



Research and Technology Transfer Organization

from idea to product

The Penn State Research and Technology Transfer Organization (RTTO) consists of four units working together to connect industry to Penn State researchers, promote the commercialization of University inventions through licensing agreements with companies, and provide business support, funding and space on campus for start-up companies.

Contract Research	3
<i>Industrial Research Office</i>	
Space and Relationships	4-5
<i>Innovation Park at Penn State</i>	
Funding Opportunities	6
<i>Ben Franklin Technology Partners of Central and Northern PA</i>	
IP and Licensable Technologies	7
<i>Intellectual Property Office</i>	

PENNSTATE



MISSION

To benefit society by stimulating economic development through the transfer and utilization of Penn State research, knowledge and resources.

Industrial Research Office

your window to Penn State research

With more than 2,500 science and technology-based researchers at Penn State, the Industrial Research Office can help companies identify faculty members with the expertise to meet their research needs.

Mission:

Our mission is to create and grow lasting relationships between business and the Penn State research community, leading to solutions that enhance our industry partners' competitive position in the global marketplace while preserving our role as a premiere educational and research institution.

Goal:

Our goal is to help companies produce higher-quality, cost-effective services or products. We help to translate our faculty expertise into solutions that meet the technical and business needs of our industry partners.

Our Team:

Our team consists of industry-experienced professionals with technical backgrounds. We not only listen to your needs—we understand.

Process:

We take you step by step through the process of sponsoring research. For the duration of your partnership with Penn State, we'll be your eyes and ears at the University, apprising you of research developments and initiating new research contacts to meet your changing needs.

Contract Negotiations:

Our contract negotiator has more than 20 years of experience developing industry-university sponsored research agreements. The contract models developed at Penn State are utilized by many other universities across the country.

Services for Industry:

- **Identify Research Expertise:** We will listen to your needs and identify the appropriate faculty expertise, research centers or institutes to address your problems. You can also search our research center directory on our Web site.
- **Arrange Meetings with Faculty:** We will arrange and moderate introductory sessions with single or multiple researchers.
- **Answer Your IP Concerns:** Our staff is trained to address any of your IP questions and concerns. We understand the importance of protecting your IP and will provide the necessary guidance and protection of confidential information when meeting with our faculty. We process the majority of confidential disclosure agreements for the University and coach faculty on working with industry in campus workshops.
- **Organize Workshops:** We can help your company organize industry-relevant workshops at Penn State.
- **Identify Funding Opportunities:** We can help your company identify federal funding opportunities.

Services for Penn State:

- **Marketing:** The IRO promotes faculty expertise and interdisciplinary research center capabilities through various channels such as trade shows, The IRON (Industrial Research Office Newsletter), Internet, and direct e-mail marketing. Using our extensive database of industry contacts, we target companies specifically interested in your field of study and identify potential research partners.
- **Training on IP:** One-on-one sessions are provided to faculty and their group of graduate students to debrief them on all of their contracts with industry, ensuring complete understanding of terms and conditions and their commitments.
- **Workshops and Meetings:** The IRO can help you develop an agenda for your workshop or event that is attractive to industry, and we can help market the event to the proper audience.
- **Increase Research Center Memberships:** We can help identify companies that can benefit from membership in your research center.



Industrial Research Office
119 Technology Center, University Park, PA 16802
814-865-9519 • iro@psu.edu • www.techtransfer.psu.edu

Innovation Park at Penn State

Innovation Park at Penn State is a 118-acre business park that provides companies with multiple real estate options, an incubator program, and business support services. Residents of the Park have access to Penn State resources and the support services to transfer knowledge from the University to the marketplace. The benefits of Innovation Park include:

- Multi-tenant buildings provide flexible solutions for office and laboratory space.
- Custom-built single tenant buildings.
- Redundant power and fiber optic links throughout the Park.
- The Penn Stater Conference Center Hotel provides accommodations for business travelers and state-of-the-art conference facilities.
- On-site child care facility offering programs for infants, toddlers, preschool, prekindergarten, and before and after school.



Located at Penn State University Park in central Pennsylvania, this convenient location is within a five-hour drive of Philadelphia, Pittsburgh, Washington, DC, Toronto and New York. The Penn State Research and Technology Transfer Organization is located at the Park, as well as the Nanofabrication Laboratory. The Nanofab provides industry and the University with Class 10 and 100 clean room space, more than 50 specialized instruments, and a dozen scientific and technical staff on the associate to PhD level.

COOL BLUE COMMUNITY

Innovation Park provides an attractive atmosphere and community for all employees within the park—Penn State and industry. Known as the Cool Blue Community, Innovation Park and companies within the Park sponsor various social and networking events including picnics, book clubs, charity drives, and other special functions. These Cool Blue Events are held to strengthen the roots of our community.



Start-up Companies:

Innovation Park provides a helping hand for Penn State faculty and staff as they go through the process of creating new companies based on University research and technologies. In coordination with the Intellectual Property Office, the Innovation Park staff is available to:

- Assist in evaluating inventions for patentability and market potential.
- Provide a University interface with multiple sources of early stage capital.
- Identify mentors and potential management team members.
- Locate space for start-up companies at Innovation Park.

