



Technology Transfer and Intellectual Property

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What is Technology Transfer?





What is Technology Transfer?



Movement of intellectual property and discoveries to general public





At the Interface



Scientific Innovation



Business Development





What is Intellectual Property?



Copyright



Service Mark



i'm lovin' it™

Trademark



Patent



Trade Secret



Copyrights



Creator of original work



Duration is life of creator + 50-100 yrs from creator's death



Doesn't cover ideas and information. Only form or manner that they are expressed



Copyright Process

**Must meet
minimal
standards of
originality**

**Copyright is
automatic**

**Once idea is
tangible,
copyright holder
enforces right**

**No need to
register with any
governmental
office**



Service Marks



Identify service rather than product



Advertising of service
where is no “package”
to trademark



Must pass test of
distinctiveness not
present with trademark



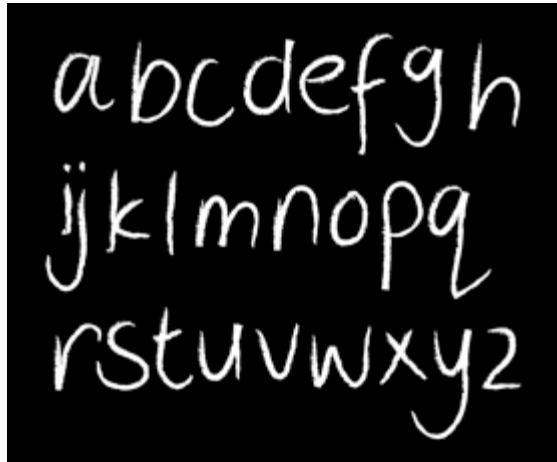
Trademarks



Distinctive sign or indicator to identify products/services



Can (theoretically) last forever



Name, word, phrase, logo, symbol, image, or combo of these elements



Service Mark and Trademark Process



Considered to be a form of property





Trade Secret



1. Not known to public
2. Provides economic benefit to holder
3. Reasonable efforts to maintain secrecy

ONLY PROTECTED WHEN NOT DISCLOSED



Non-compete and non-disclosure contracts with employees



Patents



Form of Contract

Inventor discloses invention to public & meets “patentability tests”



Government grants a “limited monopoly” on invention



Patent Owner Rights

“Exclude Others”



Making the invention



Importing the invention



**Selling the invention, or
offering the invention for sale**



Using the invention



Types of Patents



Provisional

Utility

**Technology,
products, or
methods**



Plant

Protects asexually reproduced plants



Design

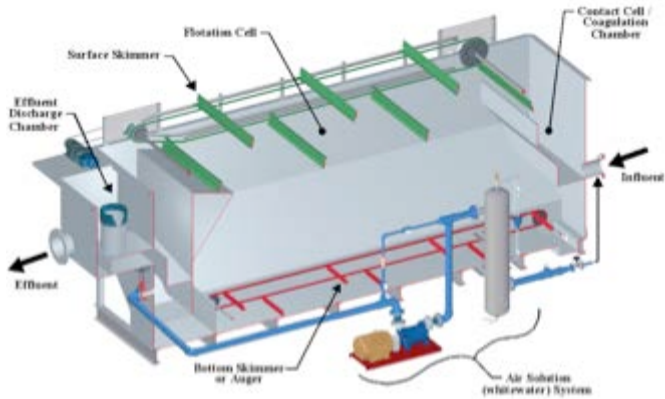


**Protects the way
an article looks**



What Can be Patented?

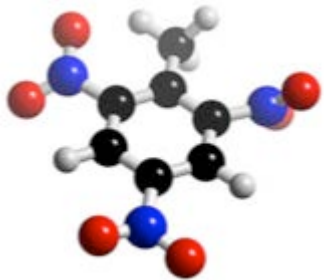
Processes



Products



Compositions of matter



New Uses





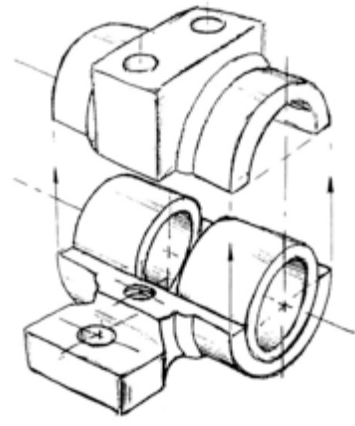
Anatomy of Patent

- **Specification**
 - Describes invention
 - Discloses how to make it and use it
 - Reveals best way known to the inventor of practicing the invention



- **Claims**
 - Points out and distinctly describe what applicant regards as invention

- **Drawings**
 - Schematics, flow charts, sequence listings, etc.





