Invention Disclosure
Inventors report their innovations to the office that manages intellectual property (sometimes called the Technology Transfer Office).

Triage
This review considers whether technologies seem to have market potential. Those that do, move on. Some of those that don’t are put on hold, giving the technology and/or the market more time to develop. But some technologies are unlikely to garner market interest.

Patent Strategy & Market-Based Assessment
The road splits into two parallel paths. A strategy for protecting the intellectual property (IP) is developed and implemented, while an in-depth Assessment of market potential is performed.

Market Fit?
In some cases, the detailed Assessment finds that the tech-market match is not yet ready and the process is put on hold. In other cases, the Triage’s preliminary measure

Patent Fueling Station
Assessment data can be used in preparing the patent application.

Marketing Strategy & Target List
A strategy is developed for marketing the technology to a targeted list of licensing prospects. These potential licensees might be developers, integrators, manufacturers, suppliers, etc.

Marketing Collateral
Digital and/or printed marketing materials describe what the technology does, what makes it better, and how it could be used.

Contacting and Vetting Companies
The marketing collateral is used to approach the target list of prospects, determining their level of interest in the technology and their ability to take it into the marketplace.

Discussions Between Inventor and Prospects
When prospective licensees want more details about the technology, they may need to engage in discussions directly with the inventor.

Commercialization Planning
Licensing or partnering strategies are developed for each interested party to maximize the benefits of each relationship and help the technology reach the marketplace.

Collaborative Agreements
When prospective licensees want to see additional development before licensing the technology, they can collaborate in and/or fund that work.

Development and Testing
Additional development and prototype testing can help ensure that the technology will meet the needs of the prospective licensee.

Licensing Expressway
When the technology meets the prospect’s needs as-is, licensing can proceed without a collaborative agreement.

License Negotiations
A win-win licensing agreement is negotiated and signed, allowing the technology to be handed off to the licensee.

Product Development
Licensee(s) add the technology to their product/process or may transform it into a new product for the marketplace.