



Technology  
Transfer  
at  
Auburn  
University

AUBURN

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UNIVERSITY

# Technology Transfer

- Taking technology from the research lab to the consumer
- Academic compliment to business development
- Began at university level in 1920s at Wisconsin: Vitamin D in milk
- Stanford became leader in 1970s
- Bayh-Dole Act of 1980

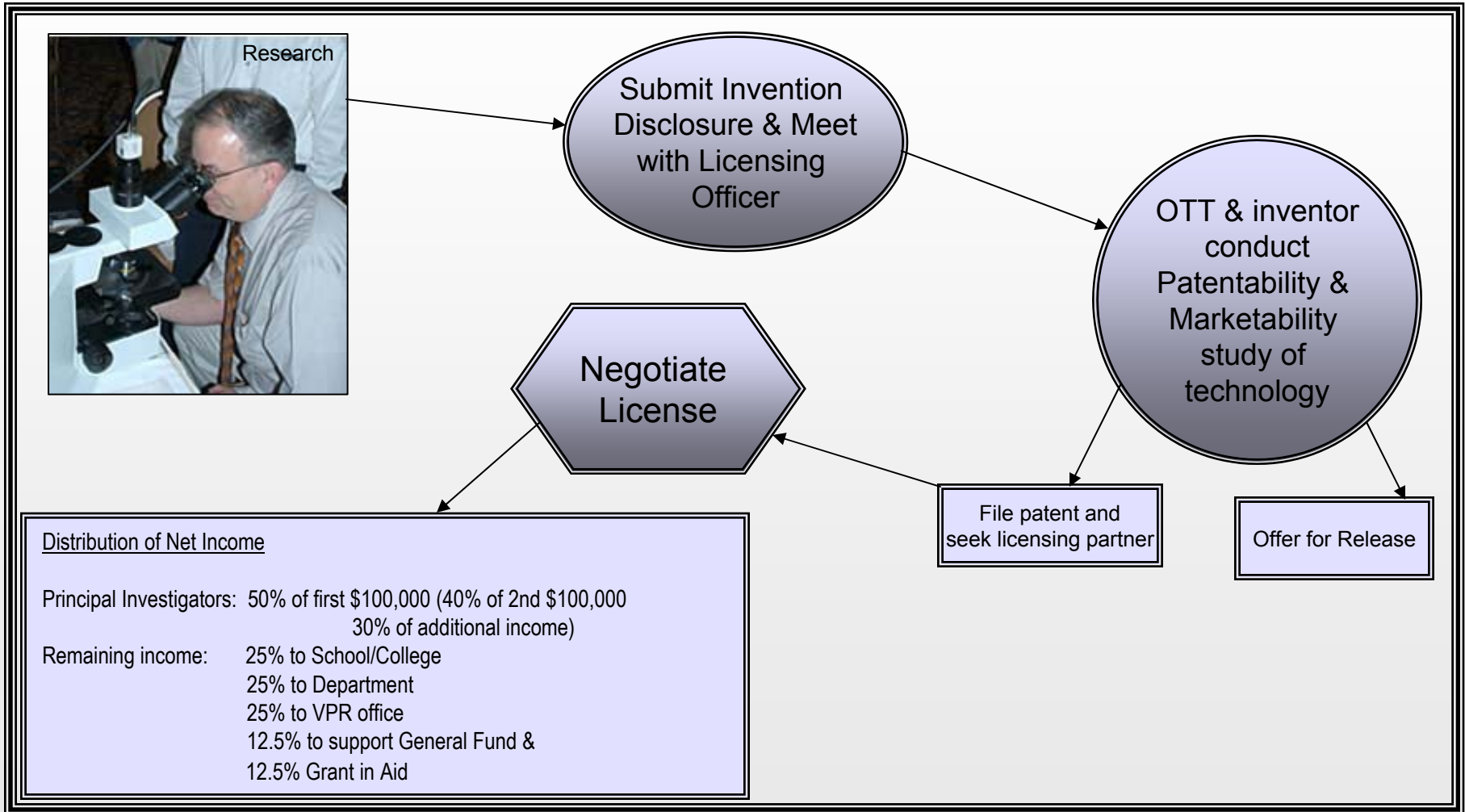
# Benefits of Technology Licensing

- Earns royalty income for AU and researcher
- Fulfills AU employee's obligations to disclose
- Meets sponsored research reporting obligations
- Attracts additional research funding
- Is a method to get your discovery realized
- Forms industrial partnerships
- Places graduate students in rewarding jobs
- Satisfies venture capitalists who want to protect Intellectual Property (IP)
- Enhances Auburn's public mission to provide products and solutions important to the state, nation and world.

