



# Welcome !!!

The OAE presents:

## **IP Awareness Seminar**

March 25, 2009

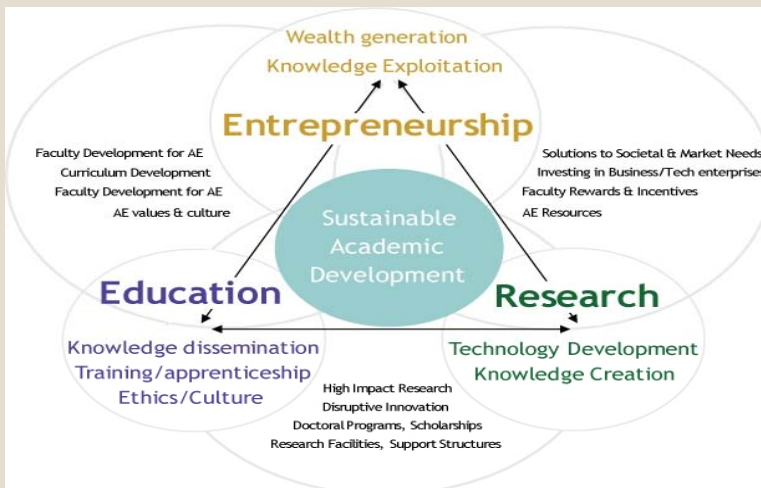


## **Meet the OAE**

- **Dr. Christos Christodoulatos** – Associate Provost for Academic Entrepreneurship
- **Sandra V. Furnbach** – Coordinator of Academic Entrepreneurship Initiatives
- **Joey Gonzalez** – Administrative Support
- **Dr. Thomas Lechler** – Director of Academic Entrepreneurship Programs
- **David Peacock** – Director of Intellectual Property Management
- **Seth A. Tropper** – Director of New Ventures



# OAE – Vision



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# 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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## Requirements for Patentability

### Your Test for Each Requirement

- ◆ Useful - Can it be used? (It does not have to be better)
- ◆ New - Was it ever done before in its entirety outside Stevens?
- ◆ Non-obvious - Is it an obvious variation of prior art?



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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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Institute of Technology

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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Relationship of IP Processes -  
"Tech Transfer Puzzle"

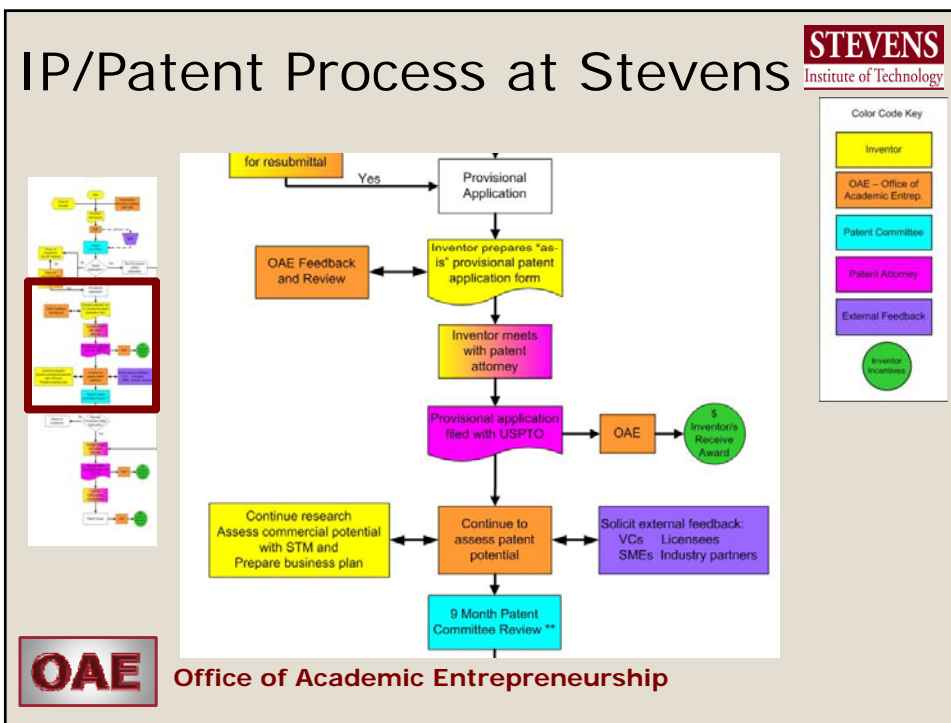
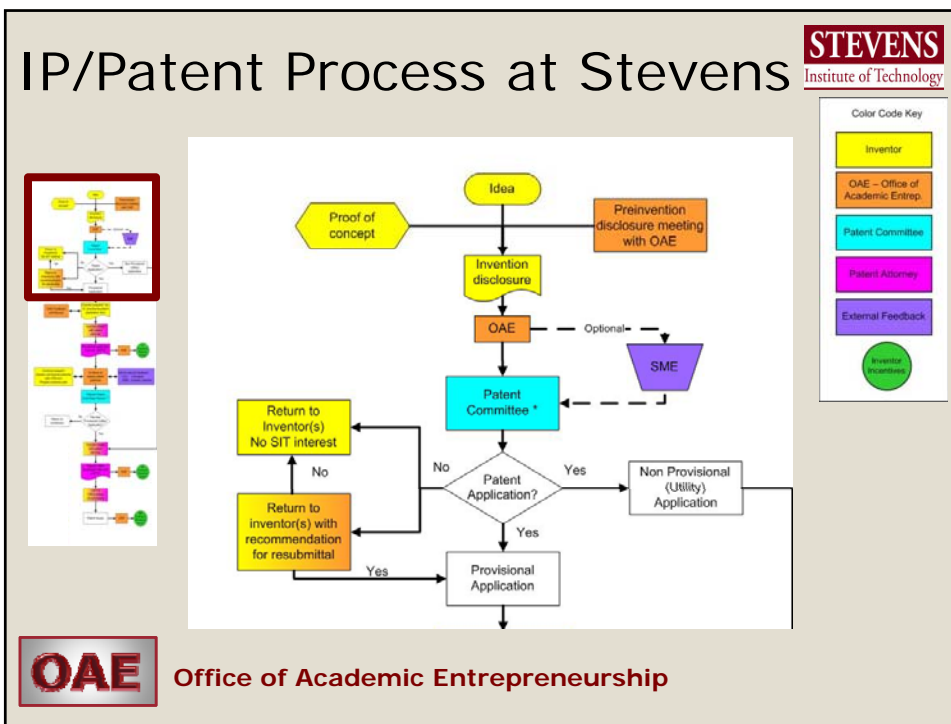
Pre-IP Process

