



UPM
UNIVERSITI PUTRA MALAYSIA
BERILMU BERBAKTI

Support & Reinforce the Management & Exploitation of IP in Universities & R&D Institutions & in Polytechnics



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Universiti Putra Malaysia**

CONTENTS



National level support for TT



Funding & Tax incentives



Establish High Profile TTO



Challenges

*Political Commitment
& support of
national
authorities*





AGENSI INOVASI MALAYSIA

NATIONAL INNOVATION STRATEGY

INNOVATING MALAYSIA

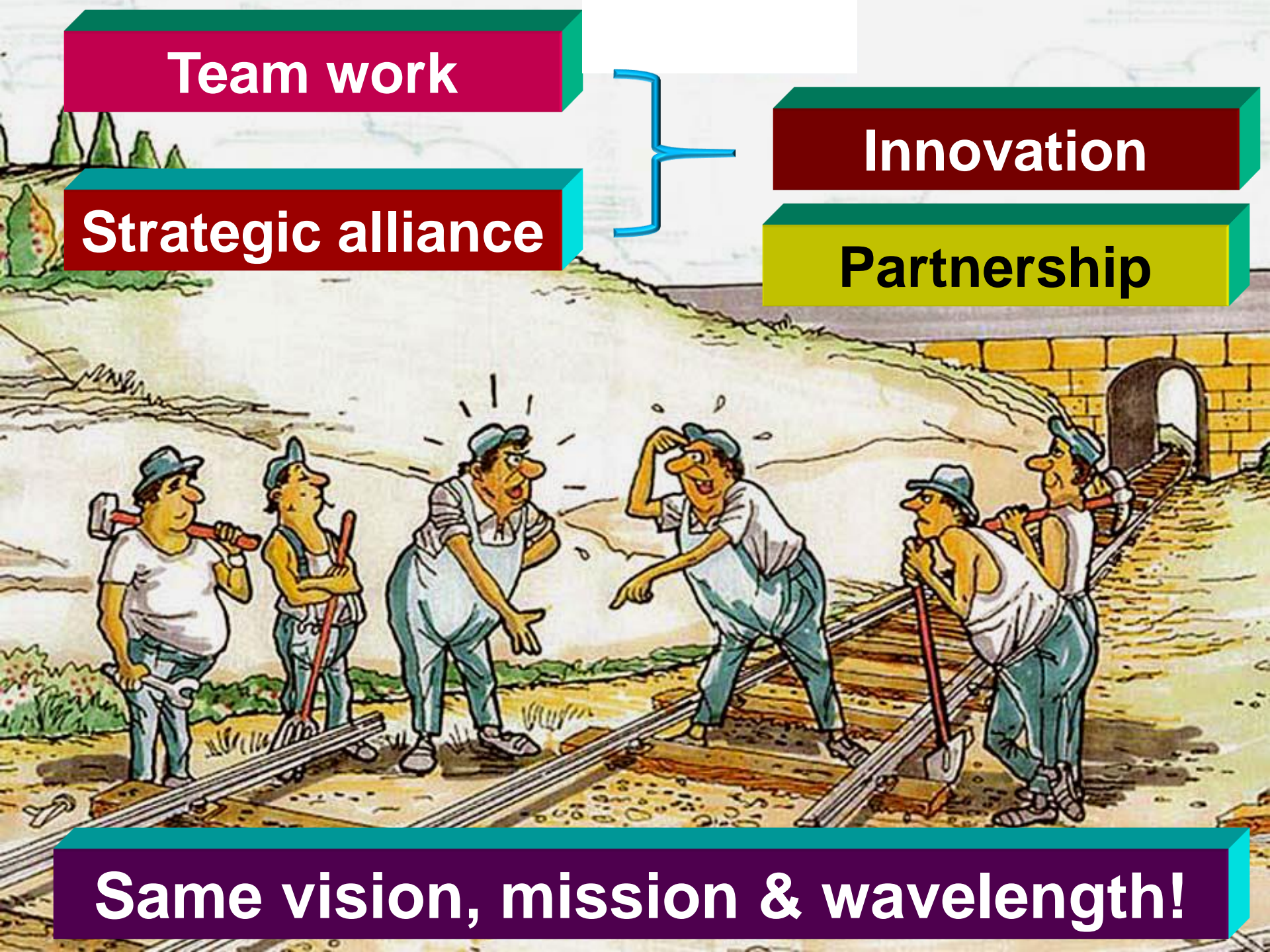
Creating Wealth Through Knowledge, Technology and Innovation

Team work

Strategic alliance

Innovation

Partnership



Same vision, mission & wavelength!

