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**Boccanfuso Friday Morning Presentation March 2015**

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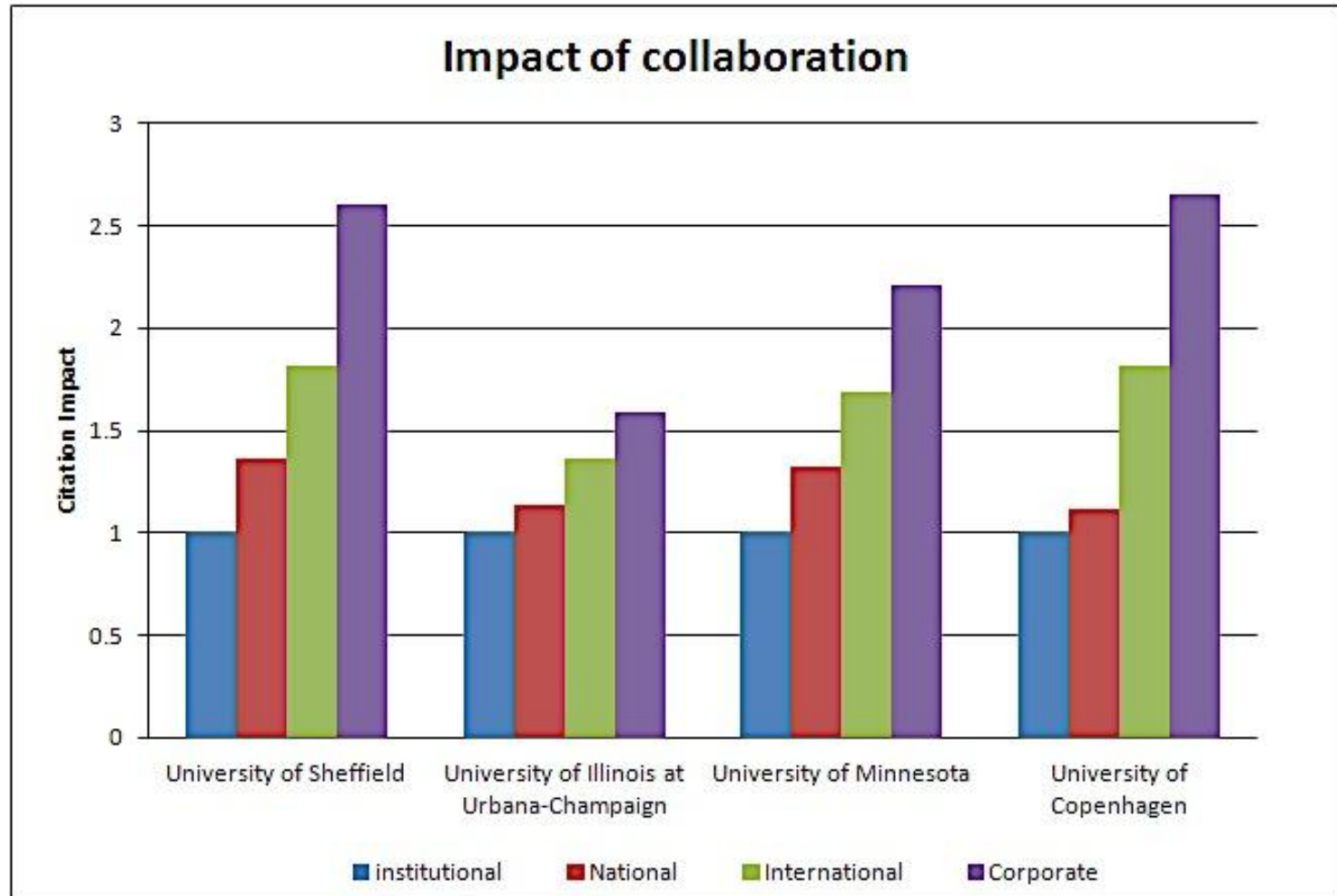


**University Industry**  
Demonstration Partnership

# UIDP Update

Anthony M. Boccanfuso  
COGR Meeting  
March 6, 2015

# Returns on Types of Collaboration



Source: Scopus (2006-2010)  
Citations per article fold increase over institutional co-authorship

# What's happening at the U-I interface?

Changing T&P policies *Texas A&M*

Crowdfunding *GaTech – Techstarter*

Easier access/Concierge model

*MN Front Door*

Express Licenses *Chapel Hill*

Go in Peace Licenses

*Carnegie Mellon*

Monetize Foreground IP *Iowa State*

Masters Student Contract Program

*RIT*

Patent Auctions *Penn State*

Student Consulting *Illinois*



The UIDP is incubator for advancing high-value, high-return University-Industry partnerships



who  
**WE ARE**

The UIDP provides a unique forum for representatives from Academia and Industry to find better ways to partner.

