

INTRO SLIDE HOLIDAYS IN EGYPT

THE 21st TTO

?



The job to be done...

Identify research activity of potential commercial interest

- Disclose research results to Tech Ventures via Invention Report Form •

Opportunity Assessment • Provide feedback regarding commercial potential • Participate in review of invention for patentability with patent counsel Patenting • Assist in the preparation, filing, and signing of patent applications • **Perform prio art search** • Report dates for all public disclosures prior to patent applications • Review completed patent application for accuracy and claim coverage • **Marketing to**

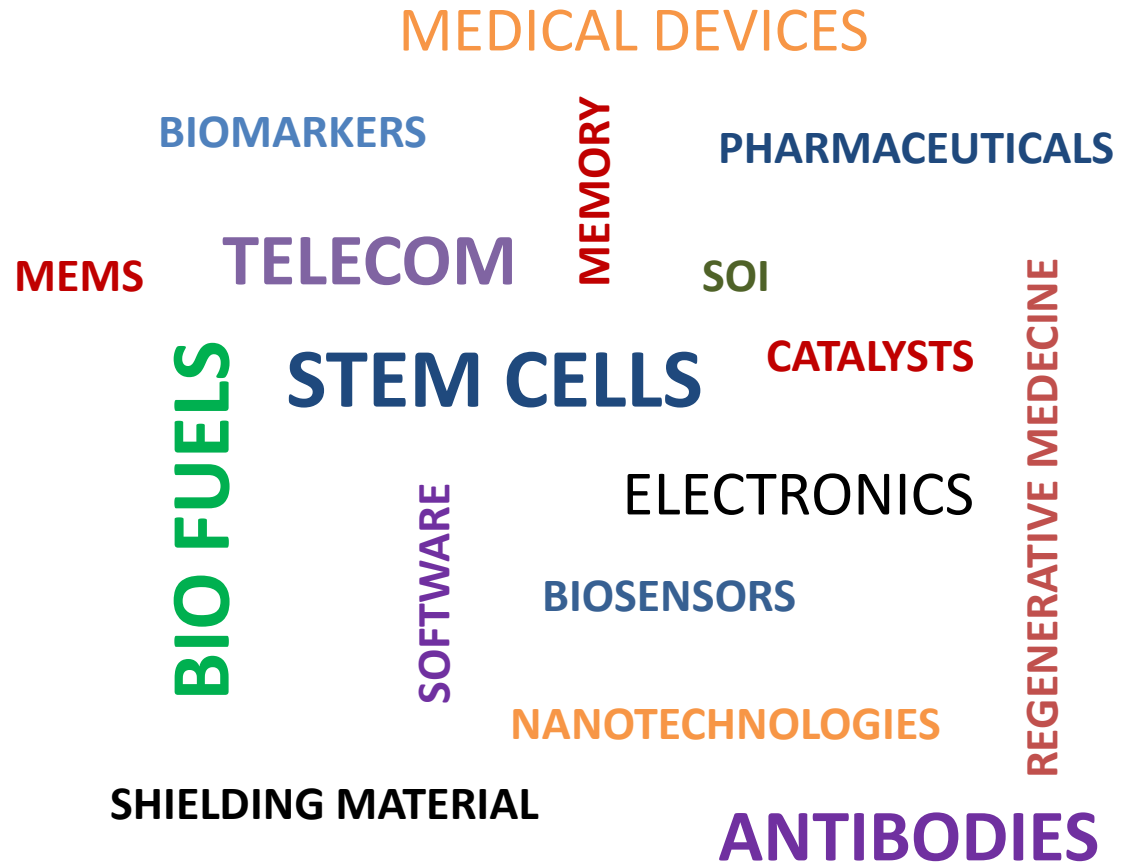
Potential Licensees • Protect confidentiality of invention through nondisclosure agreement • **Develop commercialization strategy and contact list** • Prepare nonconfidential marketing materials

• Champion inventions to confer credibility • **Negotiate Option/License Agreement** • Seek approval of University on license terms • **Present, demonstrate, and discuss technology** • Facilitate transfer of technology to licensee • Contractual Obligations • **Fulfill conflict-of-interest reporting obligations** • Sign inventors' revenue-sharing agreement • **Draft Business Plan** • Monitor license agreements and pay patent fees

• **Contact VCs** • Distribute net income in accordance with University policy•



Technologies to handle...



