

PURDUE GENETICS

AND THE MEANING OF “LAND GRANT”



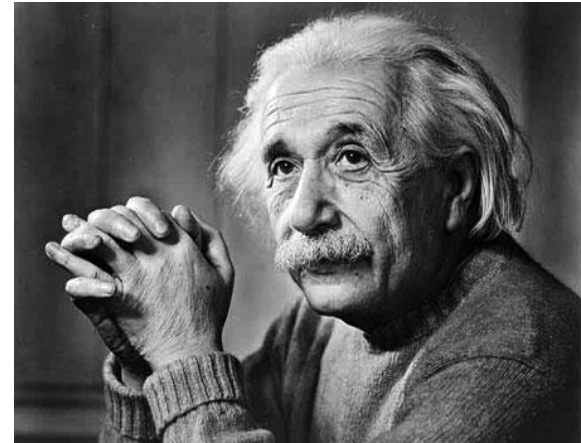
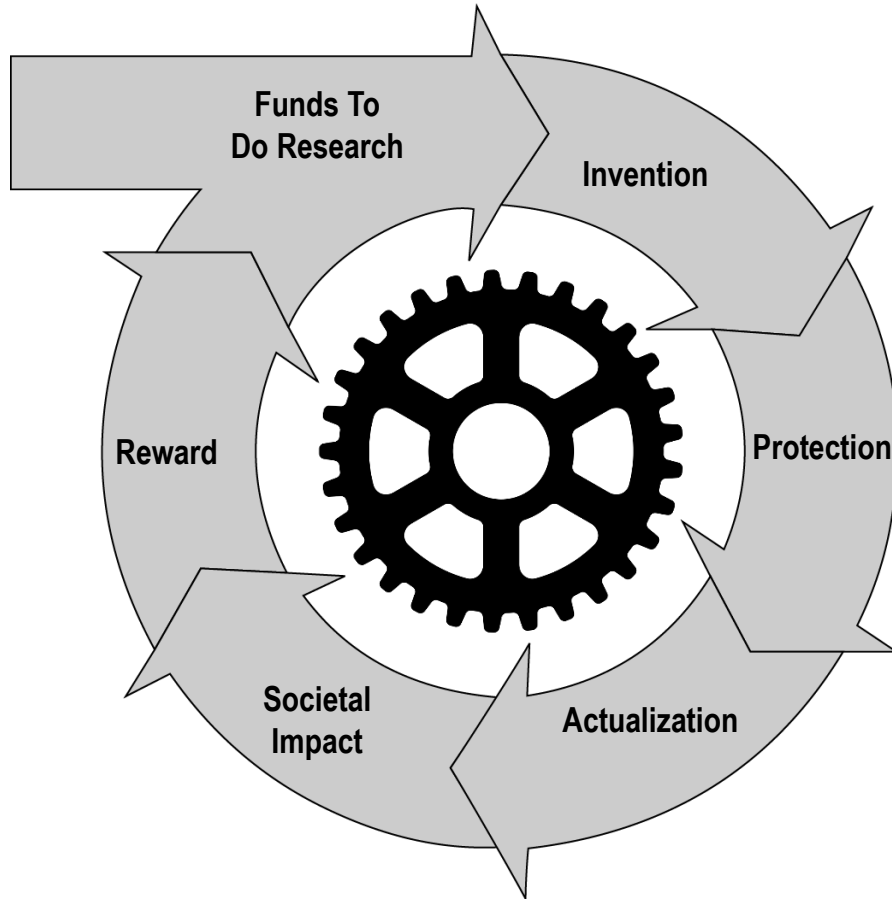
Commercial Fertilizer Helps Mature Corn

...**discover** and **apply** new knowledge, and to engage collaborating with the citizens of Indiana to improve our economy, our culture and overall quality of life.

*Source: Purdue University
System Mission Statement
May 15, 2013*

DISCOVERY WITH DELIVERY

THE UNIVERSITY ENTREPRENEURIAL ECOSYSTEM



**“IF YOU CAN’T
EXPLAIN IT SIMPLY,
YOU DON’T
UNDERSTAND
IT WELL ENOUGH.”**

- A. Einstein

FUNDS

GOVERNMENT SPONSORS



MAJOR GIFT SOURCES



CORPORATE SPONSORS



PURDUE'S IP POLICY

UNPRECEDENTED FLEXIBILITY

IP TERM SUMMARY

Option 1

Option 2

Option 3

Option 4

Publication
30 day review by sponsor for proprietary or patentable information

Intellectual Property
New Project IP dominated by either sponsor Background Intellectual Property (BIP) or PRF BIP

If technology is licensed to sponsor by PRF, sponsor receives an exclusive license to Project IP by amending existing license agreement. No additional fees are charged.

