



Intellectual Property Development

University Tech-Knowledge Transfer to Industries

From Applied Research to Entrepreneurship
Management of IP Development in the Public Sector

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University Management of IP Development

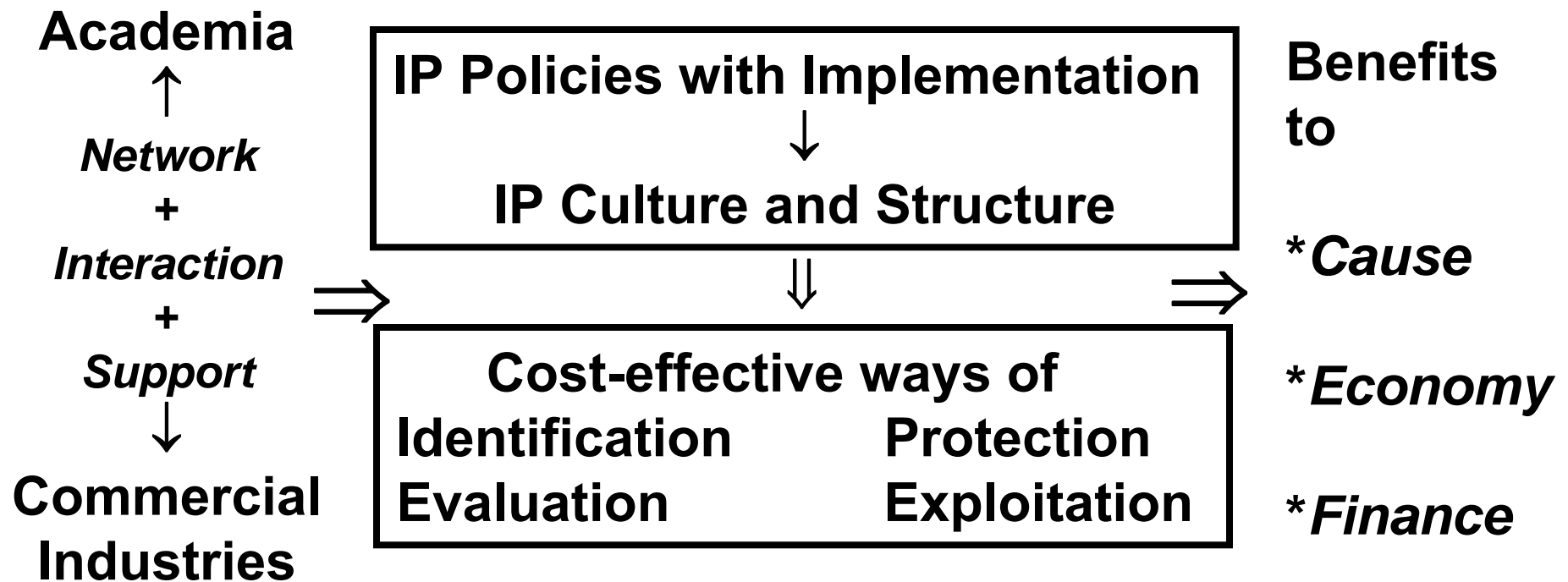


Innovation: tech-knowledge transfer

- the knowledge base & output -

- **Organisational Value/Properties:**
 - Real Estate and Intellectual
 - Intellectual: IP, Knowledge and Staff
- **Organisational IP Priorities**
 - Compliance (incl. screening, education, monitoring)
 - Development (incl. protection, exploitation/commercialisation enforcement)
- **IP Culture**

