

Technology Commercialization: An Integrated, International Perspective

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Technology commercialization, the process of converting knowledge into products and services, is a highly effective way to move ideas from the mind—or the laboratory—to the wider world. It plays an important part in an integrated regional or national approach to research and innovation. And it can be an important driver of economic development.

A primary source of new technology is the university, where the creation of new knowledge is a primary goal. Such knowledge has intrinsic intellectual value and potentially significant broader benefits to society. But to have social and economic impact beyond the academic community, additional value may need to be created. Commercialization is the process through which such additional value is added.

Drawing on the most successful current practices internationally, this intensive, interactive, practical two-day workshop will describe the commercialization process and examine what it takes to make it work and generate economic growth. It is designed for inventors, entrepreneurs, incubator managers and staff, and individuals in research institutions, universities, and corporations who need a basic understanding of the basic concepts of successful commercialization of a technology. Participants will learn

- Why commercialization is important
- The elements of an integrated process research and innovation and how they work together
- How an idea gets from the mind and the lab to the wider community
- How value is added through the commercialization process
- The fundamentals of intellectual property protection and related strategies
- How to communicate the essence of a technology
- How to locate a technology in the commercialization process
- Successful commercialization strategies based on current practice in the U.S., Europe, and Asia
- Successful current practice in technology transfer at universities internationally

The benefits of the program to participants include:

- Understanding how the commercialization process works to develop value
- Understanding how each element of the process works with other elements
- Practical recommendations for improving the process
- How to avoid the potential conflict between publication and preserving intellectual property protection
- Having more options for getting ideas out from the laboratory into the wider community
- Having more options for getting a return for the value of the knowledge created
- Understanding what options are available for commercializing technologies

Instructors

Norman Kaderlan, Ph.D., is President of Technology Innovation Group, Inc., an organization that assists individuals, companies, institutions, and communities convert intellectual property to wealth. He also designed and teaches The Enterprise of Technology, a graduate course at the University of Texas at Austin that is cross-listed in the Colleges of Engineering, Natural Science, Pharmacy, Law, and Business. Prior to that, he was Associate Director of Non-Degree Educational Programs for IC² Institute at the University of Texas at Austin. Previously he was Director of IC²'s Austin Technology Incubator, a nationally recognized facilitator of new venture technology companies.

As a management consultant, Dr. Kaderlan has assisted clients ranging from new ventures to Fortune 500 companies. He has more than twenty years experience in successfully managing a variety of entrepreneurial organizations and programs at the local, regional, and national level. He is author of *Designing Your Practice* (McGraw-Hill, 1991) and co-authored *Connective Planning* (McGraw-Hill, 1993), with Morris D. Verger, and has had articles published in numerous national periodicals.

Previously he was on the faculty at Pepperdine University's Graziadio School of Business and Management, and he has taught at the UCLA Graduate School of Management, and UCLA Extension. He holds a doctorate in management from the University of Wisconsin–Madison.

Steven P. Nichols is a leader in intersection of public sector and private partnerships. Both a professional engineer and an attorney, he has held several administrative posts at the University of Texas at Austin. As Associate Vice President of Research for Technology Commercialization, he supports the commercialization of the knowledge base of The University of Texas at Austin and supervises the activities of the Office of Technology Licensing and Intellectual Property. He also serves as the Director of the Clint Murchison Chair of Free Enterprise, where his focus is on creating and nurturing a culture of technology innovation, creativity, leadership, and entrepreneurship in the College of Engineering.

Dr. Nichols' non-academic experience includes founding an engineering consulting firm that provided consulting to industrial concerns and other organizations (such as the Department of Energy), particularly in the power sector. In addition his PhD in Mechanical Engineering, Dr. Nichols holds a Doctor

of Jurisprudence degree, (both from the University of Texas at Austin) and has legal experience involving litigation in product liability and intellectual property.

Additionally, Dr. Nichols has published numerous articles and organized many conferences involving the crossroads of engineering and science with entrepreneurship.

Terry A. Young, Editor of Innovation Matters, a publication of Technology Innovation Group, Inc. has managed university technology transfer for 15 years. Currently the Manager of Intellectual Property at the Texas A&M System, he spent 10 years as Director of the Technology Licensing Office of one of the largest US university systems, (the Texas A&M University System). Under his leadership, the A&M System recorded \$7 million in royalty income from sales of commercial products based upon A&M System technologies in 2001. Mr. Young also served as the Assistant Vice Chancellor for Technology Transfer for the A&M System, a Texas-wide network of 9 universities, 8 state research and extension agencies, and a Health Science Center.

Mr. Young is Immediate Past President of the Association of University Technology Managers (AUTM), the 3,000-member association of technology transfer professionals. Additionally, he is a member of the National Advisory Board for the Federal Laboratory Consortium (FLC), the organization representing U.S. Government research laboratories. Mr. Young has served on a number of international delegations for technology transfer development and training, including in such countries as the Russian Federation, the Peoples' Republic of China, India, Romania, Japan and the Czech Republic, sponsored by NATO, the U.S. Department of State, the Japanese Patent Office, and other government organizations. In recognition of his service to the Czech Republic, Mr. Young was recently elected to membership in the Engineering Academy of the Czech Republic. He was most recently appointed to Texas Governor Rick Perry's select "Council on Science and Biotechnology Development." Mr. Young earned both MBA and MA degrees from Texas A&M University.