



Cornell University

# LabtoImpact

CTL IP & Commercialization Series

## LTI#1: Understanding the Technology Commercialization Process



10/3/2024

\*This session will be recorded

**CTL** CENTER FOR  
TECHNOLOGY  
LICENSING  
AT CORNELL UNIVERSITY

Cornell  
Research  
& Innovation

# Presenters



**Lisa Placanica '00 PhD '09**  
Senior Managing Director,  
CTL @ WCM

**Bill Pegg**  
Director of  
Intellectual Property

**Lynda Inseque MS, MBA '25**  
Director, Technology and  
Venture Initiatives &  
Engagement

**Martin Teschl**  
Director, BD & Licensing,  
Physical Science



# Agenda

- CTL Activities & Resources
- University Technology Transfer & Bayh Dole
- Intellectual Property Primer
- Evaluating and Commercializing Innovations

# About Cornell Research & Innovation

\$1,451.9 M – FY23 research expenditure

~57%

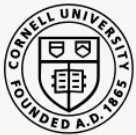
~43%



Cornell University



Weill Cornell Medicine



**CORNELL  
TECH**

**\$697.6 M**  
In Federal  
Funding



Weill Cornell  
Medicine-Qatar



Ithaca



Geneva, NY



Cornell Tech  
NYC



Weill Cornell Medicine  
NYC



Weill Cornell  
Medicine Qatar

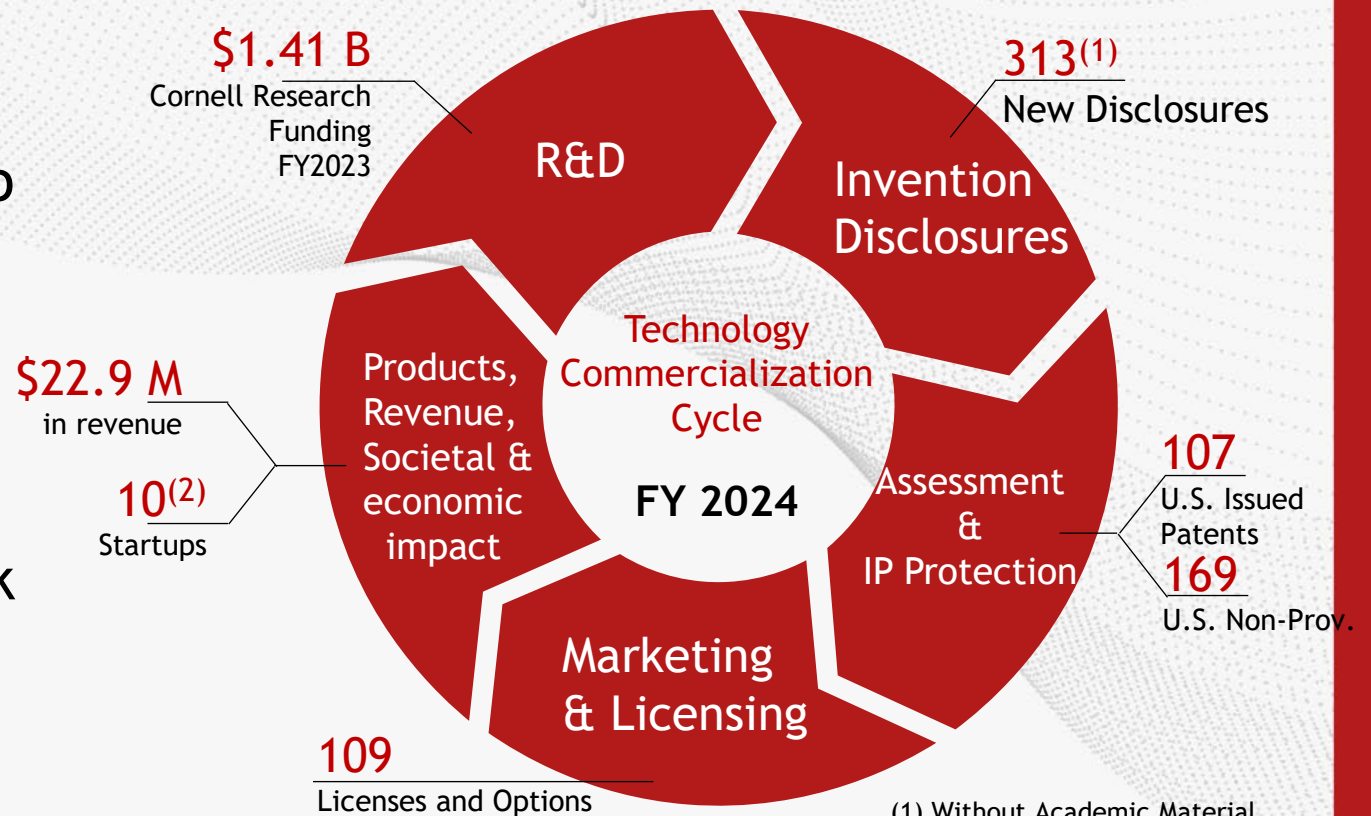
# About The Center for Technology Licensing at Cornell University (CTL)

CTL is the commercialization arm of Cornell University, managing the Intellectual Property resulting from the University's scientific discoveries.

## Mission

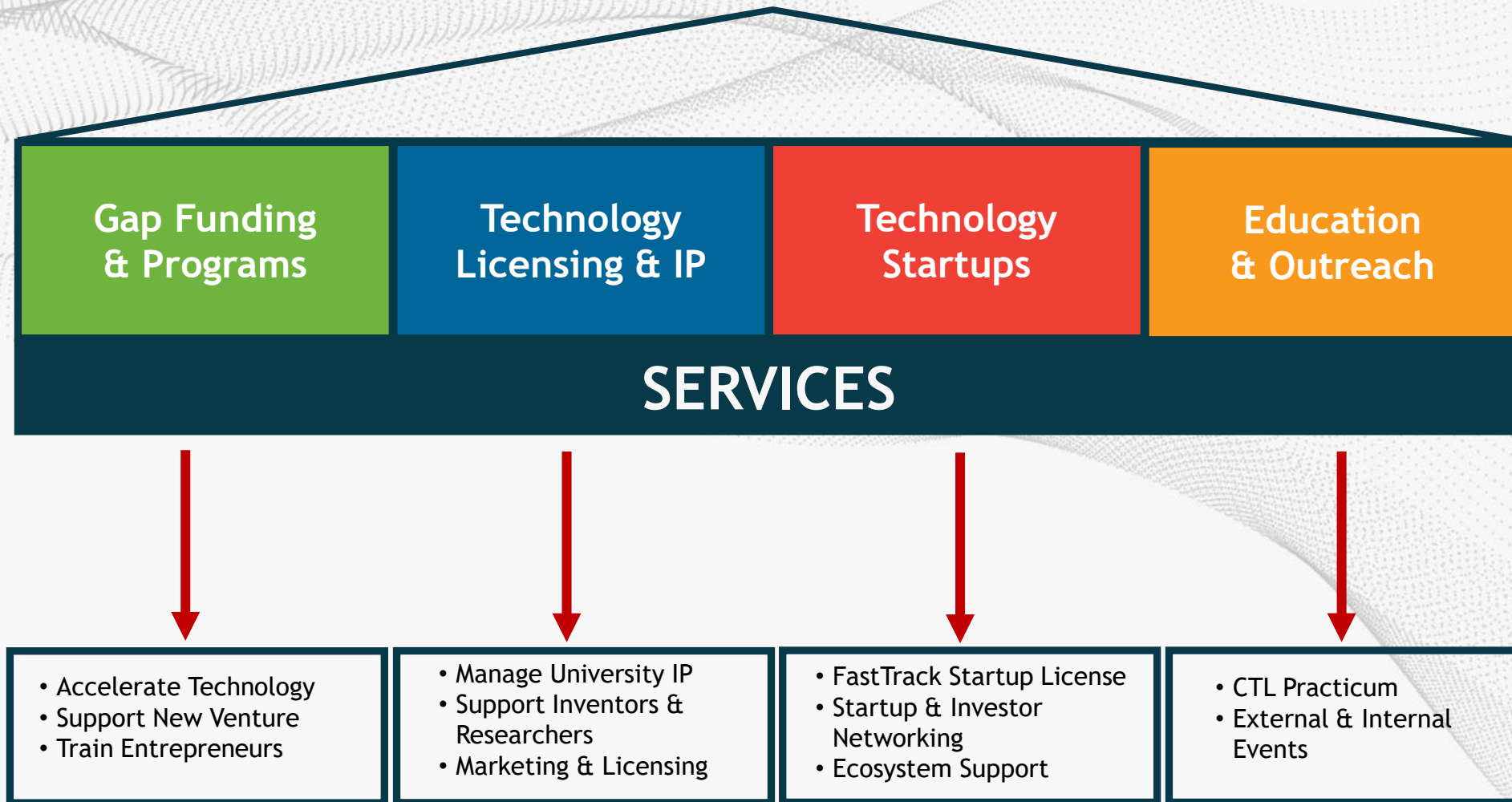
- Catalyze technology commercialization to develop products and services from university innovations for societal benefits
- Promote new technology ventures to foster economic development within New York State and across the nation

