

Guidebook of IP/Technology Transfer

Track 1

Entry-level Tech Transfer Professional

Topic 1.8.5

The Technology as Client

Guiding The TTO and TTP

- It is often confusing to know the optimal goal and direction that IP management and commercialization should take among all the competing interests
- The TTO and TTP should use the “beacon” of a primary client’s needs for guidance

The TTO's "Beacon"

- Always keep the primary client in mind; everything the TTP does should be in alignment with the primary clients' best interests

Who is the primary client?

The TTO's "Beacon"

Always keep your primary client in mind;
everything you do should be in alignment
with your primary clients' best interests

Who is your primary client?

- The University?
- The Vice Chancellor/President?
- Your boss?
- The inventor?
- The licensee?
- The public?

it's the Technology !!

The TTO's and TTP's Primary Client

Is it the University/PSRI?

- There is no question that the needs and interests of the institution that employs the TTO staff, the TTP, and the inventor are paramount.
- The TTO/TTP must not do anything that might harm or detract from the reputation of the institution
- The TTO/TTP must always look to enhance and uphold the reputation of the institution
- Everything the TTO/TTP do should aim towards the long-term sustainability of the institution's IP management/tech transfer function

The TTO's and TTP's Primary Client

Is it the Vice Chancellor/President?

- The VC/President is the ultimate decision-maker of the institution, so their directives must be followed
- It is essential the VC/President understands the implications of their TTO management directives – to avoid unintended, negative repercussions for the IP management/tech transfer function
- The TTO/TTP should always strive to meet the tech transfer expectations of the VC/President

The TTO's and TTP's Primary Client

Is it your Boss (TTO Director)?

- As a good employee/team member, the TTP should strive to follow the TTO Director's management policies, structures, and operations
- Performance-based commendations, promotions, and bonuses depend to the TTP's meeting expectations of the TTO Director
- The TTP should try to stay in alignment with the TTO Director's style, goals, objectives, and messaging, wherever possible

The TTO's and TTP's Primary Client

Is it the Inventor?

- Without inventors, there is no technology transfer – and no TTO or TTP
- Inventors are the single most critical client in the TTO/TTP realm
- Inventors that are happy/satisfied with their interaction with the TTO/TTP are essential to the long-term sustainable success of tech transfer
- The TTO/TTP that acts counter to the wishes and expectations of inventors, will not long survive as a successful institutional function

The TTO's and TTP's Primary Client

Is it the Licensee?

- In the final analysis, the most important metric of tech transfer success is licensing
- Licensing requires licensees
- Licensees are the ONLY way the IP/technology will be developed and disseminated
- Licensees are the fundamental implementor of IP commercialization
- Licensees sell the licensed products and generate the license revenue for:
institution/inventor/TTO
- Licensees are absolutely essential to the success of the TTO and TTP

The TTO's and TTP's Primary Client

Is it Local Economic Development Entities?

- Forward-thinking institutional leadership, including TTO management and governors understand that local economic development is an essential goal of PSRI IP/tech transfer
- Local economic development surrounding the PSRI is enhanced when the tech transfer activities provide start-ups, innovative, innovators, new products, entrepreneurs, company relocations, etc.
- IP-based tech transfer that targets local economic development creates a thriving “innovation ecosystem” that supports the PSRI in many ways

The TTO's and TTP's Primary Client

Is it the Public (i.e., the “Public Good”)?

- The TTO and TTP should always keep in mind the overarching goal that all IP management & tech transfer activities should serve the “public good”
- Nothing the TTO and TTP do should ever counter the public good

The TTO's "Beacon"

So, each of the clients described above are vital and important. The TTO/TTP must serve all of them effectively.

But, there is one client that, if the TTO/TTP serves their interests, ALL OTHER clients will be "happy"

Who is the primary client?

The Technology

The TTO's "Beacon"

If the TTO/TTP actions are focused on the success of the IP/technology:

- The inventor will see their technology successfully brought to realization
- The license will be successfully negotiated
- The licensee will develop and commercialize
- License revenue will flow
- Bosses happy, leadership content
- The Public Good served

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Thank you