# About Auburn OTT

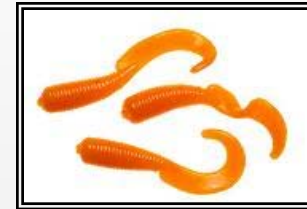
- Promotes the transfer of AU technology for society's benefit while generating income to support education and continued research.
- Bridges the gap - Proof of Scientific Principle (will it work)  
TO Proof of Commercial Principle (will it sell)
- Introduced at Auburn in 1991 and has continued to build to a current staff of 8.

# Auburn Commercialization Process



# Successfully Licensed Inventions

## FoodSource Lure Corporation (Birmingham, AL)



- Breakthrough fishing lure technology
- Developed by Auburn University fisheries and food scientists
- Made of edible, bio-degradable ingredients
- Approved as "natural bait" by fish and wildlife agencies
- Ingredients are from renewable resources
- Expanding into other product lines with its patented animal food technology

# Successfully Licensed Inventions

## Aunigma Network Solutions Corp. (Atlanta, GA)



- Wireless engineering research  
Drs. John Wu & David Irwin – Dept. of Electrical and Computer Engineering
- Next generation network security solutions
- Addresses ever-changing communication pathways and related internet security threats.
- Flexible and efficient protocols bring to the marketplace multiple threat protection
- Unmatched performance compared to competing security offerings

# Successfully Licensed Inventions

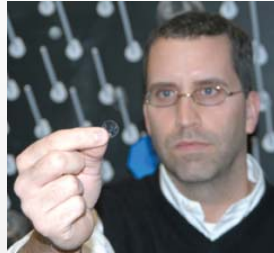
## MedAccuracy LLC (Lenexa, KS)



- Observation-based method for detecting medication error
- Developed by Dr. Kenneth Barker/AU staff
- Used since early 1980s for qualifying nursing homes for Medicare/Medicaid reimbursement
- Allows hospitals to identify faulty processes, recommend system changes and evaluate impact

# Successfully Licensed Inventions

## OcuMedic Inc. (Auburn, AL)



- A Drug-delivery and medical device company – Dr. Mark Byrne
- Patent-pending technology creating new architectures in polymeric films
- Enables enhanced loading and delayed release of medications in therapeutic contact lenses
- Addresses a considerable need for more effective ocular drug delivery
- Won the inaugural Alabama Launchpad contest