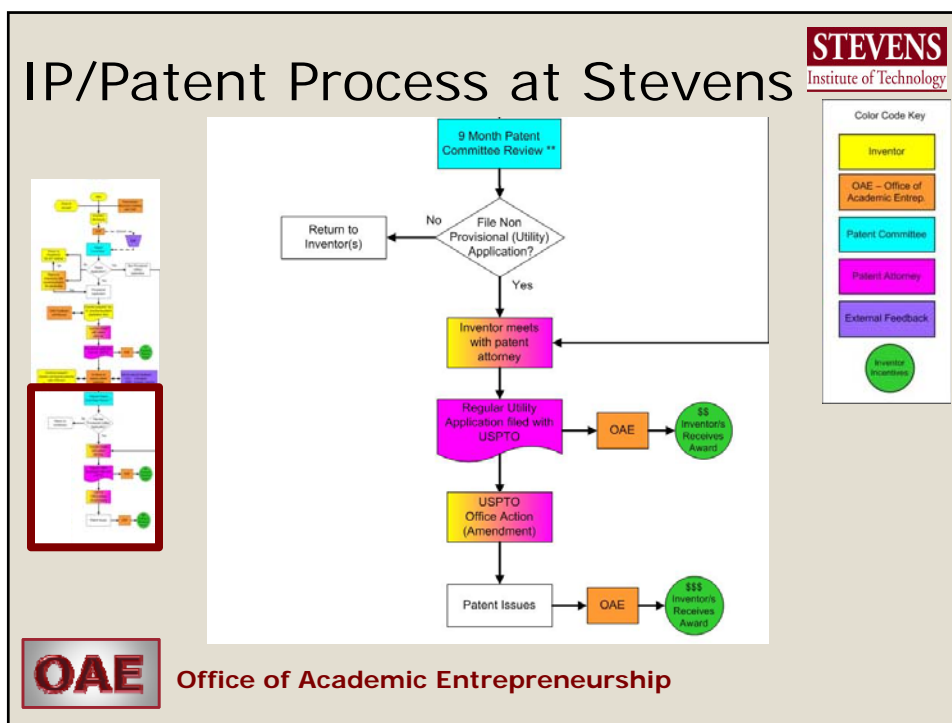
Commercialization

IP Process

Great IP lives here

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## OAE – Recognition / \$ Incentives

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Institute of Technology

- Recognition Awards
  - Patent Issuance
    - 1<sup>st</sup> Patent Issuance Plaque
    - 2<sup>nd</sup> 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