Policies



AGENSI INOVASI MALAYSIA

INNOVATING MALAYSIA

A Joint Effort by
MOSTI & AIM

NATIONAL INNOVATION POLICY

Strengthen building blocks of innovation

Structural Enhancement

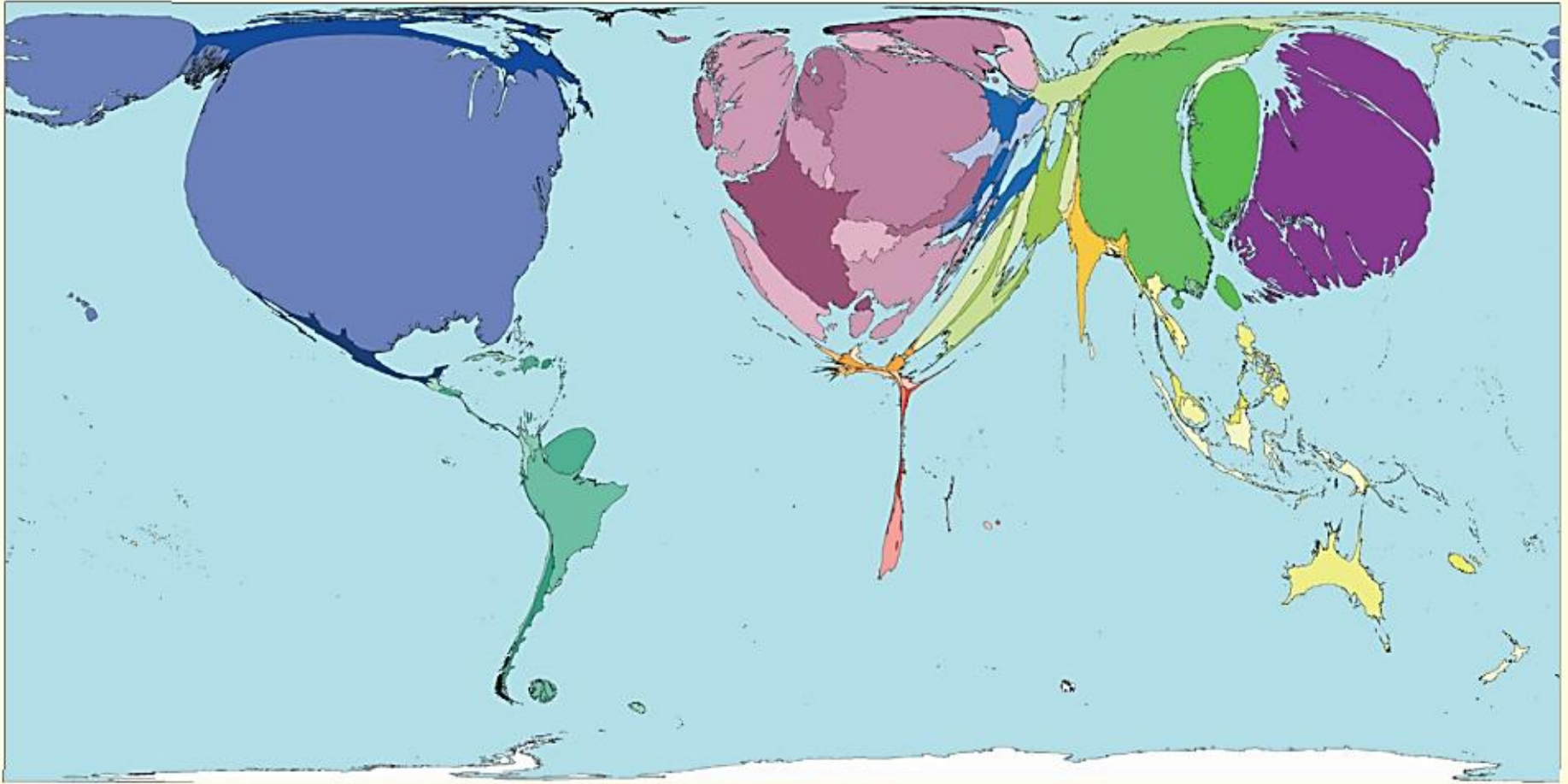
- **Institution Tech Transfer Office**
- **A National TTO**
- **IP Academy**
- **IP court**