# Successfully Licensed Inventions

## **HaloSource, Inc.** **(Redmond, WA)**



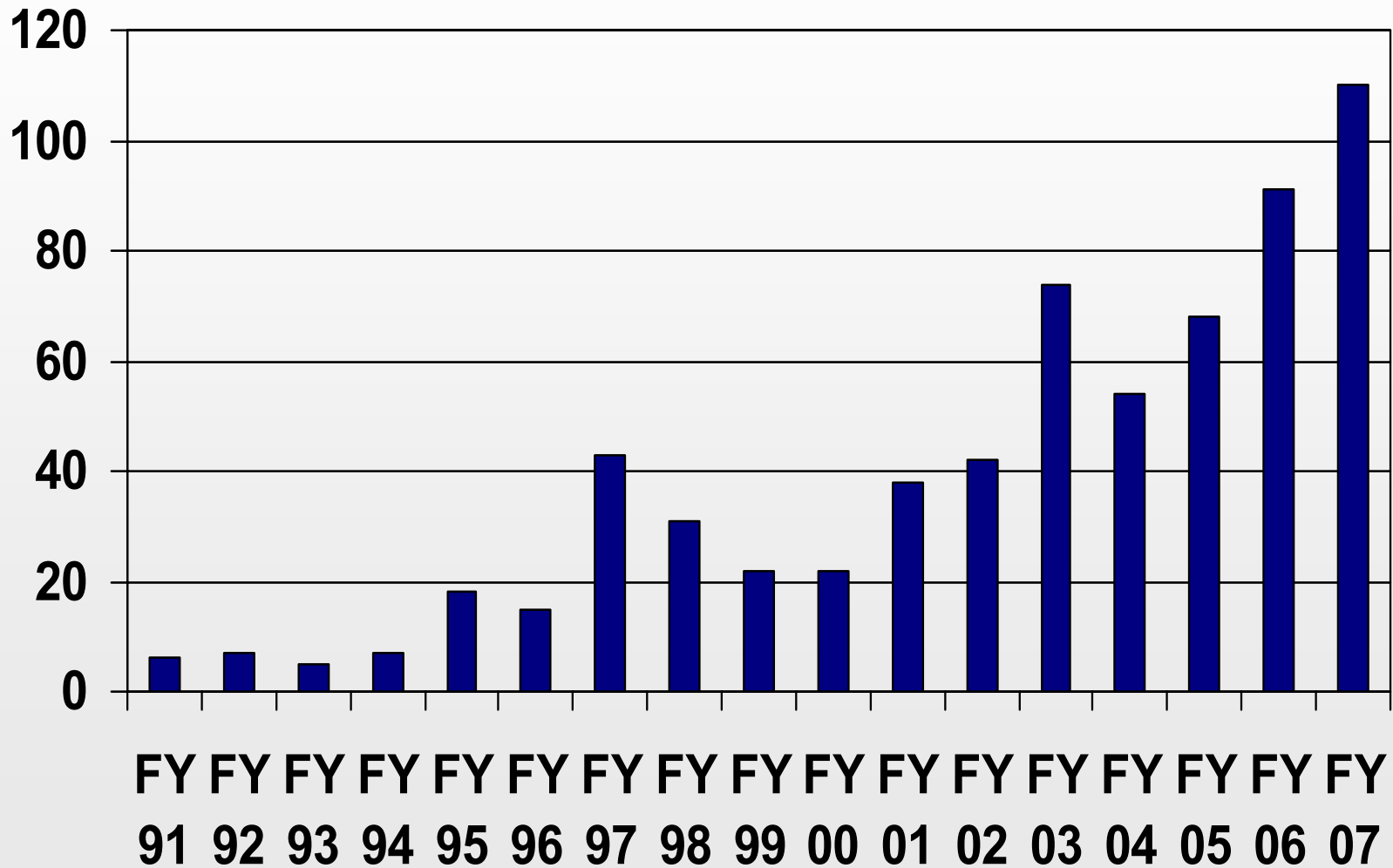
- Health sciences company manufacturing products for water treatment in biomedical, industrial and home markets
- Established on N-halamine technology from AU chemist Dr. Dave Worley's research
- Basis for in-home filters introduced in Bombay, India (March 2007)
- Featured on International TV and Internet as leading to safer drinking water across the world

