



KØBENHAVNS UNIVERSITET



Introducing Easy Access

Experiences from University of Copenhagen

Karen Laigaard

Director of Technology Transfer
Immediate Past President ASTP

Sted og dato
Dias 1



Agenda: Easy Access IP Session

9.30-10.30	Introduction to Easy Access IP <i>Karen Laigaard</i>
10.30-12.30	Group Discussions Pros and cons of Easy Access IP Summary of group discussions and conclusions <i>Karen Laigaard & Henric Rhedin</i>
12.30-14.30	Lunch break
14.30-16.00	HEP and Easy Access IP Group discussions on how to combine HEP and Easy Access IP: opportunities and threats <i>Karen Laigaard & Henric Rhedin</i>



Quick Overview

Founded: 1479

Students: 37,000

Employees: 8,500 (of which 5,500 researchers)

8 faculties

8 Nobel Prize Laureats



The University's Tasks

- Create knowledge
 - Research
- Disseminate knowledge
 - Publications
 - Teaching
 - Knowledge transfer (to industry, society, community)



Innovation at Cph prior to 2000

?

Nobody knows what went on!!

2000: the "Danish Bayh-Dole Act"

- The professors' privilege system was abolished and replaced by the US and European mainstream ownership regime
- Universities were instructed to establish patent organisations to manage IP
- Government allocated a 4-year budget to support the activity (patenting activity + network amongst Danish universities)

Danish Law on Inventions at Public Research Institutions

Main Points:

- University has right to assume ownership
- Employees of the University **MUST** disclose inventions to the University through tech transfer office
- Tech transfer office **MUST** decide within 2 months whether university wishes to assume ownership
- Tech transfer office **MUST** actively try to commercialise the invention
- Employee **MUST** actively assist in the process when needed
- Any net income is divided between researcher(s) (1/3), department (1/3) and University (1/3)



Tech Transfer Office

Established in 2003 w/4 people

Today: 8 people (legal, scientific, business)

- Scouting
- Protect inventions from academic community
- Market inventions (tech summaries, participation in international events/exhibitions like BIO ...)
- Ensure PoC-funding for projects
- Commercialise inventions (licenses and spin-outs)
- Negotiate agreements on behalf of the University (agreements are signed by TTO which ensures swift processing)



Commercialisation 2010

609 collaboration agreements

12 licensing agreements

2 sales

Income from licenses \$700,000 University policy is not income, but Government still measures!

