

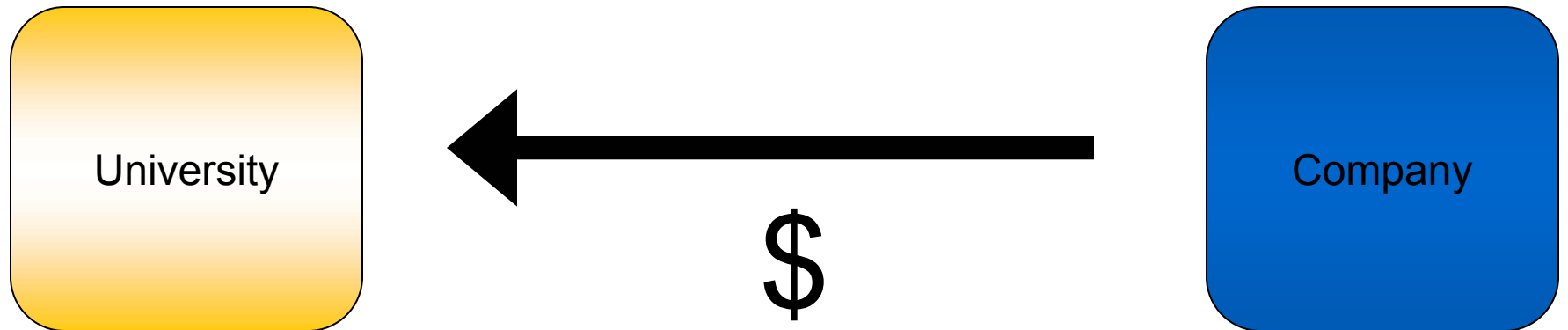


# University/Business Partnerships

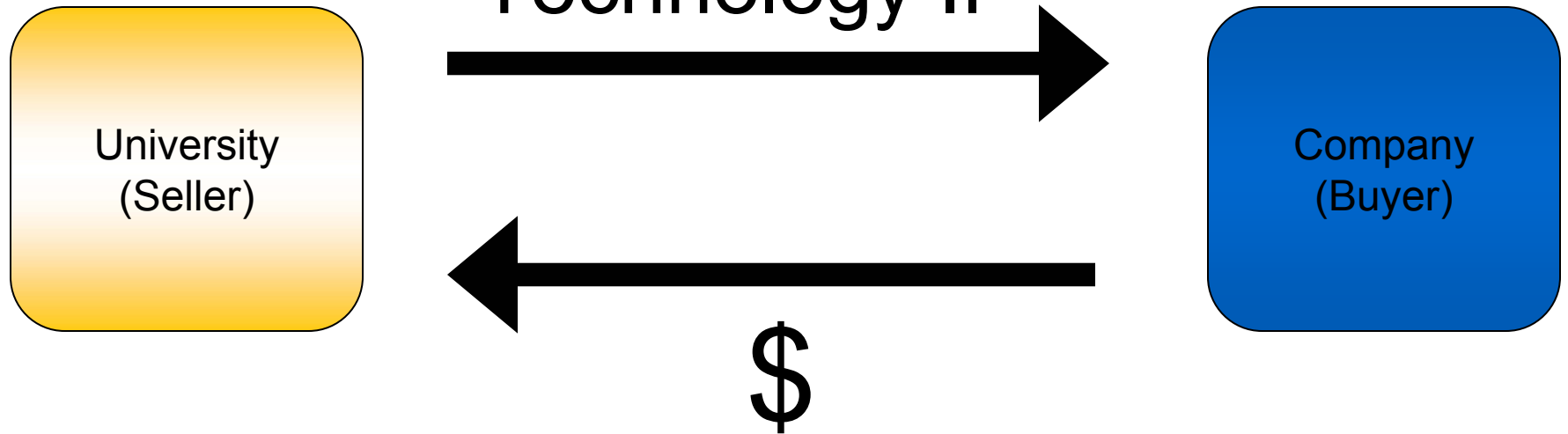
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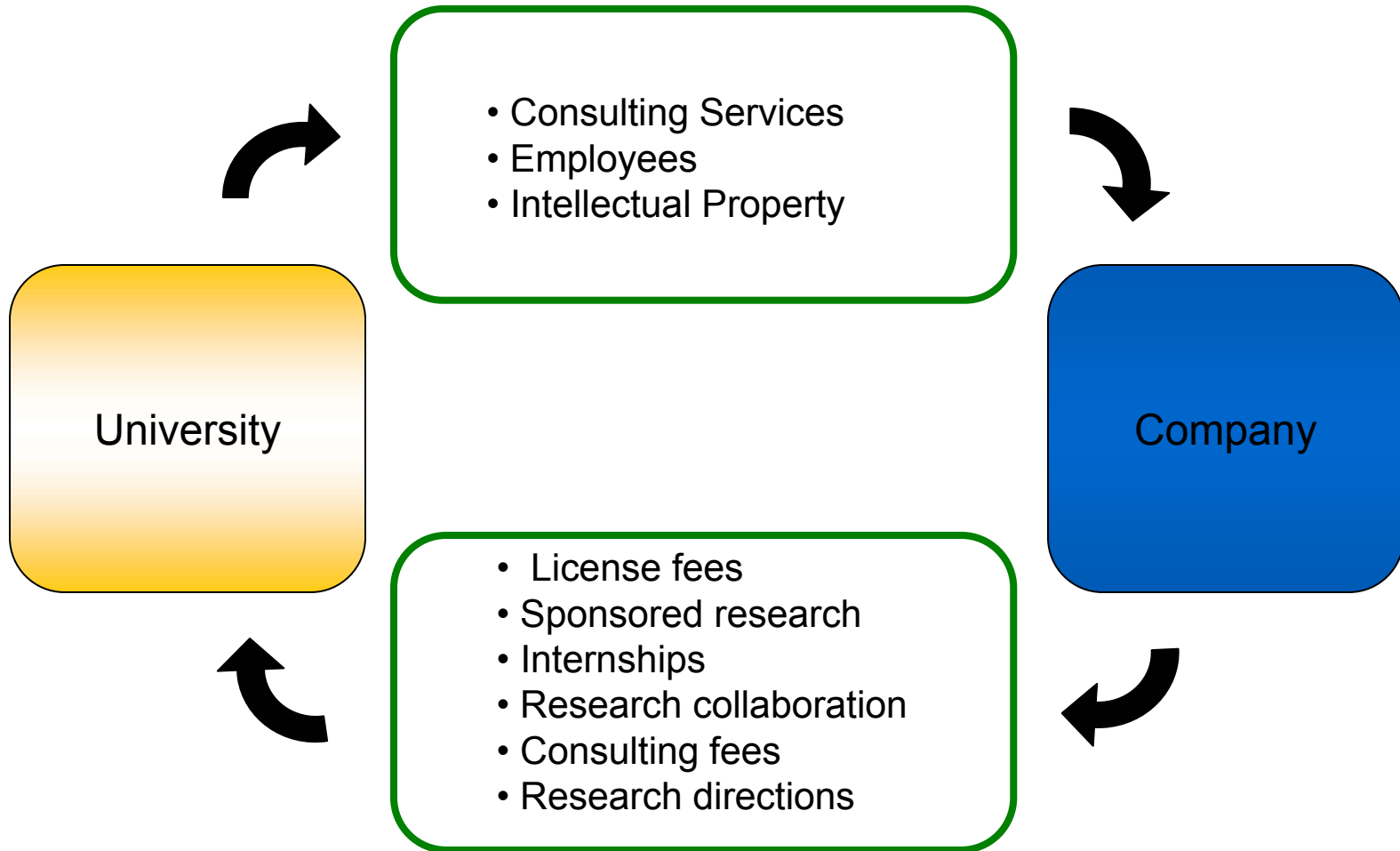
# Donation



# Economic Exchange



# Partnership



# Goals

## University

- Education
- Knowledge, discovery
- Economic & cultural development

## Business

- Shareholder value
  - profits, growth
- Innovation
- Hire & retain skilled employees

# Culture

## University

- Collaborative
- Open, sharing
- Flat
- Risk averse
- Deliberative
- Traditional roles & organization

## Business

- Competitive
- Hoarding, protective
- Hierarchical
- Risk tolerant
- Decisive
- Flexible roles & organization

# Barriers

University

Business

- Term Sheet
- Identify & involve all stakeholders
- Identify all critical decision makers
- Lawyers as advisors only
- Defer IP issues
- Consider master agreements

# Intellectual Property

University

Business

- Non-exclusive Royalty Free (NERF)
- Option for exclusive license
- Pre-publication review for confidentiality
- Background IP must be disclosed in advance
- Shared ownership of joint inventions



# Companies

- Invest to solve business problems
  - Improve business process
  - Create new products
  - Improve company image
  - Attract talented employees



# Thank You



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