Funds *for R D & C*

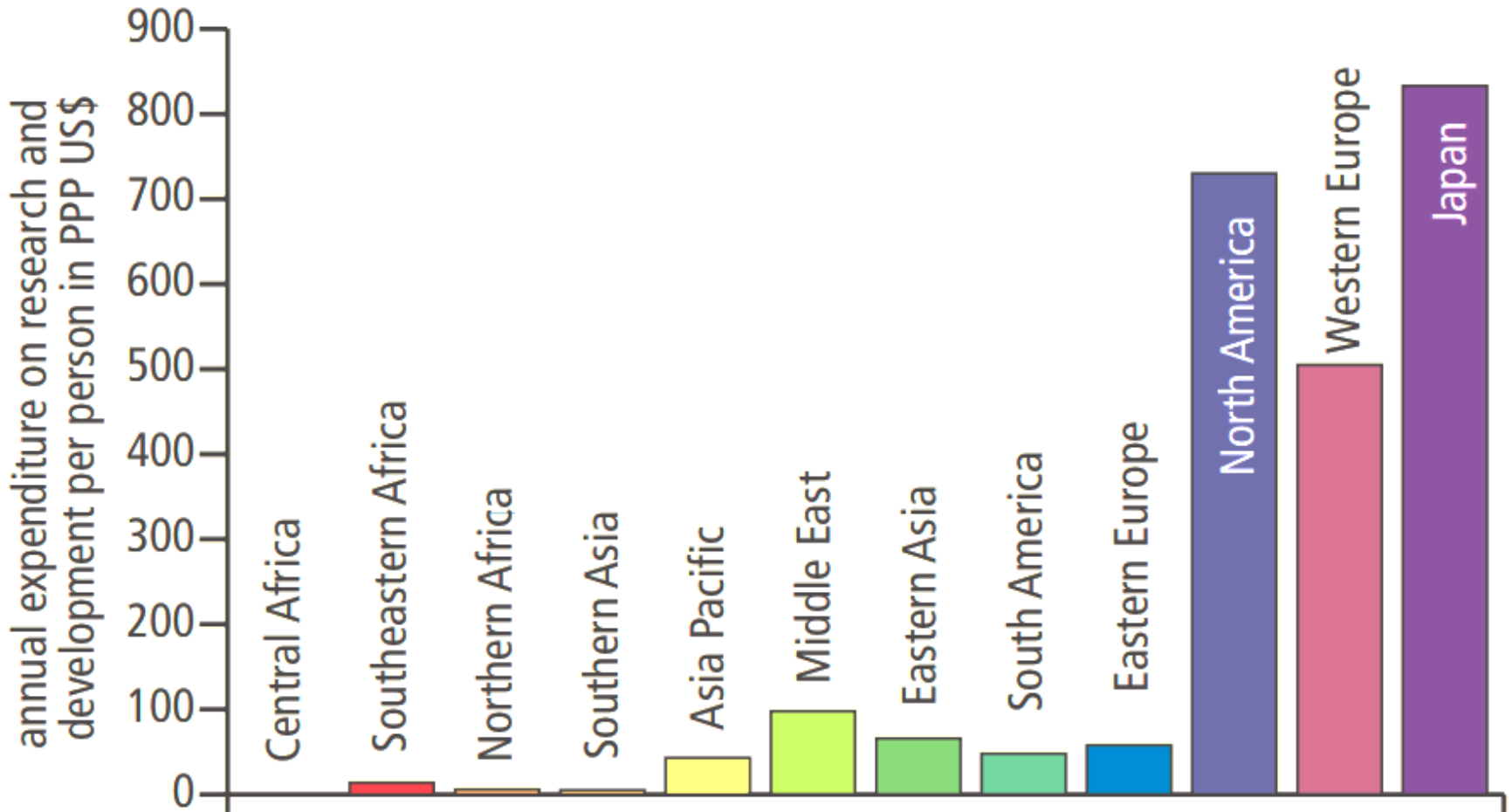


Research and Development Expenditure

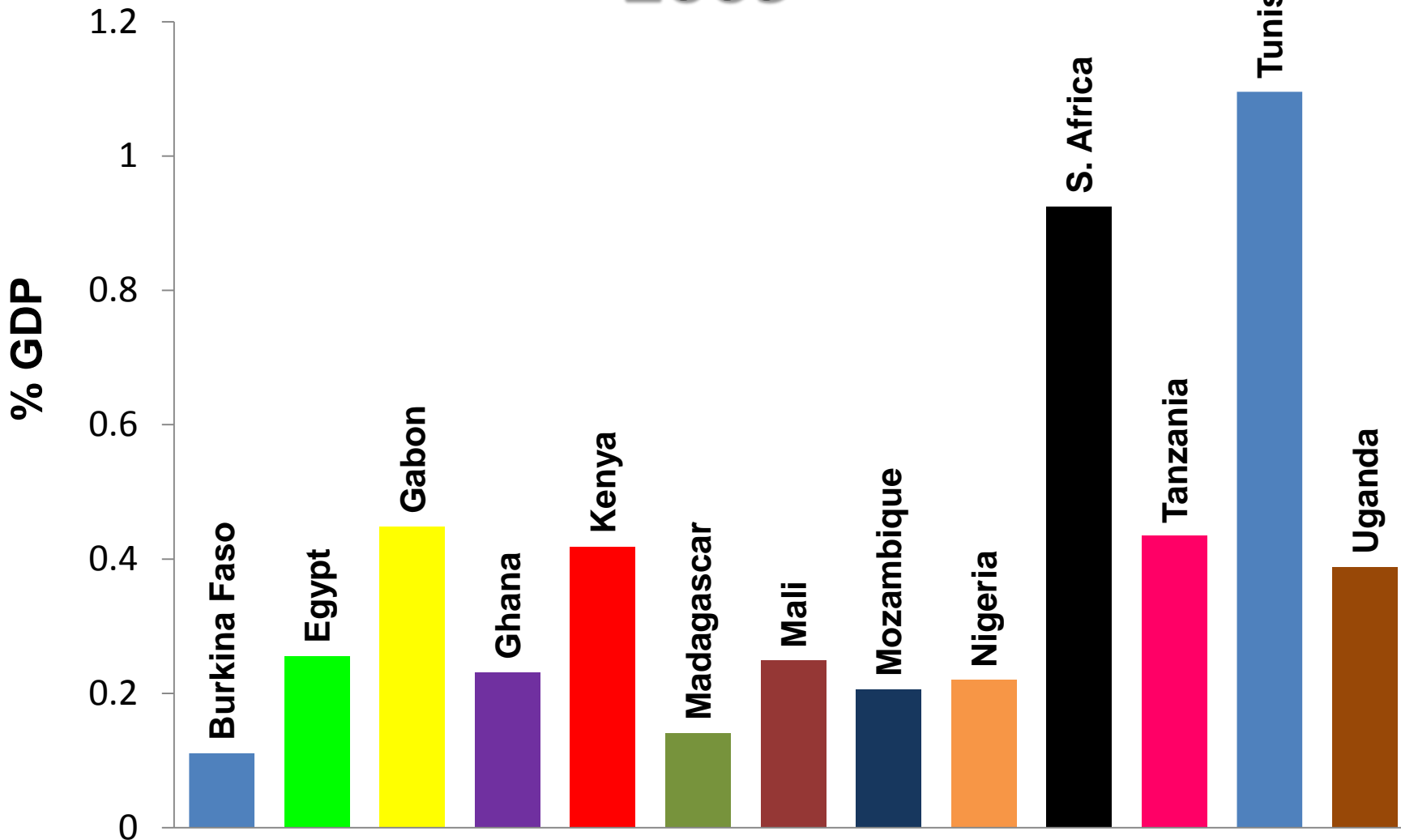


Territory size shows the proportion of worldwide R&D spending that is spent there

RESEARCH AND DEVELOPMENT SPENDING



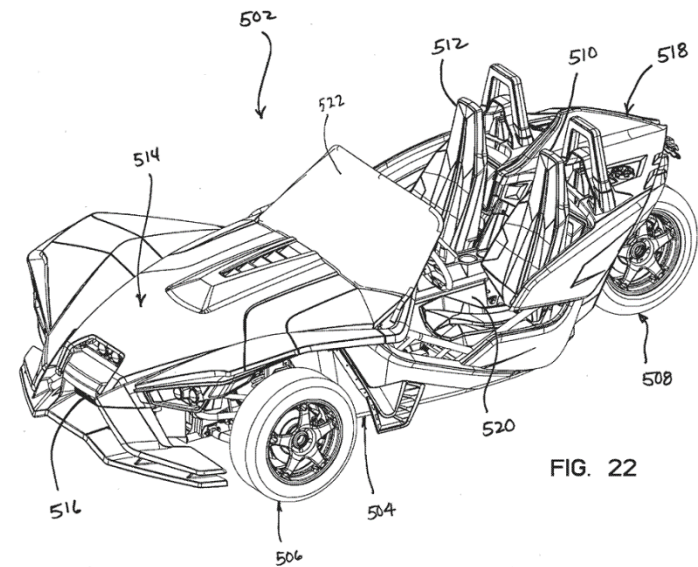
Research & Development Expenditure 2009



Sound research management practices

Promote adoption of sound research management practices including:

- ❑ IP management
- ❑ Commercialisation of research outputs



Ensure excellent research

- **Build strong team**
- **Focused research**
- **Headed by core competent scientists**
- **Hiring “champions” in targeted fields**

Incentive -Research Funds

ScienceFund



Innovation of products or processes for further development & commercialisation



\$91k

Lab scale investigation for production of CQ10

Max: \$162K



TechnoFund

MOSTI

Develop products & technologies for pre-commercialization stage

\$1.6Million

**Pilot scale
production of CQ10**



A large industrial plant with multiple levels of metal scaffolding, pipes, and large cylindrical tanks. In the foreground, a concrete walkway is visible with several workers wearing hard hats and safety vests. The sky is overcast.