IP Fee 0%

If technology is not connected to Purdue or PRF, sponsor will receive a 5 year royalty-free exclusive license to Project IP. After 5 years the license could be extended on mutually agreed royalty-bearing terms.

5% per field

Publication
No publication without approval by sponsor

Intellectual Property
Purdue assigns ownership of Project IP to the sponsor

IP Fee 10%

Publication
Deliverable data is owned by sponsor

Intellectual Property
No Project IP should be created

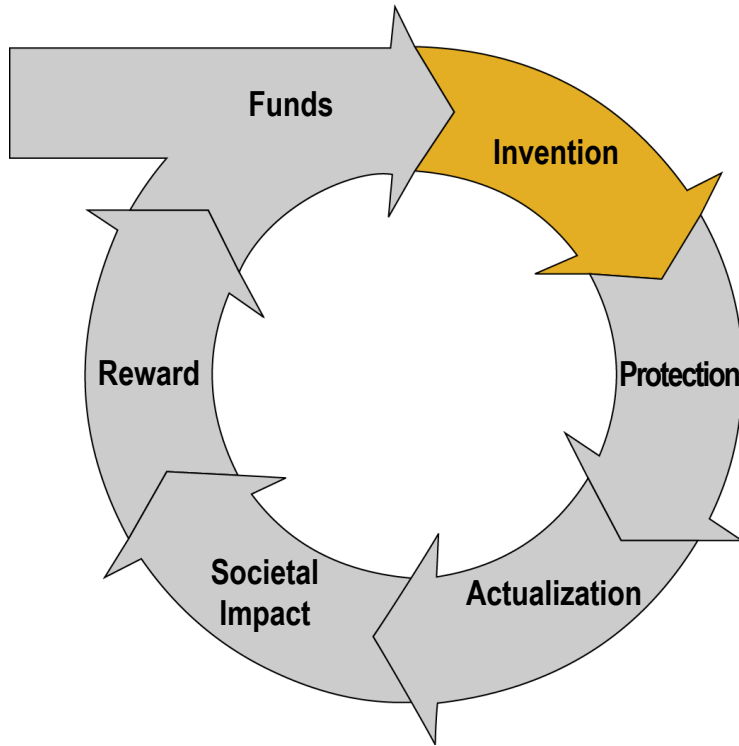
IP Fee N/A

NEW INDUSTRY-SPONSORED RESEARCH OPPORTUNITIES

PURDUE UNIVERSITY

INVENTION

**DELIBERATE INNOVATION...
SOLVE A PROBLEM THAT MATTERS**



DIFFs

Discovery Park



Centers for...

- Cyber
- Materials
- Advanced Computing
- Oncology
- Regenstrief

Faculty Projects

**Student Capstone
Projects**

**Discovery Park...
a place for cross
discipline creation**



Lonnie Bentley
Professor of Computer &
Information Technology



Cliff Johnston
Professor of Soil
Chemistry
Crop, Soil &
Environmental
Sciences



Ernesto Marinero
Professor of
Engineering Practice
Materials Engineering



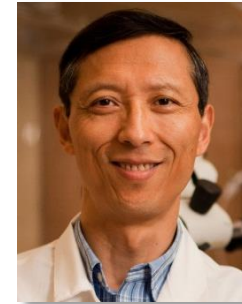
**Jess Lowenberg-
DeBoer**
Professor of Ag Econ,
Associate Dean and
Director of International
Programs



Eric Dietz
Professor of
Computer &
Information
Technology



Matthew Lynall
Clinical Associate
Professor
Director of Experiential
Learning and
Management Consulting



Riyi Shi
Professor of
Neurosciences,
Basic Medical Sciences

DISCOVERY PARK

- Bindley Bioscience Center
- Birck Nanotechnology Center
- Burton D. Morgan Center for Entrepreneurship
- Center for Drug Discovery
- Discovery Learning Research Center
- Global Sustainability at Purdue
 - Center for the Environment
 - Energy Center
 - Purdue Climate Change Research Center
 - Center for Global Food Security
 - Water Community
- ACCESS: Advanced Computational Center for Engineering and Sciences
 - Cyber Center
 - Rosen Center for Advanced Computing (ITaP)
- Oncological Sciences Center
- Regenstrief Center for Healthcare Engineering