Business Incubator Program:

The Business Incubator Program, coordinated by the Chamber of Business and Industry of Centre County, provides a nurturing environment where entrepreneurs can pursue their dreams. Companies in the Incubator Program are eligible for space at Innovation Park and have access to vital business support services including:

- Accounting firms.
- Banking and finance institutions.
- Insurance and legal firms.
- IT service providers.
- Business development consultants.



So what? who cares? why you?™

The Inventor's
Commercialization Toolkit

Turn Your Good Idea
Into a Great Opportunity

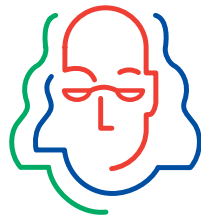
For Scientists, Researchers, Engineers,
and Technology Entrepreneurs

By Wendy Kennedy
Foreword by Larry Brinkman



Innovation Park has teamed up with author Wendy Kennedy to provide researchers and entrepreneurs with a field-tested approach to commercializing innovative ideas. "So what? who cares? why you?™ The Inventor's Commercialization Toolkit" is available as a 150-page, roll-up-your-sleeves workbook. Designed for organizations and individuals who are assessing business opportunities and creating commercialization plans for scientific and technical ideas, it walks you through the process of effectively communicating innovative ideas to investors and other business audiences. Request your copy from Innovation Park today.

Innovation Park at Penn State
101 Technology Center, University Park, PA 16802
814-865-5925 • thepark@psu.edu • www.innovationpark.psu.edu



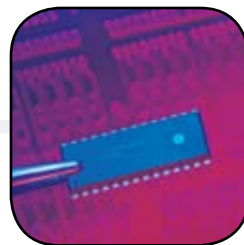
Ben Franklin Technology PARTners

Central and Northern Pennsylvania

Ben Franklin Technology Partners of Central and Northern PA provides funding and business support services to emerging tech-based start-up companies and existing manufacturers in our 32-county footprint. Our goal is to create synergy among business, industry, and higher education representatives to help stimulate economic growth. Our investments go to the region's entrepreneurs, small business owners, and existing manufacturing-based companies that want to produce a new technology-based product or improve an existing process. Ultimately when they succeed, we all succeed. The region becomes known for an expertise in an emerging technology and new, high-paying jobs are created.

Participation in the Ben Franklin program is competitive and based upon many factors, including the company's ability to commercialize its technology and subsequently create and/or retain highly paid, sustainable jobs. To qualify, your company must be:

- A technology-based start-up company or an established manufacturing firm. Retail and service companies, while important to the state and the overall economy, are not eligible for Ben Franklin funding.
- Located in the 32-county region we serve (or willing to relocate). If your company is located elsewhere in Pennsylvania, we can refer you to another Ben Franklin center.



Ben Franklin Technology Partners of Central and Northern PA
115 Technology Center, University Park, PA 16802
814-863-4558 • info@cnp.benfranklin.org • www.cnp.benfranklin.org

Intellectual Property Office

Penn State is one of the leading research universities in the United States, and our extensive research activities lead to innovative new technologies. Discoveries and inventions with commercial potential are protected prior to public disclosure. These, including patents, trademarks, copyrights, know-how, and trade secrets, are Penn State's intellectual property. The Intellectual Property Office (IPO) is responsible for managing, protecting, and licensing the intellectual property of faculty, graduate students, and staff at all Penn State locations.

Mission:

Our mission is to protect the University's intellectual property, identify its commercial potential, and stimulate economic development through the transfer of Penn State technologies to the marketplace.

Goal:

Our goal is to commercialize new products and services through the transfer of Penn State technologies to existing and start-up companies.

Services for Penn State:

- Work with the Industrial Research Office to market Penn State intellectual property to companies interested in new product development.
- Provide training and counseling on confidentiality, University patent and copyright policies, and procedures.
- Provide invention disclosure forms for faculty, graduate students and staff to initiate our invention screening process.
- Assess the value of patent protection and, if appropriate, file patent applications at no cost to the inventor.
- Prepare and negotiate confidentiality agreements, material transfer options, and licensing agreements with interested companies.

Services for Industry:

- Work with the relationship managers in the Industrial Research Office to listen to your needs and discover Penn State licensable technologies that your company can utilize.
- Screen inventions and discoveries made in University facilities for patentability, commercial potential, and general marketability.
- Review and update lists of licensable technologies and patents issued, and post on our Web site each quarter.
- Negotiate licensing arrangements.



This publication is available in alternative media on request. The Pennsylvania State University is committed to the policy that all persons shall have equal access to programs, facilities, admission, and employment without regard to personal characteristics not related to ability, performance, or qualifications as determined by University policy or by state or federal authorities. It is the policy of the University to maintain an academic and work environment free of discrimination, including harassment. The Pennsylvania State University prohibits discrimination and harassment against any person because of age, ancestry, color, disability or handicap, national origin, race, religious creed, sex, sexual orientation, gender identity or veteran status. Discrimination or harassment against faculty, staff or students will not be tolerated at The Pennsylvania State University. Direct all inquiries regarding the nondiscrimination policy to the Affirmative Action Director, The Pennsylvania State University, 328 Boucke Building, University Park, PA 16802-2801, Tel (814) 865-4700/V, (814) 863-1150/TTY. U.Ed. RES 09-10.