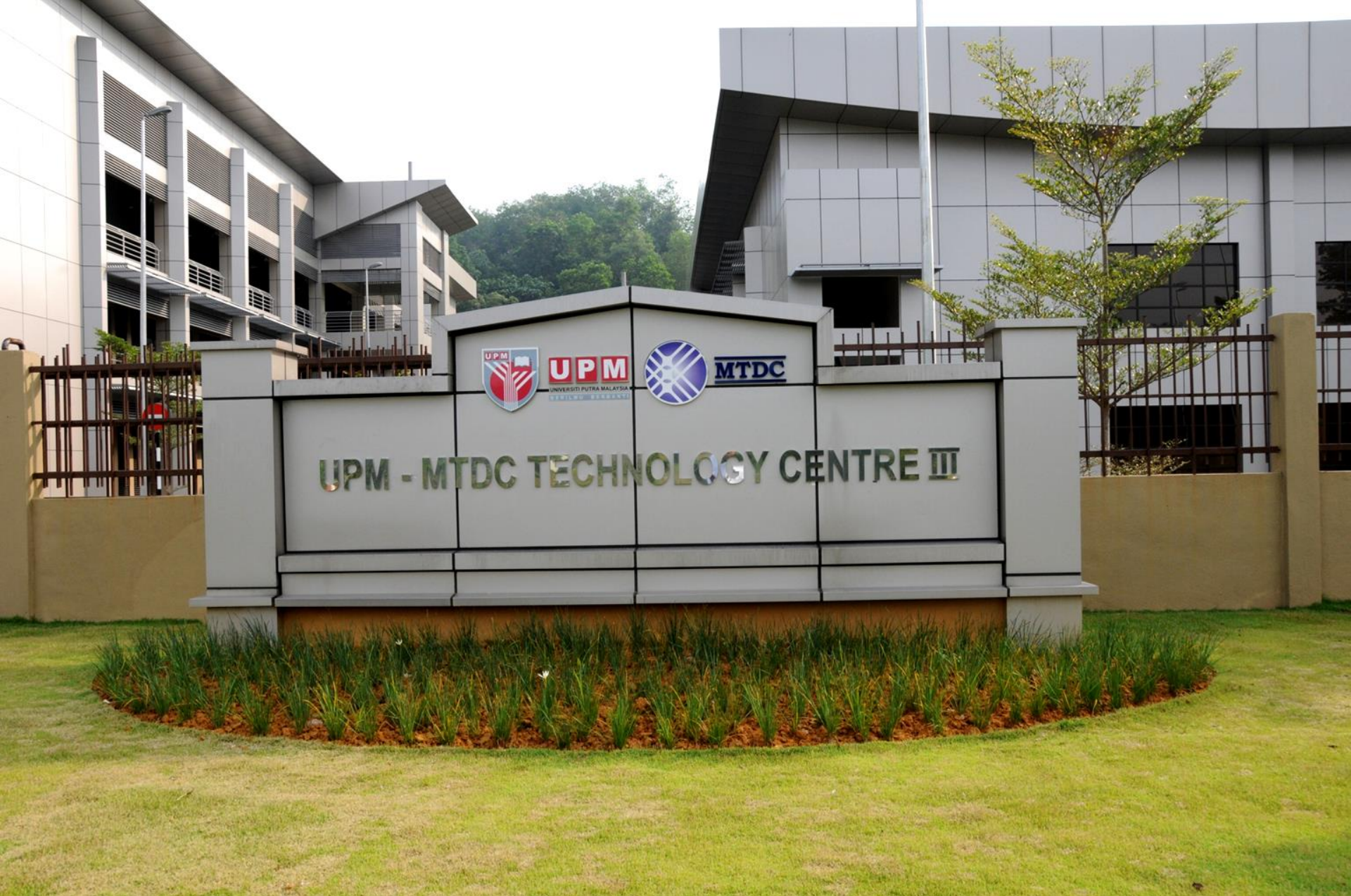
\$91
Lab scale

\$1.6 million
Pilot scale

\$20 million
Commer Scale

**Various sources
of funds
for scientists
with patents**

Commercial plant - VC - \$20 million



Provide incubators for up scaling & incubation

Funds for innovation

GRANTS

LOANS

VENTURE
CAPITAL

ANGELS

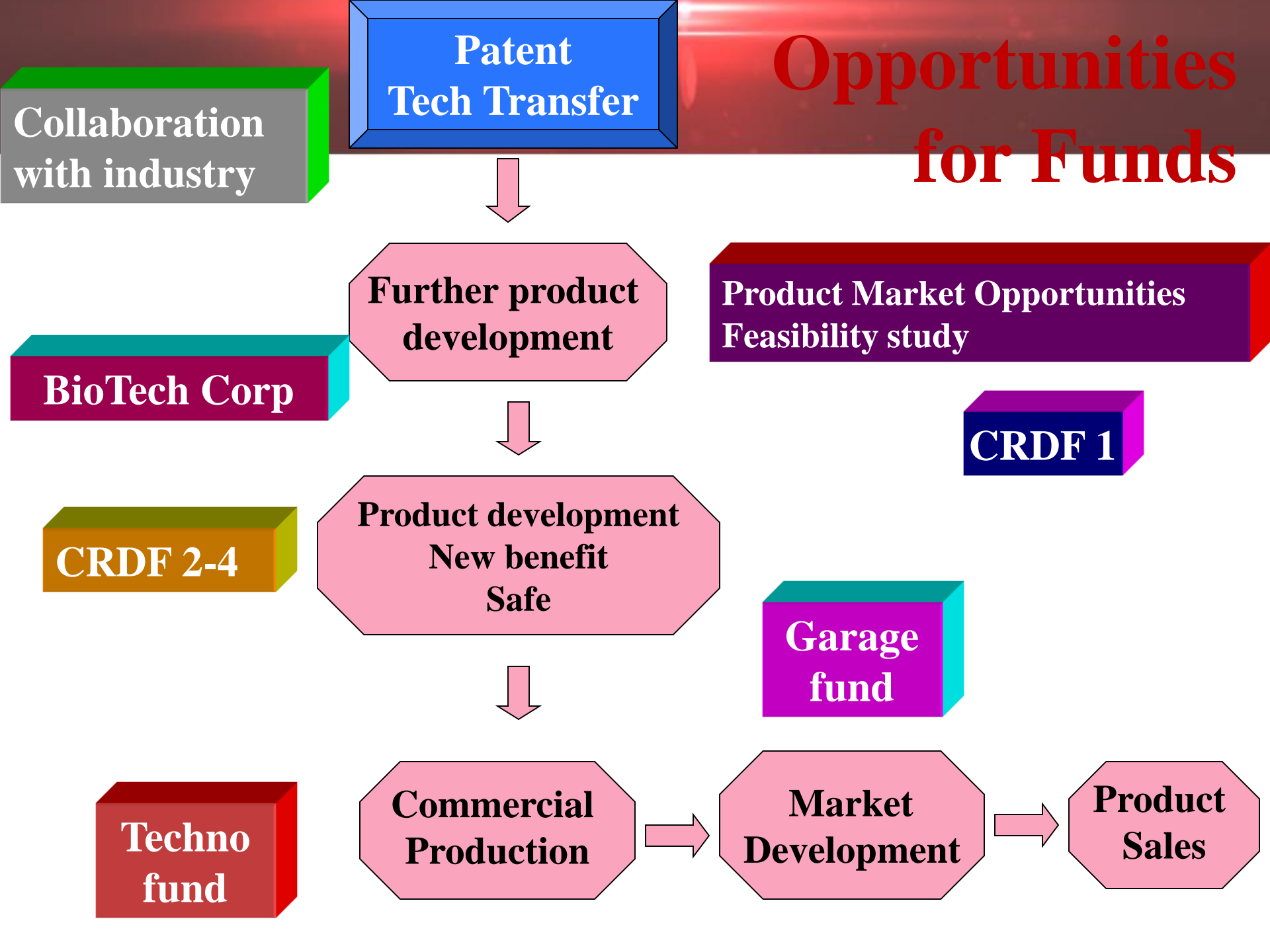


Individual /
Groups

Companies

Universities
/ Research
Institutes

Opportunities for Funds



Keep improving the technology

Scientific Discovery
50kDa 1986-1991



1994

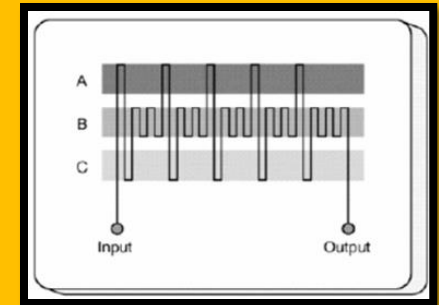
Dot EIA
(Require cold chain)



1997

1998

Universal
PCR Chip
(Nanotechnology)



2008

Immuno- chro
matography
(No cold chain)



2004 TYPHirapid™

Thermo Stabilised PCR
EZ TYPHI carrier DNA



2005

Tax Incentives



R&D incentives:

- Investment Tax Allowance (ITA)
- Super Deductions
- Enhanced benefits for Pioneer Status

Malaysia's S & T Policy for the 21 st Century

Programs include:

**Holding Co. to
promote
Commer.**

**Improve
incentives for
researchers to
commer.**

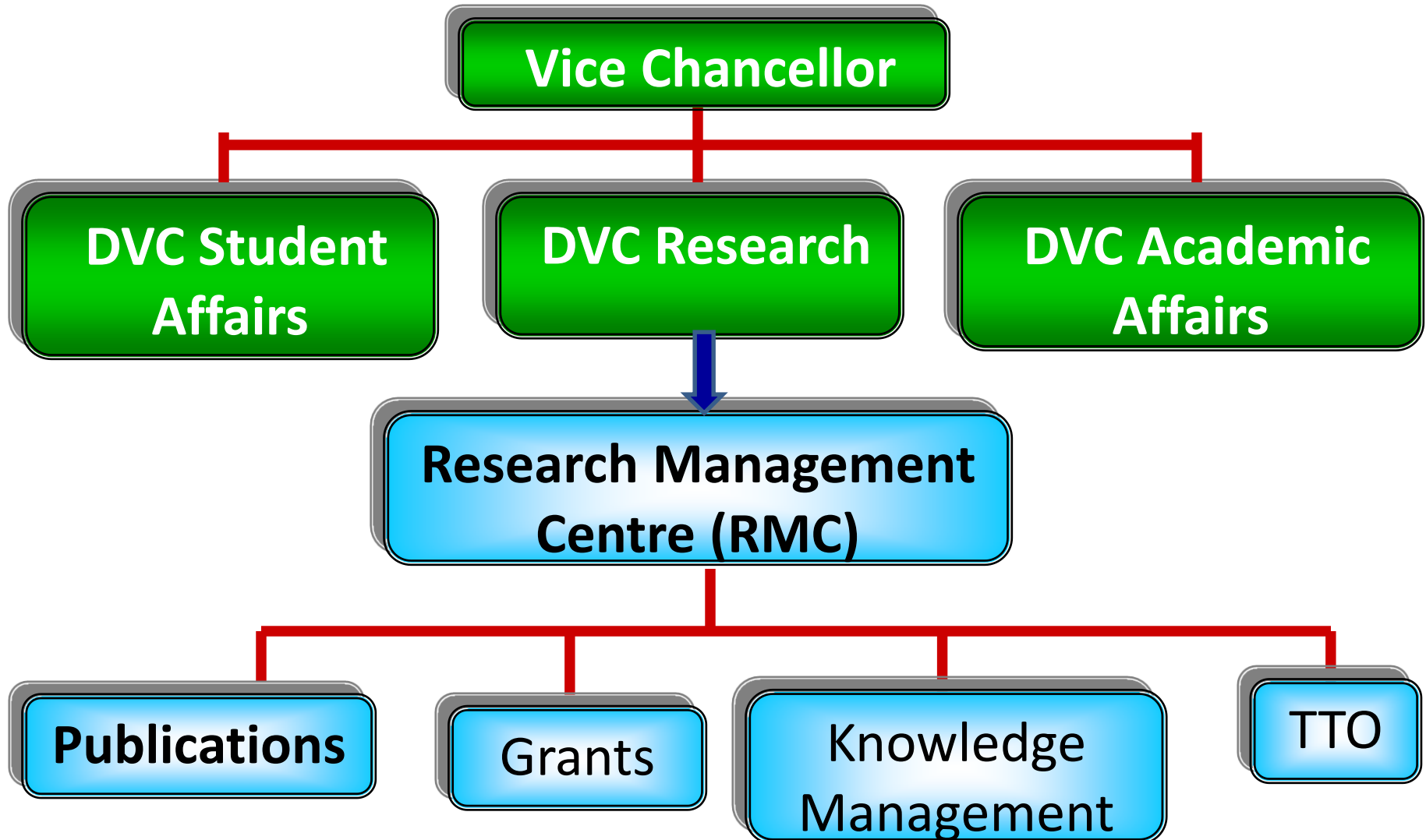


Establish
a high profile

TTO



Organizational Structure of TTO Office



TTO organisational structure - upm

DVC Research & Innovation

1 April 2006
26 staff

Director

General Admin

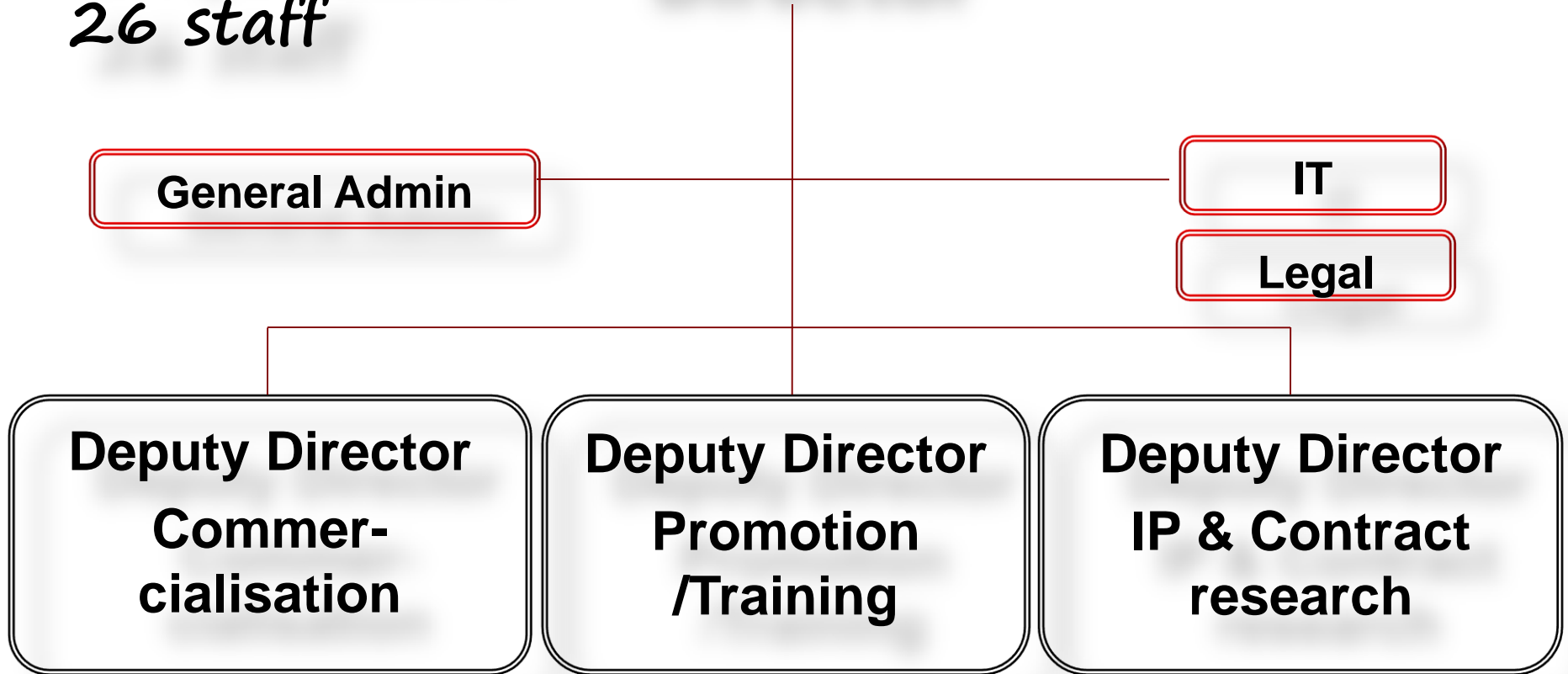
IT

Legal

**Deputy Director
Commer-
cialisation**

**Deputy Director
Promotion
/Training**

**Deputy Director
IP & Contract
research**



TTO Divisions & functions

