

COMOTION LICENSING PRODUCTS

Husky FAST Start™

WHO IS IT FOR?

For UW spinoffs founded by the UW students, professors, and employees that developed the innovation

WHAT IS IT?

- Fair
- Aligned
- Standardized
- Transparent
- Well-tested — over 35 startups have benefitted

WHY DO I WANT IT?

- Rapidly moves innovations to licensing in a fair, equitable manner
- Aligns the goals of both parties using fair, benchmarked terms rather than seeking the 'best' terms for one party at the expense of the other
- Fosters trust with an open, transparent, and understandable process
- Shortens the negotiation timeline
- Minimizes negotiation costs

License to existing company

WHO IS IT FOR?

For established companies and startups who want to strengthen their pipeline with UW technologies

WHAT IS IT?

- Adaptable template agreement resulting in over 200 licenses per year
- Industry-accepted terms

WHY DO I WANT IT?

- Terms are tailored to the circumstances of the existing company's product and business
- Can be exclusive or non-exclusive
- CoMotion negotiators are experienced, creative and empowered to close the deal efficiently

Option to license

WHO IS IT FOR?

For potential licensees who want to hold their place in line

WHAT IS IT?

- Standard efficient agreement
- Guaranteed access to license for an agreed upon time period
- Includes right to evaluate

WHY DO I WANT IT?

- Provides a prospective licensee a set amount of time to fully evaluate interest in a technology without risk of losing the technology to a rival

Evaluation license

WHO IS IT FOR?

For potential licensees who want to take UW technology for a test run

WHAT IS IT?

- Minimal negotiation
- Short-term only
- Opportunity for de-risking

WHY DO I WANT IT?

- Low transaction costs allow companies to consider the fit of technology with their existing pipeline prior to establishing a license or option

Express digital content license

WHO IS IT FOR?

One-click agreement access for digital content

WHAT IS IT?

- Standard terms
- Non-exclusive
- Online marketplace
- Many software and tools created at UW are available through these licenses

WHY DO I WANT IT?

- Standard terms and conditions that allow for rapid licensing by companies or individuals, saving time for both the licensees and UW
- Supports non-exclusive licenses and end-user agreements
- Easy access — log on to the UW CoMotion Express Licenses site, select the product, fill in the information and click to agree