Intellectual Property Development & Tech-Knowledge Transfer

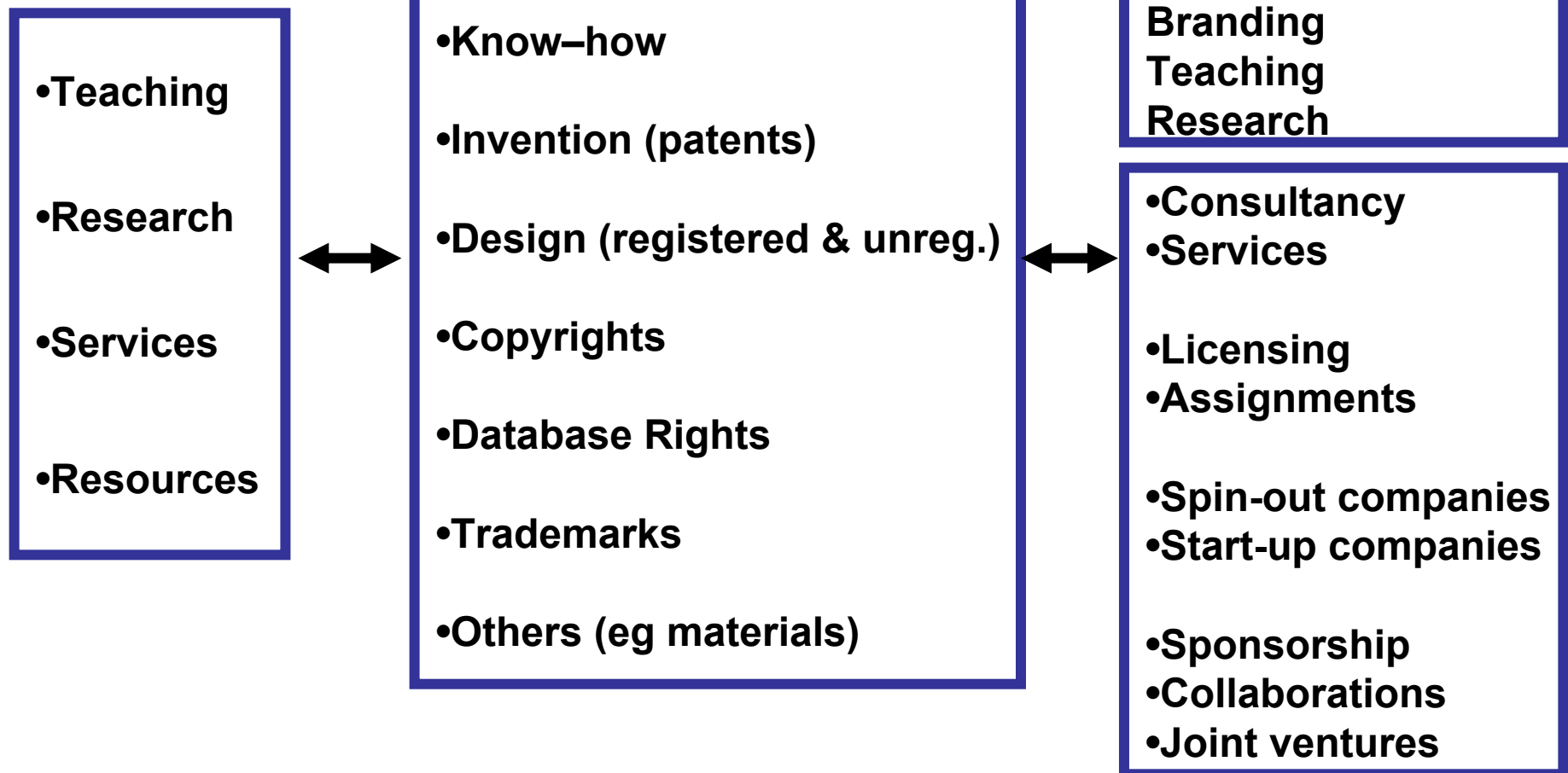


- **Purpose of Innovation (Generating IP)**
 - Solving problems; scientific advancement
 - Benefiting local, national & global economy
 - Income generation; financial benefit

Intellectual Property & Knowledge Transfer

Knowledge Base Intellectual Properties

Exploitation



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Reality: a marriage of convenience
with inconveniences
– **out of necessity** –

- **A love and hate relationship**
- **Each blames the other for failures**
- **Demand the other to be more constructive**
- **Different culture; different language**
- **Different aim; different practice**

Key:

handle the relationship with balance

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Reality: a marriage of necessity

- Wasted if research and innovation not ‘applied’
- Can’t apply without industry
- Can’t survive/succeed without the other

Must work together –

Academics ↔ Entrepreneurs/Industry

A Balancing Act: it takes two to tango

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Examples of transfer/knowledge exchange

- **Teaching, training and learning:**
 - employer engagement
 - tailored courses
 - franchising
- **Consultancy**
- **Business support for SMEs**
- **Business incubators**
- **Facilities and resources**

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Examples of transfer/knowledge exchange

- **Research**
 - **Collaboration**
 - **Partnership**
 - **Sponsorship/funding**
 - **Contracting/outourcing**
 - **Licensing**
 - **Spin-outs/offers and start-ups**

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Examples of types of Industries in KT

- Manufacturing
- Service, consulting
- Tourism
- Art & design
- Banking
- Public
- Charity/Voluntary

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Advantages

Universities

- Funding
- Kudos
- Fruition of innovation
- Applying research
- Broadening spectrum
- More engaging
- Better in training and research

Industries

- Knowledge/expertise
- Kudos
- Development (future)
- Real research
- Cost-saving (outsourcing)
- Better sales and profit

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Problems

Universities

- IP
- Operational matters
- Ethos and mission
- Culture and thinking
- Funding
- Losing academic focus

Industries

- IPR
- Organisational matters
- Sales and targets
- Management and control
- Money
- Commercial competition

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Way forward:

- Discussion and negotiation (hard bargaining)
- Focus on benefits
- Vision for the future
- Try to understand each other
- Move closer both ways
- Improved social and employment mobility

Goodwill shall prevail

Economy, the future, and future generations

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Academia and Industry/Economy

- **Government support**
 - **KTP (knowledge transfer partnership)**
 - **Various support, regional and local funds**
 - **Latest: £200 funding for Technology & Innovation (Network) Centres for 4 years (similar to 'Fraunhofer' Institute)**
- **Company formation**
 - **Spin-outs/offers (control and liability)**
 - **Start-ups (arms length)**
- **Knowledge Exchange**

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Academia link into Industry/Economy

