

## Figure 1 Penn State's Two Approaches to Managing IP Resulting from Company-Sponsored Research

Traditional IP Management Terms
<ul style="list-style-type: none"> <li>• Penn State owns the IP</li> <li>• Sponsor has the option to negotiate a license agreement</li> <li>• Financial terms of license determined after IP created</li> <li>• Penn State will negotiate in good faith. However, Sponsor is not guaranteed a license</li> <li>• Penn State has right to license IP to others</li> <li>• Penn State has right to publish research results</li> </ul>

Company-Friendly IP Terms
<ul style="list-style-type: none"> <li>• Penn State will assign IP to sponsor upon request</li> <li>• Penn State has right to publish research results</li> <li>• Penn State has right to practice IP for research and educational purposes</li> <li>• If sponsor experiences exceptional commercial success, Penn State recommends that sponsor share financial benefit proportionally</li> </ul>