Successful commercialization involves a series of steps that we take together

**ENGAGE**
Learn, understand, and plan before you dive in.

**ASSESS & PROTECT**
Take the first steps and set up a strategy according to your needs and goals.

**DEVELOP**
Build the first blocks of your project: initial team and networks.

**LICENSE & TAKEOFF**
Finalize your project for launching/spinning out.

**TOPIC**
Commercial paths for UW innovations

**TOPIC**
The role of intellectual property in commercialization projects

**TOPIC**
Commercialization project development

**TOPIC**
Attracting industry attention to your work
# COMMERCIAL PATHS FOR UW INNOVATIONS

Learn, understand, and plan before you dive in.

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<th>WHY?</th>
<th>WHEN?</th>
<th>RESOURCES</th>
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<td>Understand</td>
<td>Anytime</td>
<td>Consultation</td>
<td>Request a consultation or submit an ROI:</td>
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<td>bit.ly/uwcomotion</td>
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<td>Plan</td>
<td>Public disclosure</td>
<td>Training</td>
<td>Innovation Training: bit.ly/CoMotionTraining</td>
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<tr>
<td>Set yourself up for success</td>
<td>Industry interest</td>
<td>Record of Innovation [ROI]</td>
<td>Events page (for more trainings and engagement opportunities, especially Fundamental Fridays): bit.ly/CoMotionEvents</td>
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[bit.ly/CoMotionTraining]
## COMMERCIAL PATHS FOR UW INNOVATIONS

<table>
<thead>
<tr>
<th>POSSIBLE PATHS</th>
<th>UW “INTERNAL BUSINESS”</th>
<th>LICENSING INNOVATION TO EXISTING COMPANY</th>
<th>STARTUP SPINOUT</th>
<th>OPEN DISTRIBUTION</th>
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<tbody>
<tr>
<td><strong>Main reasons for choosing each path</strong></td>
<td>Fits within research activity of lab and benefits the research</td>
<td>Often offers best pathway given licensee’s expertise and market presence</td>
<td>Product or service likely not competitive as a standalone business</td>
<td>Large market with significant opportunity to generate a return on investment</td>
</tr>
<tr>
<td><strong>UW team may release software code, materials or unpatented inventions to the market</strong></td>
<td>No-existing company ready to license</td>
<td>Potential to quickly impact the market</td>
<td>UW team may release software code, materials or unpatented inventions for free</td>
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<td><strong>Large market with significant opportunity to generate a return on investment</strong></td>
<td><strong>Confidence in team capabilities</strong></td>
<td><strong>Strong team and market presence</strong></td>
<td><strong>Product or service likely not competitive as a standalone business</strong></td>
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### POSSIBLE PATHS

- **UW “INTERNAL BUSINESS”**
- **LICENSING INNOVATION TO EXISTING COMPANY**
- **STARTUP SPINOUT**
- **OPEN DISTRIBUTION**

### EACH OF THESE PATHS HAVE CONSEQUENCES YOU SHOULD BE PREPARED FOR:

<table>
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<tr>
<th>Personal &amp; professional commitment level</th>
<th>High and continuous time commitment</th>
<th>High initially to develop the innovation and find the partner</th>
<th>Depends upon your role. Other high time commitment, or capacity to delegate to learn if your role is destined to phase out.</th>
<th>Must commit time initially to achieve impact</th>
</tr>
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</table>

### Ability to achieve within current UW role
- These projects can be time consuming and require a different type of management than is typical for faculty. I.e., ability to predict revenue and create a project that satisfies the needs of customers and charming the resources it generates. They may require use of UW staff in your department.
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### Degree of control
- Higher than for the others
- If you launch this technology out into the world, you should be prepared to gradually lose control over the project, as it starts taking a life of its own independent from your research.

### Relative risk for success
- Lower risk
- Moderate risk as licensee is an established company with proven capabilities.
- Higher risk as all aspects of a successful business need to be established.

### Key success factors
- To be successful, any project will require...
- Support from you
- Customized solution
- A strong team
- Significant advantage (i.e., competitive advantage or freedom to operate)

### And the following are key elements to the success of each type of venture:
- Having the resources to build and sustain the business
- Ability to evaluate and sustain staffing needs
- Having a network of customers (often peers) prior to launch
- Willingness to carry the project until it becomes attractive to industry
- Business connections and acumen
- Leadership
- Storytelling
- Business acumen
- For those whose role is destined to phase out, capacity to give up control over the destiny of the business
- Freedom to operate


THE ROLE OF INTELLECTUAL PROPERTY

ASSESS & PROTECT

WHY?

