

## WHO WE ARE

The Center for Technology Transfer and Commercialization (CTTC) provides professional technology commercialization services to the Vanderbilt community, so that we may optimize the flow of innovation to the marketplace and generate revenue that supports future research activities.

CTTC accomplishes this by **servicing** as an efficient and effective conduit for the transfer of promising Vanderbilt intellectual property to industry; **contributing** to regional economic development by licensing locally and supporting new venture creation; and **encouraging** collaboration between academia and industry.

## WHAT INTELLECTUAL PROPERTY IS

Intellectual property (IP) refers to creations of the mind: inventions, literary and artistic works, symbols, names, images, and designs used in commerce. IP with high potential impact and/or income are most likely to be successfully transferred to the marketplace via our commercialization process.

*Eva Harth, associate professor of Chemistry at Vanderbilt University and director of the Harth Research Group, which is focused on the development of versatile platforms of innovative vectors for cancer therapeutics, vaccine development and imaging reagents in nanomedicine.*



*John Fitzpatrick, Emeritus Professor of Computer Science, and Robert Labadie, Associate Professor of Otolaryngology, are members of Vanderbilt Initiative in Surgery and Engineering (ViSE), a an interdisciplinary, trans-institutional collaboration through which numerous inventions have transpired.*

## WHY WE COMMERCIALIZE INTELLECTUAL PROPERTY

### Benefit Society

Commercialization of intellectual property enables us to leverage federal research dollars to create products and services that improve the quality of life for citizens and patients.

### Impact Vanderbilt

The commercialization of intellectual property contributes to Vanderbilt's reputation as cutting edge innovative organization, while helping with recruitment and retention of faculty and staff and providing alternative sources of research support.

### Impact Local Community

Commercialization efforts often create jobs and economic growth opportunities by licensing locally and licensing to startup companies. The commercialization of intellectual property also provides regional employment opportunities for Vanderbilt graduates.

### Facilitate Industry Collaboration

Through the commercialization process, we often create opportunities for collaboration between Vanderbilt and industry scientists to advance innovations, and for industry to sponsor and support research programs at Vanderbilt.

# Vanderbilt Commercialization Process

## FOR MORE INFORMATION

To better understand CTTC's commercialization process, **download** ([www.vanderbilt.edu/cttc](http://www.vanderbilt.edu/cttc)) or **request** (via [cttc@vanderbilt.edu](mailto:cttc@vanderbilt.edu)) a copy of our detailed Commercialization Guide. Inventors should contact CTTC as early in the research project as possible. This allows our team to work closely with you to develop a strategy that will increase the likelihood of commercial success.

*CTTC has played a critical role in translating my research into tangible commercial products. The professional, reliable support that they provide not only makes the commercialization process manageable, they make successfully completing the process probable. – Darryl Bornhop*

### RESEARCH

Most of what is developed during a research project is academic knowledge that is disseminated through peer reviewed journals. However, new inventions, discoveries, materials, and the like can have commercialization potential. CTTC helps identify opportunities and how they can best be protected and commercialized.

### EVALUATION

A CTTC licensing officer will review the disclosure with the inventor in order to achieve a deep understanding of the innovation. The officer will then assess market potential, patentability, capabilities for future development, and other salient issues affecting commercialization efforts.

### PROTECTION

Protection may include patents, copyrights, or other forms of intellectual property protection, depending on the type of invention. Patenting is one element of the commercialization process, not a goal in and of itself.

### MONITORING

Licenses are monitored and audited to ensure that licensees meet their contractual obligations to develop and market the licensed technologies. In addition, this process affirms payment and reporting obligations are being met in a timely manner.