## CTL Activities and Impact ([Learn more](#))



(1) Without Academic Material  
(2) including Cornell Tech Runway

# CTL Four Pillars



# CTL Activities per Pillar (FY24)

## Gap Funding & Programs



→ New: Accelerated Format of Ignite Fellow Program

- **3** startup projects funded
- **13** research-lab projects revenue
- **5** Ignite intern selected for summer internship with Cornell licensed startups

## Technology Licensing & IP

- Manage University IP
- Support Inventor Licenses

**313** New Disclosures

**251** Issued patents globally

**109** Licenses & Options

**\$22.9** Million in revenue

## Technology Startups

- Ignite Cornell R L2M
- FastTrack
- Startup Networking
- VC Relationships

**10** Startups

- **6** in NY State

**5** express licenses:

- ENG/Physical Sc techs
- MedTech+

Funding raised by active startups

- **\$418.6** Million

## Education & Outreach

- CTL Practicum / Classes
- Office Hours
- Externally and Internally focused events

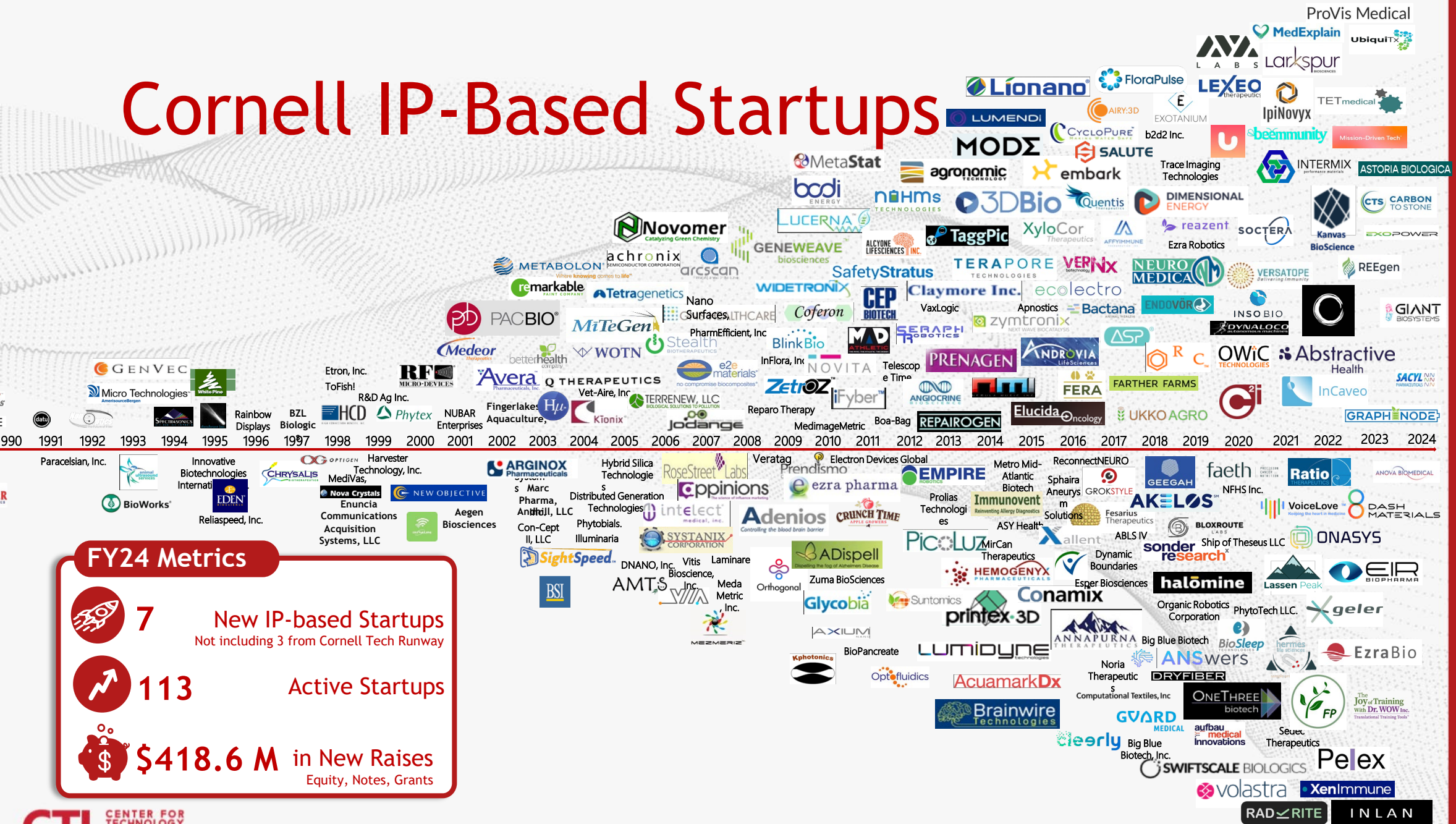
**14** Practicants

**34** external outreach events

**70** Office Hours

**14** internal outreach events (training, MeetUps)

# Cornell IP-Based Startups



### FY24 Metrics

- 7** New IP-based Startups  
Not including 3 from Cornell Tech Runway
- 113** Active Startups
- \$418.6 M** in New Raises  
Equity, Notes, Grants



# Overview - Programs and Initiatives



## CORNELL INNOVATORS

- Office Hours
- Recognition ([Bearer of Innovation](#))
- Educational Programming ([Lab to Impact Series](#), , etc.)
- [CIVA Roundtable](#) as a presenter
- [Ignite Innovation Acceleration](#) grant
- Ignite Fellow to become a co-founder and scientific advisor



## ENTREPRENEURS & STARTUPS

- [Ignite Fellow](#) for New Ventures - Accelerator program
- [FastTrack](#) license
- [Ignite Startup](#) Fund
- Cornell technologies investment brief
- [Ignite Connect](#) (Online)
- [Ignite Showcase](#)
- Select invitation to JPM satellite events, etc.



## STUDENTS

- [CTL Practicum](#)
- [Ignite Intern for Startups](#)
- Educational Programming ([Lab to Impact Series](#), etc.)

