



Welcome !!!

The OAE presents:

IP Awareness Seminar

GK12 Program

June 10, 2009



Meet the OAE

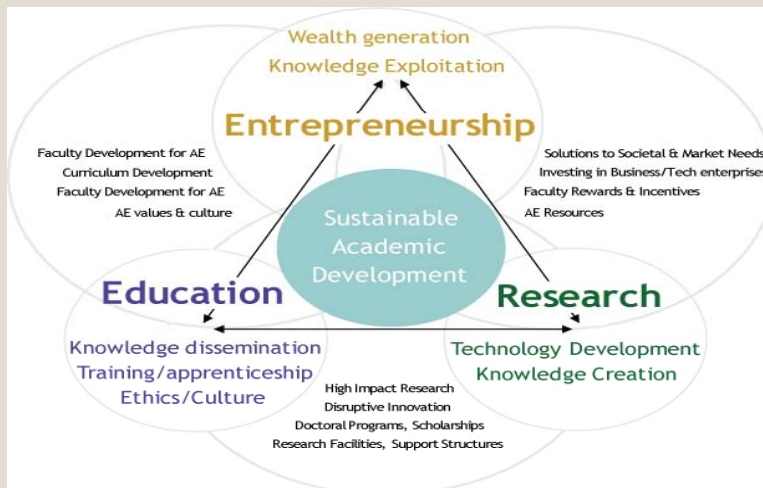
- **Dr. Christos Christodoulatos** – Associate Provost for Academic Entrepreneurship

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** – Patent Counsel, Greenberg Traurig, LLP
- **Seth A. Tropper** – Entrepreneur in Residence



OAE – Vision



Office of Academic Entrepreneurship

Today's Lesson



Office of Academic Entrepreneurship

STEVENS
Institute of Technology

IP In The News

OAE Office of Academic Entrepreneurship

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What is Intellectual Property?

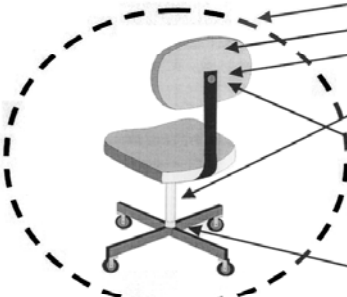
- ◆ Patents
- ◆ Copyrights
- ◆ Trademarks
- ◆ Trade Secrets

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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®