Usefulness

Does the invention really do anything?



Does it solve the problem it was designed to solve?



Novelty

“A person shall be entitled to a patent unless: The claimed invention was disclosed in the prior art.”



Prior Art

- Patent/Publications
- Public Use
- Commercial Offers to Sell
- Sales
- Conversations





Patent Process

Determine type of patent

- Provisional
- Utility
- Design
- Plant

File via written application

Determine
“claims”
What you
want to
protect

Wait 3-7 years

Cost range
\$15k-\$50k





Helpful Tips

- **Keep accurate lab notebooks**
 - Dated, signed, and witnessed
- **Disclosures**
 - Abstracts, meeting talks, presentations, online publication
 - Jeopardize protection rights
- **Work with OTT staff, law firms, and commercial partners**
- **NDA/MTAs are essential for transfer of information and reagents**
 - Need proper protection in place





Commercialization Example

Inventor



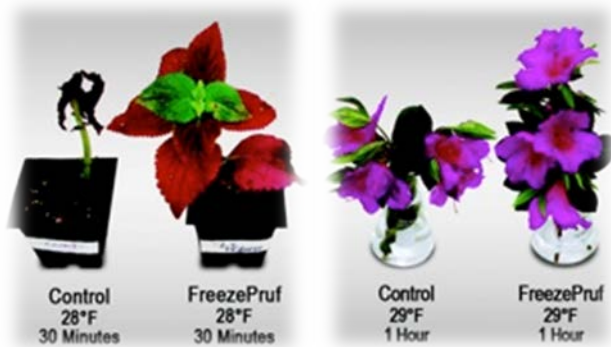
Trademark



License



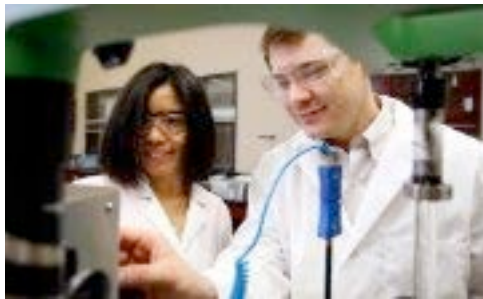
Applied R&D





Start-up Example

Inventors



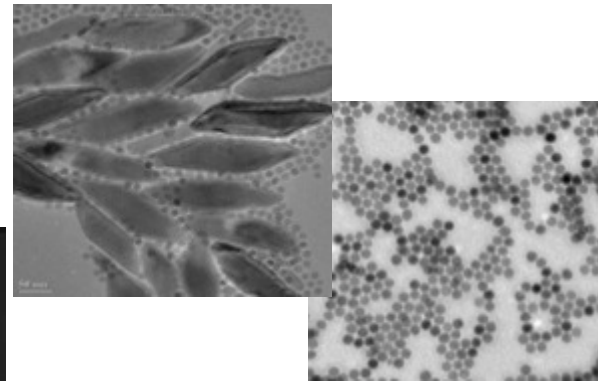
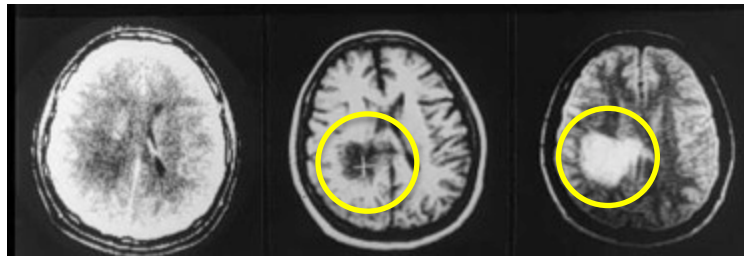
Funding



SBIR/STTR
SMALL BUSINESS INNOVATION RESEARCH
SMALL BUSINESS TECHNOLOGY TRANSFER

Faculty & Graduate Student

Applied R&D
Nanoparticles for MRI





“The value of an idea lies in the using of it”

- Thomas Edison





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Developing the future.