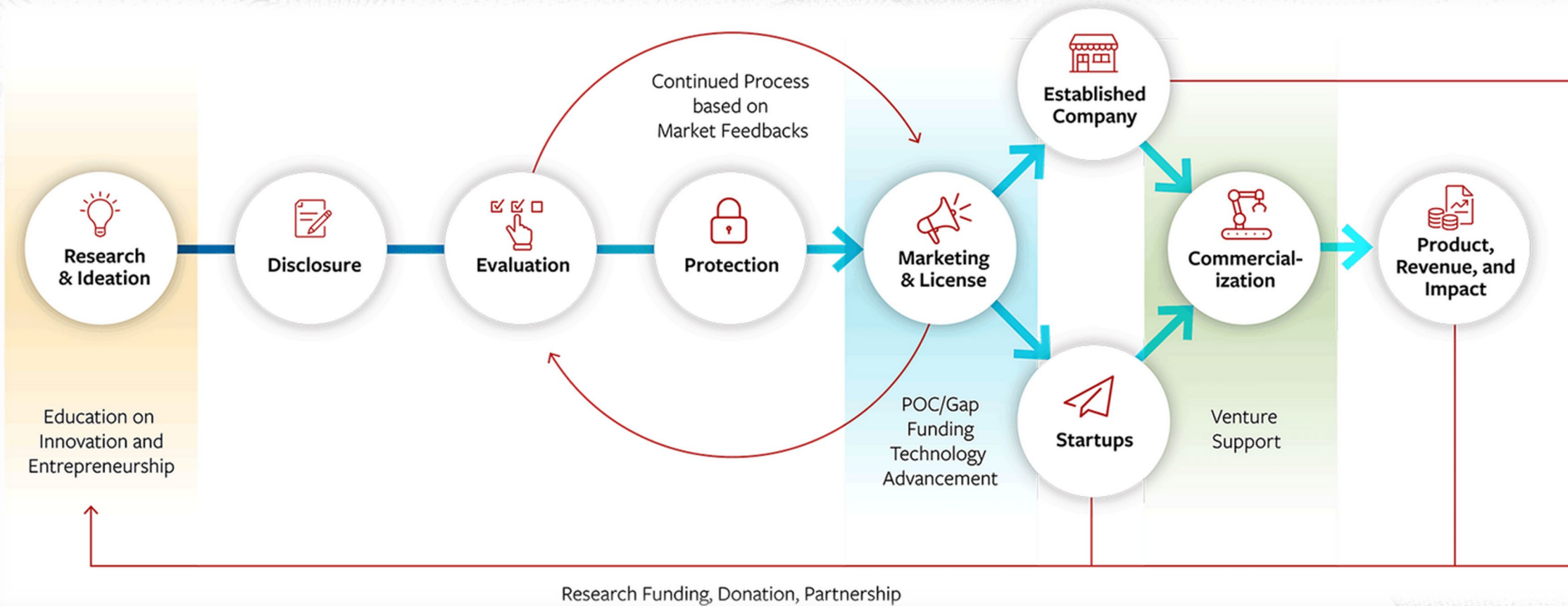


## CORPORATE PARTNERS & INVESTORS

- [CIVA Roundtable](#) as advisors
- Cornell technologies investment brief (active fundraising)
- [Ignite Connect](#) (Online)
- [Ignite Showcase](#)
- Select introduction to Cornell innovators and startups



# Our Technology Commercialization Process



[Learn more](#)

# Recompact Educational Programming

- Comprehensive and more integrated program series
- Showcasing the full journey of commercialization to **impact**
- 4 main modules

## LabtoImpact

### CTL IP & Commercialization Series



Intellectual  
Property



Commercialization  
& Venture



Healthcare



Social Science

- Pick your module based on your learning interest!



# Cornell Innovation & Venture Advisors

- **Seasoned experts** from diverse backgrounds (industry leaders, entrepreneurs, investors).
- Providing valuable insights to innovators associated with Cornell with constructive **feedback** on **commercialization strategies**, market, and developmental pathways.
- Facilitating **connections** to potential entrepreneurs and commercial partners, fostering a collaborative and supportive ecosystem.

[Learn more](#)

# CTL Practicum

- Internship program for grad students
- 9-month commitment (preferably a year)
- Up to 10 hours/week
- A formal onboarding training
- Support of the marketing & IP processes

## Alumni of the program



Jin Liang, Ph.D  
Technical Specialist  
Finnegan



Jordan Johnson, M.ENG  
Associate Scientist  
AstraZeneca



Julia Miller, Ph.D  
Technology Manager  
MSU



Andrew Murtha, PhD  
Scientific Analyst  
Morrison Foerster

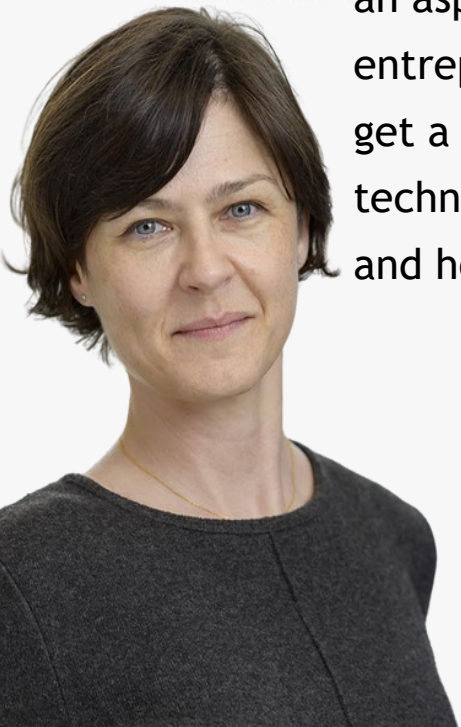
# Hearing Directly from Practicant Alumni



## 2020 Practicum Cohort

“—  
The CTL Practicum allowed me to learn about the breadth of different technologies in the Biomedical and Physical science departments and how to market them to potential licensees. As an aspiring future biomedical entrepreneur, I found it very valuable to get a sense of what types of technologies could be commercialized and how to pitch them.

- Olga Lyudovyk, Ph.D.  
candidate -  
*Tri-I Computational Biology  
and Medicine at Cornell  
University*



## 2022 Practicum Cohort

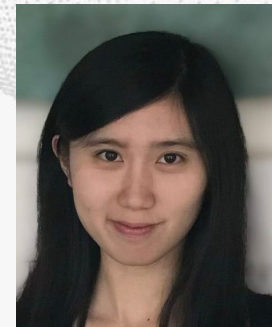
“—  
Working at the CTL has provided me with insight into everything from the details of licensing and technical marketing to the bigger picture of the "business side of science". It's rewarding to play an active role in commercializing the incredibly diverse and cutting-edge research here at Cornell.

- Andrew Murtha, Ph.D. '23  
*Department of Microbiology at  
Cornell University*



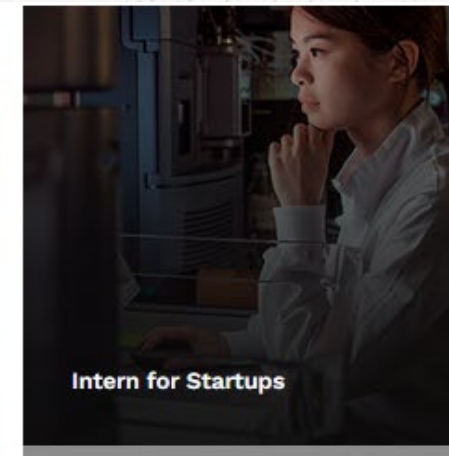
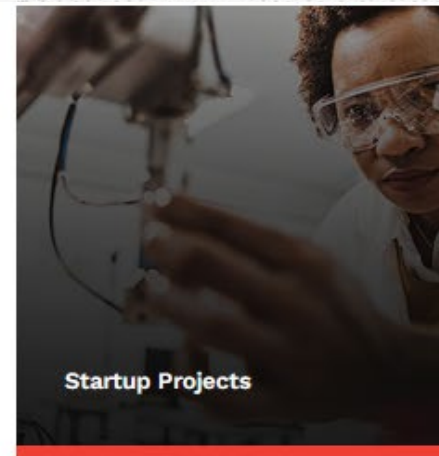
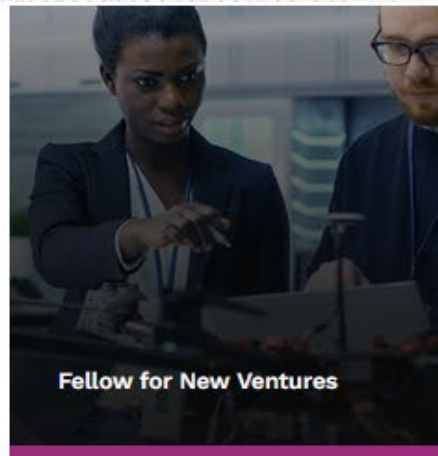
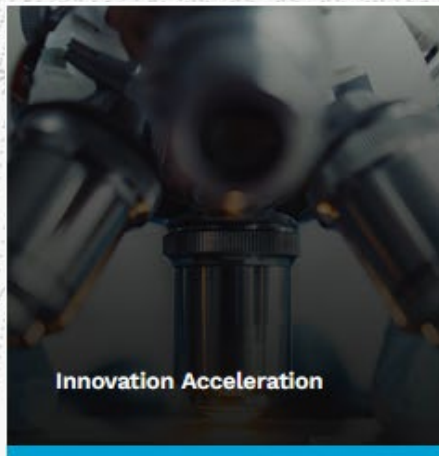
# Innovation Fellowship

