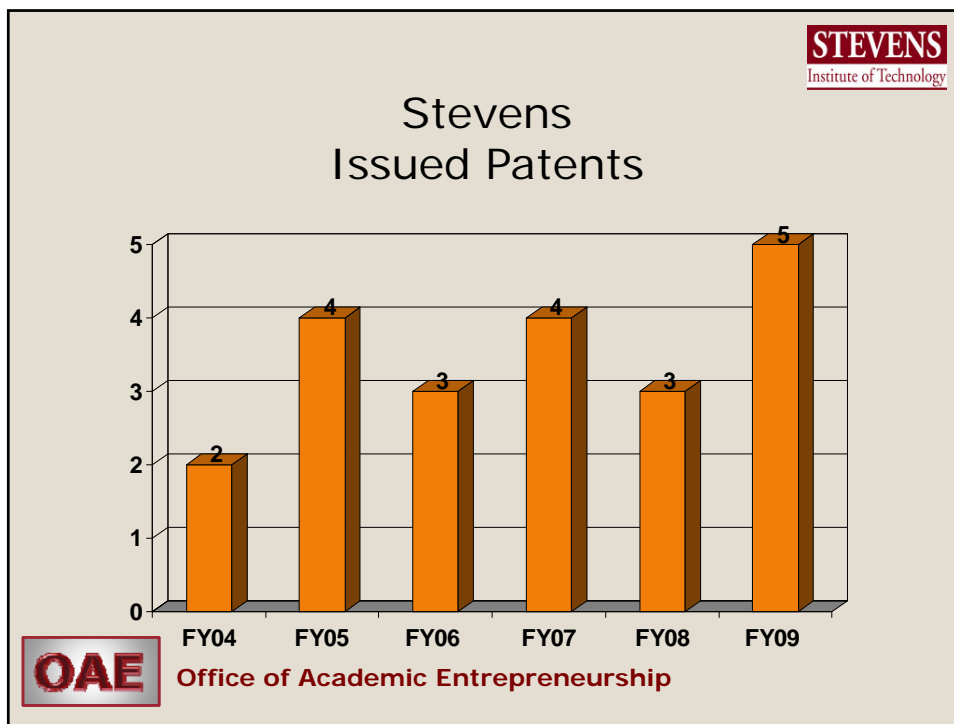
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- United States Patent & Trademark Office - USPTO
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 - <http://www.scopus.com/home.url>



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Oliver Wendell Holmes Jr.

“ I wouldn’t give a fig for the simplicity on this side of complexity, but I would give my right arm for the simplicity on the other side”



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Question/Answer Session with Speakers



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