Innovation and knowledge Exchange at UNSW

Dr Steve Brodie, Open Innovation Manager
NewSouth Innovations

Never Stand Still

EasyAccess IP

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@unswinnovators
NewSouth Innovations works with researchers, business and the community to provide easy access to world-class research and cutting-edge technologies developed at UNSW.

Accelerating Innovation ~ Connecting People
How could your research make a difference?
UNSW exists to create and disseminate knowledge

- Knowledge Creation
  - Research

- Knowledge Dissemination
  - Publication
  - Teaching
  - Knowledge Exchange (Knowledge Transfer/Commercialisation)
Knowledge Exchange helps achieve the University Mission

It's about getting our world class research put to use!
Knowledge Exchange Model

RESEARCH OUTPUTS
- Publications
- Processes
- Materials
- Technology
- Know-how
- Innovation
- Skills

KE CHANNELS
- Teaching
- Networking/Events
- Consultancy
- Professional Development
- Collaborative Research
- Contract Research
- Licensing
- Company Creation

USERS
- Start-up
- Spin-out
- Society
- Government
- Policy-makers
- Entrepreneurs
- Small Co’s
- Big Co’s
- Other Factors

IMPACT
- Jobs
- New Products
- New services
- Turnover
- Profit
- R&D expenditure
- % turnover from new products/services

Knowledge Flow
Making Knowledge Flow Easier

➢ All IP has inherent value, but only a small proportion has **significant commercial value** to the University.

➢ For this high-value IP we will seek to exploit it with **commercial partners**.

➢ For all other IP we will seek to transfer it **for free** to partners who can demonstrate how it will benefit the community, society or economy - We call this **Easy Access IP**
To access - potential partners must:

- Demonstrate benefit to the economy
- Guarantee our right to do research
- Acknowledge the University’s contribution
- Do something within three years

Valuable Intellectual Property available to society FOR FREE

5 EAIP Deals done by UNSW
Easy Access IP – a global movement

Dr Kevin Cullen, the architect of Easy Access IP, is the CEO of NewSouth Innovations, at UNSW. Eleven universities have now joined the movement.

Easy Access IP Technologies are available on iBridge Network
http://www.ibridgenetwork.org/community/Easyaccessip
What is Intellectual Property (IP)?

“Intellectual property represents the property of your mind or intellect.” – IP Australia

“Intellectual property (IP) refers to creations of the mind: inventions, literary and artistic works, and symbols, names, images, and designs used in commerce.” – WIPO

www.ipaustralia.gov.au or www.wipo.int

Protecting Intellectual Property

- patents
- trade marks
- designs
- copyright
- circuit layout rights
- plant breeder's rights
- confidentiality/trade secrets

Source: IP Australia

Typical IP protection
Routes at UNSW
Who owns Intellectual Property created @ UNSW?

- Student: Student Owns
- Staff: UNSW Owns
- Created independently
- Created with others

See UNSW IP Policy for details
Obligations under the IP Policy?

✓ Tell the University you have developed IP
  – Using IP Notification Form (Send to NSi)

✓ Do not prematurely disclose invention to public (Patents/designs need to be novel!)

✓ Assignment, and re-assignment, of Intellectual Property where appropriate.
How NSi helps you

- Identification
- Assessment
- Protection
- Access
- Partnerships
- Student Enterprise
- Value Creation
UNSW innovations have changed the world!

- Solar Cells, Solar cell testing, “Green” steel, Flyash Products
- Sunsafe™ Clothing, Virtual Reality Training
- JPEG2000 image processing software
- Assays for helicobacter pylori (stomach ulcers) Cancer management
To succeed we need your help!

• Identification of UNSW knowledge
• Identification of potential partners
• Successful delivery of knowledge exchange activities
What’s In It For Me? (as an inventor)

- Get to make the world a better place!
- New collaboration opportunities with industry
- Inventors share returns - personally!
  - \( \frac{1}{3} \) of Net Returns
- Good commercialisation experience
In Summary

- We are here to help get your knowledge put to use in the economy and society

- It is not about the money. It's about relationships – other benefits to us will flow from these

- We want to work with you to make this happen – so please contact us
Thank you for listening

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