

# Building Industry Relations and Research Agreements

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Morning – theory,  
substance

Afternoon – practical  
applications

IU web site

sample agreements,  
identify problems,  
share best practices



# Building Industry Relations

“build” is a verb  
Action = hard work  
No direct path

Align industry **needs and priorities**  
with  
**strengths** of faculty, staff, and students



# Industry Relations

Academia and Industry – goal is a “seamless” connection

Is this possible?

Connect

Dialog

Industry Mindset compared to Academic Mindset

Best Practices

think through funding possibilities

contact funders

help develop proposals and budgets

resolve procedural and policy questions between funders and universities



# How to “Build”

## Define “industry relations”

All external relations are potential industry relations  
(see Day 2 marketing)

Goal: Be the “solution” to an industry “problem”



# How to “Build”

## Prepare to be a “solution”

- Investigate realistic university capabilities  
example: specialized geology instrument measuring rock porosity as a “solution” for oil and gas industries
- Investigate realistic industry problems (see Day 2 Marketing)  
example: use student interns as ambassadors
- Offer a “menu” of services to selected industry



# How to “Build”

## Prepare to engage with industry

- “hook” university solution to industry problem
- offer different levels of opportunities
  - Host/guest meeting
  - Host/guest seminar
  - General/specific topic
  - Introduction of specific faculty and/or students
  - “Peek” at new technologies
- offer an array of opportunities (“sample menu”)



## Sample “menu of services” to industry:

- collaborative research
- sponsored research
- source of new technology or commercialization opportunities
- customized executive education
- source of attract top tier talent





# How to “Sell”

## Provide relevant information

- basic information about your organization
- focus of project
- crystal clear relation between your project and the industry’s purpose
- Desired outcome and expectation



# Define Industry Key Terms

## **RFP** Request For Proposal

written solicitation/announcement, distributed by funders, that alerts fund seekers to the requirements of specific projects, calls for entries, programs, etc.

## **PI** primary investigator

lead person on any project, bears responsibility for project success even without guaranteed outcomes

## **CRA** Collaborative Research Agreement

“no cost” agreement, defines actions and obligations of each party  
both sides decide on project scope

## **SRA** Sponsored Research Agreement

sponsor funds, costs reimbursable or fixed fee  
university performs, both sides decide on project scope  
“options” to license IP



# Define Industry Key Terms

## **MTA** Material Transfer Agreement

Parameters defining who, what, where, how, why any material and/or apparatus will be transported between two entities

## **NDA/CDA** Confidentiality Agreement

Conditions defining scope of confidentiality

## **OPTION**

Terms under which a party can operate, beneficially prelude to a license

## **TERM SHEET**

Sets key terms only, typically non-binding, specific to each Party's position (e.g., export control may be appropriate)

## **IIA** Inter-institutional Agreement

Agreement how two relatively equal institutions will



# Start the Process

## Define the Personnel

PI

team members

For PI

name

contact information

college

department



# Start the Process

## Define the Project

title

summary

goals

type of support needed

identification of project as new or ongoing

timeline

anticipated outcomes

total budget and amount needed

funders



# Start the Process

## Define the Expectations

- check-in periods
- discussions
- meetings
- reports
- summary

goals

- type of support needed
- identification of project as new or ongoing
- timeline
- anticipated outcomes
- total budget and amount needed
- fundors



# Building Legal Relations

Why? Your industry relationship will be bound by legal agreements

Legal Agreement involve Lawyers

In-house lawyers that represent the industry

University lawyers that represent the university

Univeristy lawyers that are engaged by the university

Counsel seek to work with universities

Counsel want university business

Align university **realities (timing, budget, etc.)**

with

**counsel realities (bills, lead-time)**



# Start the Process

## Understand Agreement Types and Key Terms

Confidentiality

Option

Inter-Institutional

Sponsored Research Agreement

Collaborative Research Agreement

License

Exclusive

Non-Exclusive

Field of Use





# Sample University Model Agreements 88997

Confidentiality

Option

Inter-Institutional

Sponsored Research Agreement

Collaborative Research Agreement

License

Exclusive

Non-Exclusive

Field of Use

