Working with Industry

CALS New Faculty Orientation
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Joe Colletti, Senior Associate Dean & Associate Director Iowa Ag Experiment Station
Outline

• Organizations to assist & OSPA vs OIPTT
• Industry Work Plan
• What to do & what not to do
• IP, Patents, Disclosure
• Questions
  – Source: Based on OIPTT & ISURF materials
Working with Industry – Organizations at ISU

• ISURF & OIPTT – two units that assist you in working with industry

• Office of Intellectual Property and Technology Transfer (OIPTT)
  – Negotiates industry-funded & commodity-funded research agreements
  – Commercializes IP arising from ISU research

• ISU Research Foundation, Inc. (ISURF)
  – Manages IP portfolio for ISU
Sponsored Research (OSPA) vs OIPTT

Federal/State/Local/Nonprofit (OSPA)
• RFP
• GoldSheet needed at time of proposal
• Be optimistic
• Be “squishy” on scope
• Loose timelines

Industry (OIPTT)
• No RFP (rarely a RFP)
• GoldSheet needed before award (usually)
• Be realistic about project research benefits
• Be “firm” about scope of work
• Stricter timelines
## Industry Work Plan vs Federal Proposal

*You need to speak the right language…*

<table>
<thead>
<tr>
<th>FEDERAL</th>
<th>INDUSTRY Work Plan</th>
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<tbody>
<tr>
<td>Abstract</td>
<td>Executive Summary</td>
</tr>
<tr>
<td>Background/History</td>
<td>Introduction/Benefits</td>
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<tr>
<td>Focus on Science</td>
<td>Focus on Application</td>
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<tr>
<td>Technical</td>
<td>Less Technical</td>
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<tr>
<td>Long</td>
<td>Shorter</td>
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<tr>
<td>Detailed Budget</td>
<td><em>Loaded Budget – embed IDC in budget</em></td>
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Working with Industry

**Do**
- Communicate with sponsor timely & accurately
- State that you will publish
- Write executive summary for business personnel
- Provide short, concise & clear statement of work (SOW) (not too detailed)
- Know actual budget figures
- Diligently meet timelines for project

**Do not**
- Promise deliverables that research may not deliver
- Ignore sponsor’s emails or delay sending sponsor expected reports.
- Write SOW for broad impacts
- Forget to complete Goldsheet
- Provide budget figures without including indirect costs (IDC)
- Negotiate intellectual property rights, IDC, ownership of data, publication rights
Categories of Intellectual Property

- Patents – Utility, Design, Plant
- Copyright – Creative Works (including software)
- Trademarks (e.g., Nike, ISU athletics logo)
- Trade dress (e.g. Coke bottle shape)
- Trade secrets/know-how/confidential information
Why do we patent?

• ISU’s goal is to have our discoveries utilized for the public good
• Might be accomplished simply by publishing
• Without ability to exclude others, many companies will not invest in maturing technology
  – Important for early stage technology
  – Important for technologies that require large capital investment to bring to market
When to Disclose

• Early ..... err on early side
• Proof of principle
  – Demonstrate purpose & functionality
• If possible, before public disclosure
  – Public disclosure creates “a bar of dates”
• Before filing, need an enabling writeup, ideally in form of a nearly complete manuscript draft
www.techtransfer.iastate.edu
Questions?