Features a NEW & UPGRADED Edition of the Online Test from Gallup's

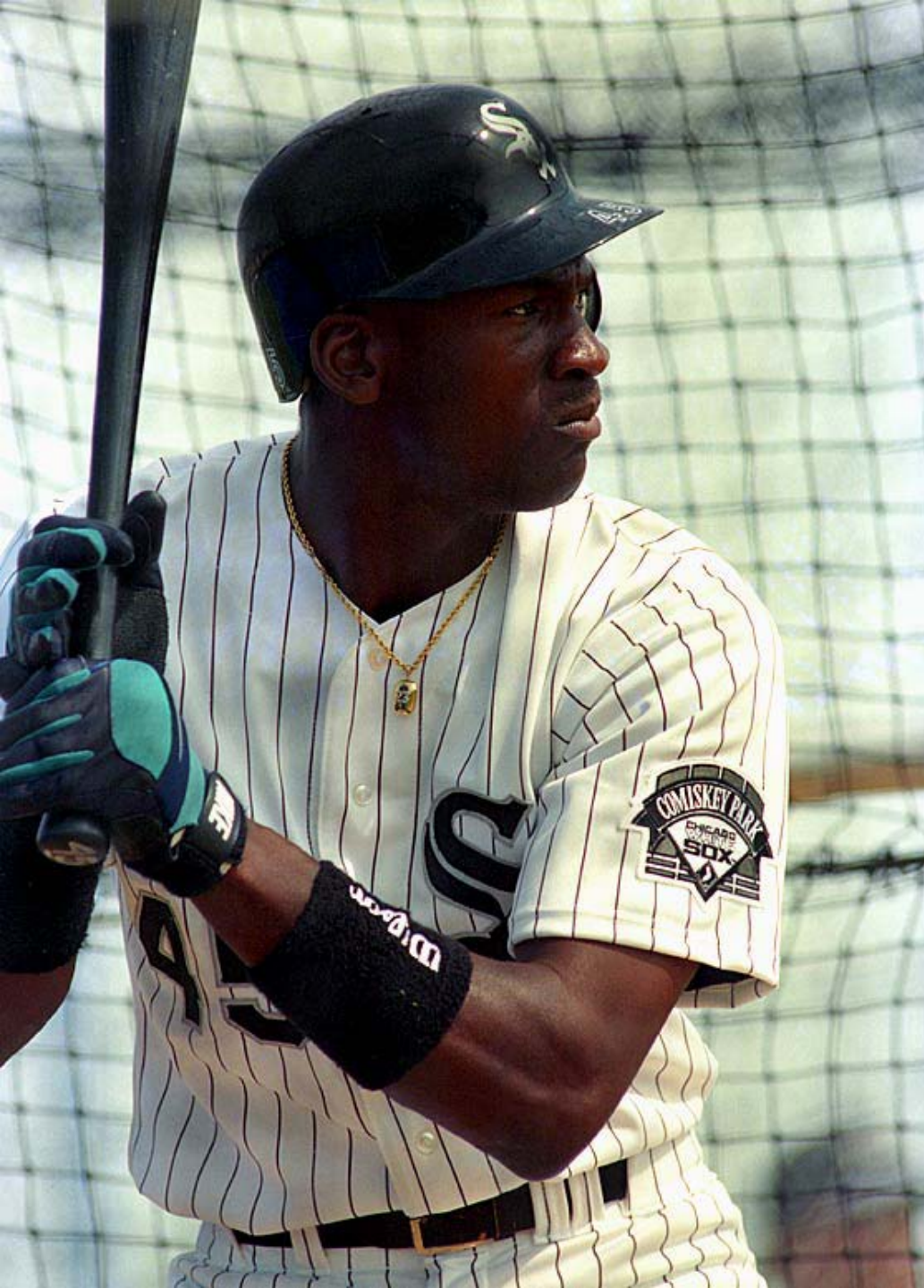
NOW, DISCOVER YOUR STRENGTHS

**STRENGTHS
FINDER 2.0**

with #1 *New York Times* Bestselling Author

TOM RATH

Exemple Tiger Woods



**Do what
you do
best...**

Prince Charles
of VCs

MUSE
of PHARMACEUTICALS

Mikael Jordan
of MEMS techno



STEVE JOBS
of SOI

TIGER WOODS
of STEM CELLS

Lets dream



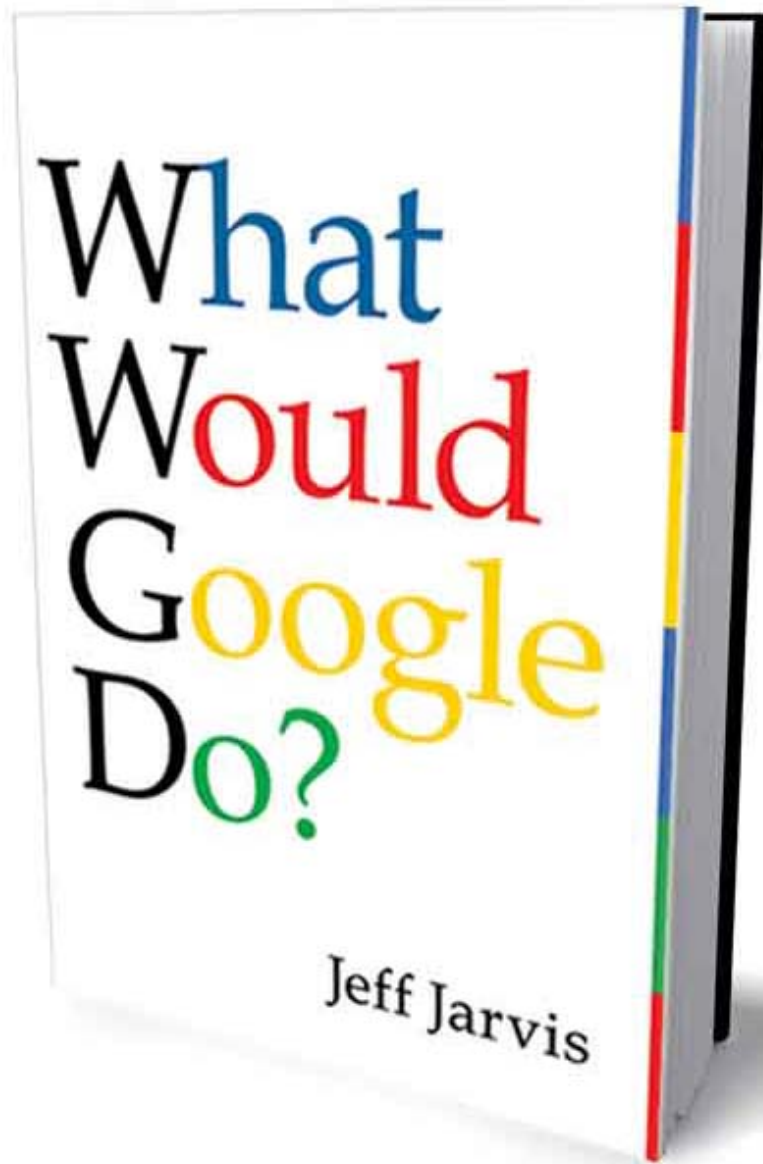
**Are we
competing ?**



NO



We are helping the transfer of technologies from University to the Industry for the benefit of the Society



- The link changes everything
- Do what you do best and link to the rest
- Join a network / Be a platform
- Think distributed

THE OPEN WEB2.0 TTO





Prince Charles
of VCs



MUSE
of PHARMACEUTICALS

Mikael Jordan
of MEMS techno



STEVE JOBS
of SOI



TIGER WOODS
of STEM CELLS



is it a
dream ?

Let's talk together
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