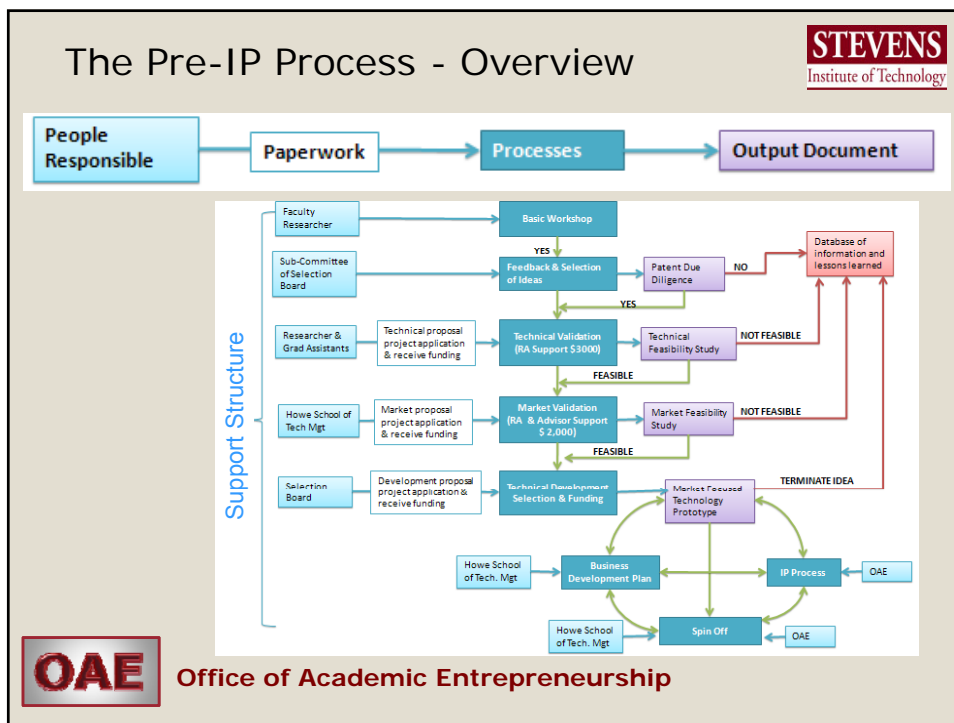
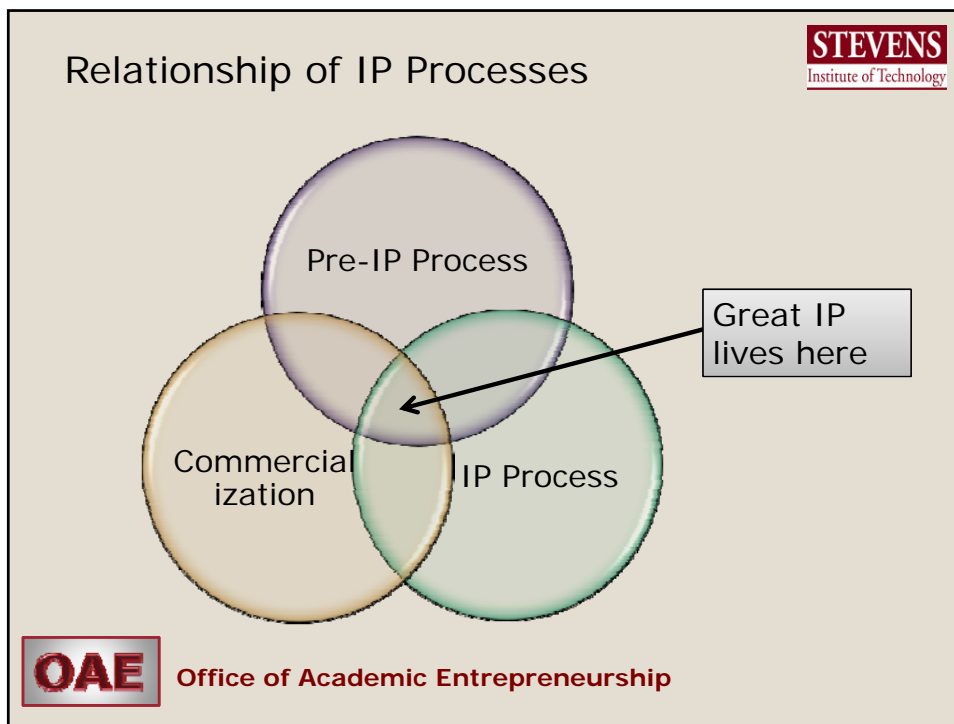
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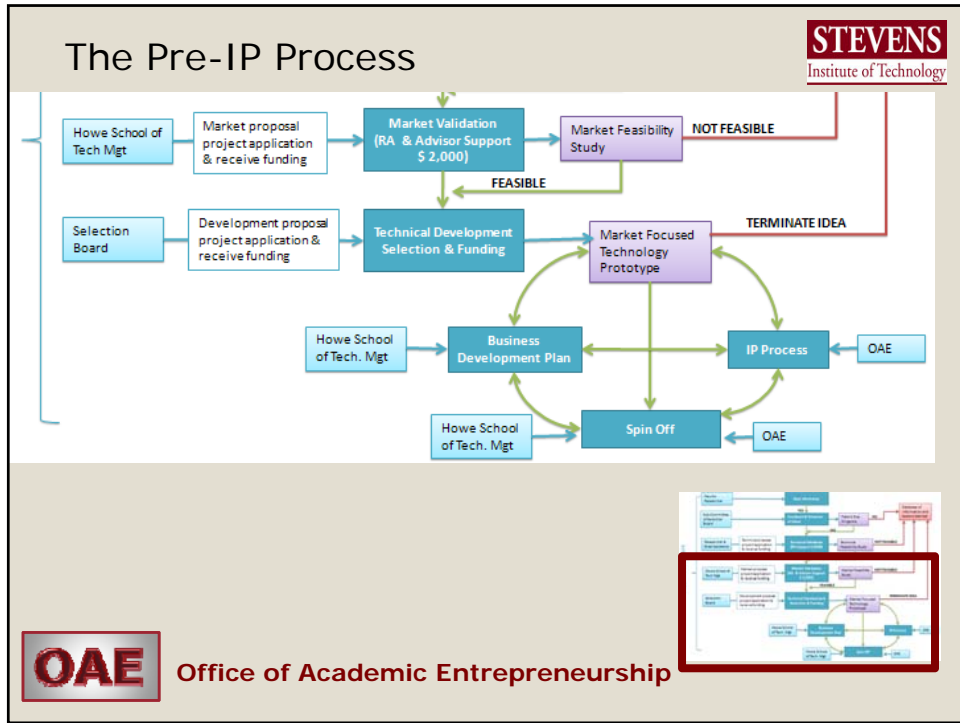
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Patent Value Test