Burton D. Morgan Center for Entrepreneurship

***THE NOT SO
SECRET WEAPON!***



Birck Nanotechnology Center



Bindley Bioscience Center



Center for Drug Discovery



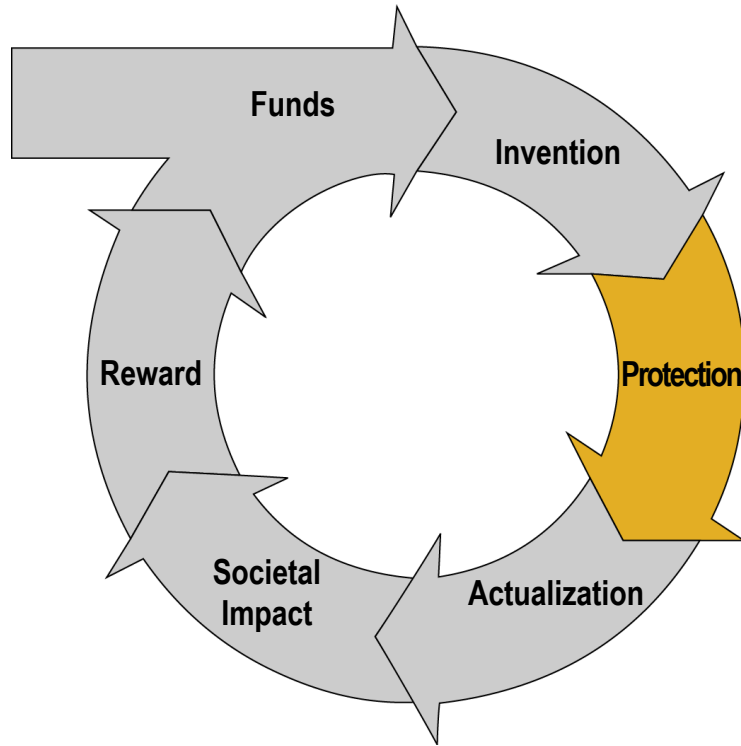
Gerald D. and Edna E. Mann Hall



Hall for Discovery and Learning Research

PROTECTION

**PURDUE #16 AMONG WORLDWIDE
UNIVERSITIES IN PATENTS ISSUED**



**INTERNAL IP
LEGAL TEAM**

OBJECTIVES

- Rapid easy disclosure (24/7 online)
- Timely accurate triage and selection (6 months)
- Strongest patents at lowest cost (60% cost ↓)

284 (↑12%)

Disclosure

- Electronic
- 24/7



Analysis

- Societal Need
- Patentability



Selection for Protection (Y)

(N)



317 (↑12%)

Filing

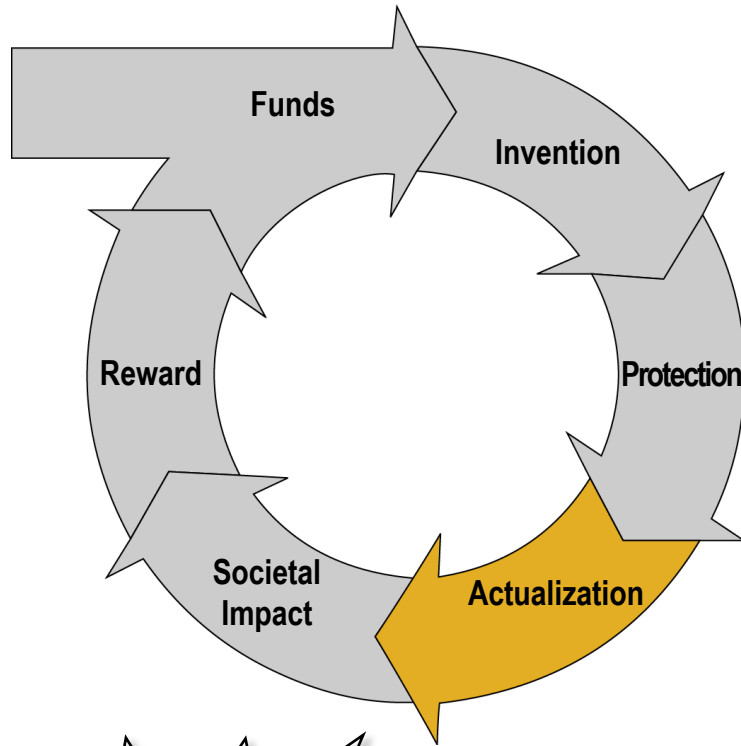
178 (↑14%)