# Successfully Licensed Inventions

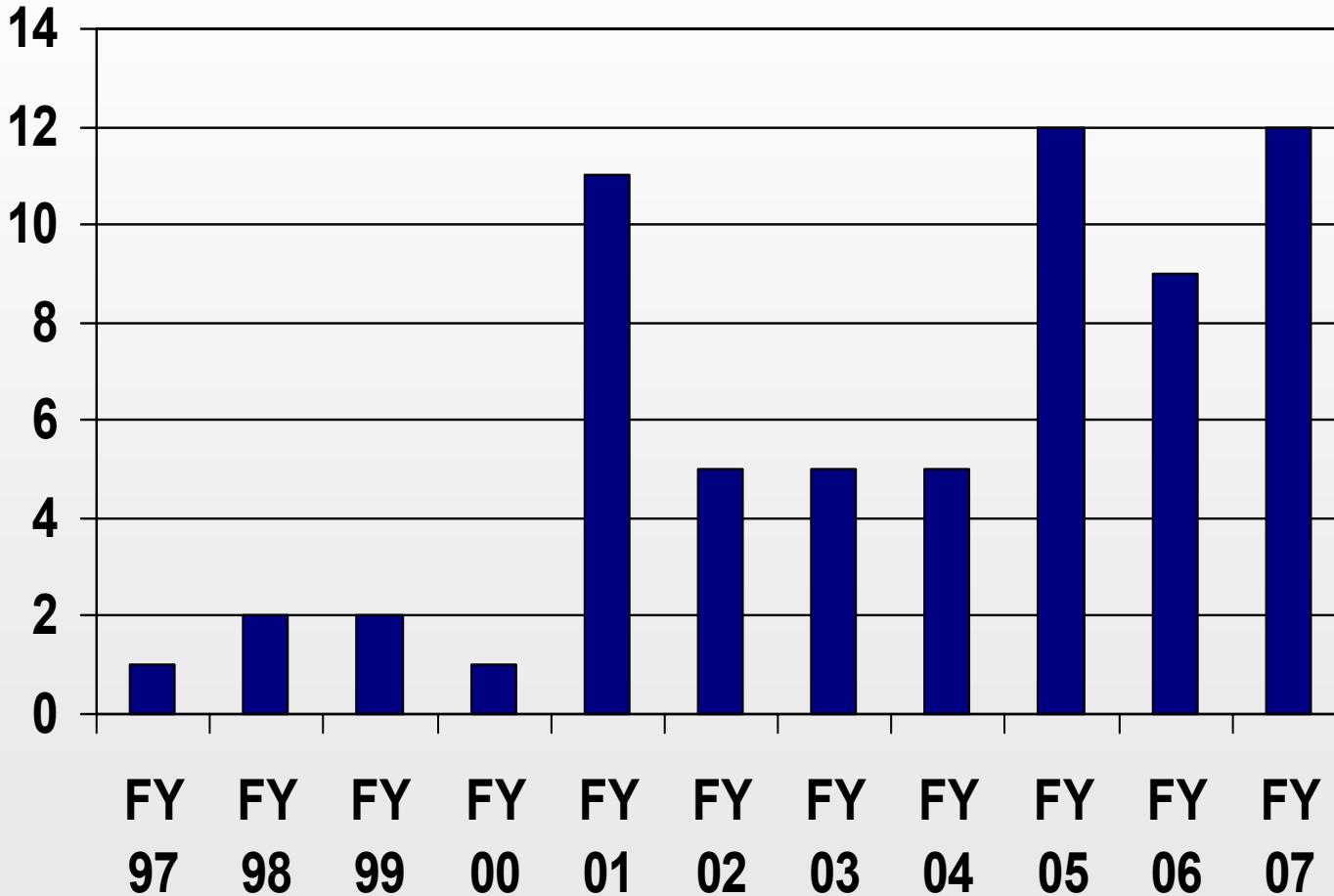


- Developed using antibodies invented by Dr. Peggy Hseih, AU Human Sciences Professor
