

# URVentures

Intellectual Property Protection, Licensing and  
Development



UNIVERSITY *of* ROCHESTER

# Basic Paradigm

# URVentures

## Our Belief

By focusing on developing UR technologies beyond basic research, more of our technologies will achieve a better valuation, with higher likelihood of reaching the market.

...developing...

... future state.



In the beginning...



## The Challenge

There are gaps in the resources (money, expertise, systems) needed to develop university technologies to the stage where companies are willing to license and carry them forward.



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## What we do

A team of Business Developers and IP Legal that:

- Protect IP (Patent, Copyright, etc.)
- Manage the UR IP Portfolio
- Market UR Technologies



And also...

- Technology Development Fund
- Provide Business Resources
- Develop Business Relationships (CBE)



## Why we exist

- Part of the University Mission – **First and Foremost!**
  - Encourage practical development of ideas
  - Incentivize company sponsored research
- Bayh-Dole Act (1980)
- Motivate and Retain Faculty
  - Royalty Sharing
  - Lab Funding
- Income Generation
  - Royalties and Licenses
  - Startup companies





## **Identify and Protect Intellectual Property**

- Work with researchers to identify intellectual property
  - Patents,
  - Copyrights
  - Trademarks
  - Trade Secrets/ Know How
- Obtain IP protection for UR IP
  - Patent filing
  - Copyright Registration
  - Trademark Registration, and IP protections etc.



## Manage IP Portfolio

- IP Attorneys and Licensing Managers, in consultation with inventors:
  - Review Invention Disclosures
  - Send patent drafting to outside council
  - Manage office actions
  - Review and actively manage IP





# **Business Development of UR IP**

- Evaluate research projects for commercial potential - what would be a product?
- Market analysis - seeking relevant industry partners for feedback and help develop a project (licensing, partnership) – overcome the gap.
- Negotiate contracts/agreements (option, exclusive, BMA, SRA etc.)
- Establish joint ventures by connecting entrepreneurs with projects – start ups



## Funding Research

### Technology Development Fund (TDF) Center for Business Engagement (CBE)

- TDF (29 projects over past 5 years)
  - The TDF funds projects into the “De-risking” phase of development not typically funded by research grants
  - Awards range from \$50K - \$100K
  - Typically used for Animal Testing, Prototyping, and other Proof of Concept studies
- CBE
  - Builds and enhances UR’s relationship with private industry partners.
  - Seeks support for new and enhanced sponsored research, industry/faculty engagement, student recruitment, capstone projects, and philanthropy.
  - Works to increase connectivity and coordination around UR-wide corporate support.





## Provide Business Resources

- Assist with SBIR and STTR grants
- Help startups develop business plans
- Connect enthusiastic entrepreneurs with exciting new technologies