Patent Issued

**Reconveyance
Offered**

ACTUALIZATION

**INVENT TO THE PROBLEM, IMAGINE
THE SOLUTION...FIND THE PARTNER**



OBJECTIVES

- Ease and speed
- Fastest route to significant markets
- Serve the technology
- Delight the client and market!
- Encourage follow on investment to the university...

**2014/2015 3X
Earned Media
18,000,000,000
Impressions**

Create Awareness of Opportunity

- Media
- Websites
- Alumni
- Likely partners

Licensing

Corporate

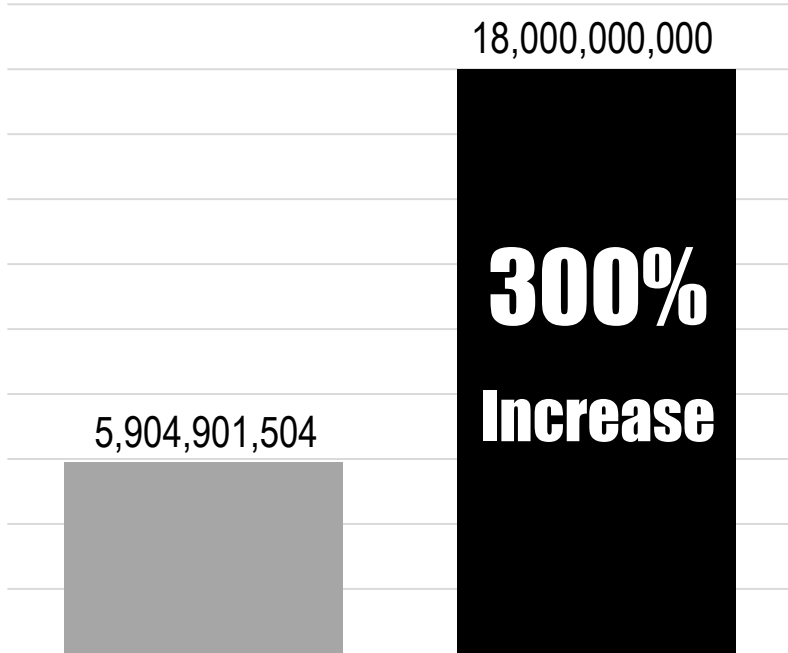
- 106 corporate clients/year

Startups

- 40 startups/year (25 with IP)

EARNED MEDIA

MEDIA DRAWS COMPANY, INVESTORS, ENTREPRENEURS AND STUDENTS



FY 14

FY 15

Media Impressions



ACTUALIZATION

STARTUPS



CORPORATE LICENSES



GROUND ZERO FOR ENTREPRENEURSHIP

BURTON D. MORGAN CENTER

FOUNDRY SUPPORT SERVICES

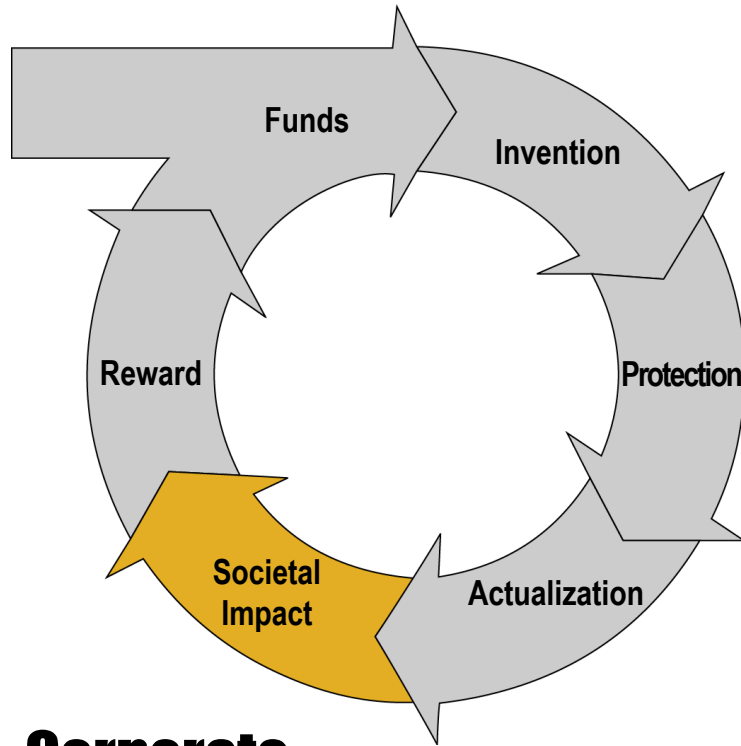
- Opportunity & Client Needs Assessment
- Education & Training
- Legal Assistance
 - Corporate
 - Immigration
- Funding Support & Grant Writing
- Technical Guidance
- Market Assessment & Marketing Business Planning
- Accounting & Finance
- Alumni Network Expertise & Mentoring
- Incubator Oversight
- Website & Web Training Tools
- Regulatory Guidance
- Community Network