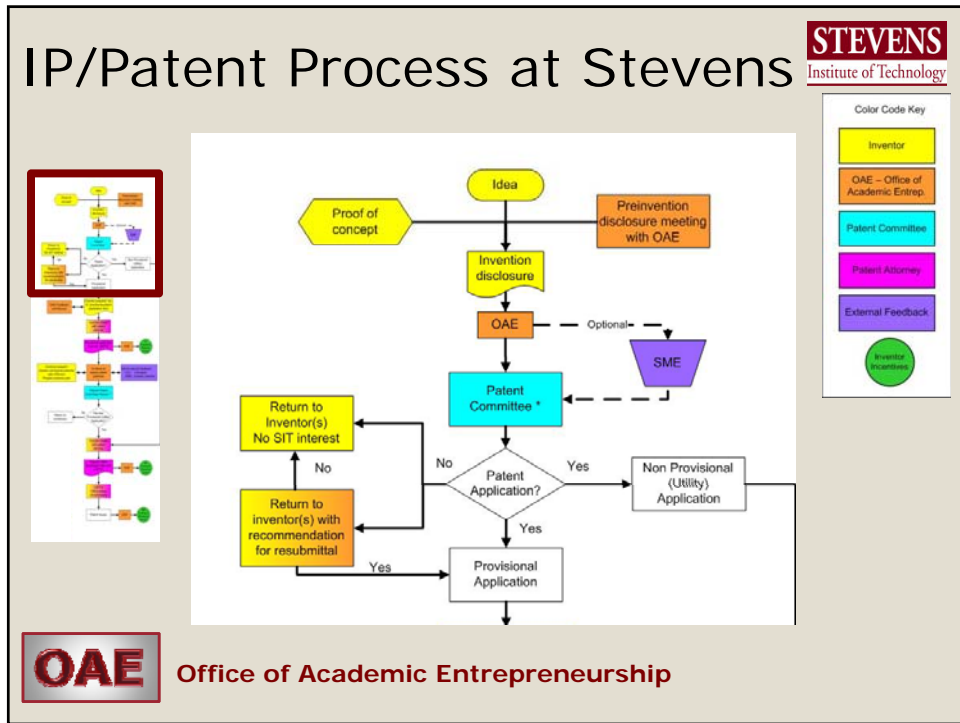
- Does it pass the “So What Test”?
- Must develop a Value Proposition
- Clearly articulating
 - Value e.g. reduce cost
 - Benefit e.g. faster, more efficient