- Companies developed kits to detect animal species and ruminant tissues in meat, bone meals and animal feeds.

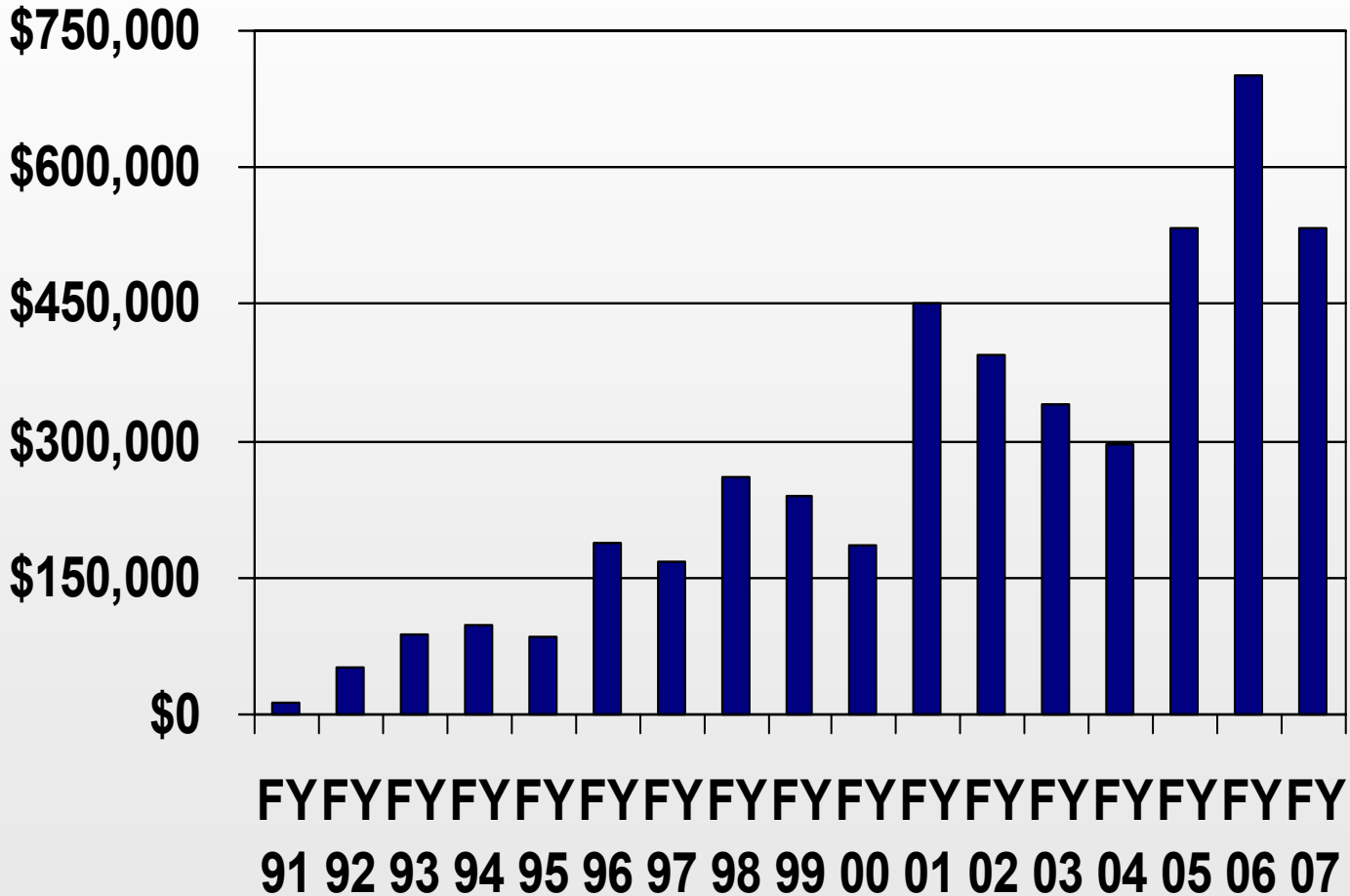
# Technology Disclosures FY 1991 – FY 2007



