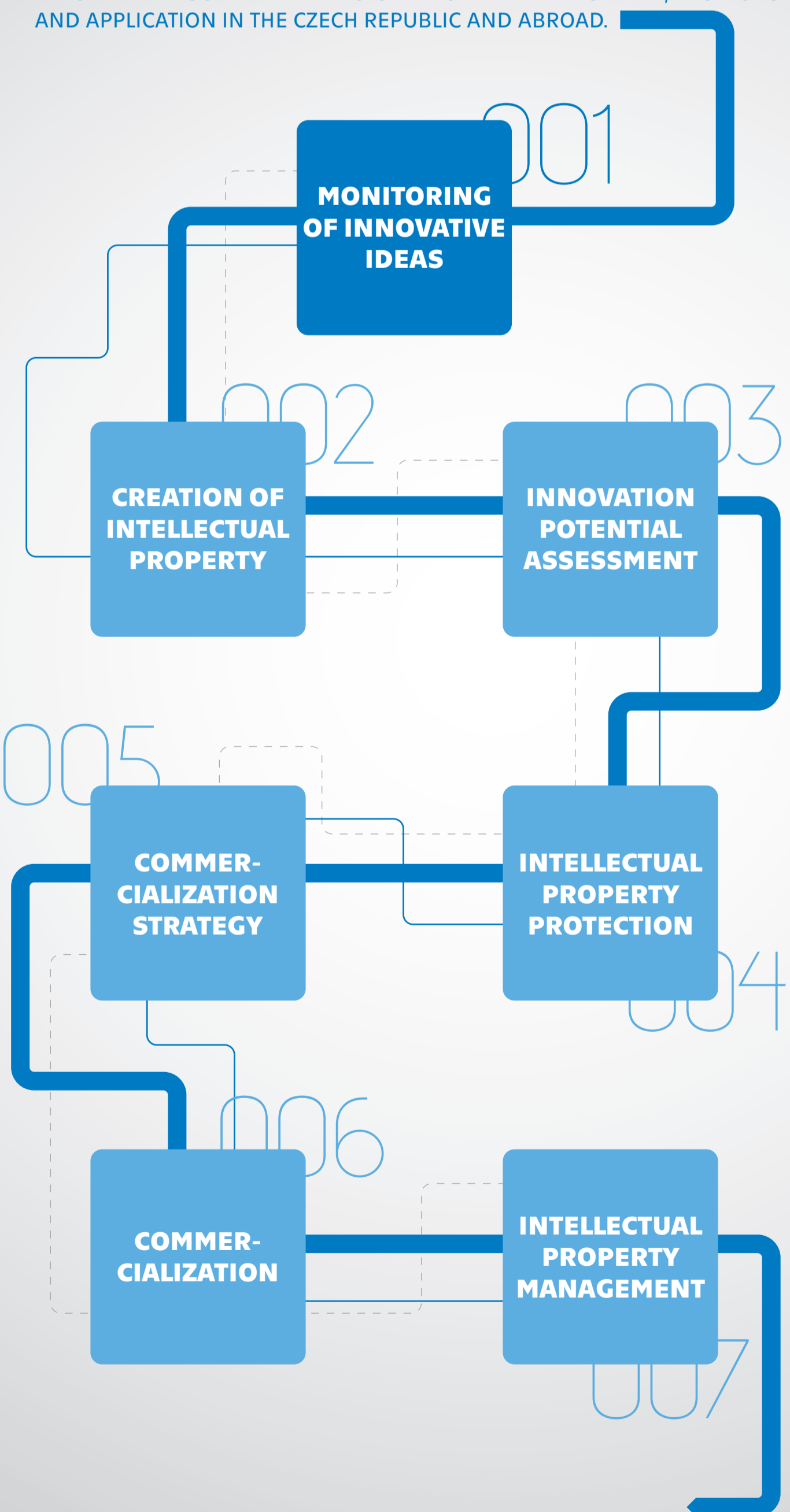


TECHNOLOGY TRANSFER AT CTU



IT'S EASIER THAN IT SEEMS.

OUR COLLEAGUES AND EXPERTS IN INTELLECTUAL PROPERTY PROTECTION AND COMMERCIALIZATION WILL GUIDE YOU THROUGH THE ENTIRE PROCESS OF TECHNOLOGY TRANSFER FROM THE BEGINNING TO THE END: FROM THE IDEA TO ITS COMMERCIALIZATION. WE PROVIDE PROFESSIONAL SERVICE AND SUPPORT TO ALL FACULTIES, DEPARTMENTS AND INVENTORS AT CTU. WE CAN HELP YOU WITH INTELLECTUAL PROPERTY MANAGEMENT, PROTECTION AND APPLICATION IN THE CZECH REPUBLIC AND ABROAD.