Invention disclosures: 40

Patent applications: 11

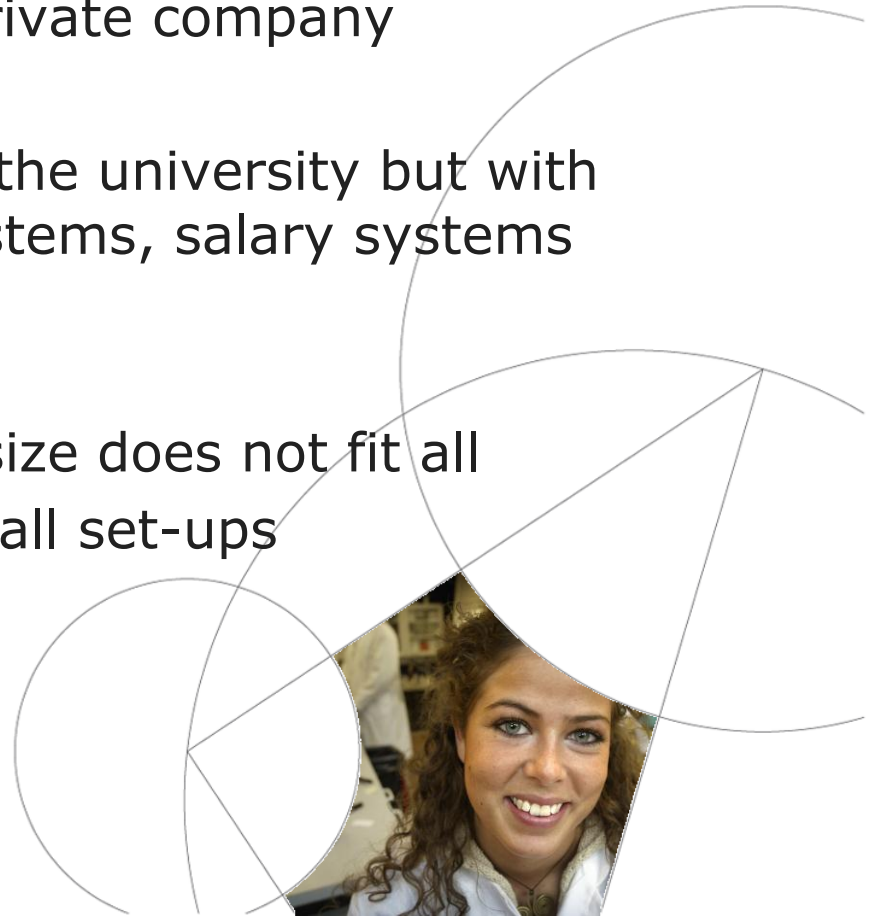
Granted patents: 2



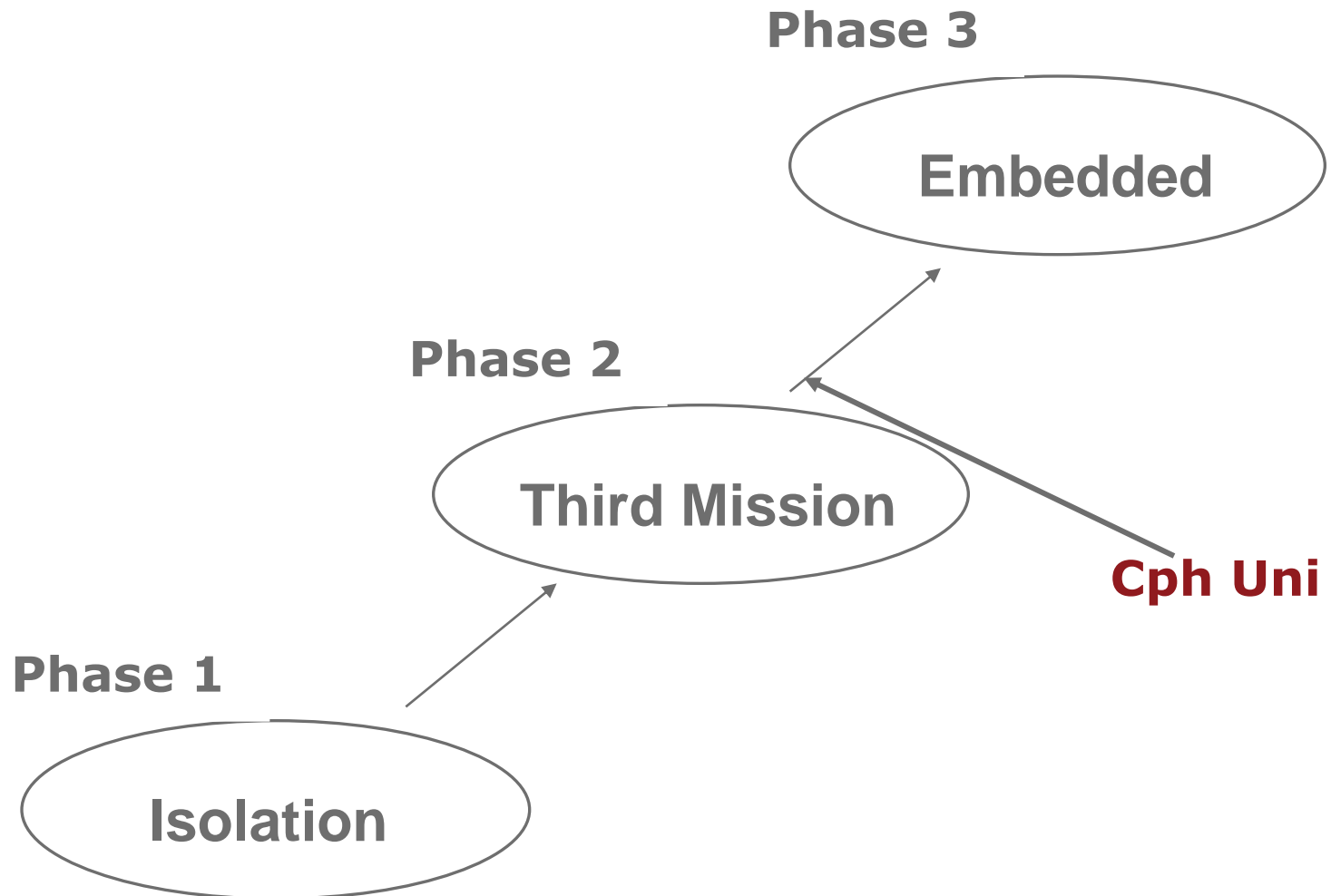
Where is the TTO?