Commercialisation

Planning

- Business planning
- Business develop
- Market research
- Garage/incubators
- Issues/Policy

Commercialisation

- Entrepreneurship
- Marketing
- 'Spin-off'
Company
- Commer grant
- Monitoring
project/Co.

Promotion/ Training

Promotion/ Training

- Promotion
- Roadshow
- Training
- Public
retlation
- Branding
- Matchmaking

IP/Contract Research

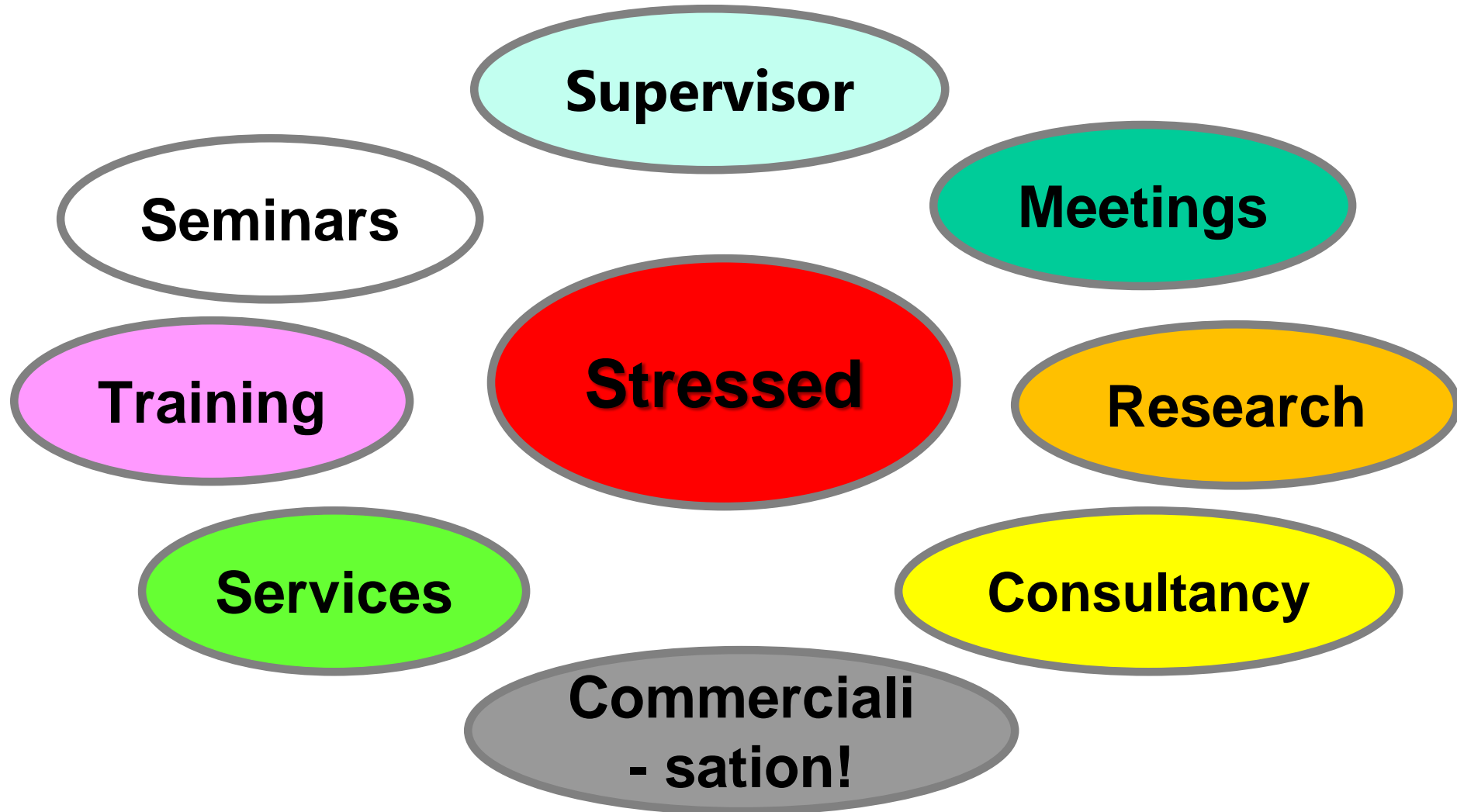
Intellectual Property

- Patent
- Trademark
- Plant variety
- Com Dev.
Research
- Contract
Research
- Technology
transfer