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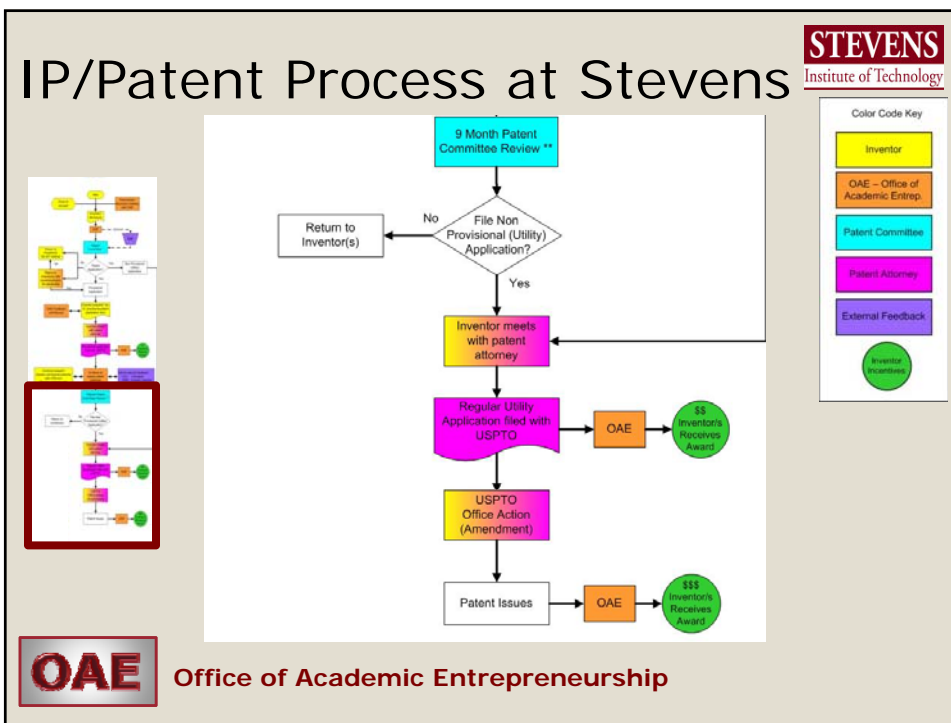
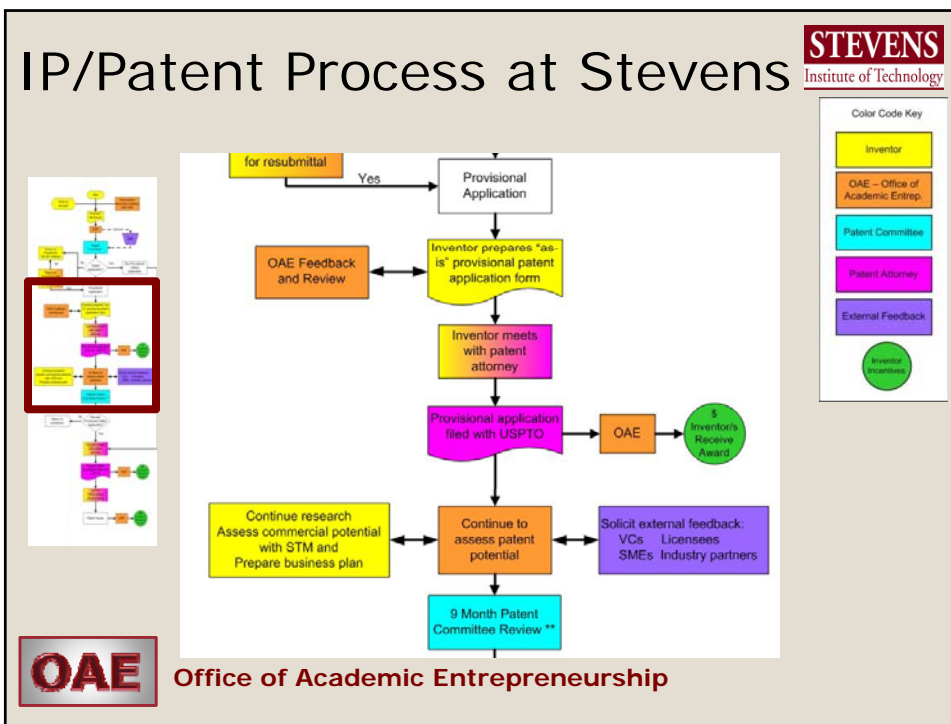




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OAE – Recognition / \$ Incentives

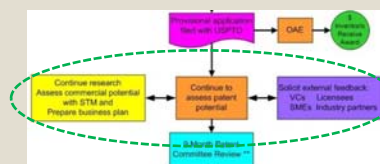
- Recognition Awards
 - Patent Issuance
 - 1st Patent Issuance Plaque
 - 2nd Companion Board & Plates / subsequent
 - Annual Recognition Ceremony & “Inventors Wall of Fame”
- **Inventor \$ Incentive – (New 1/1/2009)**
 - Provisional Application \$250/Inventor Team max \$1000
 - Utility Application \$500/Inventor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

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



- New IP
- Existing IP



IP Commercialization

"monetizing your assets"

Stevens AngelSoft platform

- Bring together researchers, industry, alumni, investors, etc.

OAE Fund (under development)

- Enhance Technology Commercialization
advance promising technology to attract outside entities such as strategic partners and investors to further the effort to bring products and services to market
- Project Funding
 - feasibility, proof-of-concept, prototype development, testing
- Process
 - proposal, internal review, external advisory review, award, project monitoring



