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www.odu.edu/researchoffice
What is an intellectual property (IP)?

● Legal rights to non-tangible products of the human mind or intellect.

*Patents,*

*Copyrights,*

*Trademarks,*

*Trade Secrets.*
Who is responsible for managing IP at ODU?

- Sponsored Program Services (ODURF)
  - Research sponsorship

- Office of Innovations Commercialization (ODUIC)
  - Patents, copyrights, trademarks, trade secret

- Conflict of Interest (OR, HR)
  - Consulting, start-ups
ODUIC Mission Statement

The Old Dominion University Innovations Commercialization supports the mission of University by implementing the commercialization of University’s innovations for the public good by:

• Encouraging/supporting invention disclosure,

• Encouraging/supporting entrepreneurs,

• Protecting and managing commercially viable intellectual properties (IP),

• Growing available research funding, and

• Realizing technology development and commercialization.
ODU IP Policy

- Applies to Faculty, Staff and Students,

- Inventors are obligated to disclose Inventions resulted from University’s support, directly or indirectly, which is used in the discovery or development of Intellectual Property.

- Inventors must assign title to the University to support IP protection and receive a 50% share of net income from licensing their inventions.
ODUIC goal 1 - Return On Investment

**Disclosures**
- Electronic submission, case management
- IP search, opinion, market research, assessment, valuation, and marketing

**Business Development**
- Industry – University relations/licensing
- Startup company guidance/licensing

**Financial**
- Invoicing and collections (with ODURF)
- Royalty distributions

**Information**
- Transparency in sharing IP prosecutions/licensing
How can we assist you?

- Disclosure management
  - Uncertainties assessment; Tech, Market, Operational, Financial, IP
- IP search, Prosecution
- Targeted Marketing
- Industry Collaborations
- Early Stage Funding (e.g. SBIR/STTR)
- VC and Angel Investors
- Licensing
- Sponsored Research
New Initiative: Outreach

- Presentations/meetings held once a month at different schools and departments to provide:
  - Updates on new patents laws/court cases affecting your IP,
  - ODUIC’s Staff will be available to answer questions about our services,
  - Open to all faculty, Post-Docs, and graduate students.
Guidelines for IP Created at ODU

- **Inventors at ODU are obligated under ODU’s IP Policy to:**
  - Maintain a notebook documenting all research they participate in,
  - Download, fill an invention disclosure form from: [http://odu.edu/researchoffice](http://odu.edu/researchoffice),
  - Submit disclosure to our office as soon as practicable,
  - Support the ownership and protection of ODU’s IP including the execution of documents necessary to effectuate IP ownership and protection.
ODU’s Ownership of Intellectual Property:

• ODU owns IP if:

1) Subject to a sponsored research or other agreement requiring ownership to reside with some other party including ODU,

2) Conceived, created, developed or first reduced to practice as a direct result of person’s duties at ODU.
Loss of IP rights

**Public disclosure**: any communication, verbal or written; allowing someone else to reproduce your invention. Examples:
- Publishing
- Poster presentation
- Seminars
- Non-confidential conversations outside the university
- Student thesis
- Awarded grant proposal (under the Freedom of Information Act)

Public disclosure bars international patent protection, however there is one year grace period for protection in the US.

Discuss the benefits of what you are doing without divulging the “KNOWHOW”. 
America Invent Act

- First to File (March 16\textsuperscript{th} 2013)

- Post Grant Review (Sept 16\textsuperscript{th} 2012)
Office of Innovations Commercialization