- Program for Ph.D. graduates and postdoctoral researchers
- Interested in a career in business development, commercialization or technology venture creation
- Full-time employees
- One-year contract



**Tian Tang**  
Innovation Fellow,  
Physical Sciences

# Ignite, a Gap Funding Program Series



Targeted Audience	Researchers with invention disclosures	Master's degree and PhD holders & faculty-inventor with IP	Cornell licensed Startups, clients of Cornell incubators	Cornell licensed Startups
Funding Amount	Up to \$50K	\$120K for 12 months	Up to \$50K	\$10K/Ignite Intern
Funding Type	Grant	SAFE Note ( <a href="#">similar to Y-Combinator</a> )	SAFE Note ( <a href="#">similar to Y-Combinator</a> )	Direct Compensation to interns
Cycle	2 cycles (Spring, Fall)	Annual cycle	On a rolling basis	Beginning of Academic Year
Weblink	<a href="https://ignite.ctl.cornell.edu">https://ignite.ctl.cornell.edu</a>	<a href="https://ignite.ctl.cornell.edu">https://ignite.ctl.cornell.edu</a>	<a href="https://ignite.ctl.cornell.edu/">https://ignite.ctl.cornell.edu/</a>	<a href="https://ignite.ctl.cornell.edu/i">https://ignite.ctl.cornell.edu/i</a>



# CTL Leadership



**Alice Li, PhD '98**  
Executive Director



**Lisa Placanica '00 PhD '09**  
Senior Managing Director,  
CTL @ WCM

# The Technology & Venture Initiatives and Engagement Team



**Lynda Inseque**  
Director, Technology and  
ventures Initiatives  
& Engagement



**Kris Valentine Behnke**  
Innovation Outreach  
Manager



**Aaron Delahanty**  
Technology Acceleration  
and Venture Manager

# IP Management Team

## Patent Management



**Bill Pegg**

Director of Intellectual Property (IP)



**Gene Masters**

Senior IP Officer, Life sciences



**Zoe Zhong**

IP Officer, Physical sciences



**Eric Bryant**

IP Officer, CTL@WCM

## IP Services



**Michelle Shields**

IP services Manager



**Stephanie G. Reich**

IP & Governance Assistant



**Renee Passeri**

IP Assistant

# BD & Licensing Teams - Ithaca-based



## Life Sciences



**Phillip Owh**

Director, BD & Licensing  
- Life Sciences



**Aris Despo**

Associate Director, Life  
Science



**Albert Y. Tsui**

Associate Director, Plant  
Varieties



**Martin Teschl**

Director, BD & Licensing  
- Physical Sciences



**Ryan Luebke**

Associate Director,  
Physical Sciences



**Marie Donnelly**

BD & Licensing  
Associate



**Sarah Ward**

BD & Licensing  
Associate



**Stephen Nowak**

BD & Licensing  
Associate



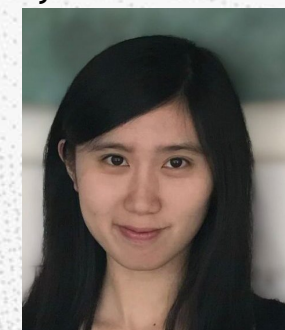
**Emily Courson**

BD & Licensing  
Associate, Plant Varieties



**Maxim Shabov**

BD & Licensing  
Associate



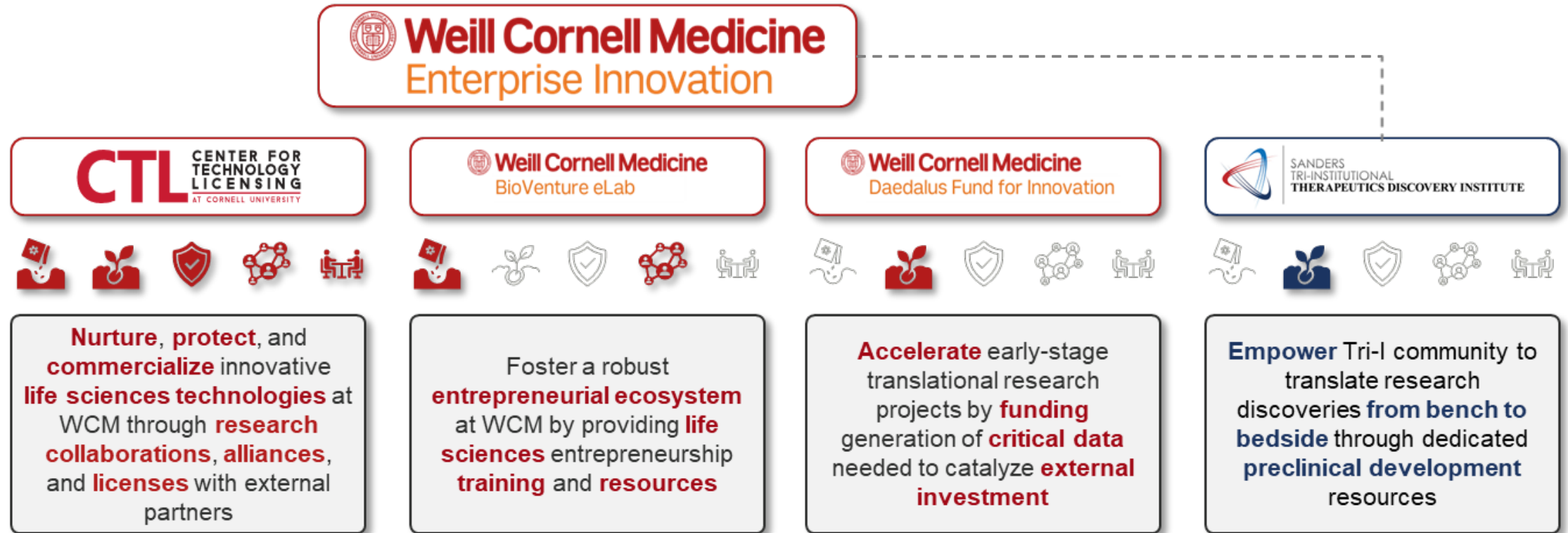
**Tian Tang**

Innovation Fellow

Join one of the Office Hours to learn about disclosing your innovation

# Weill Cornell Medicine Enterprise Innovation

A consolidation and reorganization of key innovation and eShip offices and resources exclusively focused on the needs of the medical/graduate school



Each branch of WCM EI collaboratively supports key aspects of the innovation lifecycle for the medical school