- Copenhagen University's TTO is part of the central university administration
- Bergen TTO, Norway, is a private company
- K.U.Leuven's TTO is part of the university but with totally separate financial systems, salary systems and HR

Many systems and one-size does not fit all
Pros and cons in all set-ups



Evolution of the TT-operation - where is *your* institution?



Our Approach to Commercialisation

Focus on licensing agreements

- Research collaboration agreements – an important source of future licenses

Spin-outs

- TTO assists entrepreneurial researchers if they wish to set up companies
- Start-ups get a license to IPR
- Start-ups can rent space within University
- University does not take equity:
 - We do not have resources to sit on boards
 - University will eventually be diluted
 - Investors are sometimes happier without us!!
 - University will not end up having to negotiate deals with itself if company needs further licenses from University

The Good Stuff at Cph / in Denmark:

- Management fully supports TTO both political support and support in "special" cases
- Faculties have "performance contracts" with management
 - TT activities are part of those contracts
- TTO has high degree of freedom and empowerment (e.g. we sign all our commercial agreements)
- National network = personal networks, lots of Professional development and exchange of best practise
- Proof-of-Concept funding made available by Ministry



Some Challenges

- Technology transfer still seen as a “third mission” –
- Some faculties / staff still think they have to choose between innovation and high quality research
- No incentive scheme in place or recognition for academics who engage in TT activities
- Universities do not have Proof-of-Concept funds in-house
- Danish Universities + industry have developed model contracts – is this working?
- TTOs are under-staffed
- How do we measure our results in meaningful way? (need to look at quality rather than quantity)



It's a tough job!

TTOs are often criticised:

- for being inefficient
- for being unrealistic in terms of valuation of technologies
- for being difficult to negotiate with
- for being too slow
- for not transferring enough technology / not making enough deals



AND

- TTOs often find themselves in confrontational licence negotiations
 - Neither TTO nor company knows the potential value of the IP
 - Neither TTO nor company knows required development costs
- Not a good start to the university/company relationship
- Deals are either not made or at least not win-win
- TTOs end up with large IP portfolios with non-commercialised/able IP
- Society does not reap the benefits from technology transfer



Easy Access Philosophy

developed by Kevin Cullen, ex-Glasgow University UK), now University of New South Wales, (Australia)

All IP has some value, but only a fraction has significant commercial value to the University

For the IP where we judge there is significant value we will continue to commercialise it through commercial deals

In cases where we cannot enter commercial deals we will transfer the IP to partners who can demonstrate how they will use it for the benefit of society



Easy Access: New Approach to Commercialisation

Reasoning:

- Only 5-10% of IPR portfolio is of importance to University
- Let's give the rest away for free!
- 1-page non-negotiable licensing agreement available on-line

Conditions:

- Researchers/inventors have to agree
- Companies have to produce a realistic business plan
- IPR has to be used/developed within three years
- Company has to cover patenting expenses
- University free to conduct research within fields
- Company agrees to accredit researcher(s) and university if IP is exploited



Easy Access IP

Why?

- University role is to disseminate knowledge: more IP is being disseminated
- Companies (also SMEs) will find it easier to engage with university: more knowledge transfer from university to industry
- New relationships with new companies
- Companies may wish to fund more research
- University fulfills its mission



Why is Easy Access smart?

- If any product/technologies are developed the University will get credit which is sometimes worth more than a tiny royalty rate
- think of Stanford and Google!!!
- UK Government looooooves Glasgow University!
- UK research councils looooooves Glasgow University!
- UK industry looooooves Glasgow University!



Free thinking



Glasgow University, the alma mater of James Watt and John Logie Baird, is making a bold attempt to commercialise academic research by offering its intellectual property for free to British entrepreneurs. The move, a first for a UK university, is aimed at raising the profile of Glasgow's research and helping companies maximise competitiveness. Diagnostic pill technology and techniques to improve cancer therapy are among the ideas on offer.

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University leads way with free research offer

By Jonathan Moules,
Enterprise Correspondent

Glasgow university, the alma mater of inventors James Watt and John Logie Baird, is making a bold attempt to get academic research commercialised by offering its intellectual property free of charge to British entrepreneurs.

The move, a first for a UK university, is aimed at raising the profile of Glasgow's research achievements and helping companies maximise their competitiveness.

Diagnostic pill technology, a model for Parkinson's disease and techniques to improve cancer therapy are among the breakthroughs on offer.