- **Company formation**

- Start-ups or Spin-outs/offers – leaving university
- Used to be the most popular choice
- Last choice due to high failure rate
- Employment/job security
- Very hard work

- **Licensing**

- ‘Let others do it, while you wait for the cheque’

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Spin-outs/offers and start-ups

- **Ideal new company structure**

- Ownership: varied
- CEO: Commercial
- Research Development Director: academic
- Product Design and Marketing: professional commercial
- Finance: professional commercial

Many academics are willing commercial leaders but:

Only very few academics are good commercial leaders

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Company Formation -

There is only:

one Bill Gates; one Microsoft;

one Google with Larry Page and Sergey Brin

- Do what you are good at, not what others are good at
- Be prepared to fail

‘if you have not succeeded, you have not failed/tried enough’

And

Tim Berners-Lee did not form a company

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Academics ↔ Industries/Entrepreneurs must work together

- No 'one-size fit for all' formula
- Be innovative in thinking and approach
- IP assessment and management
- Benefiting economy is key
- Personal gain and income may not always happen
- A balancing act:
Research, innovation and commercial development

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AURIL: The Association for University Research and Industry Links

A network of professionals for the development of partnerships between the knowledge transfer business and industry

Representing the interests of industrial liaison, technology and knowledge transfer specialists and research managers in universities in the UK and the Republic of Ireland

Members are HEIs and public sector organisations. Over 1,600 members and additional members, largest in EU since 1995

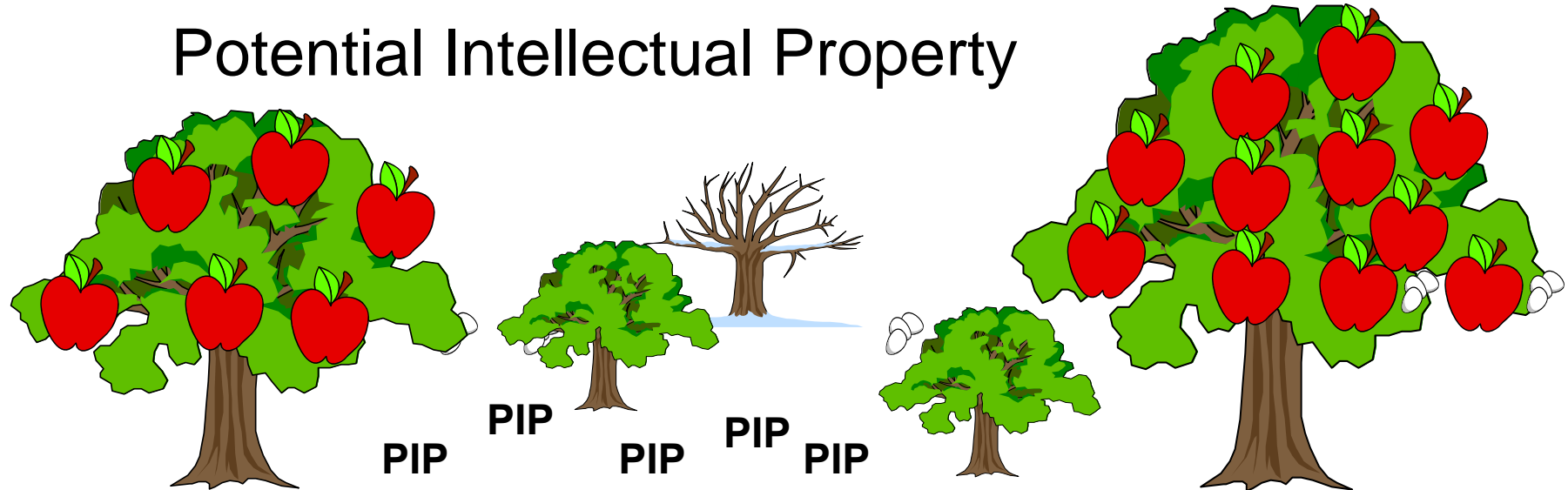
- a forum for debate and exchange of good practice
- a professional CPD service to its members
- aims to influence KT policy by lobbying funders, industry, HE Stakeholders, government and its agencies.

Other Information and Other Useful Websites

- **WIPO** - www.wipo.int (not www.wipo.org.uk)
- **LES** - <http://www.les-europe.org>
- **EU IP** - http://ec.europa.eu/internal_market/indprop/index_en.htm
- **ASTP** - www.ASTP.net
- **AURIL** - www.auril.org.uk
- **UK Patent Office** - www.ipo.gov.uk
- **British Copyright Council** - www.britishcopyright.org.uk
- **DACS** – www.dacs.org.uk
- **JISC Legal Information Service** - www.jisclegal.ac.uk
- **Copyright Licensing Agency** - www.cla.co.uk
- **Educational Recording Agency** - www.era.org.uk
- **Library and Archives Copyright Alliance** - www.cilip.org.uk/get-involved/advocacy/copyright
- **Institute of Knowledge Transfer** - www.ikt.org.uk
- **IP Institute** - www.ip-institute.org.uk

Management of IP Development Innovation & Tech-Knowledge Transfer

Potential Intellectual Property



A Global Challenge

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