

EUREKA!

Now What?

While processing data in the lab, a nuclear physicist realizes that she has made a remarkable discovery—the first of its kind! She can't wait to share the news and makes a list of important people and organizations to contact.

Stop the presses! Unless the physicist wants to lose the most important discovery she has made, it is critical to contact those who can help protect her research and discovery. At WVU, this assistance and protection is provided through the Office of Technology Transfer (OTT).

The Office of Technology Transfer exists to protect, promote, and commercialize research generated by faculty, staff and students of the University and is responsible for the protection and commercialization of intellectual property for all WVU organizations. Faculty members and other researchers are the primary source of intellectual property, either through the invention of new products or processes, or through know-how and expertise in certain fields. Intellectual property can be protected through patents, copyrights, trademarks, and trade secrets. Commercialization occurs primarily through licenses of patents and/or know-how to existing companies, and, in some cases, through the creation of a joint venture or even a start-up company. While most people think a patent is the most common form of intellectual property protection, copyrights, trademarks, and trade secrets can also be used to protect an individual's work or discovery.

The OTT provides services in the following areas:

- Protecting intellectual property
- Evaluating research and other works for patent and/or copyright protection
- Evaluating research and other WVU works/output for commercialization potential
- Marketing expertise for the purposes of commercialization
- Monitoring of patent prosecution
- Commercialization of patented and copyrighted intellectual property through licensing and start-ups, etc.
- Monitoring of executed licenses
- Royalty distribution

As in the case of Choosy Kids, LLC, the OTT demonstrates to researchers how to protect the intellectual property and guides them through the hurdles of starting a company to commercialize the intellectual property. The OTT not only helped Choosy Kids

through the formation of the company, but also with copyrights, song writer agreements and other corporate documentation. "The support and guidance provided by the OTT has been invaluable," states Linda Carson, Director of the West Virginia Motor Development Center. "The collective resources and expertise provided by the OTT have allowed Choosy Kids, LLC to grow much faster and more confidently than what we could have possibly accomplished on our own."

Another company that has benefited from the OTT and WVU's research is Protea Biosciences, Inc. Technology that was developed in the labs of Dan Flynn, Aaron Timperman, and Pete Gannett has been commercialized through license agreements between WVU Research Corporation and Protea. As inventions were discovered in these labs, 23 invention disclosures were filed with the OTT. After review by the OTT, patents were filed to protect the intellectual property. Working together with the OTT over the past six years, Protea has licensed 20 technologies from the WVU Research Corporation and is commercially selling products that create a benefit for Protea, WVU, and the inventors.

"Protea is the first company specifically to develop WVU-owned technology," states Steve Turner, president of Protea Biosciences. "We worked with OTT from the beginning to determine and develop what the company should and could do. It is a true partnership of the technology and the company. We work together."

For more information, please contact the OTT online at www.wvu.edu/~research/techt.htm, call 304-293-7539, or e-mail TechnologyTransfer@mail.wvu.edu.

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Developed with Planning and Strategic Thinking

The staffing of the Office of Technology Transfer (OTT) can be likened to the strategic development of a business plan. Business planning is about results. The contents of the plan need to match the purpose. A successful business plan works when a business looks ahead, allocates resources, focuses on key points, and prepares for problems and opportunities.

Think of the OTT as a successful business plan—looking ahead to the needs of WVU faculty and research. The Office's experts can help turn challenges into opportunities.



*The Office of Technology Transfer...at your service—
Back row (left to right): Gary Morris, Bruce Sparks, William Aylor;
Front row (left to right) Dusty Gwinn, Brian Nath.*

Bruce Sparks, Director

- Has extensive experience, success, and wealth of knowledge in forming and running large and small businesses
- Former president and CEO of Anker Energy Corporation
- Founder of Oculus Development, LLC, a company that licenses technology created at WVU
- Joined OTT in July 2005

Gary Morris, Associate Director/Registered Patent Agent

- Professor of mechanical and aerospace engineering
- Holds doctoral and master's degrees in mechanical engineering
- Registered patent agent
- Joined OTT in June 2005

Dusty Gwinn, Licensing Associate/Patent Attorney

- Holds degrees in biology, business administration, and law
- General manager for the WVU Business Incubator since May 2004
- USPTO registered patent attorney and member of the West Virginia State Bar
- Joined OTT in April 2005

William Aylor, Licensing Associate/Patent Attorney

- Holds degrees in chemistry, microbiology, and law
- Interned at the US Patent and Trademark Board of Appeals and Interferences
- USPTO registered patent attorney and member of the West Virginia and Maryland state bars
- Joined OTT in January 2006

Brian Nath, Licensing Associate/Patent Attorney

- Holds degrees in animal science and law
- USPTO registered patent attorney and member of the West Virginia, New York, and New Jersey state bars
- Joined OTT in September 2005