# Weill Cornell Medicine Enterprise Innovation

## CTL @ Weill Cornell Medicine



**Lisa Placanica**

Senior Managing Director,  
CTL @ WCM



**Brian Kelly**

Director, Technology  
Licensing



**Donna Rounds**

Associate Director, BD and  
Licensing



**Louise Sarup**

Associate Director, BD and  
Licensing



**Jeff James**

Associate Director, BD and  
Licensing



**Jamie Brisbois**

Manager, Business  
Development and  
Licensing



**Iris Bica**

Business Development and  
Licensing Associate



**Ivan Gando**

Business Development and  
Licensing Associate



# Weill Cornell Medicine Enterprise Innovation

CTL @ Weill Cornell Medicine

BioVenture eLab



**Mina Zion**

Associate Director for Innovation and  
Commercialization WCM- Qatar



**Bruce Toman**

Technology Transactions  
Associate and MTA  
Coordinator



**Loren Busby**

Director,  
BioVenture eLab



**James Bellush,  
Ph.D.**

Manager, Scientific  
Scouting



**Richard Nyguen, Ph.D.**  
Manager, Alliance  
Management PICI



**Weill Cornell Medicine**

# Weill Cornell Medicine Enterprise Innovation

Education, Programming, and Mentorship: Planting the Seeds of Innovation and eShip

Accelerating BioVenture Innovation	Biz Plan Competition	IP and Biotech Due Diligence Series	Fundamentals of Academic Biz Dev
Office Hours	InvestConnect Symposium	Workshops and Interest Groups	Networking
DEIB Innovator/Founder Initiatives	IP Series	Start-Up Series	Special Healthcare Innovation Panels

## Primary Organizer

CTL@WCM

Bioventure eLab

Joint





# PHAR 9021

A WCM Graduate School course provides hands-on training in the management of academic innovations

## Module I:

### Intellectual Property Protection

- **Lecture 1:** Technology Transfer 101 and WCM EI Overview
- **Lecture 2:** Patents 101 and Claims Construction
- **Lecture 3:** Conducting a Prior Art Search
- **Assignments:**
  - Draft Patent Claims
  - Prior Art Search

## Module II:

### Technology Evaluation

- **Lecture 4:** Invention Disclosure and Evaluation Process
- **Lecture 5:** Invention Assessment Presentations
- **Assignments:**
  - Invention Assessment #1
  - Invention Assessment #2

## Module III:

### Partnering Academic Technologies

- **Lecture 6:** Marketing 101 and Industry Biz Dev Panel
- **Lecture 7:** PowerPoint Productivity & Marketing Deck Tutorial
- **Lecture 8:** Presentations & Identifying Potential Partners
- **Lecture 9:** Mock Negotiation
- **Assignments:**
  - Technology Marketing Package





# University Technology Transfer & Bayh Dole

# Cornell Policies & Priorities

<http://www.ctl.cornell.edu/inventors/cornell-policies.php>

Cornell claims ownership of its employee's inventions and most other forms of intellectual property and seeks to develop them:

- for the public good - NY State is first priority
- to get a reasonable return - licensing

As with other universities, licensing is a tool to:

- recruit and retain faculty and students
- increase research sponsorship
- create closer ties to industry

*Zero financial risk in working with CTL for faculty, staff and students*

# Bayh-Dole Act

The Economist (2002):

*Possibly the most inspired piece of legislation to be enacted in America over the past half-century was the Bayh-Dole act of 1980*

## Pre Bayh-Dole:

- less than 5% of the 30,000 patents owned by govt' from federal research was licensed to commercial entities
- Only about a dozen institutions (Cornell was one) had commercial technology transfer offices



From 1996 to 2017, up to...

**\$1.7** trillion

contributed to U.S. gross industrial output



**\$865** billion

contributed to U.S. gross domestic product



**5.9** million

jobs supported



**420,000+**

inventions disclosed...

**100,000+**

U.S. patents issued...



to research institutions since 1996

**13,000+**

start ups formed



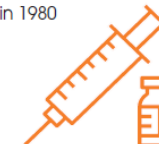
**67%**

of university licenses are to start-ups and small companies



**200+**

drugs and vaccines developed through public-private partnerships since Bayh-Dole Act enacted in 1980



# Cornell Innovation Impact

Hexagonal tiles representing various Cornell University innovations:

- SnapDragon Apples
- RAD|RITE
- CMS (Centers for Medicare & Medicaid Services)
- Purefast by CycloPure
- PACBIO
- LUXTRNA Spark THERAPEUTICS
- Kionix ROHM SEMICONDUCTOR
- Embark Dog DNA Test



# Bayh-Dole Act

Transferred right of ownership of intellectual property developed from federally funded research from the US Gov't to the academic research institution



1. Must try to commercialize
2. Preference for licenses to US companies
3. Preference for small business over large
4. US manufacturing requirements
5. **Distribution of \$ to inventors**

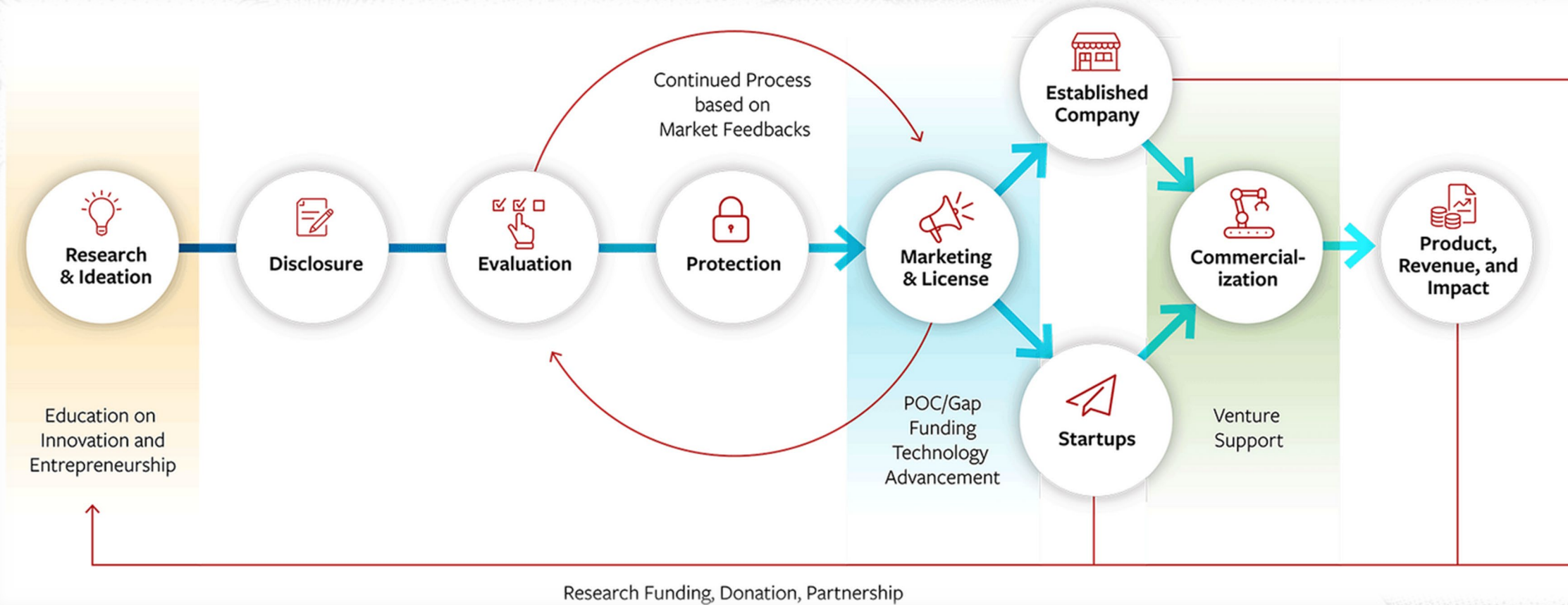
**NOTE -- University must also:**

1. **Report invention to the government**
2. Grant non-exclusive rights to US Gov't
3. Reserve government “march-in” rights



# Intellectual Property Primer

# Our Technology Commercialization Process



[Learn more](#)



# Intellectual Property



## Therapeutics:

- Small Molecules
- Biologics
- Cell/Gene Therapy
- Novel Targets

## Medical Devices:

- Imaging Equipment/Methods
- Surgical Devices/Implants
- Equipment

## Diagnostics:

- Molecular
- Histological
- Imaging
- mAb based



## Ag & Food

- Crops & seeds
- Precision Ag
- Food Packaging & Processing
- Ingredients



## Hi Tech:

- Robotics and Autonomy
- Materials
- Renewables
- Energy & Storage
- Software (AI/ML, Cyber security, crypto)
- Transportation & Infrastructure
- Quantum Eng., Comp & Communication
- Sensors
- Semiconductor & Electronics



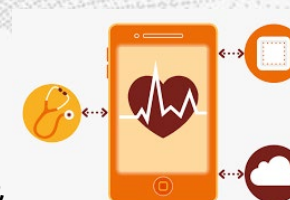
## Research Tool:

- Mouse models
- Research mAbs
- New research methodologies



## Data:

- Clinical care models/workflows
- Unique structured data sets
- INDs



## Digital Health:

- Therapeutics
- “alerts”
- Clinical work-flow aides
- Systems utilizing AI/Machine Learning Algorithms

**...IP THAT CAN IMPACT SOCIETY**

# Types of Intellectual Property



# Patents

- Legal monopoly granted in return for public disclosure of an invention
- Gives the right to exclude others from practicing the invention
- Only enforceable once issued
- Patents valid from 20 years from application date (not issue date)
- Inventorship is legally defined and distinct from authorship



(12) **United States Patent**  
Abruña et al.

