

**Virginia Polytechnic Institute and State University
Intellectual Property Committee Meeting
January 19, 2011, 12:00-1:00 p.m.
325 Burruss Conference Room**

FULL COMMITTEE

The Intellectual Property Committee met January 19, 2011.

The following members were present: Bill Knocke (Chair), Robert Broadwater, Steve Capaldo, Mark Coburn, Robert Harvey, Kay Heidbreder, X.J. Meng, Joe Merola, Ken Miller, Steve Sheetz, Steve Tatum.

Invited guest members present: Kristen Mittelman; Mike Miller (Virginia Tech Intellectual Properties); Susan Willis-Walton (Center for Survey Research).

Those members not in attendance: Barbara Lockee, Robert Walters, Cindy Wilkinson, Foster Agblevor (Dr. Agblevor is no longer a faculty member at Virginia Tech).

Call to Order

Bill Knocke called the meeting to order at 12:10 p.m.

Approval of Agenda

A motion was made by Joe Merola and seconded by Steve Sheetz to approve the agenda. The agenda was unanimously approved as distributed.

Bill Knocke introduced Kristen Mittelman (Legal Advisor for OSP) who will be participating in the committee because of her interest and involvement in issues related to IP. Also attending the meeting was Susan Willis-Walton from the Center for Survey Research.

Approval of Minutes

On a motion made by Steve Sheetz, and seconded by Joe Merola, the minutes for the October 20, 2010 meeting were unanimously approved.

Old Business

- (1) Discussion of Faculty/Student/Staff Educational Opportunities Related to VTIP, IP and Technology Commercialization

- Bill Knocke advised the committee that we now have a formal contract with the Center for Survey Research. The Center will create a survey that will go out in the near future and be used to gather information about what faculty (and possibly graduate students) know and what would help them better understand what goes on with respect to technology transfer. The effort is being funded by the Office of the Vice President for Research and Virginia Tech Intellectual Properties (VTIP). Bill provided a handout of core objectives of the survey (attached).
- Susan Willis-Walton, Director of the VT Center for Survey Research, provided copies of a draft survey to the committee for review (attached). Key points considered in formulating the survey were:
 - ✓ A recommendation that separate surveys be used for faculty and graduate students since the level of knowledge about intellectual property issues most likely will be very different among the two groups.
 - ✓ The level of awareness of these issues across the various academic departments will also be different. The committee will need to decide who will be targeted in the survey, whether all departments are included or only key units. Three surveys could be used—one for general faculty, a graduate student survey and one that is more tailored to faculty who are already actively engaged with the technical transfer process and working with VTIP.

Susan discussed the format of the survey by reviewing the draft that was distributed and invited feedback from the committee on what should be included in the survey. The following recommendations were made by various committee members:

- ✓ Inquire if the survey participant has ever done an innovation through VTIP or filed a disclosure within the last three years. It would be helpful to know the specifics of their experience, e.g. What happened? How did they feel about the overall process? What would they have done differently if they did it again?
- ✓ The survey should target all IP issues at Virginia Tech, a subject area which represents a broader realm than VTIP, which by its focus represents only a portion of the IP activities on campus.
- ✓ Try to identify areas or departments that are already highly engaged in patent applications or other aspects of IP and use that to assess areas where more educational focus may be needed.
- ✓ Clearly identify Policy 13000 as the VT Intellectual Property policy by focusing aspects of the survey on components of the policy. The level of faculty and/or graduate student understanding of key concepts in the IP policy should be explored by including specific questions on it in the survey.

- ✓ Time needed to complete survey shouldn't exceed 10-15 minutes. The time required to finish the survey will be controlled as it is recognized that the survey response rate is heavily tied to the length of the survey.
- ✓ An open-ended question should be included at the end of the survey asking in what areas faculty/student/staff would like more information or education about IP issues.
- ✓ The IP brochure generated previously by the committee could be referenced and key points drawn from it for inclusion in the survey.
- ✓ There are numerous focus areas of educational programs that have happened to date that have been done primarily through VTIP. It would be good to get feedback on these various topics and further identify which ones people would be interested in learning more about.

Susan reported that a pilot survey will be done and the findings provided to the committee. Bill Knocke stated that initially the focus should be getting the best information we can from faculty members. At a later date it may be wise to follow up with a survey focused on graduate students.

