

Licensing Agreements

Why Does OSU License its Research?

Licensing is the mechanism by which the fruits of University research are put to practical use. Licensing of OSU's intellectual property (IP) to private companies produces new products that benefit the public, boost Oregon's economy, and generate royalty revenue that brings financial rewards to the inventors and to OSU.

How does it work?

After securing a patent priority date, OCCD works with the inventor to bring an interested commercial partner on board. The partner works closely with the inventor and OCCD to learn in depth about the innovation and its commercial possibilities. In turn, the inventor and OCCD will evaluate the partner's capability to bring the innovation to market.

What goes into a licensing agreement?

Answer: It's complicated. An OCCD licensing manager crafts a customized licensing strategy that addresses the character of the innovation, potential commercial applications, the company's prospects for developing and sustaining innovative products, degree of risk, and estimated market worth of the product.

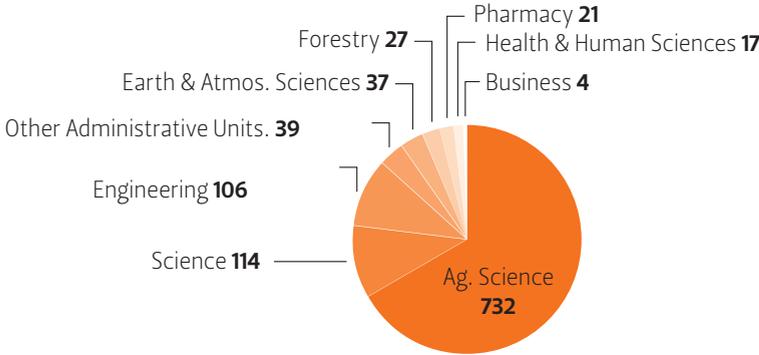
In shaping the licensing agreement, the licensing manager follows these guidelines:

- Public benefit is the primary objective of licensing OSU IP. OSU's patent policy affirms its public-service mission and acknowledges the importance of the patenting-licensing system in bringing innovative research to market.
- Research results are made broadly available wherever feasible. Ongoing research feeds continuing innovation. When an invention is primarily useful for further research, the

licensing strategy should be as nonrestrictive as possible.

- Broad-scope innovations suitable for adaptation by multiple industries are licensed non-exclusively wherever possible, whereas inventions requiring significant private investment usually require exclusive licensing.
- The partner should be fully prepared to commercialize the innovation. The licensing manager will consider the partner's capitalization, technical and human resources, expertise in the relevant field, marketing reach, and track record in previous commercialization efforts.
- The licensing agreement should include due-diligence terms that support the timely development, marketing, and selling. Deliverables with milestones help ensure the partners will move aggressively from innovative idea to marketable product.
- The University should receive a fair share of the profits. Because University inventions are public assets, part of the licensing revenue goes to reimburse the public for its investment. Licensing revenues are shared among the inventor(s), his or her academic department, and the University according to a formula based on expected royalties.

Active Licenses



When is the right time to contact OCCD?

- **When a company approaches you with interest in licensing IP you've developed...**
contact OCCD IP Protection and licensing managers
- **When you want to learn more about the financial rewards of licensing your IP...**
contact OCCD IP Protection and licensing managers

IP and Licensing Contacts



Office for Commercialization & Corporate Development

Office for Commercialization and Corporate Development – Advantage Impact

advantage.oregonstate.edu/advantage-impact-occd