(10) **Patent No.:** US 11,417,884 B2  
(45) **Date of Patent:** Aug. 16, 2022

(54) **TITANIUM DISULFIDE-SULFUR COMPOSITES**

(71) Applicants: CORNELL UNIVERSITY, Ithaca, NY (US); WUHAN UNIVERSITY, Wuhan (CN)

(72) Inventors: Héctor D. Abruña, Ithaca, NY (US); Yao Yang, Ithaca, NY (US); Fu-Sheng Ke, Wuhan (CN); Xiao-Chen Liu, Wuhan (CN)

(73) Assignees: CORNELL UNIVERSITY, Ithaca, NY (US); WUHAN UNIVERSITY, Wuhan (CN)

(\* ) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 247 days.

(21) Appl. No.: 16/771,776

(22) PCT Filed: Dec. 20, 2018

(86) PCT No.: PCT/US2018/066797

§ 371 (c)(1),  
(2) Date: Jun. 11, 2020

(87) PCT Pub. No.: WO2019/126499

PCT Pub. Date: Jun. 27, 2019

(65) **Prior Publication Data**  
US 2021/0194004 A1 Jun. 24, 2021

**Related U.S. Application Data**  
(60) Provisional application No. 62/608,230, filed on Dec. 20, 2017.

(51) **Int. Cl.**  
H01M 4/00 (2006.01)  
H01M 4/58 (2010.01)  
(Continued)

(52) **U.S. Cl.**  
CPC ..... H01M 4/5815 (2013.01); H01M 4/0404 (2013.01); H01M 4/366 (2013.01);  
(Continued)

(58) **Field of Classification Search**  
CPC ..... H01M 4/366; H01M 4/1391; H01M 2004/028; H01M 4/134; H01M 4/0404; H01M 4/622; Y02E 60/10  
See application file for complete search history.

(56) **References Cited**  
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EP 3203567 A1 8/2017  
(Continued)

OTHER PUBLICATIONS

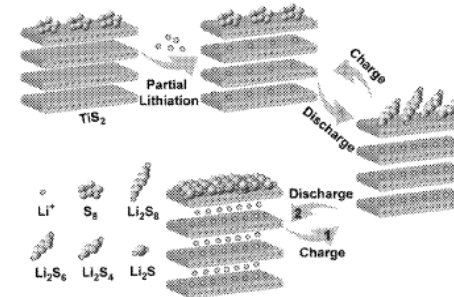
International Search Report and Written Opinion of the International Searching Authority for International Application No. PCT/US2018/066797 dated Mar. 28, 2019.

(Continued)

Primary Examiner — Cynthia H Kelly  
Assistant Examiner — Monique M Wills  
(74) Attorney, Agent, or Firm — Heslin Rothenberg Farley & Mesiti P.C.

(57) **ABSTRACT**

A titanium disulfide-sulfur (TiS<sub>2</sub>-S) composite particle contains a titanium disulfide (TiS<sub>2</sub>) substrate having solid elemental sulfur (S) disposed directly on a surface of the TiS<sub>2</sub>. The TiS<sub>2</sub> substrate has a layered crystalline hexagonal structure of space group P-3 ml and includes at least 100 distinct layers. The TiS<sub>2</sub> and S are present in the composite in a weight ratio (TiS<sub>2</sub>:S) of 20:80 to 50:50. Cathodes and  
(Continued)



# Copyright

- Copyright protects “original works of authorship fixed in a **tangible medium** of expression.”
- Copyright protects computer software as a “literary work.” Copyright law does not protect the functional aspects of a computer program, such as the program’s algorithms, formatting, functions, logic, or system design and merely protects its expression.
- Data itself is not copyrightable, but a creative arrangement, annotation, or selection of data (a compilation) can be protected by copyright.



# Trademark

- A trademark can be any word, phrase, symbol, design, or a combination of these things that identifies an origin for a particular good or service.
- Standard character-only trademarks

RUBYFROST®

SNAPDRAGON®

- Special form trademarks include trademarks that are stylized, have designs, or are in color.



# Requirements of Patentability

## What can be patented?

35 U.S.C. §101 - Subject Matter to be protected is limited to one of the four statutory categories:

- “Whoever invents or discovers any new and useful **process, machine, manufacture, or composition of matter**, or any new and useful improvement thereof . . . .”

## What can't be patented?

Judicial exceptions: laws of nature, products of nature, ***abstract ideas***, natural phenomena

# Requirements of Patentability

- 35 U.S.C. §102 - “**Novelty**” - No one has done the same thing previously
- 35 U.S.C. §103 - “**Non-Obvious**” - A person of ordinary skill in the relevant art would not reasonably have been expected to have modified or combined known prior art to arrive at the claimed invention.

# Requirements of Patentability

- 35 U.S.C. §112 - Requires that the specification include the following:
  - (A) A *written description* of the invention;
  - (B) The manner and process of making and using the invention (the *enablement* requirement); and
  - (C) The *best mode* contemplated by the inventor of carrying out the invention.