- (2) Information was provided to the committee regarding the seminar to be presented on February 1, 2011 by Michael Miller, VTIP Senior Licensing Associate, entitled "Technology Transfer: How Virginia Tech Research Reaches the Marketplace." Also distributed was the latest copy of "Making Connections" (VTIP's forum for communicating IP and technology transfer issues).

(3) IP Issues Related to Student Project Teams

Dr. Knocke asked committee members to let him know if there is a specific interest in IP issues related to student project teams. Any work in this area done by the committee will be integrated with the Office of the Vice President and Dean for Undergraduate Education.

(4) Lecture Capture

Arrangements will be made for a representative from the IDDL to talk to the committee in the spring about the concept of Lecture Capture. The committee's desire for this information relates to questions of any IP issues that may be involved if the Lecture Capture process was initiated by a company working on the Virginia Tech campus.

(5) Other Items

Dr. Merola stated that information had come forth from Larry Hincker that faculty were authorized to use either Virginia Tech or the full university name of Virginia Polytechnic Institute and State University on publications and

presentations. An issue had arisen as to whether or not Virginia Tech could be formally used in such venues, and that issue has now been resolved.

New Business

The IP disclosure form filled out by faculty has one minor change. The form no longer requests the social security number of inventors; instead, the Virginia Tech ID number.

Next Meeting Date

February 16, 2011, 325 Burruss Hall, 12:00 p.m.

Adjournment

There being no further new business, the meeting adjourned at 1:05 p.m.

Respectfully Submitted,

Shelly Key
Administrative Support to the IP Committee

**Intellectual Property Committee Meeting
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325 Burruss Conference Room**

AGENDA ITEMS

- 1. Call to Order and Approval of Agenda**
- 2. Introduction of New Participants With IPC**
- 3. Review and Approval of October 20th Minutes**
- 4. Old Business**
 - a. Discussion of Faculty/Student/Staff Educational Opportunities Related to VTIP, IP and Technology Commercialization – Bill Knocke, Michael Miller and Susan Willis-Walton**
 - b. Discussion of IP Issues Related to Student Project Teams**
 - c. Lecture Capture – IP Implications at VT (desire for IP Committee presentation on this)**
 - d. Update on Online Archive for Faculty Publications – Joe Merola**
- 5. New Business**
- 6. Next Scheduled Meeting Date – Wednesday, February 16th**
- 7. Adjourn**

CORE OBJECTIVES OF TECH TRANSFER SURVEY OF FACULTY AND GRADUATE STUDENTS

Overall Goal

To be able to assess the level of understanding and appreciation of various aspects of the technology transfer spectrum within VT faculty (e.g., regarding disclosure obligations, opportunities and procedures; path towards commercialization of research results, etc.). To a lesser extent, assess the same issues with graduate students.

Core Objectives

1. How well are we making the role of IP known to our customers?
2. In what ways could we utilize our educational/outreach resources more effectively?
3. How can we improve coordination among the various offices on campus (and off-campus) that have responsibility for matters involving IP.

Statements

1. How aware are the target populations (faculty, post-docs, graduate students, undergraduate students) of the requirements for and opportunities associated with intellectual property found in Policy 13000?
2. How aware are the target populations of the roles of various offices across the university with respect to IP?
3. How do the target populations receive information about IP?
4. How does the process of receiving information about IP differ (good or bad) from the processes for receiving information about other important facets of the university life and employment?
5. By what communication means would the target populations prefer to receive information about IP?
6. How important is the protection, management and commercialization of IP to the target populations?
7. How effective is the current dissemination of information about IP from multiple sources on campus (OSP, OVPR, VTIP, General Counsel, Colleges, Research Institutes and Centers, others).
8. Would a centralized or decentralized approach to the IP education and outreach be more effective?
9. What should be the role of the Intellectual Property Committee in IP education and outreach?



Virginia Tech Intellectual Properties Survey

Virginia Tech Intellectual Properties (VTIP) is committed to supporting innovation at Virginia Tech and to making all aspects of technology transfer as efficient and successful as possible. This survey will allow VTIP's leadership to receive valuable input from university faculty and graduate students regarding intellectual property issues. All data from this survey will remain confidential. Thank you for your participation in this important project.

Section 1. Please indicate your level of agreement with the statements below about various aspects of intellectual property and technology transfer at Virginia Tech.