TECHNOLOGY TRANSFER



MONITORING OF INNOVATIVE IDEAS

Great ideas need immediate support. Our goal is to provide support to promising innovations in all stages of commercialization: from the idea to the invention and subsequent intellectual property (IP) protection, management and commercialization. Our commercialization experts stay in touch with the inventors and through regularly held meetings collect all the information necessary for evaluating the market potential of R&D results. It is a systematic process conditioned by the willingness and openness of the inventors to discuss new ideas and their real-life applications.



CREATION OF INTELLECTUAL PROPERTY

Every invention resulting from R&D needs to be protected before its release. IP protection experts cooperate with the inventors on preparing a declaration of invention (employer notification) and on elaborating a draft for corresponding IP protection. To secure proper protection, inventors must provide all documents relative to the nature and creation of given intellectual property as well as information about co-inventors or co-applicants, any existing intellectual property protection and sources of funding.



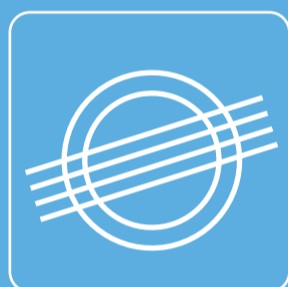
INNOVATION POTENTIAL ASSESSMENT

CTU's interest will eventually depend on the market potential of the invention. In cooperation with the inventors, experts in IP protection and commercialization assess the market potential of the given solution, carry out market research, examine potential applications of the innovation and look into some of the possible ways of its commercialization. After considering all of the above, they suggest the best way to settle up with the inventors. Inventors' willingness and availability to discuss and look for an optimal solution is crucial.



COMMERCIALIZATION STRATEGY

Successful IP commercialization is conditioned by a detailed strategy including milestones and financial plan. This strategy results from an active discussion between inventors and commercialization experts about costs and their coverage, especially from public resources, and it includes some legal aspects, e.g. co-ownership, as well. In this stage, it is necessary to provide detailed information about further R&D possibilities of the IP and its funding.



INTELLECTUAL PROPERTY PROTECTION

IP protection experts draft a detailed plan for IP protection including a time framework and anticipated costs. This plan suggests the best form of IP protection (patent, industrial design, utility model, etc.) and provides administrative assistance. The time framework depends on the selected form of protection; it can, for example, take up to several years before the requested patent is granted. Technical information provided by the inventors is crucial for creating relevant documentation by patent administrators. In case there are some unanswered legal questions left, a consulting lawyer – IP protection expert – is at your service.



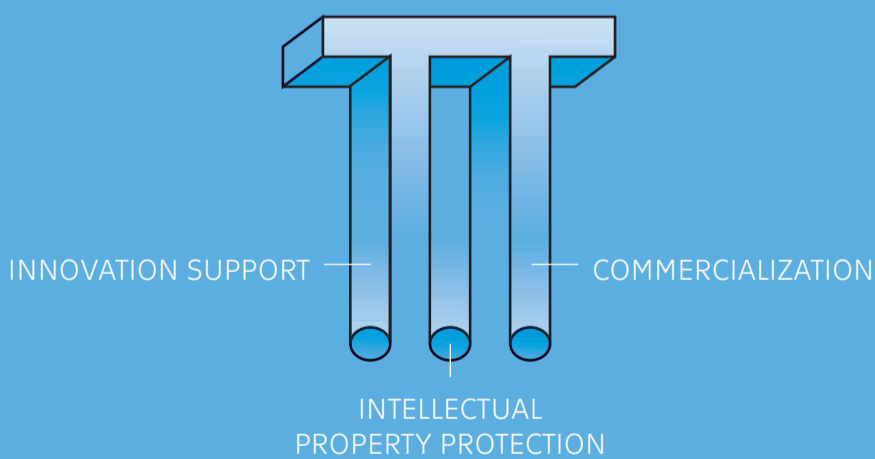
COMMERCIALIZATION

Science does make money. The point of commercialization is to sign a license agreement or establish a start-up company. Commercialization experts identify market opportunities, contact potential license partners in the name of CTU and conduct business negotiations. Oftentimes lengthy negotiations can lead to changes to the original commercialization strategy, but the ultimate goal is always an adequate IP appreciation and arrangement of further synergies for CTU, e.g. participation in the ongoing R&D, communication of the commercialization results, transfer of the findings into education or a guaranteed share from the commercial success of the license acquirer. Intensive cooperation of IP inventors and commercialization experts is always an integral part of any successful commercialization.



INTELLECTUAL PROPERTY MANAGEMENT

The point of IP management is a responsible and effective administration of the CTU IP portfolio. IP management consists of systematic monitoring of the patent portfolio, IP protection fees and license fees management, IP protective periods tracking and life cycle administration of IP commercialization contracts.



If you would like your innovative idea, invention, solution or project to join the many already successful ones, please don't hesitate to contact us.

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