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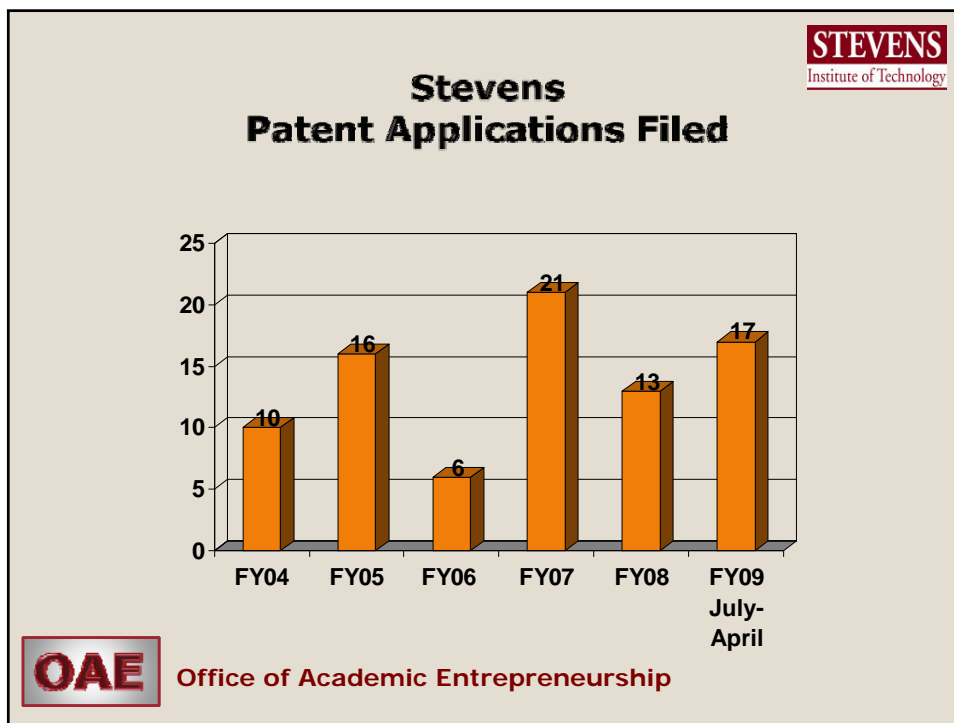
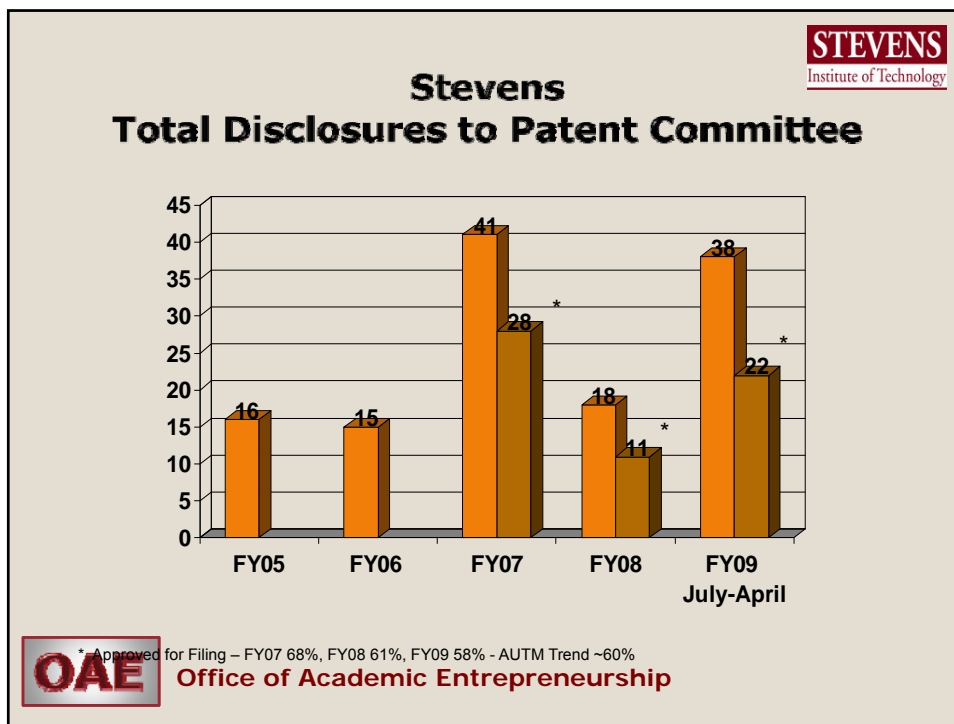
Stevens Invention Disclosure Form

