



Challenges and Successes with Developing Innovative Technology: An Academia Perspective

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Drivers of Technology Transfer

- Aspects that drive the technology transfer process include:
 - Discovering new knowledge and technology.
 - Protecting inventions and technology through patents and copyrights.
 - Forming development and commercialization strategies through avenues such as marketing and licensing for private companies or creating new start-up businesses.

The background of the slide is a photograph of a large, multi-story brick building with a prominent central entrance. In the foreground, a statue of a woman in a long, flowing dress stands on a pedestal. The sky is blue with scattered white clouds. The text 'ARIZONA STATE UNIVERSITY' is faintly visible in the background, overlaid on the image.

Why does Academia engage in Technology Transfer?

- The university enterprise provides opportunities for learning, discovery, research, public service and economic development.
- Technology transfer provides a dynamic outlet in support of this mission by commercializing new knowledge that is discovered or developed at the university.
- Technology transfer enhances the universities' mission by:
 - Attracting and retaining world-class faculty.
 - Improving the local economy.
 - Attracting industry sponsored research support.
 - Obtaining licensing and other technology transfer revenue to support further research and commercialization.



1980

BAYH-DOLE ACT

Has Legislation Influenced Technology Transfer?

- One of the most visionary pieces of legislation to benefit our institutions was the passage of the **Bayh-Dole Act** in 1980, which enabled universities, nonprofit research institutions and small businesses to own and patent inventions developed under federally funded research programs.

Inventions Stemming from Academia

- Google
- Rocket fuel
- Polio vaccine
- DNA testing
- Seatbelts
- Bar code
- Blackberry





Challenges

- Academia's lack of "real-world" understanding (theory v. reality)
- Time between disclosure and patent takes too long
- Making the business case
 - Determining the market, end-user
 - Valuation
- A new and better tool comes along



River Scour Monitoring System for Pipeline Threat Prevention
Contract Number: 693JK31810011



Development of a Free-Swimming Acoustic Tool for Liquid Pipeline Leak Detection Including Evaluation for Natural Gas Pipeline Applications
Contract Number: DTPH56-08-T-000007

Industry/Academia/Government Research Partnerships



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