If a company can demonstrate that it can use the university's discoveries for a commercial application, it will be offered free rein to do so with no fees attached. If no commercial application is forthcoming within a specified time limit, the university retains the right to offer the research to others.

More than 90 per cent of the IP archive will be made available, according to the university. Only research funded by companies will be excluded from the plans.

Anton Muscatelli, university principal, said: "One of the core missions of the university is the creation, advancement and sharing of knowledge and we aim to transfer as much IP into commercial use as we can."

One of the first companies to benefit is Hertfordshire-based Elliot Scientific, which is using the university's breakthroughs in laser beam technology to add new features to its precision instruments.

Miles Padgett, professor at the university's school of physics and astronomy, which is working with the company, said: "My belief is that as academics we have an obligation to promote transfer of our technology into the real world."

Doug Richard, a former *Dragons' Den* panellist and a technology entrepreneur, said the move was likely to upset academics in other universities, who fiercely guard their innovations.

"It is something that everybody has dreamed about in the tech community for ages," he said. "Some will love it. Some will hate it."

The internet has made it easier for companies to find out about other IP they can commercialise. Marketplace websites, such as yet2.com, allow organisations to trade IP online.

Matt Dixon, a partner at law firm Harrison Goddard Foote, said the move could upset some who might imagine publicly funded university research was the property of taxpayers. "You hear a lot of this from academics - that they don't want to patent their research, they just want to get it out there," he said.

"Of course if it turns into something big, they then want a slice of the profits."

And this is what the Danish press usually writes about us!

Hård kritik af offentlig forskning:

“Uprofessionelt system” blokerer for verdensklasse

Offentlige forskere med en kommerciel ide har trange kår - Det system, der skulle støtte forskerne i at forvandle ideer til salgare ideer, er uprofessionelt - Det medfører et stort innovationstab og blokerer for regeringens ambitioner om verdensklasse, hedder det i ny rapport fra Danmarks Forskningspolitiske Råd - Offentlig dansk forskning er nærmest usynlig for udenlandske virksomheder

Mandag 29. september 2003. — 1. sektion

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God viden strander på universiteterne

Der er penge nok til offentlig forskning, men samfundet får for lidt ud af dem. Der er for langt fra universiteterne til erhvervslivet,

forskningen og virksomhederne skal styrkes. Dels med penge, dels på det organisatoriske plan.

I Dansk Industri (DI) mener forskningschef Bjarne Lundager Jensen derimod, at der er brug for flere offentlige forskningskroner. Men

10 | **Indland** | Siden er redigeret af Hans Larsen

Berlingske · Tirsdag

Universiteter får for lidt ud af forskningen

Patenter Vækstfonden opfordrer i ny rapport universiteterne til tænke mere kommercielt, når de forsøger at forvandle forskernes gode ideer til nye virksomheder, der tiltrækker investorer.

Forskere og pa

Teknologioverførselsk techtrans-enheder på siteter skal bl.a. vurderes opfindelser er pat kan kommercialiseres

KOMMENTAR

Boren 21. sept. '06

Udvalg skal sikre Danmark plads blandt de bedste, når forskning skal omsættes til virkelighed

Modelaftaler skal lette forsknings- samarbejdet

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So we wanted Easy Access too!!

- University management loved the idea!
- TTO staff? Quite critical in the beginning
- Other TTOs? Most are VERY critical
- Ministry has questions re use of public funds and state aid
- So far 3 technologies on University TTO Easy Access web-site
- Two days after launch: dialogue with small company
- 1 month after launch: dialogue with another company
- All academics asked (both specifically and generally): very positive

Easy Access IP Universities

Launched at 4 universities in the world (29th June '11):

- Glasgow (United Kingdom) – launched earlier
- Copenhagen (Denmark)
- King's College (United Kingdom)
- Bristol University (United Kingdom)



Easy Access IP Deals - University of Copenhagen - Windows Internet Explorer

http://erhverv.ku.dk/english/licensing/easyaccess

Google

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Business Collaboration

English > Licensing > Easy Access IP

Business Collaboration

- Home
- Research collaboration
- Licensing
 - Commercial deals
 - Easy Access IP**
 - Policy for Licensing
- Student collaboration
- Contact

Easy Access IP Deals

Through Easy Access IP, the University of Copenhagen offers companies and individuals free licences to selected university inventions and technologies. In order to participate, companies need to:

1. Demonstrate how they plan to develop the technology
2. Cover any future patent expenses
3. Develop and/or use the technology within three years

Easy Access IP Deals

ASP
GRASP-1
Specific small molecule inhibitors of the PDZ:PICK1 protein interaction - potential for treatment of neuropathic pain, stroke and cocaine addiction. [Read more ...](#)

New Method for Automatic Monitoring of Behavioural Activity of Individual Animals. [Read more ...](#)

Lab in a pill. Sensing Device revolutionising bowel cancer screening. [Read more on Glasgow University homepage ...](#)

The Easy Access IP Deals concept is invented by Glasgow University. By following the links you can see the Easy Access IP Deals conducted within the following universities: Glasgow University, King's College London and Bristol University.