- UIDP members identify issues impacting U-I relations and opportunities to develop new approaches to partnership and collaboration
- We help organizations solve issues they wouldn't have the bandwidth to solve alone

# UIDP Today: 128 members strong



Caltech



MONSANTO



**KANSAS STATE**  
UNIVERSITY®





what  
**WE DO**

We find practical solutions to shared challenges impeding success irrespective of who we are or where we work.

- We solve problems
- We share knowledge
- We identify, create and test practical approaches





Developing relationships that benefit collaborations

# Our Activities



Events

Projects

Reports

Academy

# Upcoming Events

## Meetings

**UIDP**  
**20**  
**Purdue**  
March 31 – April 2

## Webinars

Public Dedication of IP (March 18)

Math Students with the skills you want,  
and where to find them (April 15)

Contract Accords Series (June- August)

## Workshops

Negotiation Workshop on Master  
Agreements (March 30 – 31)

# UIOP Activities



UI  Projects







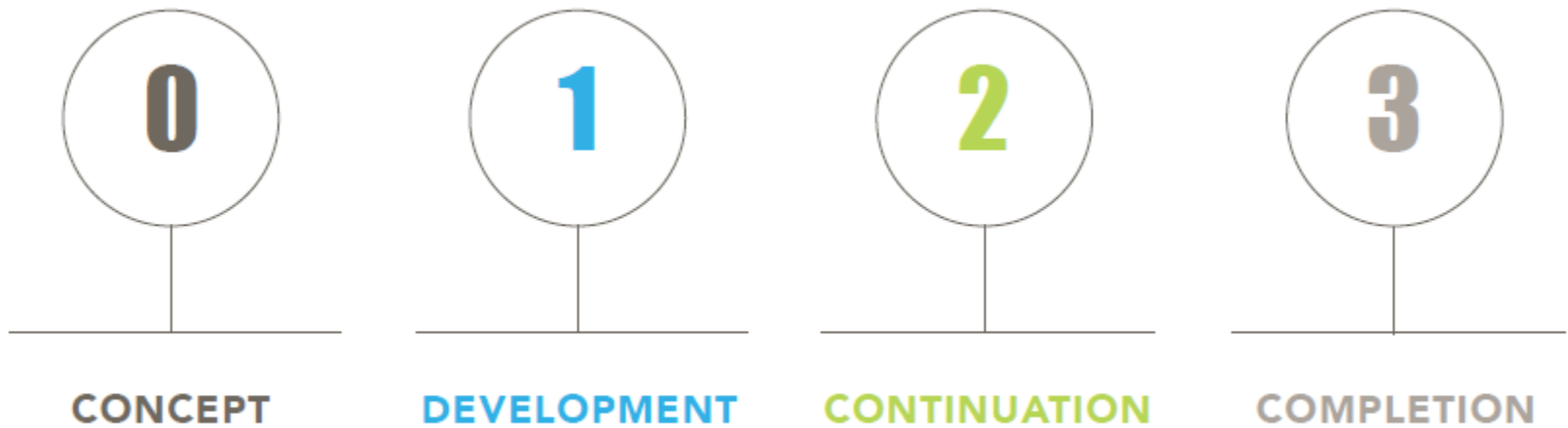
UIDP Projects address a challenge or need affecting U-I collaboration

At UIDP, we  
like to solve  
problems,  
not just talk  
about them.

1. Identify a shared problem
2. Identify members to lead or participate in a project (Industry & University co-chairs)
3. Form a working group
4. Members select representatives from within their organizations - with vested interest and expertise - to participate
5. Define scope, timelines and work product
6. Work via email, calls and in-person meetings
7. Present work product to UIDP Project Committee for review and approval
8. Disseminate products for member use



# UIDP Project Phases





**CONCEPT**

Careers in Industry  
Partnership Continuum  
Industry Impact in Universities  
Med. Student Industry Engagement Metrics

**DEVELOPMENT**

Advisor Corps  
Clinical Trials  
Corporate RFP  
Co-Locating  
Master Research Agreements  
Medical Student Engagement  
Public Dedication of IP  
UI Global Contracting  
UI Startup Nexus  
University Structures

**CONTINUATION**

Case Studies  
Contract Accords  
Ideas to Innovation  
National Lab Project  
Partnership Continuum

**COMPLETION**

Federal Flow-Down  
IP Quick Guide  
New Models  
Principled Partnerships FAQ  
Researcher Collaborative Visits  
Researcher Guidebook  
University Business Advising

# Contract Accords Supplement

Numbers 11 - 15

For University Industry Sponsored Agreements

## Contract Accord 11: Gifts

### Definition

Gifts and donations to Universities and other academic institutions can take many forms but are often in the form of a monetary gift or tangible equipment for use in laboratory research.