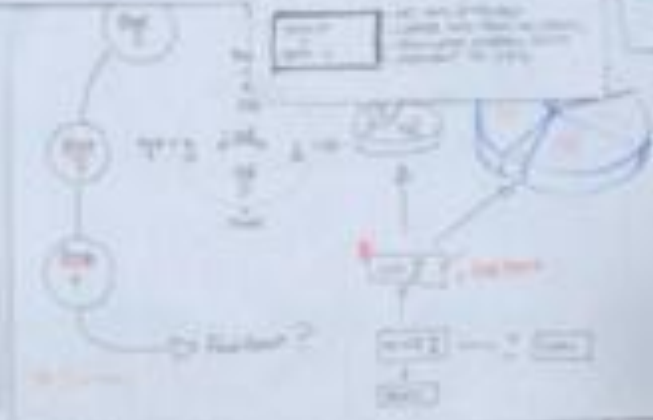
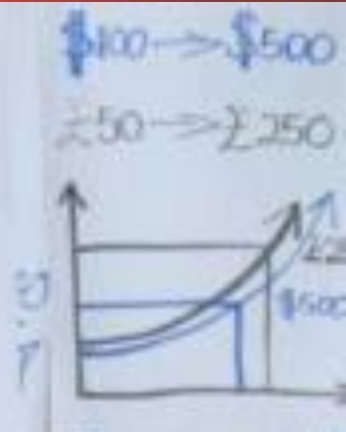
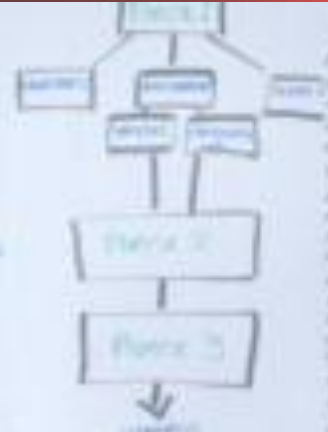
TMO Staff

*with the right
expertise!*

Researcher's role







MOTIVATION PERFORMANCE but it only to maintain

Patent difficult to evaluate

Patent – non-tangible asset, evaluation is difficult

E.g.

- ❖ **1st offer RM200,000**
- ❖ **Final offer RM 4 million**
 - + 20% equity to researcher**
 - + 5% equity to UPM**
 - + Consultancy**



Right expertise to negotiate

TTO - Strong leadership

- **Has deep understanding about role of TTO**
- **Have great talent to develop new vision & mission**
- **& able to drive forward all staff to achieve excellence**

Staff must have the right skills

- **Communication**
- **Problem solving**
- **Interpersonal**
- **Proactive**
- **Networking**



Examples of Staff Training

2006

-  Commercialization & Globalisation of Univ. IPR
-  Program on Tech. Licensing for ASEAN Countries – ***Taiwan***
-  WIPO Regional Workshop on Patent Drafting – ***Singapore***
-  ‘Negotiating Skills for IP-Related Tech Transactions’ – ***Singapore***

ICC Staff Training

2006

No	Training
1	Successful Technology Licensing Course
2	WIPO Nat. Symp. on IP Education, Training & Research
3	JPO/IPR Training Course for IP Trainers – Japan
4	Asia Pharmaceutical-Biotech Partnership Forum – Singapore
5	Impact of the PCT on Malaysian Business
6	Commercialization & Globalisation of Univ. IPR
7	Program on Tech. Licensing for ASEAN Countries – Taiwan
8	WIPO Regional Workshop on Patent Drafting – Singapore
9	‘Negotiating Skills for IP-Related Tech Transactions’ – Singapore
10	Measuring R&D & Developing Innovation System In An Institution of Higher Learning

The success of TTO

- **Profile - high**
- **Staff - sufficient**
- **Strategies – short & long term term**
- **Policies – friendly policies**
- **Networking – strong**

Sustainable Funding for TIO

For IP
protection



TT

Incentives

Incentives for Researchers



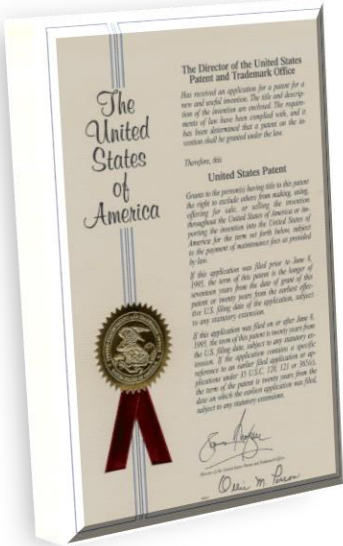
U\$1630 for filing patent



U\$3260 on receiving patent certificate



Provide Tools



- ~~✍~~ **Derwent World Patent Index**
- ~~✍~~ **Database of patent from 40 of world's patent issuing authorities**
- ~~✍~~ **Short abstract & use of invention**
- ~~✍~~ **Has 20 million "inventions"**
- ~~✍~~ **A million new inventions added each year**

Strengthen building blocks of innovation



**Build
future
skills
today**

Graduates – must have:

- Innovation methodology

The Workforce must:

- ❑ Master an Innovation Methodology for creating new products & services
- ❑ Business models
- improving public services

Assurance of a market



If R&D is done in collaboration with the industry partner

Marketing using Global Webs



[OVERVIEW](#)