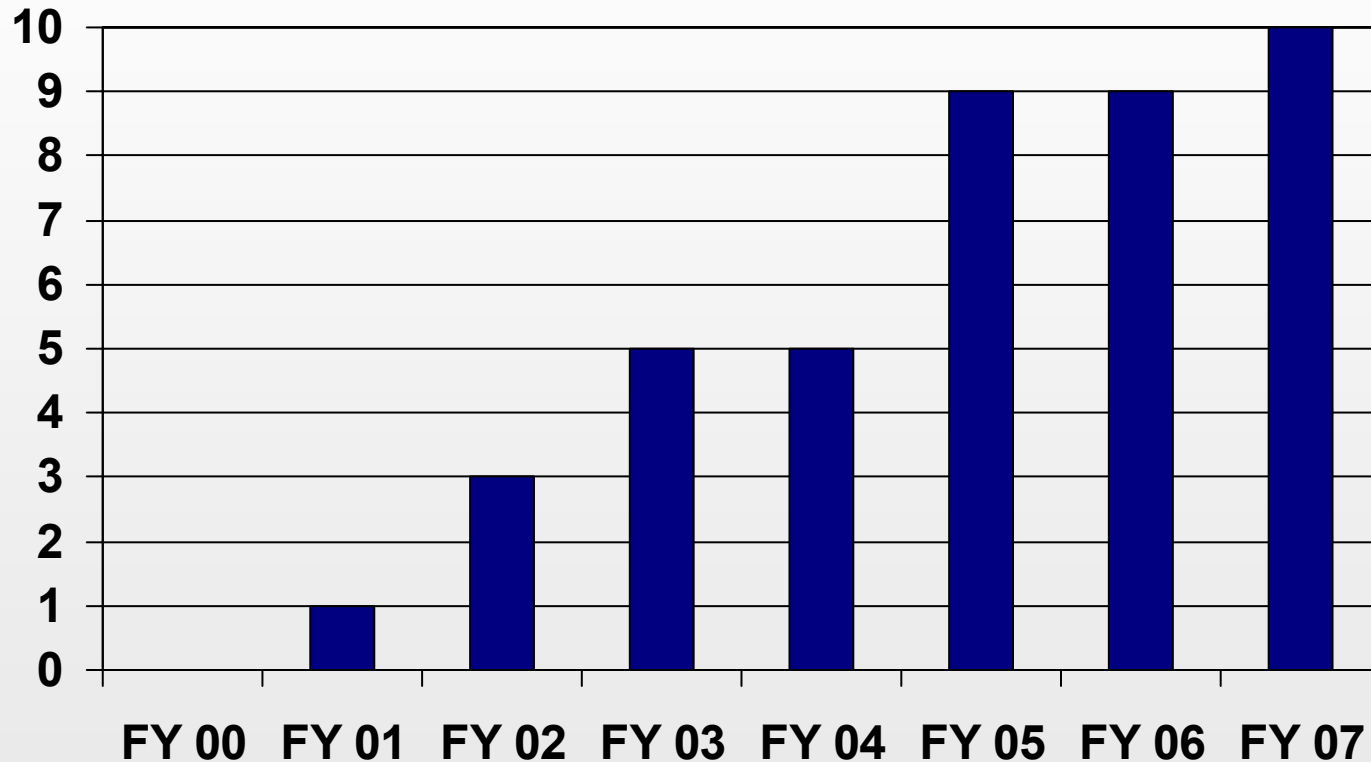
# License and Option Agreements FY 1997 – FY 2007



