ASEE-ERC Workshop 2008
What Do Corporates Want in U-I Interactions?

What do we measure?

- Cost/Time Benefit
  - Project accelerating development?
- Deliverables
  - Knowledge, Access – unique skills, facilities
  - Manifested: Reports/Data, IP, Prototypes, Publications
- Resource Leverage
  - Recruiting
- Risk & Alternatives
- The Collaboration
  - Effectiveness of the Agreement
  - Quality of Partner
What Do Corporates Want in U-I Interactions?

What do we negotiate?

- Cost/Time Benefit
  - Project accelerating development?
- Deliverables
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What Do Corporates Want in U-I Interactions?

- Freedom to use the results of the interaction in a business decision framework

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<th>Research</th>
<th>Control Knowledge</th>
<th>Deliver Technology</th>
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<td>Staff/Resources</td>
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2–5 years

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<th>Businesses</th>
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Legal

- Impose Limits
- Enforce IP

CDA/NDA

Sponsored Research

Foreign filing

Patent filing

Royalty payments

Licensing out

Cross-licenses

Patent maintenance

Kodak
What Do Corporates Need in U-I Agreements?

- Collectively control knowledge
  - Assure that our (collaborative) knowledge advantages us
    • Balance confidentiality vs. publication

- Access to the results of sponsored research
  - External work is a corporate investment
  - Must be integrated with the internal work
  - Research needs to assure the corporation gets more than “research”
    • Freedom to Use at minimum

- Decisions with the rights holders (spread over time)
  - Research establishes the SRA
  - Business group is responsible for foreign filing decisions, royalties, long-term maintenance, exclusive licenses
    • Agreement terms that extend to business valuation
University – Industry Alliances

Benefits

- Access to early-stage technology and research
- Knowledge
- Support recruiting efforts

Concerns

- Integrating external w/ internal
  - Delivery on goals
  - Confidentiality
  - Mismatch of timelines
  - IP ownership & licensing rights

Agreements

- Fellowships/Unrestricted Grants – easy – not integrated
- Consulting Agreements – easy – results integrated
- Sponsored Research Agreements – hard – agreement & integration
- Master SRAs – easy (once hard) – integration still hard
- Consortia Agreements – easy – often barriers to integration