

# University Management of IP Development



## Effective Management of Intellectual Property Development

Commercialisation & Enforcement of IP  
UN ECE Conference  
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# University Management of IP Development



## **A General University: a wide range of disciplines 1892 – 1992 – today**

- School of Health and BioScience
- School of Computing, Information Technology and Engineering (CITE)
- School of Architecture and Visual Arts (AVA)
- School of Psychology (one of the largest in EU)
- School of Humanities and Social Sciences (HSS)
- School of Law (incl. criminology, eg anti-terror studies)
- Royal Docks Business School
- Cass School of Education
- Research Institute/Centres, eg:
  - Human and Health Development; Human Rights In Conflict;
  - Sustainability; Geoinformatics;
  - Matrix East (media editing technology, digitisation);
  - Performing Arts; SmartLab
- Services: employability; start-up company

# University Management of IP Development



## **Innovation: tech-knowledge transfer** **- the knowledge base & output -** **IP**

- **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)
- **Building IP Culture**
  - Winning hearts and minds
  - Training and education

# Intellectual Property Development & Tech-Knowledge Transfer



- Basic Concept and Forms of IP
  - Patent
  - Design
  - Trademarks
  - Copyrights
  - Database rights
  - Know-how
  - Others, eg breeders' rights

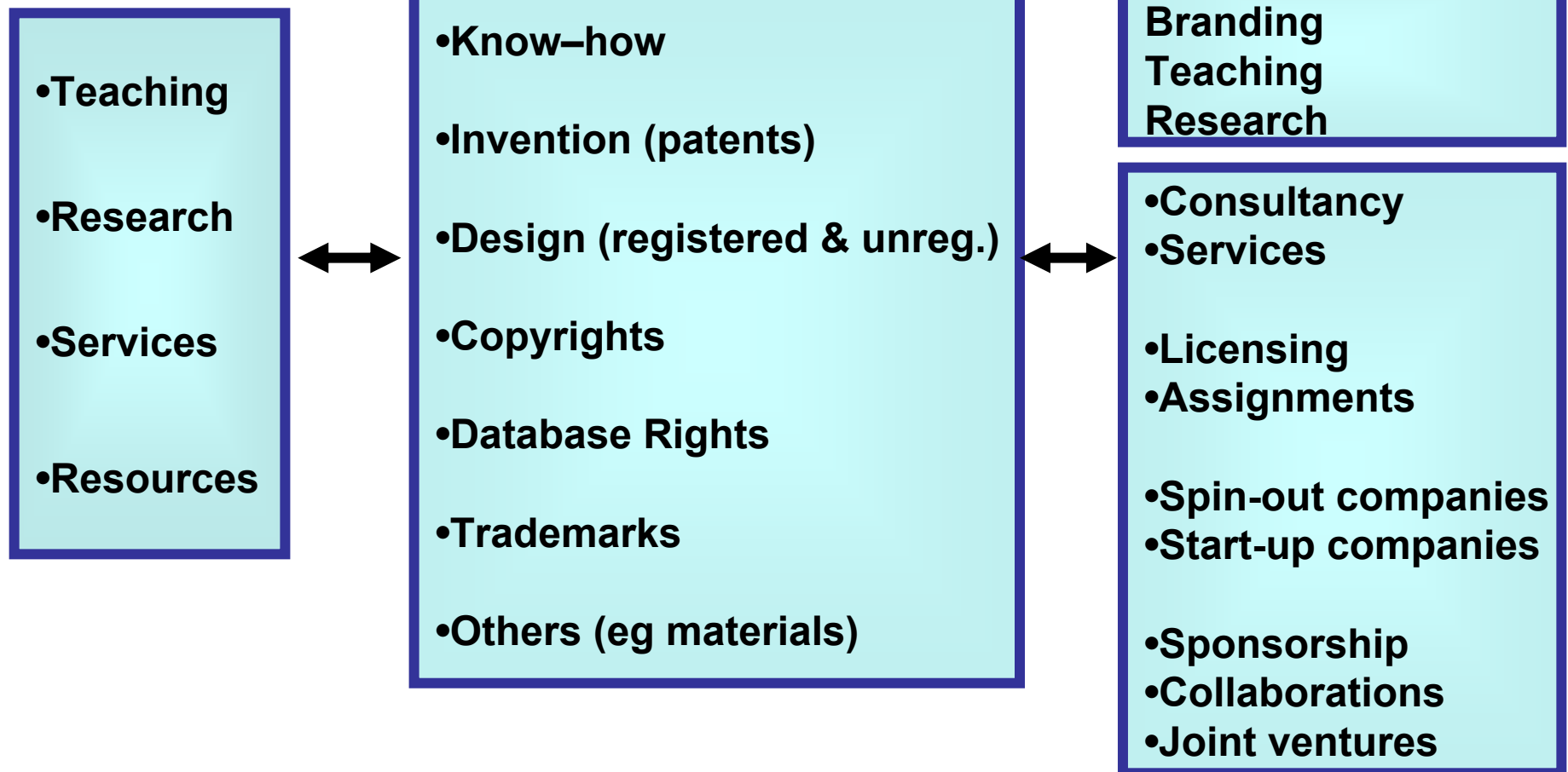
## IP Ownership & Different Laws

Often problematic; UK case law/common law system

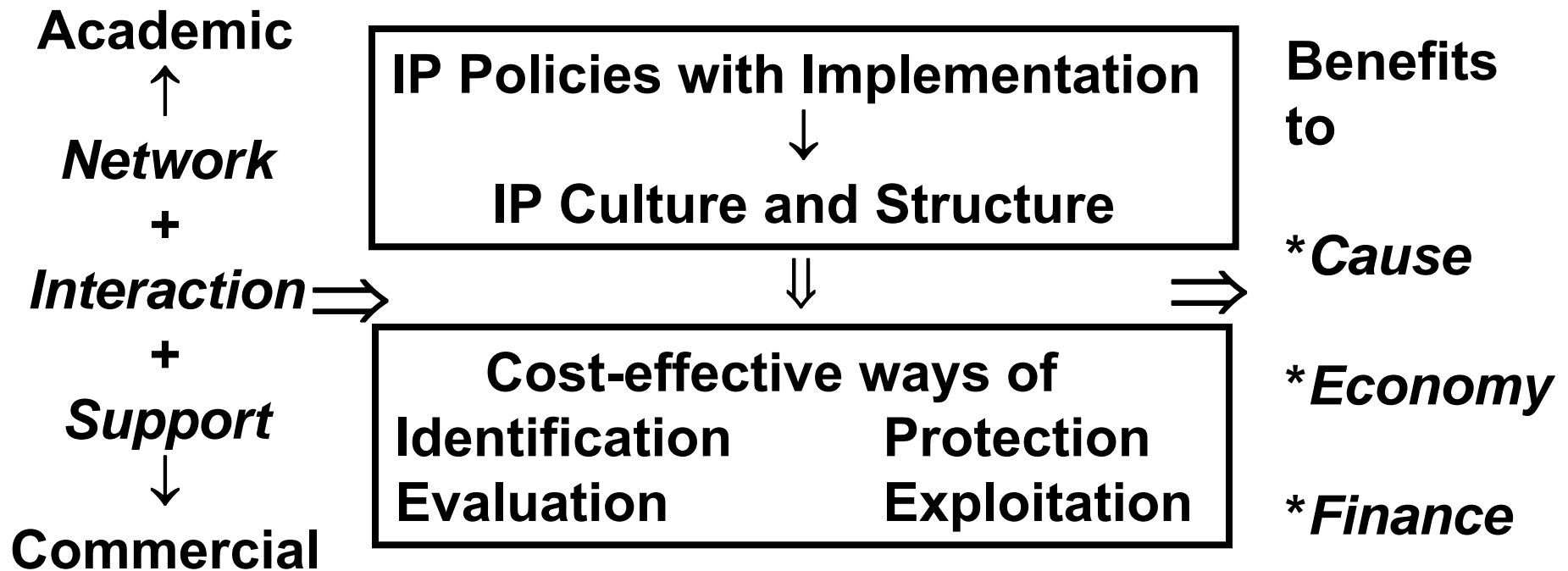
# Intellectual Property & Knowledge Transfer

## Knowledge Base Intellectual Properties

## Exploitation



# Intellectual Property Development & Tech-Knowledge Transfer



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