# Type of Patents

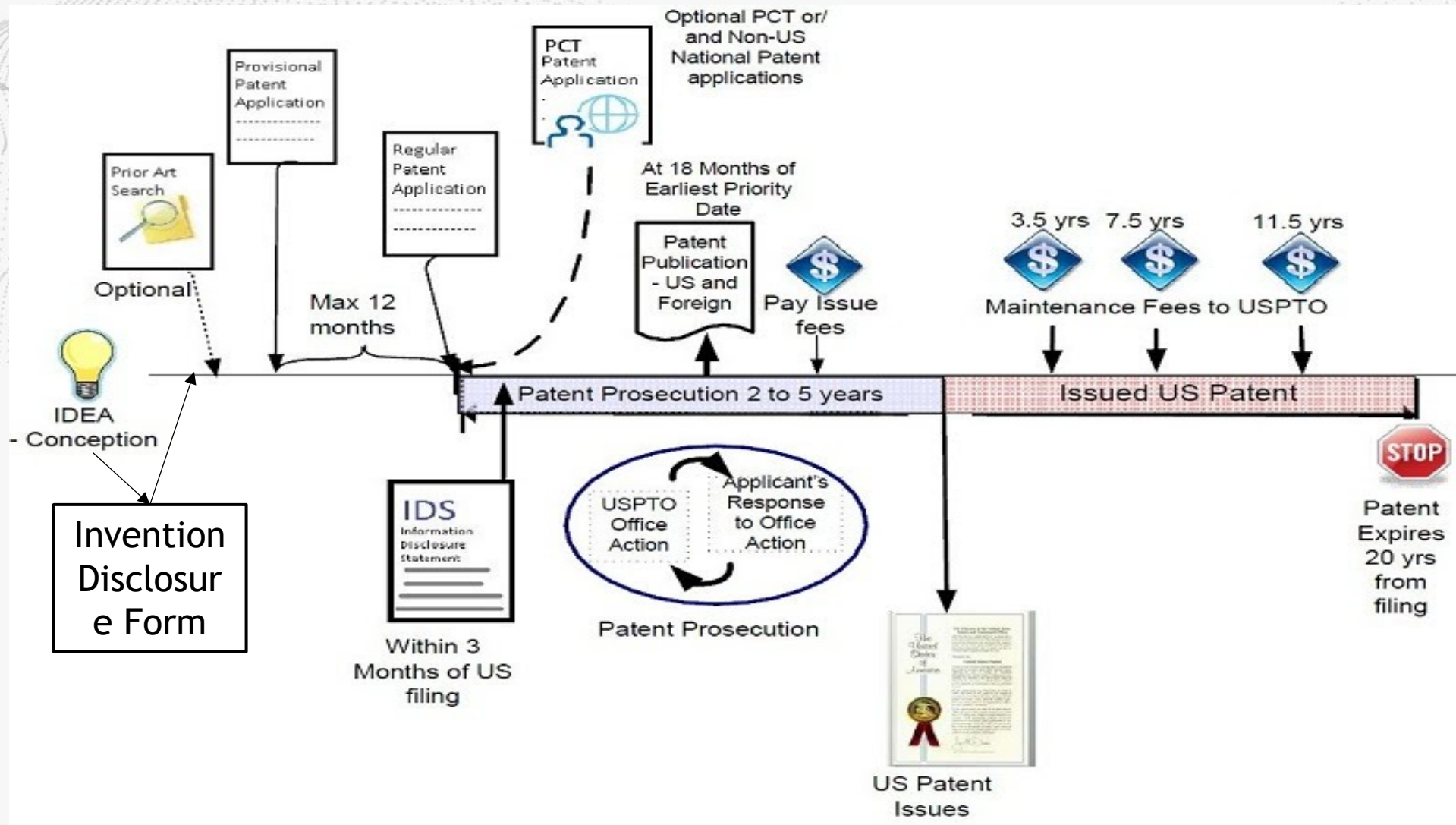
- **Provisional Patent Applications**

- Informal Application
- Can be filed relatively quickly
- Not Examined - Priority “placeholder” for subject matter that is disclosed and enabled
- Expires automatically after one year

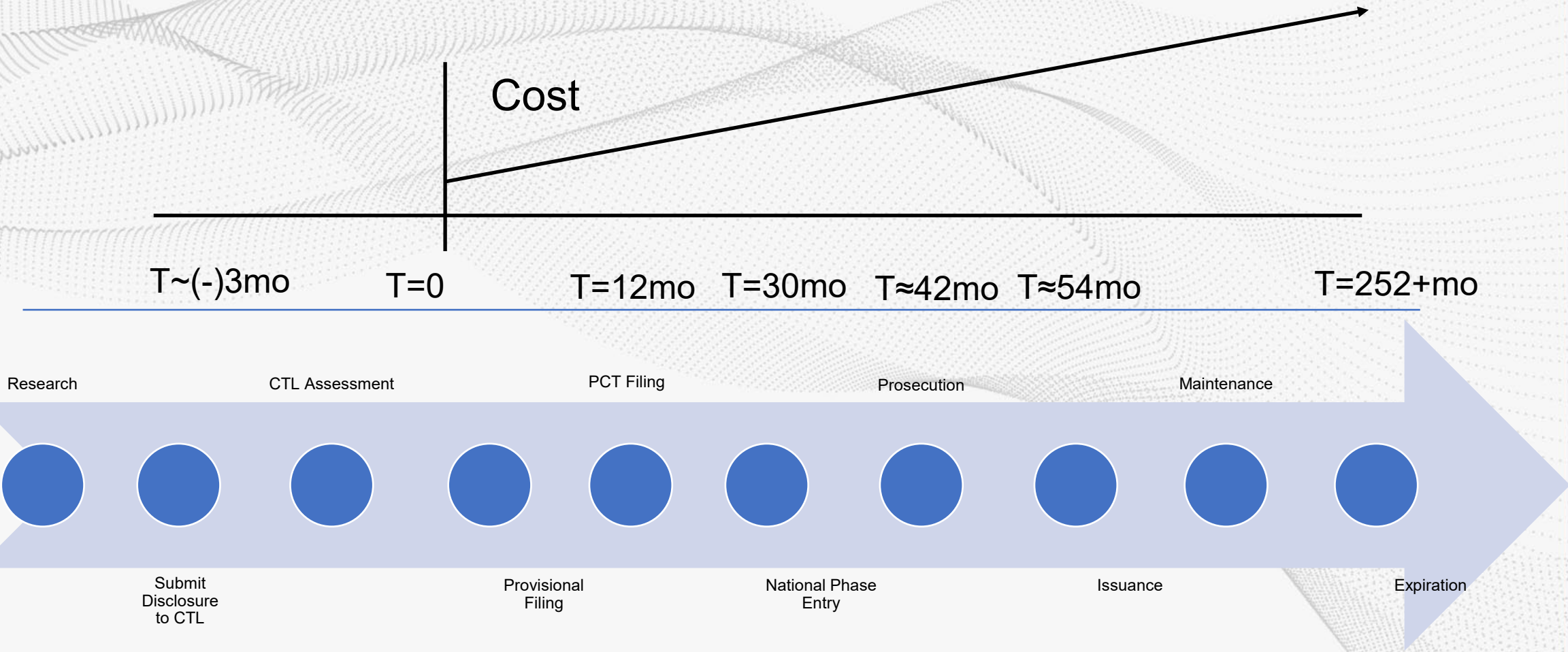
- **Non-Provisional / Patent Cooperation Treaty (PCT) Applications**

- Formal applications
- Must be filed within one year of provisional application(s)
- Must **fully describe** the invention in sufficient detail to **enable** a person of ordinary skill in the art to make and use the invention (35 USC 112).

# Patent Life Cycle



# Patent Life Cycle



# Inventorship

## Inventorship

- Different than *authorship*.
- Legal determination analyzed in view of case law and the facts presented.
- Defined relative to *claimed* subject matter of the invention.
- Inventorship can *change* during prosecution if claims are amended, cancelled or added.
- One must contribute to the *conception* of the *claimed invention* to be an inventor.
- *Merely assisting* implementation, being on a team, or supervising a team does not automatically make a person an inventor.
- Co-inventorship requires *more* than a mere contribution of well-known concepts and/or the current state of the art.

# Cornell IP policies

- **Policy 1.5** Inventions and Related Property Rights
- **Policy 4.10** Use of Cornell's Name, Logos, Trademarks, and Insignias
- **Policy 4.15** Copyright

# Public Disclosure Can Jeopardize Patent Rights

- Manuscript publication
- Pre-print postings (e.g., BioRxIV; early online access)
- Published Abstracts
- Open thesis defense
- Posters/Talks
- Awarded federal grant applications
- Speaker engagements
- Social media postings
- Commercial use/sale



\*when in doubt contact CTL well before any such disclosure to discuss \*



# Evaluating & Commercializing Inventions

# How it starts

## Submit Your Disclosure

Disclosing your idea or discovery (preferably prior to any public presentation) is the initial step to engaging with CTL and starting the technology commercialization process. Fill out the relevant disclosure form:

- [Invention Disclosure Form](#)
- [Plant Material Disclosure Form](#)
- [Copyright Disclosure Form](#)
- [Material Disclosure Form](#)

[Access CTL website](#)



**CTL** CENTER FOR TECHNOLOGY LICENSING  
AT CORNELL UNIVERSITY  
INVENTION DISCLOSURE

Completed form should be submitted via:

USPS:  
Ithaca: CTL, 395 Pine Tree Road, Suite 310, Ithaca, NY 14850  
WCM: CTL, 1155 York Ave, New York, NY 10065

Campus Mail:  
CTL, 395 Pine Tree Road, Suite 310

Fax:  
607.254.5454 (original signature copy must be sent separately)

E-mail:  
[ctl-patents@cornell.edu](mailto:ctl-patents@cornell.edu) (original signature copy must be sent separately)

