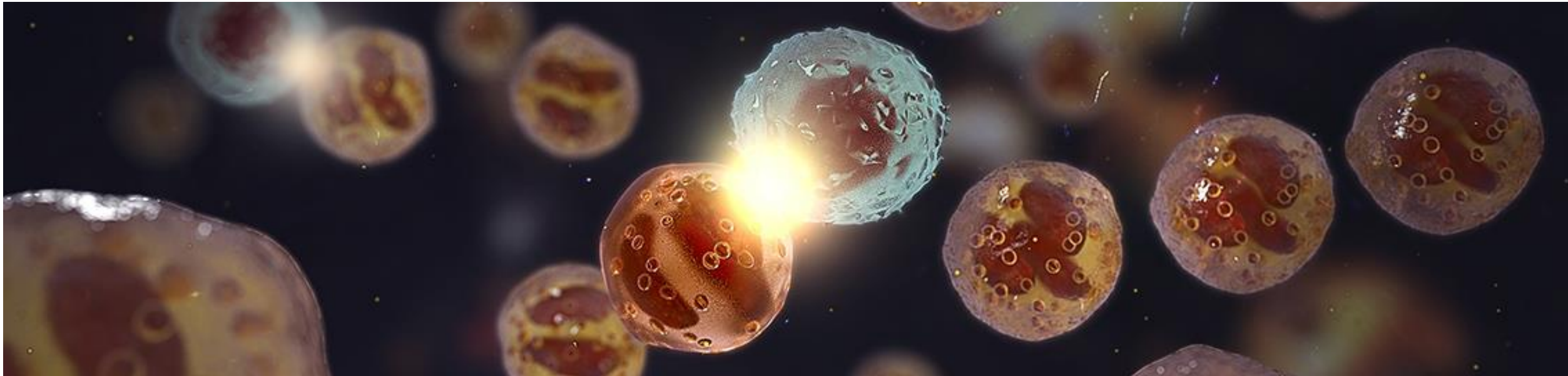


# Collaborative Research & Licensing: A Dual Perspective

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# Why Collaborate (Industry)?

- Science forms the basis of all programs
- Training students, post docs, clinicians
- Clinical trials
- Consulting agreements
- Employee pipeline
- Publications

# Why Collaborate (Academic Entity)?

- Ability to participate in translational research
- Training of industry workforce
- Sponsored research dollars
- Potential to license any resultant IP

# Research Collaborations

## Master Research Agreements

- What's in this for the industry?
  - Streamlined negotiations
  - Potentially competitive rates
  - Easy to add projects/workstreams
- What's in this for the academic entity?
  - Streamlined negotiations
  - Sometimes guaranteed a certain number of projects/year or \$s/year
  - Predictability on \$\$s coming in for research
  - Potentially jointly owned patents

# Research Collaborations

## Master Research Agreements

- Are there issues with this?
  - For the company?
    - Strategy may shift
    - Tied to a single entity in terms of commitment of projects
    - Scientists don't want to be forced into a collaboration; does not make for an ideal partner
  - For the academic entity?
    - Funding committed to a limited number of academic entities
    - Company strategy shifts
    - Termination of projects

# Research Collaborations

## 1:1 Agreements

- Organically initiated
  - Positives
    - Very specific to the strategy
    - Based exclusively on strength of science
    - Easy mechanism to collaborate across several academic institutions
  - Negatives
    - Have to negotiate every single contract
    - More time, less efficient

# Case Study #1

Example of working with University 1 – a positive experience!

# Case Study #2

Example of working with University 2 – an experience!



# Successful Collaborations

- Communication, communication, communication
  - One point of contact at the academic institution
  - Clear understanding of the needs of the company
  - Alignment on deliverables set by parties
- 
- Continued engagement with academic institution
  - Licensing of IP generated
  - Joint Patent applications

# Not as Successful Collaborations

- Lack of communication
- No clear understanding of the needs of the company (timelines/budget)
- No alignment on deliverables or often a misunderstanding set by parties
  
- Termination of contract
- In all likelihood company will not go back to work with that institution

# Licensing

- Has to be aligned with company strategy
  - Even if joint IP generated and many positive results, if company strategy shifts there will be no license agreement
- Financials will be based on whether the company funded the research
  - More investment in research project, lower the numbers in a license
- IP ownership
  - Amount of investment will dictate IP ownership terms

# Take Home Lessons

- Successful collaboration supports the mission of each partner
- Collaboration is a 2-way street
- Managing expectations
- The company is not a cash cow
- Academic IP is often a piece of a 50/100 piece puzzle, not the puzzle itself
- Set realistic expectations on the value/contribution of the academic IP to the product that is commercialized

# Take Home Lessons (contd)

- Often the company has Plan B, C, and D in their back pockets, so easy for them to walk away
- When engaging with the company, keep lines of communication open
- Focus on the long term partnerships
- Continued effort required