- New IP  
 - Existing IP



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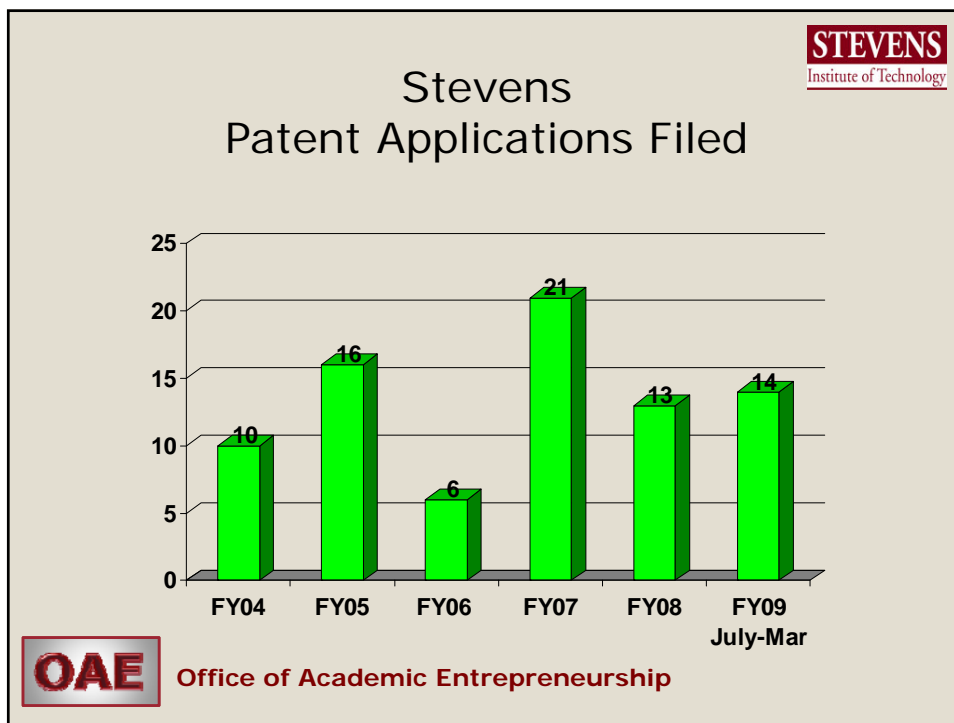
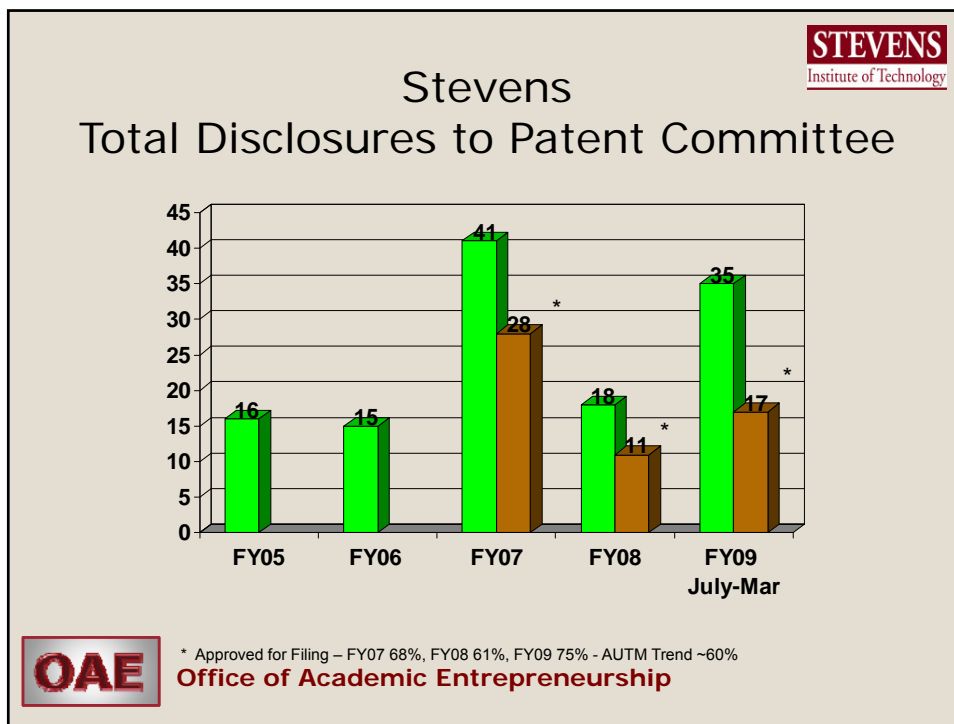