If you have any questions, please email [ctl-patents@cornell.edu](mailto:ctl-patents@cornell.edu) or call 607.254.4698

CTL ONLY:  
Docket No.:

I. Title of Invention

II. Brief Description of Invention\*

\*For a complete description please include an Attachment with the following:

1. Background of the Invention and Related Technologies
  - a. What problem does your Invention solve?
  - b. To your knowledge, are there existing technologies, products, or solutions that address the same problem?  
Please name and describe them.
  - c. List all relevant publications, patents and competing inventors or labs that you are aware of.
2. Unique Features of the Invention
  - a. List all of the features that distinguish the Invention over the Related Technologies.
3. Detailed Description of the Invention including:
  - a. How to make and use the Invention
  - b. Best way of making the Invention
  - c. Drawings or pictures of all versions of the Invention
4. Possible alternative versions and variations of the Invention
5. Probable uses of the Invention

Please suggest some keywords/categories for this invention that would be used to identify it:

395 Pine Tree Road, Suite 310 Ithaca, NY 14850 • P: 607-254-4698 • F: 607-254-5454 • E: [ctl-patents@cornell.edu](mailto:ctl-patents@cornell.edu) • [www.ctl.cornell.edu](http://www.ctl.cornell.edu)

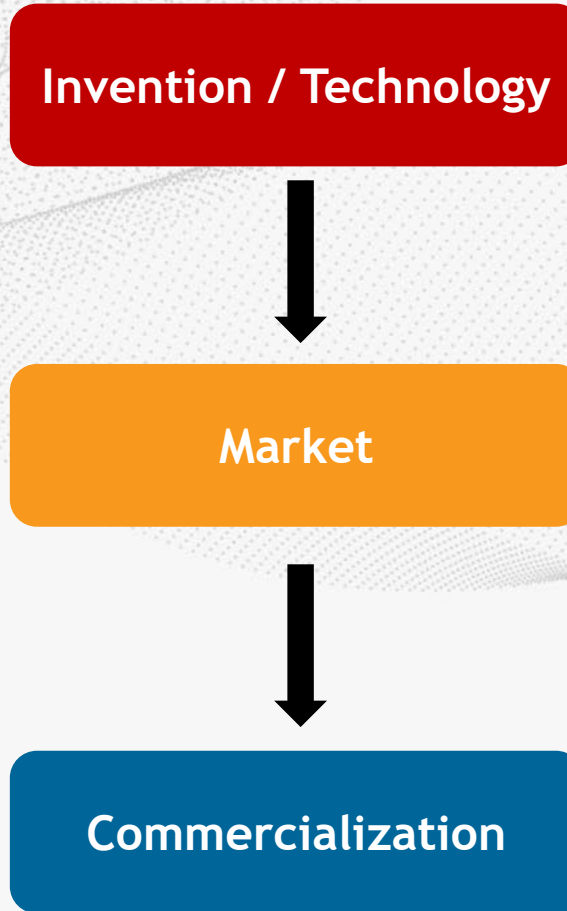
[Download the form](#)





# Commercial Potential Assessment

An Iterative Dialog Between CTL and Inventors



# Commercial Potential Assessment



An Iterative Dialog Between CTL and Inventors

## Factors Considered When Deciding to Invest in an Asset

- What problem does the technology address?
- How can the intellectual property be protected and leveraged?
- Can the invention be policed? Are there freedom-to-operate concerns?
- What are the competing solutions (both existing and in development)?
- What advantages and distinguishing features does the technology have?
- Is it a platform technology or improvement? What is its initial application, or indication?

Invention / Technology

# Commercial Potential Assessment



## Factors Considered When Deciding to Invest in an Asset

- Who is the ultimate customer and who will pay for it (and pay for what)?
- What is the market size and is it large enough to support commercial development costs?
- Who are the commercial partners in the field (corporate and investor)?

Market

# Commercial Potential Assessment



An Iterative Dialog Between CTL and Inventors

## Factors Considered When Deciding to Invest in an Asset

- What is the development status - What are the immediate and longer-term “next steps” for further validation (timeline and funding)?
- Will manufacturing be difficult?
- What will the regulatory pathway look like?
- What data are needed to support intellectual property strategy and commercial outreach?

Commercialization

# Marketing Inventions - Commercial Outreach



## Iterative Dialog between CTL, Inventors, and Potential Partners

### CTL PRACTICUM

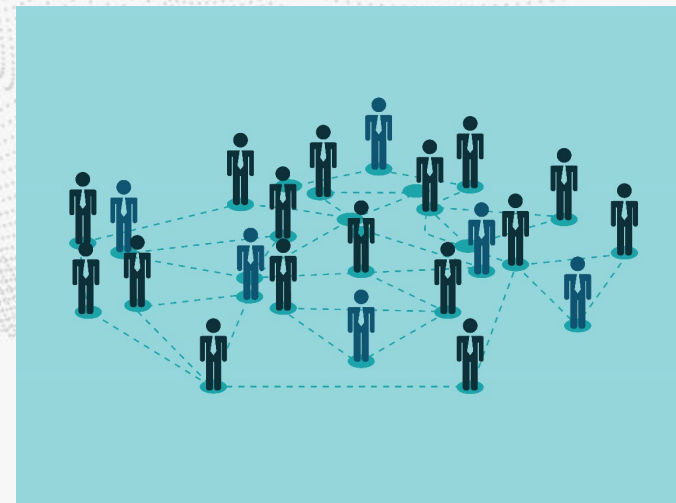
- Generate marketing materials (value proposition!)
- Identify & contact companies, entrepreneurs, investors
- Web postings, cold calls, email campaigns, social media
- Strategic partners
- Technology Showcase Events
- Network, network, network!
  - Seek recommendations, information, feedback, referrals
  - Alumni & Friends of Cornell with various backgrounds, expertise and industry and/or venture experience
  - Cornell and Ithaca ecosystem - E@C, Rev:Ithaca, eLab, Interior Northeast I-Corps Hub (IN I-Corps), Center for Life Science Ventures (CLSV), Praxis incubators, etc.



# The Inventor's Role

- Technology Transfer - an ongoing iterative process in consultation with the inventors and potential industry partners
- Inventors are critical partners for CTL to achieve commercial marketing success!
- Anecdotal: 80% of university licensing deals are with startups and/or begin with the researcher's existing industry relationships (CTL's hit rate higher)
- Make industry contacts at conferences and let CTL know about them
- You are not “just” a scientist at the conference; you are also “selling” your inventions

## NETWORK



# Engage with Us and Reach out to CTL teams at any time!




- CTL BD & Licensing Officers can assist even at the early ideation stage.
- In addition to department presentation, CTL team members hold regular office hours to in campus or virtually to answer your IP, commercialization strategy questions.




Scan for upcoming office hours

CTL Physical Sciences  
**Office Hours**  
*In person or virtual*




With Ryan Luebke  
Associate Director, Business Development  
and Licensing

Every 1st & 3rd Thursday of each month



CTL Life Sciences  
**Office Hours**  
*In person or virtual*



With Marie Donnelly  
Business Development and Licensing Associate

Every 3rd Tuesday of each month




CTL Life Sciences  
**Office Hours**  
*In person or virtual*




With Sarah Ward  
Business Development and Licensing Associate

Every 3rd Wednesday of each month




CTL Life Sciences  
**Office Hours**  
*In person only*



With Stephen Nowak  
Business Development and Licensing Associate

Every 2nd Thursday of each month



CTL Physical Sciences  
**Office Hours**  
*In person or virtual*



With Maxim Shabrov  
Business Development and Licensing Associate

Every 3rd Tuesday of each month



CTL @ WCM  
**Virtual Office Hours**



With Eric Bryant,  
Intellectual Property Officer,  
Biomedical Sciences (WCM)



# Contact Information

## For Information about Disclosures



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# QUESTIONS?

Follow CTL on your favorite social platforms for more information and features of Cornell Technology!



# Take a Short Survey



Scan or Click the code to complete a 45-second survey

Give us an idea of what YOU would like to see in  
Lab to Impact programming!