

## OFFICE OF INTELLECTUAL PROPERTY MANAGEMENT

### Mission

The Office of Intellectual Property Management fosters the creation of innovative technologies and manages those technologies and other intellectual property for the benefit of the University and the public.

### Vision

The Office of Intellectual Property Management will:

- Provide excellent service to the research community in matters dealing with the protection and commercialization of intellectual property;
- Be a conduit for commercialization of intellectual property by the external business community; and
- Be considered as a model program in the State of Oklahoma for management and commercialization of intellectual property.

### Core Values

**Excellence** – We seek excellence in all our endeavors, and we are committed to continuous improvement.

**Intellectual Freedom** – We believe in ethical and scholarly questioning in an environment that respects the rights of all to freely pursue knowledge.

**Integrity** – We are committed to the principles of truth and honesty, and we will be equitable, ethical, and professional.

**Service** – We believe that serving others is a noble and worthy endeavor.

**Diversity** – We respect others and value diversity of opinion, freedom of expression, and other ethnic and cultural backgrounds.

**Stewardship of Resources** – We are dedicated to the efficient and effective use of resources. We accept the responsibility of the public's trust and are accountable for our actions.

## **Goals, Critical Success Factors, Objectives, and Strategies**

### **Goal 1. Improve commercialization of Oklahoma State University technologies.**

#### **Critical Success Factors:**

- Generate approximately 15 income-yielding licenses over the next 5 years
- Generate approximately 5-15 research agreements associated with license agreements over the next 5 years
- Generate at least 1 Oklahoma State University technology-related start-up company per year over the next 5 years

#### **Objectives:**

**Objective 1.1:** The office will increase the number of patents, licenses, and income from licenses.

#### Strategies:

- The office will develop a method to quantify and rank income potential of intellectual property portfolio.
- The office will develop a method to assess the viability of potential licensees.
- The office will develop a method to identify and capitalize on start-up opportunities.

**Objective 1.2:** The office will provide staff with satisfactory capabilities for the Office of Intellectual Property Management.

#### Strategies:

- The office will hire a full-time Director of Intellectual Property and Technology Transfer by the end of FY05.
- The office will hire 2 licensing/marketing specialists by the end of FY06.
- The office will institute a consistent, effective operating process/system for the Office of Intellectual Property Management by the end of FY06 to satisfactorily meet Oklahoma State University's intellectual property needs.

**Goal 2. Increase awareness of and utilization of Intellectual Property Management services by faculty, staff, and students.**

**Critical Success Factors:**

- Conduct 2 intellectual property seminars during each of the next 5 years
- Increase number of internal hits on the Office of Intellectual Property Management web site
- All colleges utilize Intellectual Property Management services
- Generate 1 invention disclosure per year for every \$2M in research funding

**Objectives:**

**Objective 2.1:** The office will increase internal marketing efforts.

Strategies:

- The office will conduct seminars to educate faculty/staff/students as to the benefits and procedures for protection of intellectual property.
- The office will publicize the web site.
- The office will review and update content of web site on a regular basis.
- The office will explore other means of marketing Intellectual Property Management services and intellectual property and technology transfer successes.

**Objective 2.2:** The office will enhance research agreement review process to protect intellectual property ownership and income.

Strategies:

- The office will determine deficiencies in current process and update accordingly.
- The office will publicize process and provide training at the department and college level.
- The office will adopt a paperless electronic approach to intellectual property management, integrated with the systems for contract negotiation, proposal submission, and award and project monitoring.
- The office will develop a system for processing and tracking research agreements and intellectual property and implement by FY06.
- The office will develop a tracking system that is compatible with the centralized systems and can be implemented simultaneously.

**Goal 3. Enhance the image of the Intellectual Property Management Office, Oklahoma State University intellectual properties and associated inventors to external constituents.**

**Critical Success Factors:**

- Comparison with peer institutions
- Generate approximately 15 income-yielding licenses over the next 5 years
- Generate approximately 5-15 research agreements associated with license agreements over the next 5 years
- Generate at least 1 Oklahoma State University technology-related start-up company per year over the next 5 years

***Objectives:***

**Objective 3.1:** The office will actively market Oklahoma State University intellectual property.

Strategies:

- The office will educate industry groups about the Office of Intellectual Property Management, Oklahoma State University technologies, and licensing opportunities.
- The office will list opportunities/successes/capabilities on web site.
- The office will explore other means of marketing Intellectual Property Management services and intellectual property to external groups.
- The office will increase number of industrial hits on the Office of Intellectual Property Management web site.