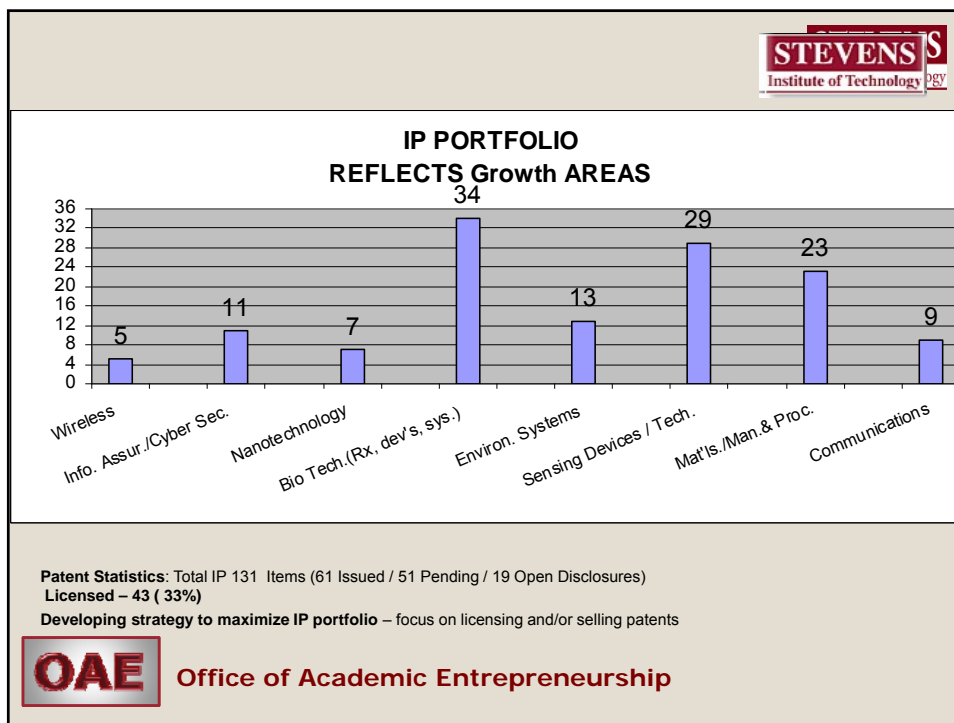
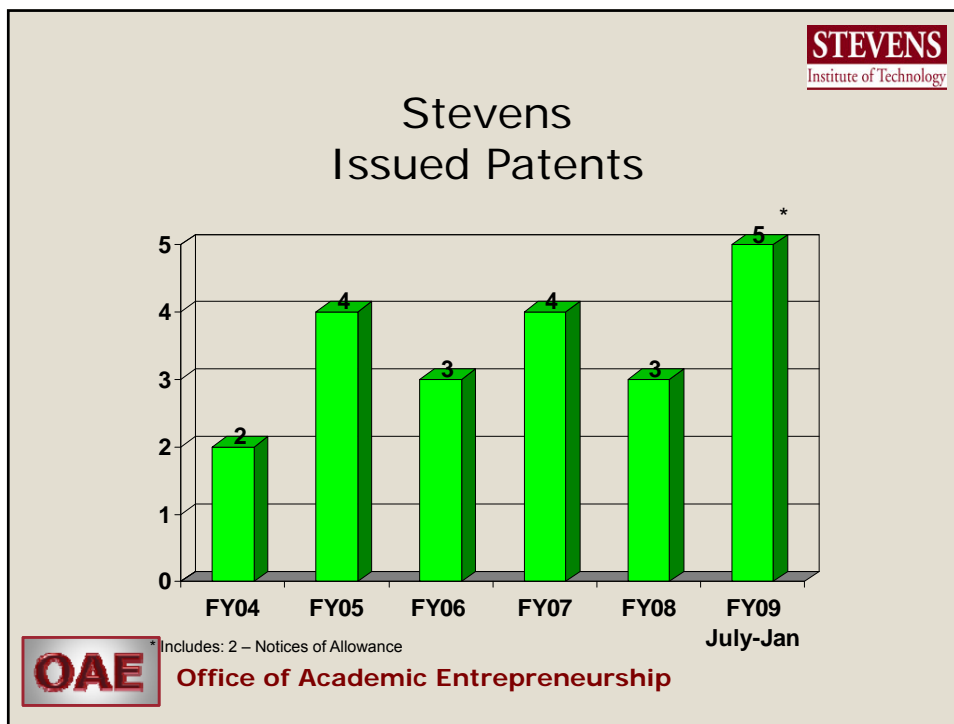
## Stevens Invention Disclosure Form

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

|   |   |
|---|---|
| <ul style="list-style-type: none"> <li>• Inventor Name(s)</li> <li>• Date</li> <li>• Title of Invention</li> <li>• General Description of Invention</li> <li>• Utility – useful purpose</li> <li>• Novelty – difference from known uses</li> <li>• Advantages</li> <li>• Limitations</li> </ul> | <ul style="list-style-type: none"> <li>• Proof of Concept – experimental verification</li> <li>• Prototypes/Samples</li> <li>• Publications</li> <li>• References</li> <li>• Sponsorship</li> <li>• Possible means of commercialization – markets &amp; applications</li> <li>• Potential partners / licensees</li> <li>• Signatures</li> </ul> |
|---|---|


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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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