

Management of IP Portfolio at Universities

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Morning – theory

Afternoon – practice and
examples of databases,
technology, etc.



Office of [Technology Transfer]

Innovation and Commercialization

To promote the public utilization of university innovations through the formation and **management** of commercial partnerships to create opportunities to benefit society.



IP Portfolio Secures Protection

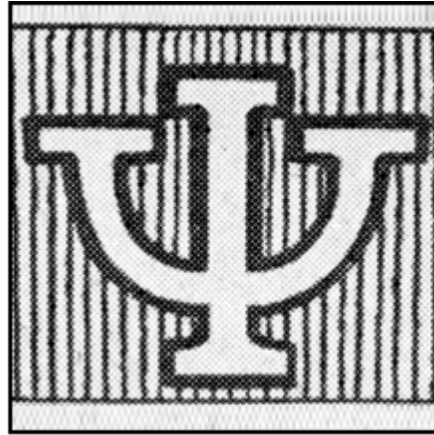
- Patents for technical inventions created therein
- Copyright for creative expression
- Trademarks used in commerce designating the university as the source of logos, word marks, depictions of campus buildings or landmarks (also service marks and trade dress)
- Trade Secrets such as know how



The IU Trident



1898



1918

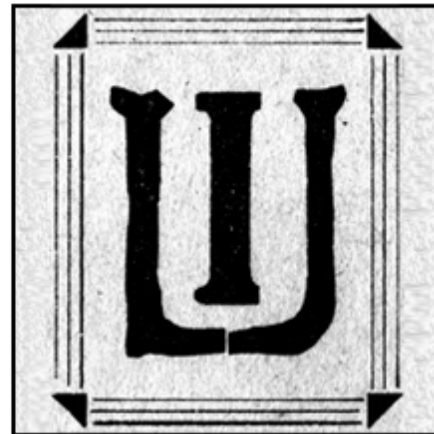


1920s

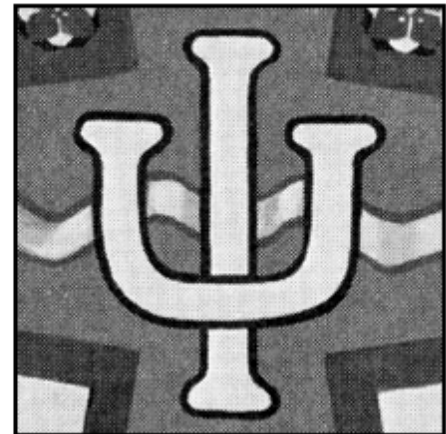
1910



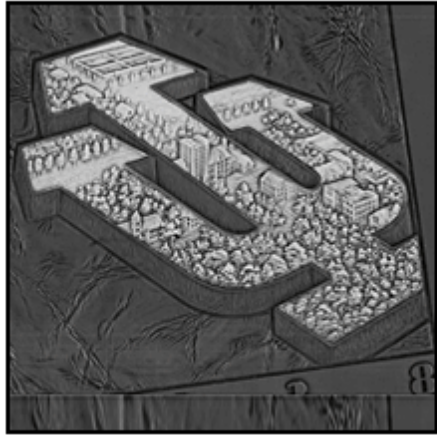
1919



1921



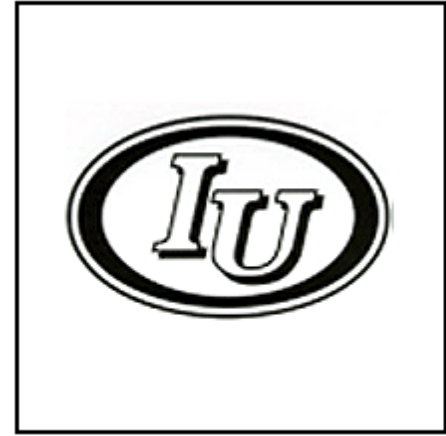
The IU Trident



1938



1978



1997

1960s



1970



2002



INDIANA UNIVERSITY BLOOMINGTON ART SHEET

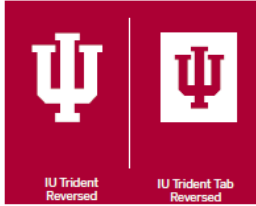
PRIMARY LOGO THE IU TRIDENT



IU Trident



IU Trident Tab



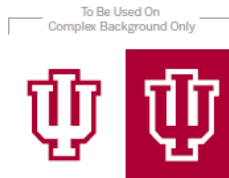
IU Trident Reversed



IU Trident Tab Reversed

PRIMARY LOGO The interlocking IU Trident may only be presented in: Crimson (PMS-201), White, Cream, Black, Gray, Light Blue and Light Pink on baby products only, and Pink relating to Breast Cancer Awareness Products.

The integrity of the IU Trident must be maintained and as such cannot be altered in anyway. The Block-out Trident may only be used on products with a pattern or design element that will show through from behind the logo. When the IU Trident is used on a graphic, free space must surround the logo and no other design elements may encroach into the immediate space surrounding or within the mark. Words and designs related to Indiana University may be featured inside the IU Trident as long as they are contained within the mark itself.



