



UNIVERSITY OF  
**OXFORD**

# **Brno Workshop 2017 Impact & Commercialisation in H2020**

**Gill Wells**  
Head of European Team



# What is Impact?

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## Academic impact

- The demonstrable contribution that excellent research makes to academic advances, across and within disciplines, including significant advances in understanding, methods, theory and application

## Economic and societal impacts

- The demonstrable contribution that excellent research makes to society and the economy. Economic and societal impacts embrace all the extremely diverse ways in which research-related knowledge and skills benefit individuals, organisations and nations by:
  - fostering global economic performance, and specifically the economic competitiveness of the European Union
  - increasing the effectiveness of public services and policy
  - enhancing quality of life, health and creative output

# Why does Impact matter?

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- **Accountability**
  - spending public money means demonstrating the benefits of that investment to society
- **Quality**
  - research can be improved by engagement with a broad range of potential beneficiaries
- **Maximising benefits**
  - shortening the time to benefit, and increasing the impact investments in research and innovation have
- **Reputation**
  - enhance attractiveness for research and innovation investment

# Impact in H2020

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- Academic Impact useful to demonstrate ‘excellence’ of applicants but has less weighting than economic/social
- General principle in H2020
  - **IMPACT = INNOVATION = COMMERCIALISATION**
- Turning research outputs into economic growth, jobs and wealth creation = **commercialisation**
- Improving the lives of the EU citizen (policy & public services)= **dissemination**

# Intellectual Property - what is it?

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- Intellectual property (IP) refers to creations of the mind, such as inventions; literary and artistic works; designs; and symbols, names and images used in commerce.
- IP is protected in law by, for example, patents, copyright and trademarks, which enable people to earn recognition or financial benefit from what they invent or create. By striking the right balance between the interests of innovators and the wider public interest, the IP system aims to foster an environment in which creativity and innovation can flourish.

# Commercialisation Channels

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**Assignment**

**Licences**

**Joint Venture**

**Spin-Out**

**Consultancy**

# Assignment

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- IP ownership permanently transferred from one party (assignor) to another party (assignee).
- Advantages
  - immediate cash flow return for further investment in R & D (lump sum payment is normal)
  - No further responsibility (or costs) for IP management
- Disadvantages
  - Loss of control/rights over IPR
  - Use of IPR would constitute infringement without specific clause for future research
  - Potential non-benefit for socio-economic if assignee does not exploit IPR

# Licence Agreement

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- A contract under which the IP holder (licensor) grants permission for use to another party (licensee) with specific limits for use set out
- Licences for exploitation should include payment
- Advantages
  - Provide faster access to markets
  - Licensor keeps control over IP
- Disadvantages
  - Can lose control of information flowing from further development
  - If exploitation not successful, income may be limited (especially if an exclusive licence is granted)



# Joint Venture

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- Type of collaborative commercialisation - university & private company jointly commit resources and research efforts to projects ranging from short-term narrow projects to long term strategic partnerships
- Advantages
  - Economic benefit from commercialisation of existing IP or results of joint venture
  - Sharing of R & D, marketing and commercialisation costs
  - Reduced investment risks
  - Development of new products
  - Access to new markets
- Caution - carefully define access to other IP (background) as well as terms for project results

# Spin Out

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- Company created specifically to bring IP onto the market
- Valuable channel for universities to transform technology into product and service as well as licence out technology
- Powerful means of technology transfer between academia and industry (especially when larger companies buy the spin out)
- Advantages
  - Outsource development that might not fit with other scientific objectives
  - Access funding not available to universities to help with development costs
  - Participate in H2020 as an industrial partner
  - Equip research staff with entrepreneurial skills and experience
- Disadvantages
  - Complex process including business planning, risk management and investment
  - Sensitive negotiations with university in terms of IP licencing and ownership shares
  - Risk of financial failure and potential liabilities for participants

# Consultancy

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- **Contract research** - commissioned by a private company to pursue the solution to a problem of interest (should be at commercial rates)
  - Involves the creation of new knowledge to specifications or goals of the 'client'
  - Private company will own the IP
  - Background ownership not affected
- Good for universities because should be very lucrative but work may be outside the scope of research objectives
- **Consultancy** - research or advisory services provided by researchers to non-academic clients.
  - Clients can be private companies, charities, government and NGOs
  - Most common example of industry academia engagement
- Good for industry as work is specifically tailored and usually will not compromise university research objectives

# Advice and support

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- **Universities - Technology Transfer Offices/Research Offices**
  - At Oxford <http://isis-innovation.com/>
- **H2020 - IPR Help Desk**
  - <https://www.iprhelpdesk.eu/>
- **National Government**
  - <https://www.gov.uk/government/organisations/intellectual-property-office>