License agreement

Easy Access IP License agreement

What is Easy Access IP

- in English
- in Danish

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http://www.gla.ac.uk/businessandindustry/waystoworkwithus/

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News and events | Innovation network | First step awards - funding to work with us | Ways to work with us | Easy Access IP | Technology | Facilities and services | Looking for expertise? | Company formation and incubation | Success stories | Continuing professional development | Meet the team | Contact us | For staff (R&E website)

Home > Business and industry > Ways to work with us

Ways to work with us

The University of Glasgow has a strong track record of working with industry.

The University interacts with industry and commerce in a variety of ways, each of which can be tailored to the needs of an individual project or organisation. The majority of projects fall into one of the following categories:

- Collaborative research
- Contract research
- Consultancy
- CASE Studentships
- Knowledge Transfer Partnerships (KTP)
- Student placements

Collaborative research

The University of Glasgow has a strong track record of collaborating with industry and other research institutions.

By collaborating with us your company can benefit from our extensive and ongoing input to the research

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King's College London - Easy Access IP - Windows Internet Explorer

http://www.kcl.ac.uk/innovation/business/easyaccessip/index.aspx

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-> BUSINESS AND INNOVATION

ABOUT US

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Easy Access IP

A new way to share our intellectual property

We recently released a new portfolio of innovative technologies and opportunities available to license for free under **Easy Access Intellectual Property (IP)** – a new initiative to make it easier for you to obtain more of our IP and put it to use.

We recognise that it can sometimes be too early - or the market too uncertain - to invest in real-world applications of particular intellectual property. It's this particular IP that we want you to license for free, enabling you to explore the possibilities with reduced risk.

We make it easy by:

- Offering a range of IP to license for free in our Easy Access portfolio
- Using quick, simple, [1-page agreements](#): no lengthy or costly negotiations

Easy Access IP is a first for the sector and King's is one of three universities pioneering this new way to get our IP into your hands.

To read our full press release, please [click here](#).

Why so easy?

King's is an open-innovation university and we work collaboratively with a wide range of organisations in mutually beneficial partnerships. What's most important to us as a university is to see our knowledge and expertise adopted for the benefit of our economy or society. Making it easy to access more of our IP is one way we can maximise the amount of King's knowledge and expertise that is exploited for public benefit.

Easy Access IP provides a new, flexible way of working with us.

To view our first batch of Easy Access opportunities, please follow the links [below](#).

NEWSLETTER SUBSCRIBE

SPIN-OUT COMPANIES

Find out more about our successful spin-out companies

Udført

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Bristol University - RED - Easy Access IP - Windows Internet Explorer

http://www.bris.ac.uk/red/techtransfer/easyaccessip

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Technology transfer

- » Licensing opportunities
- » Emerging
- » Biotechnology and medical science
- » Science and engineering
- » Software licenses
- » Easy access ip
- » Bristol companies
- » Incubation
- » Get involved with our high tech businesses

Easy Access IP

Multi-Touch Interface

The University of Bristol Nanophysics group have implemented an innovative multi-touch interface which can be used for the interactive real-time control of a wide range of instruments.

[Read more...](#)

CO₂ Enriched Air for Reducing Craving in Abstinent Smokers

A research team from the university has developed a simple method, using air enriched with carbon dioxide (CO₂), to reduce the cravings of people trying to quit smoking.

[Read more...](#)





Tunable Ring Laser

The University's photonics group has developed a novel approach to constructing a semiconductor laser capable being rapidly tuned to output different frequencies of light.

[Read more...](#)

<http://www.fotosearch.com/photos-images/clean-room.html>


Prevention of Hypertrophy in Chondrocytes Used for Cartilage Replacement

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What now?

Development of **Easy Access Innovation**

- for Easy Access universities
- common principles
- common brand
- Easy Access technologies web-site
- joint development and fine-tuning of concept
- sharing best practise





KØBENHAVNS UNIVERSITET



Thank you!

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