

IP STRATEGY

and Knowledge Mobilization

TRIUMF WORKSHOP: Innovations and Industrial Partnerships –
Member University Engagement and Collaboration

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IP STRATEGY PERSPECTIVE

“From an IP strategy perspective, Knowledge Mobilization supports business critical content through the IP process to make better informed decisions that will ultimately increase the success of commercialization opportunities.”

Key assumption: IP is a business tool, not just a metric

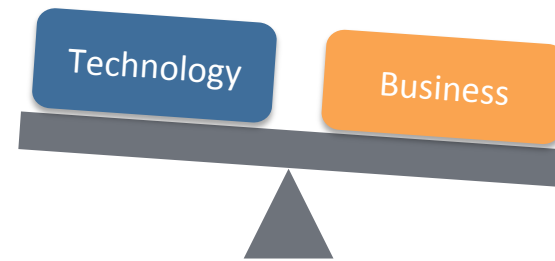
Why?

Tangible link to IP and KM seen through communication and transferring of this business critical content and a TTO community that can act as a ‘knowledge broker’.

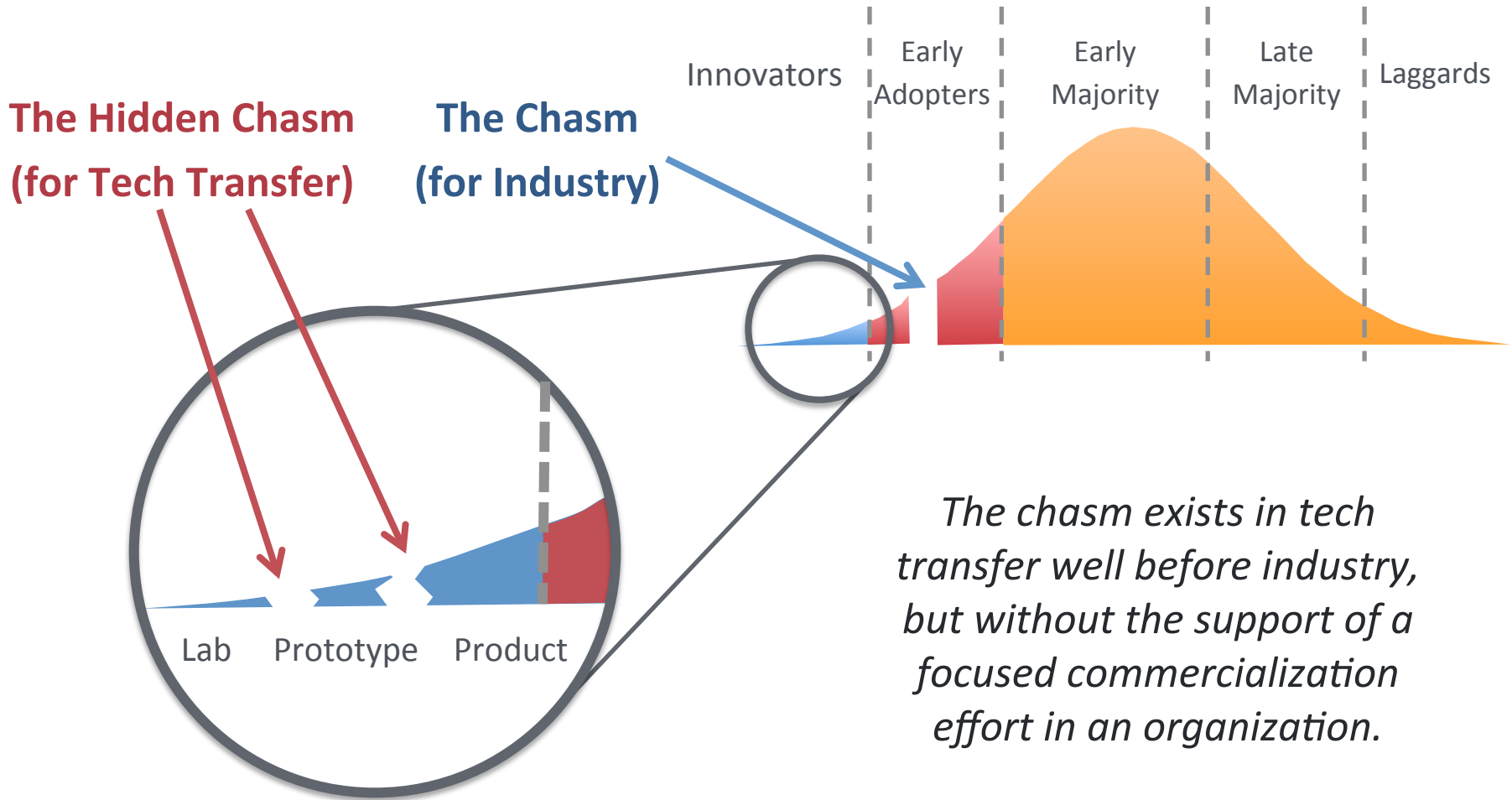
KM + IP CHALLENGES

Challenges on executing IP strategy:

- › HQP: grant / researcher reliant
- › HQP: movement after research phase
- › Timeline of patent decisions > projects
- › Technical view is > business view
- › Balancing public dissemination vs. patenting
- › ... budget



TIMELINE CHALLENGES



KM + IP QUESTIONS

IP view: From a TTO IP strategy perspective, how do we structure IP to be positioned support a more successful commercialization?