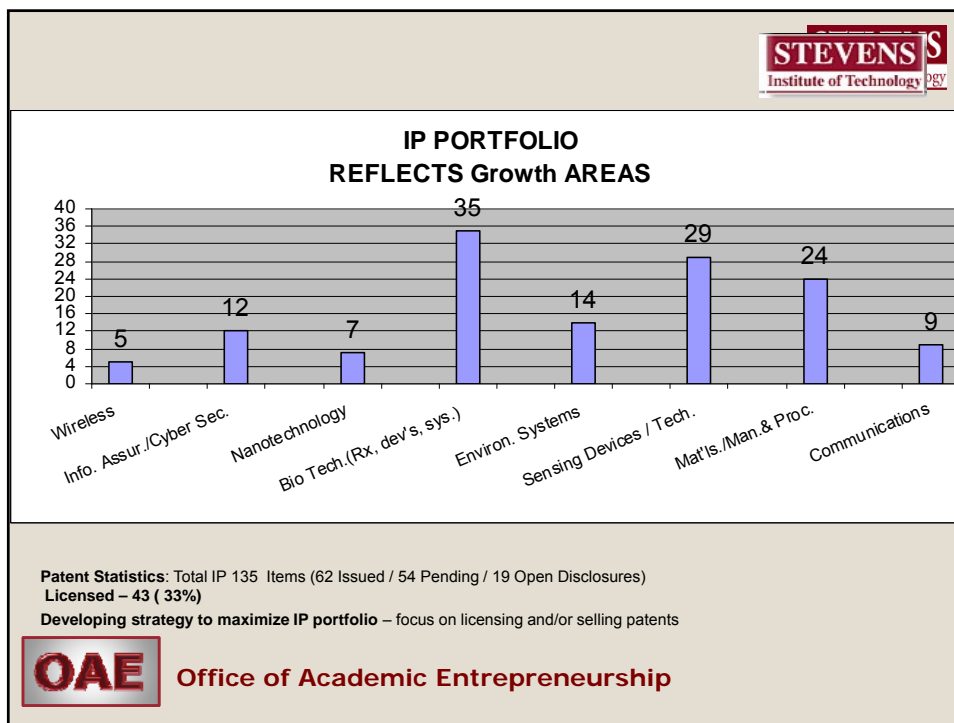
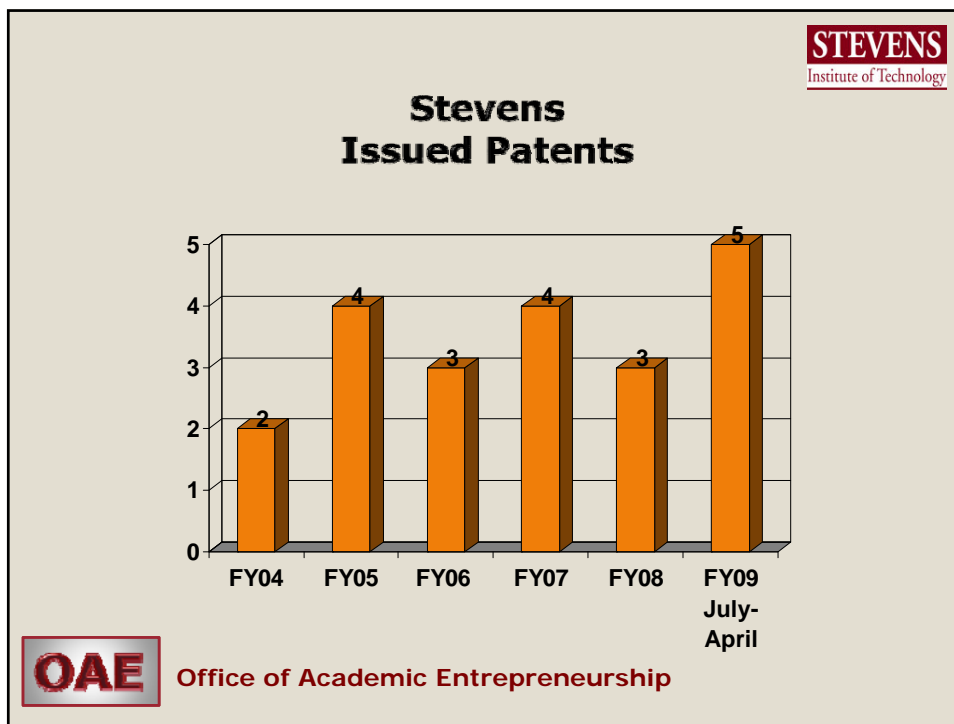
<http://www.stevens.edu/entrepreneurship/guide/forms.html>

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



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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”**



Question/Answer Session with Speakers