	Strongly Disagree	Somewhat Disagree	Somewhat Agree	Strongly Agree	Don't Know
-----Please Click One Response Option-----					
a. I am familiar with the process of obtaining intellectual property rights for an innovation I develop or contribute to.	1	2	3	4	5
b. I know who to go to at the university to obtain information about intellectual property issues.	1	2	3	4	5
c. Virginia Tech does a good job of getting information to faculty about intellectual property issues.	1	2	3	4	5
d. Virginia Tech does a good job of getting information to students about intellectual property issues.	1	2	3	4	5
e. The protection of intellectual property rights seems to be a priority at Virginia Tech.	1	2	3	4	5
f. I am aware of the role of VTIP in assisting Virginia Tech community members with intellectual property issues.	1	2	3	4	5
g. I am aware of Policy 13000. [branching based on response]	1	2	3	4	5
h. I understand the specific requirements of Policy 13000.	1	2	3	4	5
i. It is important to seek intellectual property rights protection for my innovations developed while at Virginia Tech.	1	2	3	4	5
j. VTIP does a good job of managing intellectual properties once protection for the intellectual property is secured.	1	2	3	4	5
k. VTIP does a good job of helping Virginia Tech community members [find/manage] commercialization opportunities for innovations.	1	2	3	4	5

Technology Transfer: How Virginia Tech Research Reaches the Marketplace

Informational Seminar Presented By:


**Mr. Michael Miller
Senior Licensing Associate
Virginia Tech Intellectual Properties (VTIP)**

**February 1st, 2011
3:00 – 4:45 p.m.
Room 310, ICTAS I Building**

This seminar is designed to educate and inform faculty newer to Virginia Tech regarding their roles and responsibilities in the important technology transfer mission. Virginia Tech Intellectual Properties, Inc. (VTIP) was set up in 1985 to facilitate the transfer of technology from the University for improvement of the public welfare. VTIP pursues innovative strategies to help translate scientific progress into tangible products, while returning income to the inventor and Virginia Tech to support further research and education. VTIP facilitates the licensing of technology to companies, encourages new faculty startup ventures, works with publishers and distributors of software, and supports the transfer of research and knowledge to other universities, research institutes and companies. Those attending will learn about the ways in which VTIP can be of help to faculty who wish to disclose, patent and perhaps commercialize their research results.



Virginia Tech
Intellectual
Properties, Inc.

An Affiliated Corporation of:  **VirginiaTech**
Invent the Future

Making Connections

"Making Connections" is VTIP's forum for communicating about IP issues and sharing expertise. These activities keep VTIP connected to inventors and entrepreneurs, and will build a network of resources to promote technology transfer and commercialization.

January 25th, 2011

Squires Student Center, Room 300
3:30 pm to 4:30 pm

Invention Disclosures: Opening the Door

Submitting an invention disclosure is often the first point of contact a researcher has with VTIP, and some view it as tedious and inconvenient. We see it as your invitation to the world of commercialization! It opens the door for your technology to move from the lab to benefiting the world. Please join VTIP staff and VT research faculty for a discussion on the importance of submitting an invention disclosure, what it entails and how a robust disclosure can help with both patent protection and commercialization.

OUR CONNECTIONS

CONNECTIONS FOR INVENTORS:

VTIP's commitment to protecting intellectual property at Virginia Tech includes educating researchers and inventors about IP. Events will help Virginia Tech inventors understand the many aspects of IP management, from pre-disclosure to patenting and licensing.

CONNECTIONS FOR ENTREPRENEURS:

VTIP works closely with entrepreneurs and start-up companies to identify and commercialize promising technologies. Events will provide useful information and feedback to entrepreneurs, as well as connections to business experts and potential capital resources.

CONNECTIONS FOR THE REGION:

VTIP frequently receives inquiries requesting opportunities to hear about new technologies and local start-ups. Regional stakeholders will get an early look at new technologies and opportunities based on inventions disclosed to VTIP.

WANT TO KNOW MORE?

To RSVP, request more information, or if you wish to be placed on our mailing list for future "Making Connections", please contact Steve Lockett at slockett@vtip.org.

VTIP PURSUES INNOVATIVE STRATEGIES to help translate scientific progress into tangible products. VTIP facilitates the licensing of technology to companies, encourages new faculty startup ventures, works with publishers and distributors of software, and supports the transfer of research and knowledge to other universities, research institutes, and companies.

For more information about VTIP, visit www.vtip.org.