### DISCLOSURE

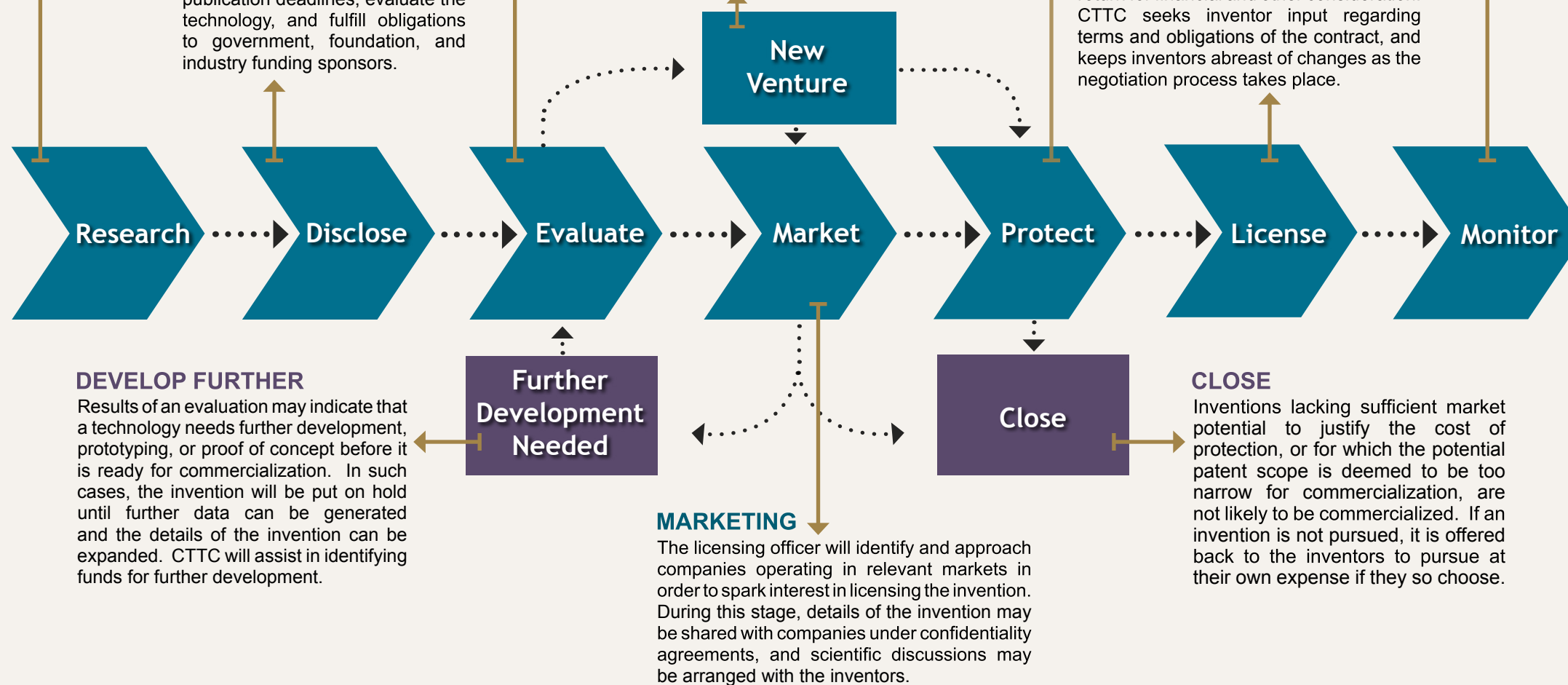
Submitting a completed invention disclosure form launches the CTTC review process, which allows CTTC to record the invention, identify publication deadlines, evaluate the technology, and fulfill obligations to government, foundation, and industry funding sponsors.

### STARTUP

CTTC and Vanderbilt support inventor interests in creating a new venture to commercialize Vanderbilt technology. CTTC helps investigators evaluate the start-up potential against more standard licensing approaches, and for the right projects, connects them to capital, managers, advisors, and other service providers.

### LICENSING

CTTC licenses intellectual property from Vanderbilt to a company for commercial development. Each license is unique and includes a grant of rights to the company in return for financial and other consideration. CTTC seeks inventor input regarding terms and obligations of the contract, and keeps inventors abreast of changes as the negotiation process takes place.



### DEVELOP FURTHER

Results of an evaluation may indicate that a technology needs further development, prototyping, or proof of concept before it is ready for commercialization. In such cases, the invention will be put on hold until further data can be generated and the details of the invention can be expanded. CTTC will assist in identifying funds for further development.

Further Development Needed

### MARKETING

The licensing officer will identify and approach companies operating in relevant markets in order to spark interest in licensing the invention. During this stage, details of the invention may be shared with companies under confidentiality agreements, and scientific discussions may be arranged with the inventors.

### CLOSE

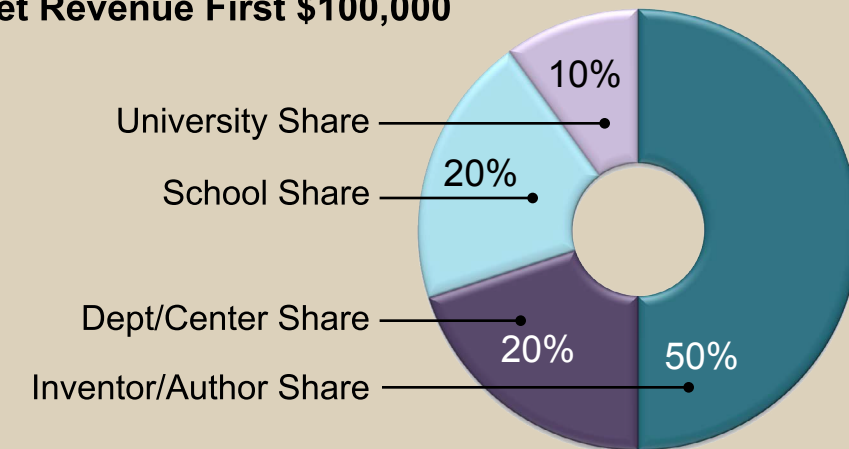
Inventions lacking sufficient market potential to justify the cost of protection, or for which the potential patent scope is deemed to be too narrow for commercialization, are not likely to be commercialized. If an invention is not pursued, it is offered back to the inventors to pursue at their own expense if they so choose.