TTO view: From an KM perspective, how do we make effective decisions along the IP processes and into working with partners?

KM + IP IMPACT

Knowledge Mobilization + IP give TTO the ability to:

- › Position IP early for later commercialization
- › Prosecute IP for future business value
- › Lower TTO efforts at transfer phase
- › TTO to 'stack' data and make macro level decisions
- › Budget management

IP FUNDAMENTALS

Three main components enable scalable and long term success of an IP program:



STRATEGY

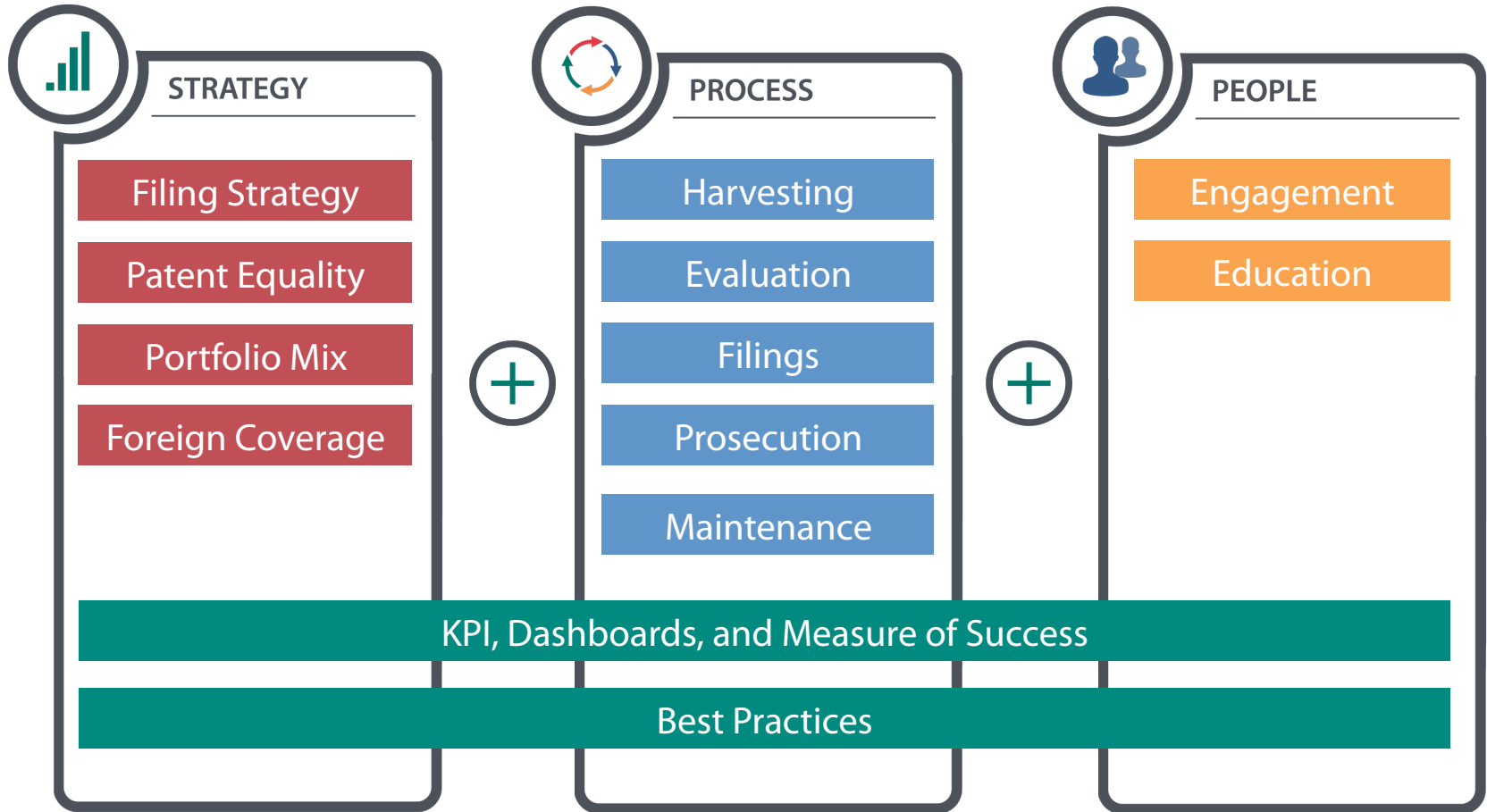


PROCESS



PEOPLE

IP FUNDAMENTALS



IP STRATEGY + KM INTERACTIONS



STRATEGY

- › Roadmap definition
- › Business + Legal + Technical
- › Dissemination vs. patenting
- › Codify the defined 'use case' for IP



PROCESS

- › Business review in prosecution
- › Technical review is equal to business review
- › Balancing public dissemination vs. patenting



PEOPLE

- › TTO CoP
- › Education based initiatives for inventors
- › Relationship driven interactions with HQP



- › Result is pushing groups to have a KM centered IP process
- › Result is verifying groups have the best input possible
- › Result is creating an active 'pull' culture to use the content.
- › Result is using KM as a 'scalable and repeatable' strategy tool.

KEY ACTIONS

- › KM based processes extend to patent prosecution
- › Only viable approach if IP is not an ad-hoc process
- › IP needs to become a legal + technical + business decision for the duration of the technology

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- › Information is there, but is it accessed?
- › Is the KM process setup for scalable and repeatable use from a strategic IP perspective?

Thank you

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