WHEN?

RESOURCES

LINKS

Understand

Plan

Record of Innovation (ROI) Events page

Learn about the role of intellectual property in commercialization projects

Set yourself up for success

Improve Training: bit.ly/CoMotionTraining

Not sure?

Newsletter Sign up for our newsletter: bit.ly/CoMotionNewsSignUp

Ask before you act!

Record of Innovation (ROI) Events page

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Plain text link: bit.ly/CosphateTraining

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THE ROLE OF INTELLECTUAL PROPERTY

THE TWO MOST RELEVANT TYPES OF INTELLECTUAL PROPERTY

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<th>COPYRIGHT</th>
<th>PATENT</th>
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<td>What is it?</td>
<td>A legal right granted to creators of original works of authorship, which include literary (including software), dramatic, musical, artistic, and certain other intellectual works, whether published or unpublished.</td>
<td>A legal right granted to someone who invents or discovers any new and useful process, machine, article of manufacture, or composition of matter, or any new and useful improvement thereof.</td>
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<td>What does it give you?</td>
<td>The right to control how the work gets introduced into the world.</td>
<td>The right to exclude anyone from practicing your invention, whether published or unpublished.</td>
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<td>What is NOT part of the protection?</td>
<td>Copyright does NOT protect ideas, only their expression. You do not own control over distribution of physical copies of the work once it has been sold.</td>
<td>The right to exclude people from practicing your invention (as opposed to selling it or publishing it without restriction).</td>
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<td>How to get protection?</td>
<td>Automatic when all criteria are met: i.e. it comes from you and has a minimal level of creativity to it, as opposed to pure utility such as a recipe, or it is expressed in some form or another, as opposed to remaining a mere idea, and it is recorded/saved on some medium.</td>
<td>You do NOT get the right to practice your invention. Practicing the patent may require a prior existing patent. i.e. a patent may be granted on a device that includes a previously made device and add to it (e.g. a better mousetrap might cover a previously patented one with an added feature). In some cases, you may need a license for this prior patent to practice your invention.</td>
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Copyright

- The right to control how the work gets introduced into the world.
- The right to exclude anyone from practicing your invention, whether published or unpublished.

Key tips for success

- Need to apply for it and successfully convince the government that your invention meets the requirements for protection under the patent: The subject matter is patentable and because of it the onus is on the applicant to comply with strict regulations: Patents are an exception to the norm (the norm is freedom to use by anyone).
- Diligently meet deadlines: Full disclosure of your invention, everything you have, all you have, all you do, everything is public and available to everyone.
- Keep records regarding third party content: where you obtained the content, from whom, and keep permissions obtained: Citing someone is NOT sufficient to give permission to use.
- When using other people’s copyrighted content, clear rights for the widest possible use you may have and clear them early.
- Much of what is on the internet is copyrighted and cannot be freely used without permission: What may be suitable for in-class use or academic presentations may not be ok for other uses. Check and clear rights before you use.

Responsibility to convince the government:

- Patents are an exception to the norm (the norm is freedom to use by anyone), and because of it the onus is on the applicant to comply with strict regulations: Patents are an exception to the norm (the norm is freedom to use by anyone).
- Come to us before you publish or talk to anyone about your invention.
- You have only one year from the date you “disclose” your invention to file a patent application, and if you disclose prior to filing a provisional patent application, CoMotion has a team of experts to guide you through this; work with them! CoMotion has a team of experts to guide you through this; work with them!
- Diligently meet deadlines: Fully disclose all elements of the invention and surrounding the creation to the team filing the patent application.

Value of a patent/copyright:

- A patent is an agreement with the government: i.e. you disclose what you invented in exchange for 20 years of exclusivity.
- Value is in secrecy, do not file a patent application.
- A provisional patent and a patent cover only what you file. If you continue to invent after you file, all that work is not covered by your application.
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### COMMERCIALIZATION

#### PROJECT DEVELOPMENT

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Guide on navigating transferring materials (e.g., biological materials) into and out of UW: comotion.uw.edu/what-we-do/ip-advising-protection-and-licensing/material-transfer-agreements-mta/  

Page containing answers to general questions about technology transfer: comotion.uw.edu/what-we-do/faqs/#section-1-0

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**COMMERCIALIZATION**

**PROJECT DEVELOPMENT**

**DEVELOP**

*Build the blocks to take your project to impact*

**initial team · networks · strategy · funding**

**January 29, 2020**

**3-4:30PM AT FLUKE HALL**

bit.ly/CoMotionTraining