## ROLE OF THE INVENTOR

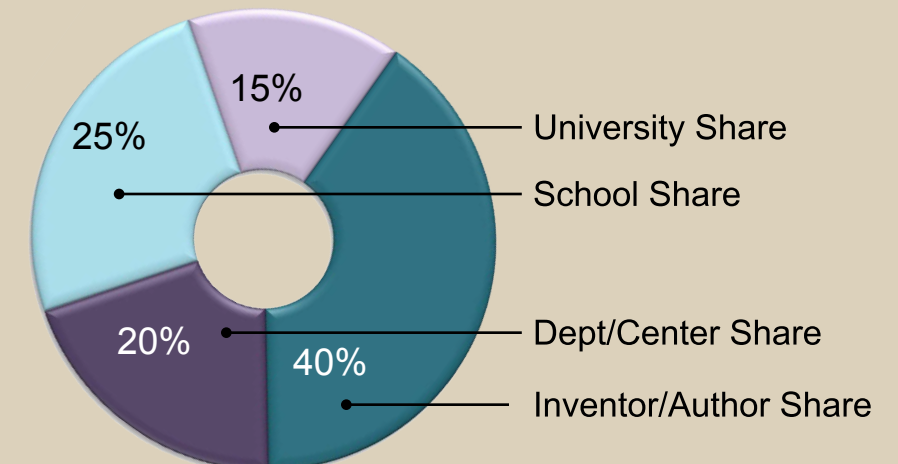
1. Keep good lab notes that are periodically witnessed
2. Make sure contracts are in place (IIA, CDA, MTA, etc)
3. Fill out a detailed invention disclosure form
4. Help differentiate your invention from prior art references
5. Identify relevant companies to generate licensing leads
6. Examine and edit marketing documents
7. Review patent applications, brainstorm to broaden claims
8. Provide feedback on proposed licensing terms
9. Advocate for collaborative, industry-funded research
10. Publish, publish, publish (just let us know before you do!)

## REVENUE DISTRIBUTION

### Net Revenue First \$100,000



### Net Revenue Above \$100,000



## IT'S NEVER TOO EARLY TO CONTACT CTTC

Contact CTTC when:

- a new invention arises
- prior to public or written disclosure

- before sending materials to a third party
- before discussing inventions with a company
- before initiation of a confidentiality agreement

[www.vanderbilt.edu/cttc](http://www.vanderbilt.edu/cttc)  
[cttc@vanderbilt.edu](mailto:cttc@vanderbilt.edu)  
 615.343.2430

# Center SERVICES

CTTC supports Vanderbilt innovators in transferring innovative ideas to market by providing a variety of commercialization services, including:

- EVALUATING** commercial opportunities and market potential for novel technologies
- MARKETING** Vanderbilt technologies to industry
- PROTECTING** Vanderbilt intellectual property
- NEGOTIATING** license agreements and options
- EXECUTING** various agreements, including: license, material transfer, confidentiality, interinstitutional, and research collaboration
- FACILITATING** sponsored research and clinical trial agreements
- MONITORING** licensee compliance
- TRACKING** milestones and collecting royalties
- DISTRIBUTING** payments to inventors, labs, centers, departments, and schools
- SUPPORTING** new venture activities
- HOSTING** departmental talks or presentations about intellectual property protection and commercialization



*Read 180, developed by Peabody College Professor Ted Hasselbring, has helped hundreds of thousands of students gain critical literacy skills.*

The U.S. technology transfer industry executes thousands of commercial licenses and agreements that generate more than \$2 BILLION annually. Products like Vitamin D Milk (University of Wisconsin), Gatorade (University of Florida), and Scholastic's Read 180 (Vanderbilt University, pictured above) are just a few examples of successfully commercialized academic inventions. In a typical year, university researchers disclose upwards of 20,000 inventions.

## Inventions from Academic Research

Fluoride Toothpaste  
Plexiglass Insulin  
Polio Vaccine  
Rocket Fuel  
Penicillin  
PET/CT Scanner  
Seat Belt  
Allegro  
GPS  
Pacemakers  
Electron Microscope  
LCDs  
Restasis

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*N VanderbiltCTTC*