# Some Key Management Aspects

## Building into a good IP policy:

- **IP definition and ownership**
- **Liability & responsibility of ownership**
- **Legitimate operation and no infringement**
- **Focus on benefits and usage**
- **Academic and scientific development**
- **Contribution, collaboration and reputation**
- **Keep options open (esp. for employer)**

# Some Key Management Aspects

## Building into a good IP policy:

- **Good incentives** for hardworking staff
  - Personal benefit – income and career
  - Institutional benefit – 3-way split
  - No support, no benefit
  - Upward/downward scale
- **Student assignment**
- **Management** in control (don't lose track)

# Some Key Management Aspects

Building into a good strategy and practice:

- **Effective infrastructure:**
  - Not one size fit for all, large central : small local
  - for supporting innovation knowledge transfer
- **Depending on the Needs & the Budget –**
  - Soft Weak IP : Strong Hard IP
  - Cost effectiveness, early or late licensing? Spin-outs?
- **Local environment/culture**
- **A starting point → evolve according to needs**
- **IP office must add value and be in overall control**

# Some Key Management Aspects

Building into a good strategy and practice:

- **Active screening and due diligence**  
all research contracts, projects and PhD/research programmes
- **Up-to-date database and monitoring** non-intrusive
- **Mentoring** and hand-holding help
- **IPR Enforcement and Compliance**
  - **Internal: compliance**
    - Culture and practice
    - Training and education
    - Monitoring and management (policy etc.)
  - **External: enforcement**
    - Defence
    - Partnership
- **Building IP Culture – Very Important**
  - Winning hearts and minds
  - Training and education