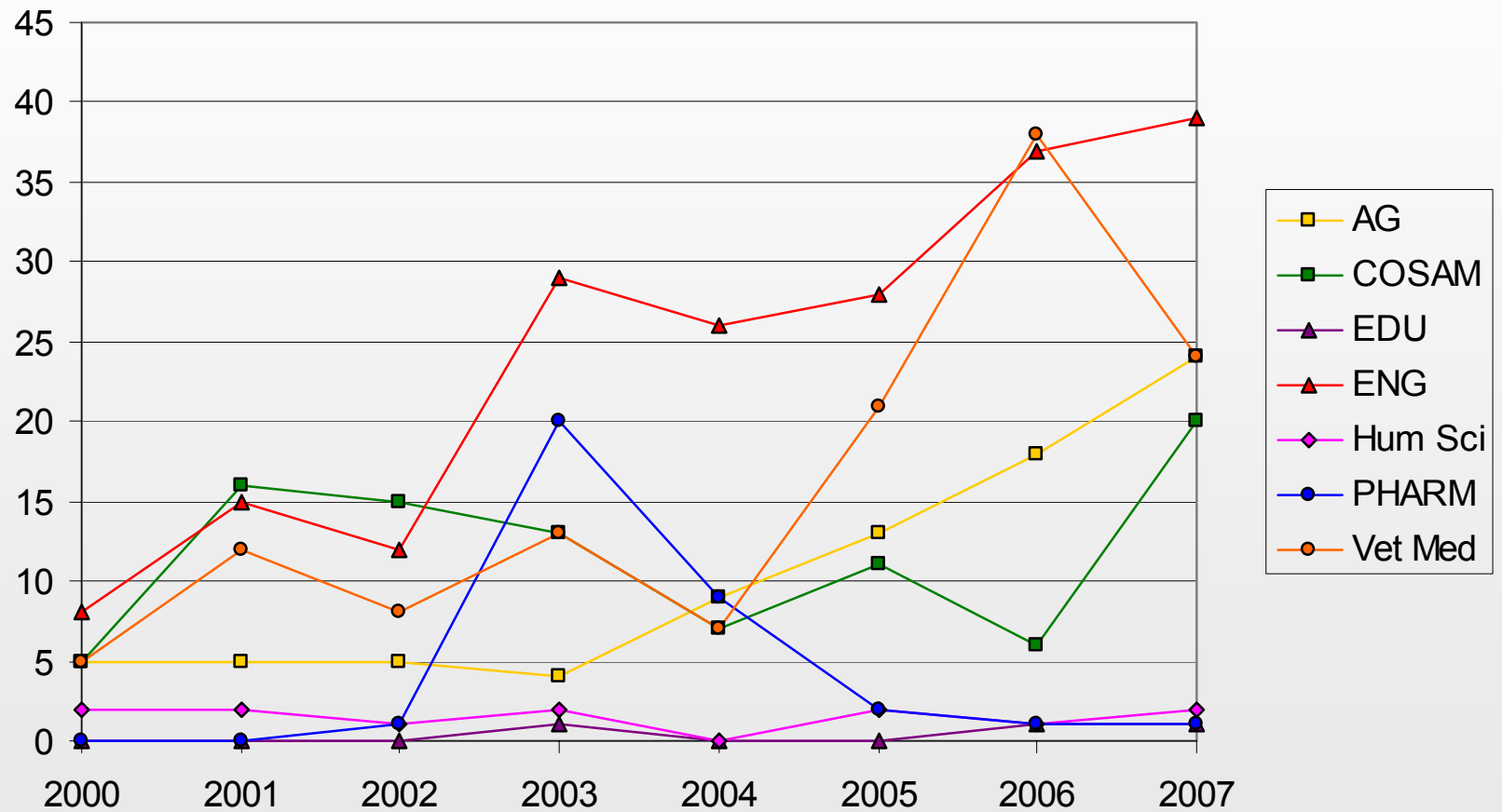
# Licensing Revenue FY 1991 – FY 2007



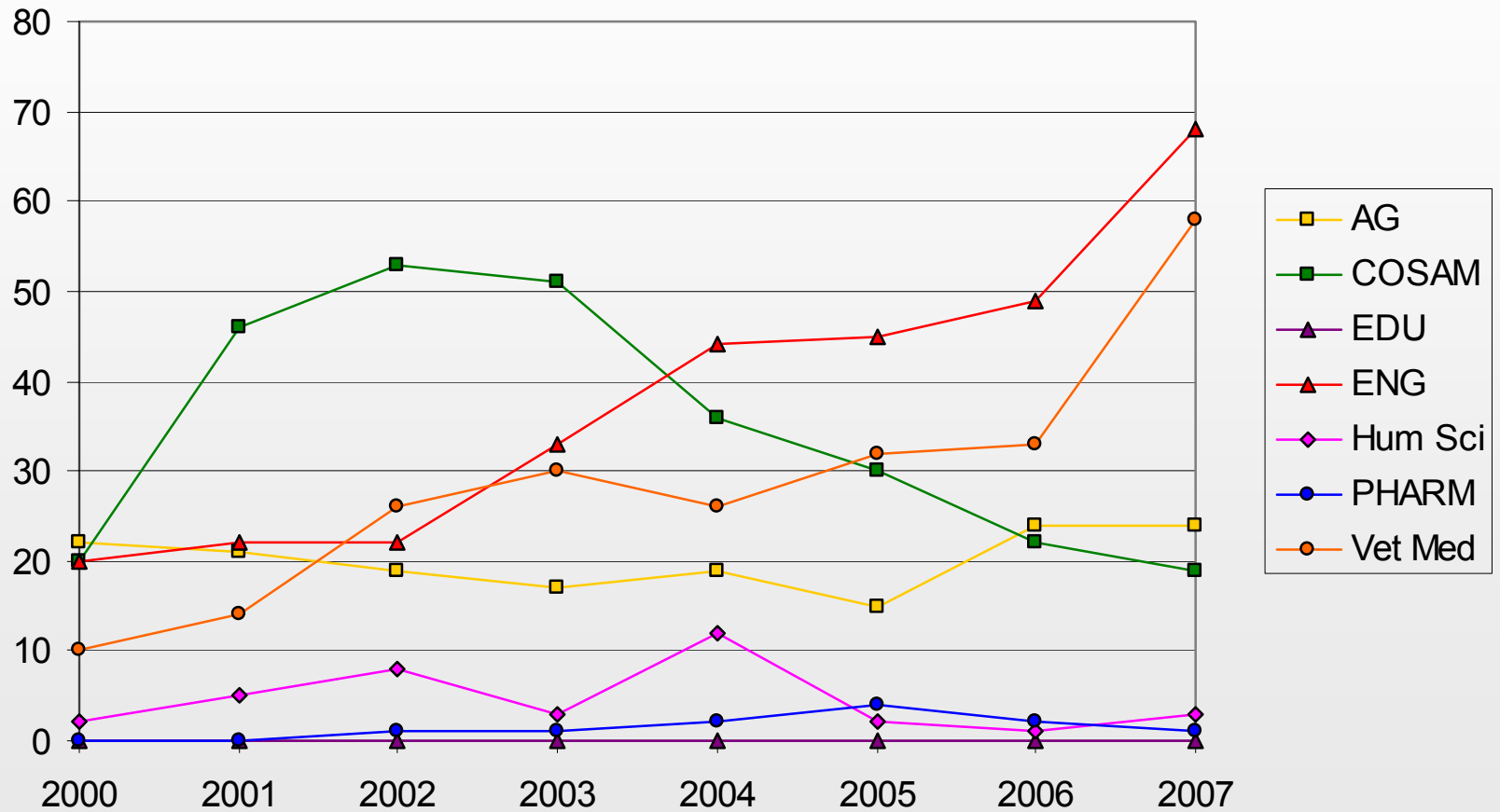
# Licenses w/sales of Licensed Products FY 2000 – FY 2007