SOCIETAL IMPACT

PURDUE RESEARCH PARKS NAMED 2014 INCUBATOR NETWORK OF THE YEAR!



OBJECTIVES

- All efforts to support success of technology and enterprise
- Be prepared to retrieve stranded technology

License is only the beginning of the relationship!

Delight the client!

Corporate

Encourage/facilitate investment in inventor labs to support development

Startups

Foundry

- Strategy
- Funding
- 1st customers
- Connections
- Community

Anvil

- Students

MatchBox

- Community Asset

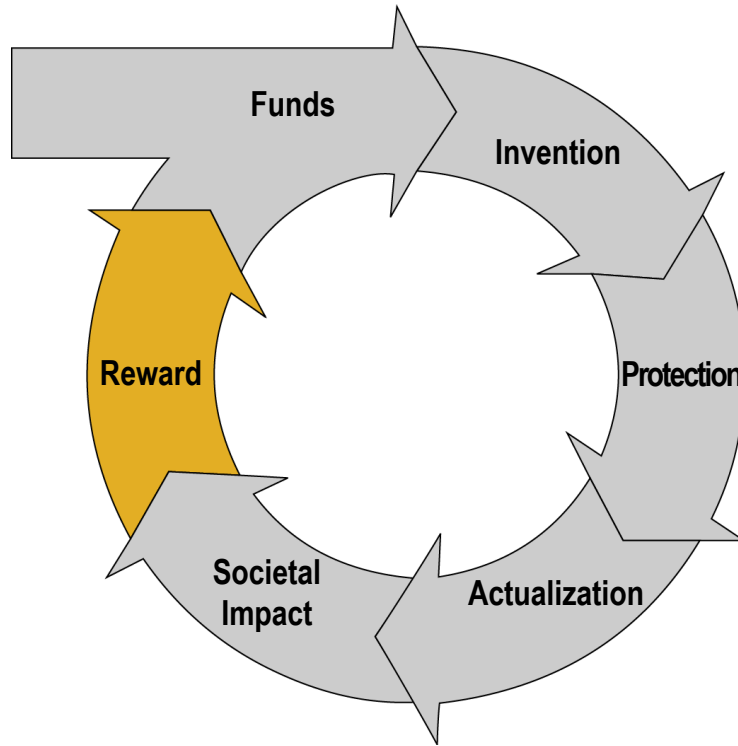
Research Parks

- Incubator
- Long-term home

Makerspace

REWARD

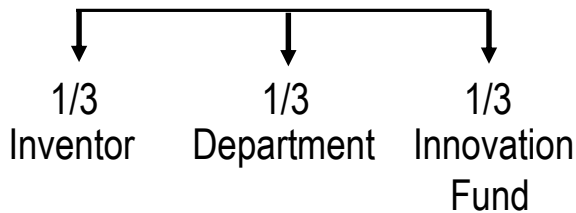
DON'T BE DISTRACTED BY THE ROYALTIES...



A growing reputation for “getting it done” to the benefit of our...

- Funders
- Faculty
- Students
- The World

Royalties



**Hoosier
Employment**

**Follow On
Investment**

Relevance

Recruiting

Corporate
Funding

Acknowledgement
that we didn't just
“think it”, we “did it”

Faculty and
Students

THE FINAL QUESTION

Have we served...

- ...the student?
- ...the faculty?
- ...the staff?
- ...our fellow man?

Not just by thinking, but executing on technologies that can make us...

- ...healthier
- ...happier
- ...more productive