Block-out trident

Block-out trident (reversed)

PRIMARY WORDMARKS

INDIANA UNIVERSITY

INDIANA UNIVERSITY

INDIANA UNIVERSITY

INDIANA UNIVERSITY

IU

IU

WHITE

WHITE
 CO M0 Y0 K0
 HEX #EDED
 R237 G235 B235

CRIMSON

CRIMSON
 PMS 201
 CO M100 Y65 K34
 HEX #990000
 R169 G5 B51

APPROVED MADEIRA THREAD COLORS FOR IU CRIMSON:



910-1038 Rayon
 911-1038 Rayon



910-1238 Rayon



918-1982 Polyneon
 919-1982 Polyneon

GENERAL INFORMATION

Team Name: Indiana Hoosiers
Location: Bloomington, IN
Mascot: N/A
Fight Song: Indiana, Our Indiana
Established Date: 1820
Conference: Big Ten
Average Enrollment: 42,000
Student Section: Crimson Guard
Number of Sports: 24

NOTE:

Little 500 is a registered trademark of the Indianapolis Motor Speedway and used under license by the IU Student Foundation.

IDENTIFIABLE PROPERTIES

Arboretum
 Assembly Hall
 Beck Chapel
 Bill Armstrong Stadium
 Dunn Meadow/Jordan River
 Frank E. McKinney Jr. Fountain
 Metz Carillon
 Memorial Stadium
 Memorial Student Union
 Rosewell House
 Sample Gates
 Showalter Fountain

ATHLETIC MARKS

HOOSIERS

HOOSIERS

INDIANA HOOSIERS

INDIANA HOOSIERS

INDIANA

INDIANA

Indiana

Indiana Script



State Graphic

UNIVERSITY CAMPUS MARK



INDIANA UNIVERSITY



INDIANA UNIVERSITY

UNIVERSITY SIGNATURE
 (FOR FORMAL COMMEMORATIVE PRODUCTS)



INDIANA UNIVERSITY



INDIANA UNIVERSITY

UNIVERSITY SEAL



Contact Licensing & Trademarks For Use



INDIANA UNIVERSITY

Products Promoting IU



Trade Dress

- image, appearance, visual impression that functions as a source identifier
- Examples: product shape, packaging shape, color scheme, design





Types of Partnership Opportunities

Vendor Opportunities	Mutual Opportunities	University Opportunities
A single point of contact within the University to build successful relationships and activations	Research and innovation opportunities	Increased revenue through revenue shares or other contributions
Access to target audiences, networking opportunities, hospitality, programs and events	Marketing content development and integration	Reduced or fixed costs for goods or services sold to the University
Official or exclusive designations	Talent pipeline / Job opportunities, internships and mentorships for students	Value-added goods/services donations or discounts to students, faculty, or staff
Use of University marks	Attendance at recruiting events and career fairs	Funding of academic programs
Marketing opportunities: Print, web, e-blasts, newsletters, social media	Collaboration on social responsibility or sustainability programs	Scholarships and charitable partnerships
Temporary signage at specific events	CEO speaking engagements / Value-added academic experiences for students	Funding student-focused programs
Product development	Case studies, documentaries, or focus groups	Aid programs for students in need
Press releases	Annual reporting and opportunity assessment	Unit-specific and conference support



Universities as Technical Research Innovators

Agriculture

Artificial Intelligence

Biotechnology

Chemistry

Engineering

Imaging

Information Technology

Materials Science

Optics

Physics



ICO Patent Statistics Average per Year

- ~ 200 disclosures submitted
- ~140 priority patents filed per year
- ~ 40 issued patents per year
- ~ \$4M - \$6M revenue
- ~30 startup companies



Creation of Technology Transfer

- Pre-1980 U.S. Government owned 28,000 patents but licensed less than 4%
- 1980 Bayh-Dole Act applied to all federally funded research
- Permitted universities and nonprofits to retain title (own) its IP
- University obligations to
 - Share revenue with innovators
 - Manage the IP (invest resources of human talent, time, and money)
 - Report inventions to the government
- Government rights
 - “march in”
 - Never exercised



3 Types of Management Strategies



- 1 Single management throughout entire lifecycle
- 2 Internal management until licensed or confronting significant financial investment, typically PCT nation stage entry decisions
- 3 Management divided between
 - (i) Business team (market assessment, contacts, strategy)
 - (ii) Legal team (patent, licensing)



Market Assessment

- What is “the invention” – define “product” and unique features
- What is the customer base
- What is the market size
- What is the competition
- Who are the stakeholders and decision makers



Legal Assessment - Patentability

- Does it meet legal requirements for patentability
- What is the realistic claim scope
 - Innovator
 - Improver
- Can it be enforced
- What is the competition landscape
- Who are the stakeholders and decisionmakers



Legal Assessment – Agreements

- Inter-institutional agreement (IAA)
- License (Note: not ownership which is Assignments)



Licensing Overview



Why License?

- Protect
- Promote
- Profit – monetizes the portfolio