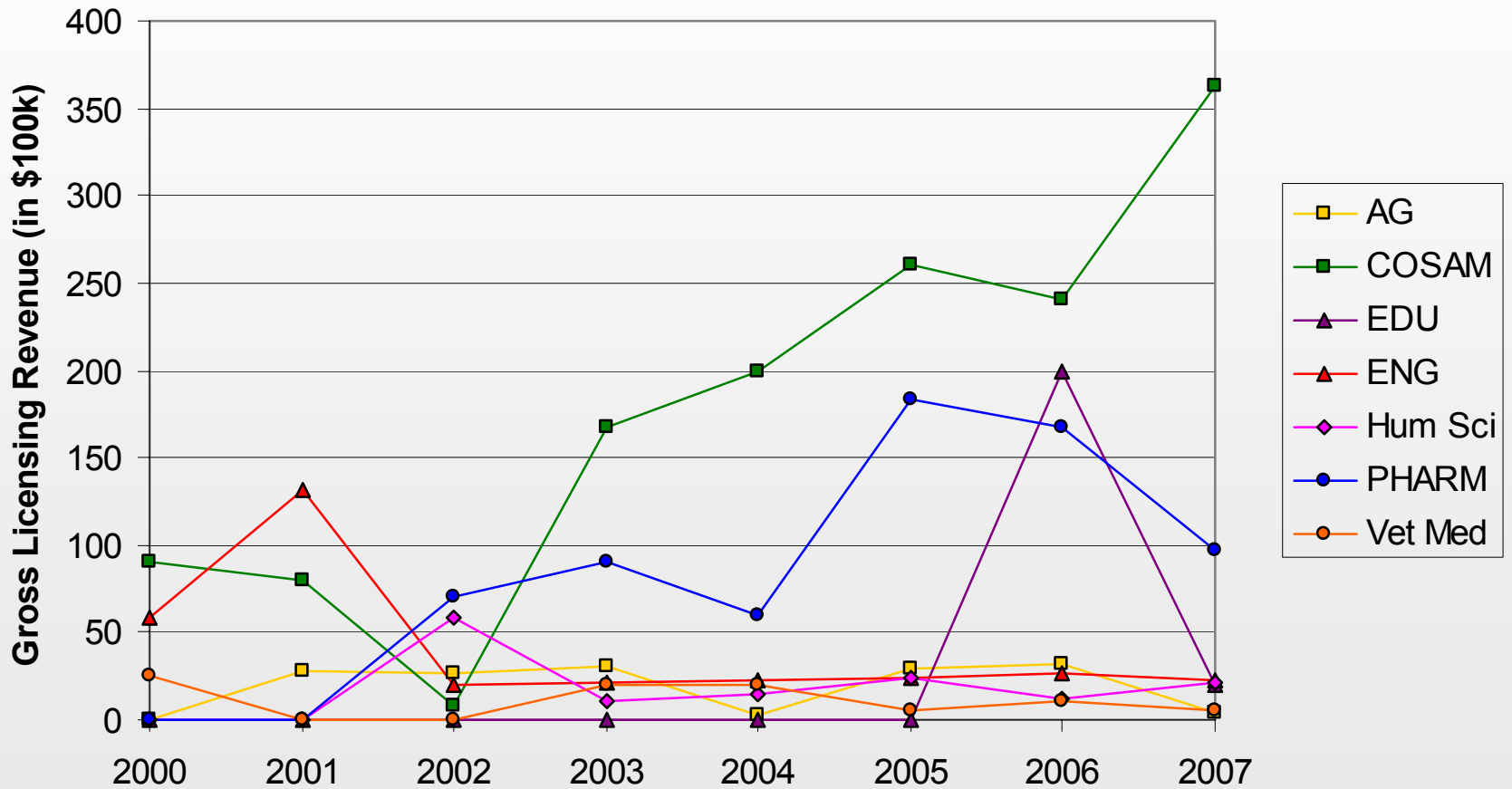
# Invention Disclosures by School/College FY 2000 – FY 2007



# Patent Applications by School/College FY 2000 – FY 2007



# Licensing Revenue by School/College FY 2000 – FY 2007



# U.S. University Technology Transfer FY 2006\*

- 18,874 new invention disclosures
- 15,908 U.S. patent applications filed
- 3,255 patents issued
- 4,963 new licenses signed in 2006
- Managing 12,672 licenses & options that represent a one-on-one relationship between a company and a university
- 553 new spin-off companies
- 697 new products introduced into the market
- More than 4,350 new products have been introduced into the market in the last nine years

\* Information obtained from AUTM (Association of University Technology Managers)

# The Risk-Reward Curve