For the purposes of this Contract Accord, "Gifts" are defined as something of value provided by an industry donor (Company) to a university donee (University) with no or few conditions on use, with no expectation of direct benefit to the Company, and with little accounting to the University for use of the Gift beyond stewardship. The essence of a Gift is the donative intent of the donor.

The following are some items often donated to Universities as Gifts: 1) financial support for University initiatives; 2) excess laboratory equipment; 3) financial support for graduate student poster sessions or seminar programs; 4) financial support for an endowed faculty chair position.

### University perspective

Gifts are usually a small fraction of the total funding provided by a Company to a University. Primarily, this is because companies typically prefer to either place some conditions or restrictions on the funding they provide or, alternatively, expect some kind of benefit from the University in return for contributing this support. For example, a Company will often provide funding to support a particular research project and in turn expect to receive certain rights to use the results of that research (see e.g., Contract Accord 6: Foreground Intellectual Property.) These transactions are usually not Gifts and instead are considered research grants, sponsored research contracts, or collaborative research agreements.

When companies do make Gifts of money or laboratory equipment, they usually do so with strings attached. In this way, the Company might request that the Gift be used to support a very broad area (e.g., diabetes, nanotechnology) and allow the University to use the money at its discretion in support of the general research area. The Company may ask for use of the Gift (especially in the case of equipment, cell lines, germlines, etc.) for non-monetary gifts whose use may pose some inherent risks.)

### Company perspective

Company researchers should work closely with University researchers to determine whether a Gift or a research grant because of the University's definition of a Gift. Other Universities may consider money directed to a research area a Gift. Other Universities may consider money directed to a specific project or activity with which it is associated a Gift.

When making Gifts, both the Company and the University should have clear policies and procedures across different departments. The University reserves the right to manage the Gift according to its definition of a Gift. The Company to support University research should be managed using a material transfer agreement. The conditions and restrictions on the Gift that the receiving University may have an

Universities typically cannot give research grants. The University expects the Company donor to provide to the Company, such as full

Certain situations or conditions are in common to both the Company and the University: 1) access by Company personnel to research reports; 2) review of draft publications based on use of the Gift; 3) Company access to commercial use information by the University; 4) inclusion of both parties in the sharing or expenditures by the University.



# THE ROLE OF IP IN UNIVERSITY-INDUSTRY RELATIONSHIPS

APRIL 2014

The research university is becoming a partner in the nation's innovative role from that of a teaching and tackling global challenges and economic growth. For many who are highly focused on meeting the market, to complement this, companies need to keep them connected to active exploratory research.

For the vast majority of universities, the treatment of intellectual property and is an important component

## UNDERSTANDING DIFFERENT PERSPECTIVES

The ability of academia and industry to understand each other and find common ground can help parties find common ground.

When paying for all the IP at the university, including non-exclusive IP, the opportunity to obtain IP is lost.

Publishing results and IP for non-commercial purposes is paramount.

We sometimes need practice; in addition, for IP developed during research if we are not commercialized, it varies by industry.

For all collaborative work, a fair reflection of the infrastructure and inventors.



# THE COSTS & VALUE OF SPONSORED RESEARCH

APRIL 2014

A healthy university research environment in the United States is impacted by the ability of academia and industry to negotiate funding agreements that accurately reflect the costs and value of the research to be conducted. Negotiation on the issue of Facilities & Administration (F&A) expenses are a cause of confusion and frustration on both sides, and can sometimes derail the parties' ability to reach agreement.

Every organization incurs costs doing business, irrespective of industry, sector or activity. The budgeting, expenditure and recovery of the real costs of industry-sponsored research directly impact our nation's ability to innovate and compete globally, now and in the future.

## INDUSTRY-SPONSORED RESEARCH:

A university undertakes specified work, either for or with an industry partner, in which there is a reciprocal transfer of something of value.



# WHY WORK TOGETHER

APRIL 2014

## UNDERSTANDING DIFFERENT PERSPECTIVES

Being aware of other perspectives doesn't imply agreement with them. But it can help parties find common ground in negotiations on many issues.

F&A costs are real and have to be covered. When we can't recover these costs, we have to use university resources to subsidize sponsored research, which leads to deficits in other areas of our institution.

Low overhead costs reduce project budgets. When we also factor in more favorable IP terms, regional access and access to unique skills too, we may elect to work with high quality foreign researchers.

Reducing F&A rates for industry-sponsored projects constitutes a gift of public and other funds for a specific company's benefit.

We are sponsoring research. Universities receive

## ACADEMIC RESEARCHERS



Common ground

Not on time, not peer-reviewed, not to work with industry practices

Research agenda, varies in industry.

Warm projects and to help us front of research.

Industry projects in industry can vary by



Mark your  
calendars!

UIDP

20

Purdue

March 31 – April 2



**University Industry**  
Demonstration Partnership

Connect with us

[uidp.org](http://uidp.org)

[info@uidp.net](mailto:info@uidp.net)

LinkedIn