# Staff Research and Scholarly Development Programme



## IP culture: An IP Training Workshop

- **For all staff (extending to students)**
  - mainly targeted at research active staff
  - other staff: compliance matters, eg distance & e-learning
- **Several times a year and working with Schools'/ Faculties' research days**
- **Relevant, interactive and relating to daily life**
- **Complement and link to other courses, eg ©**
- **A short version for final-year students via Business Modules, especially 3<sup>rd</sup> year and research students**

# IP Training Workshop

## Case Studies/Analysis –

fun and memorable with  
PBL and tangible scenarios

Covering both sides –  
compliance and protection/exploitation

**‘acting’ as IP creators then users/infringers**

- **One-to-one follow-ups on complicated individual cases**
- **But do not train on commercialisation process itself**
  - Not to divert key focus (academics do science)
  - Only train/support those who are interested and good at commercial aspects/work



# 4 Key Steps in IP Development/Knowledge Transfer

## – Identification

- Joint effort
- (Internal) disclosure?

## – Evaluation (talk to experts in practice)

- All aspects: academic, scientific, commercial & non-commercial, eg usage, value for money

## – Protection

## – Exploitation/Commercialisation

# 4 Key Steps in IP Development/Knowledge Transfer

- **Identification**
- **Evaluation**
- **Protection**
  - Minimise up-front cost
  - Maximise benefit regardless of up-front cost
  - For public good
  - Helping developing nations
- **Exploitation/Commercialisation**
  - Not intended for all staff to handle but to support
  - Commercial development (often professionals)
  - Cost-effectiveness/value for money
  - Public benefit and for developing nations

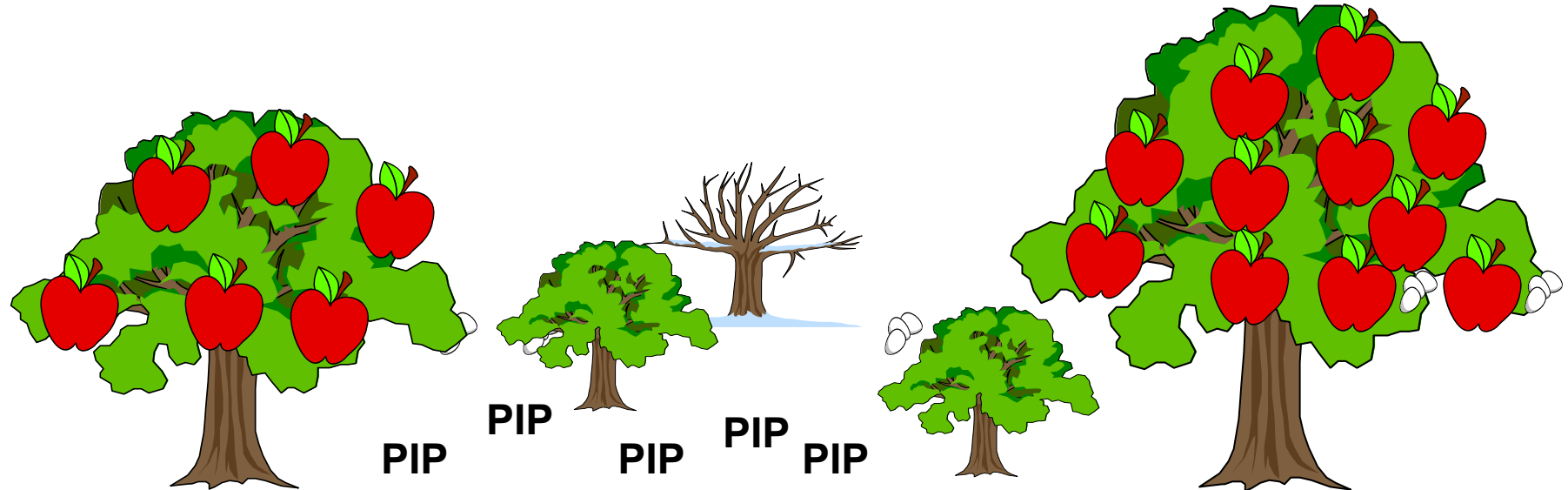
# **National Evaluation of IP and Infrastructure for Innovation Knowledge Exchange by HEFCE**



## **Innovation Tech-Knowledge Transfer/Exchange 2009-2010 Review**

- **IP regimes v. issues/problems on exploitation**
- **IP policies established by all universities/HEIs**
- **No single best practice**
- **Positive relationship with the industry**
- **Contribution to the economy**
- **Generated some income**
- **Evolving to meet growing needs of KE market**
- **Beyond the commercialisation of Science, Technology, Engineering & Mathematics (STEM)**

# Potential Intellectual Property P.I.P.



Intellectual Property Development  
(Innovation)

Tech-Knowledge Transfer

**A Global Challenge**

# Other Information and Other Useful Websites

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



**Management of  
IP Development Innovation &  
Tech-Knowledge Transfer**

**Thank You**

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