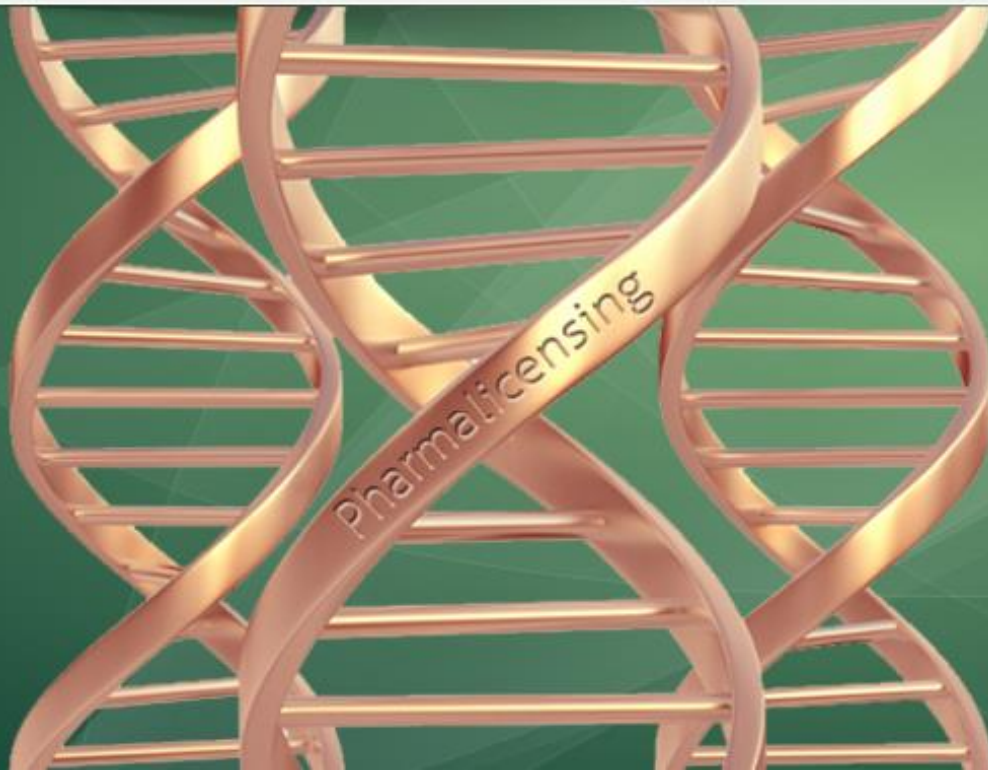
[PARTNERING](#)

[ANALYTICS](#)

[KNOWLEDGE](#)

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Connect with Confidence!

Trust the leading global resource for partnering licensing, and business development within the life science and biopharmaceutical industries.

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Pharmalicensing

ANTIOXIDANT

GLUTEN AND NOT ALLERGENIC

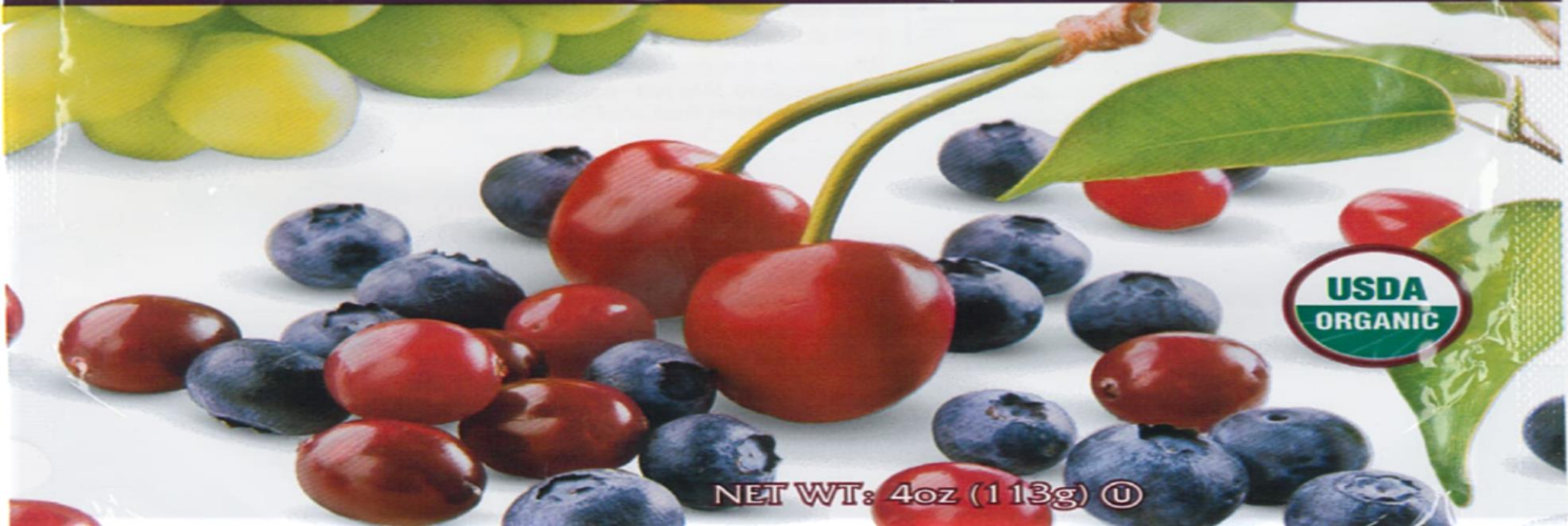
organic Made
in
Nature[®]



Nature's Power Pack

ANTIOXIDANT FUSION

DRIED AND UNSULFURED



NET WT: 4oz (113g) ©



JCDecauxDicon



JCDecauxDicon

↑ البوابات A13-A24
Gates
↑ صالات الدرجة الأولى ورجال الأعمال
First and Business Class Lounges





Vivid

SUPER
AMOLED Plus



Fast

Dual Core Processor

Slim

8.49mm



JCDecaux

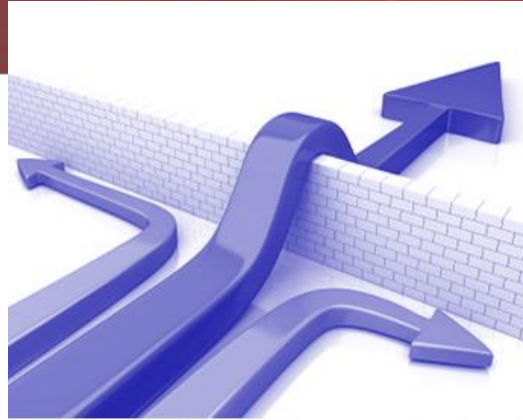


Work with regional or Global players

- ❖ **Local market small & non sustainable**







Challenges

No Quick Fixes

- **TM &TT field is still relatively new & evolving**
- **Entrepreneurial develop. takes decades to accomplish**
- **Short-term results difficult to demonstrate & to quantify**
- **Academic & private decision makers must recognise these facts & build flexible programs that takes time to mature & evolve**

US Survey on TTO

0.6% R&D budget on TT



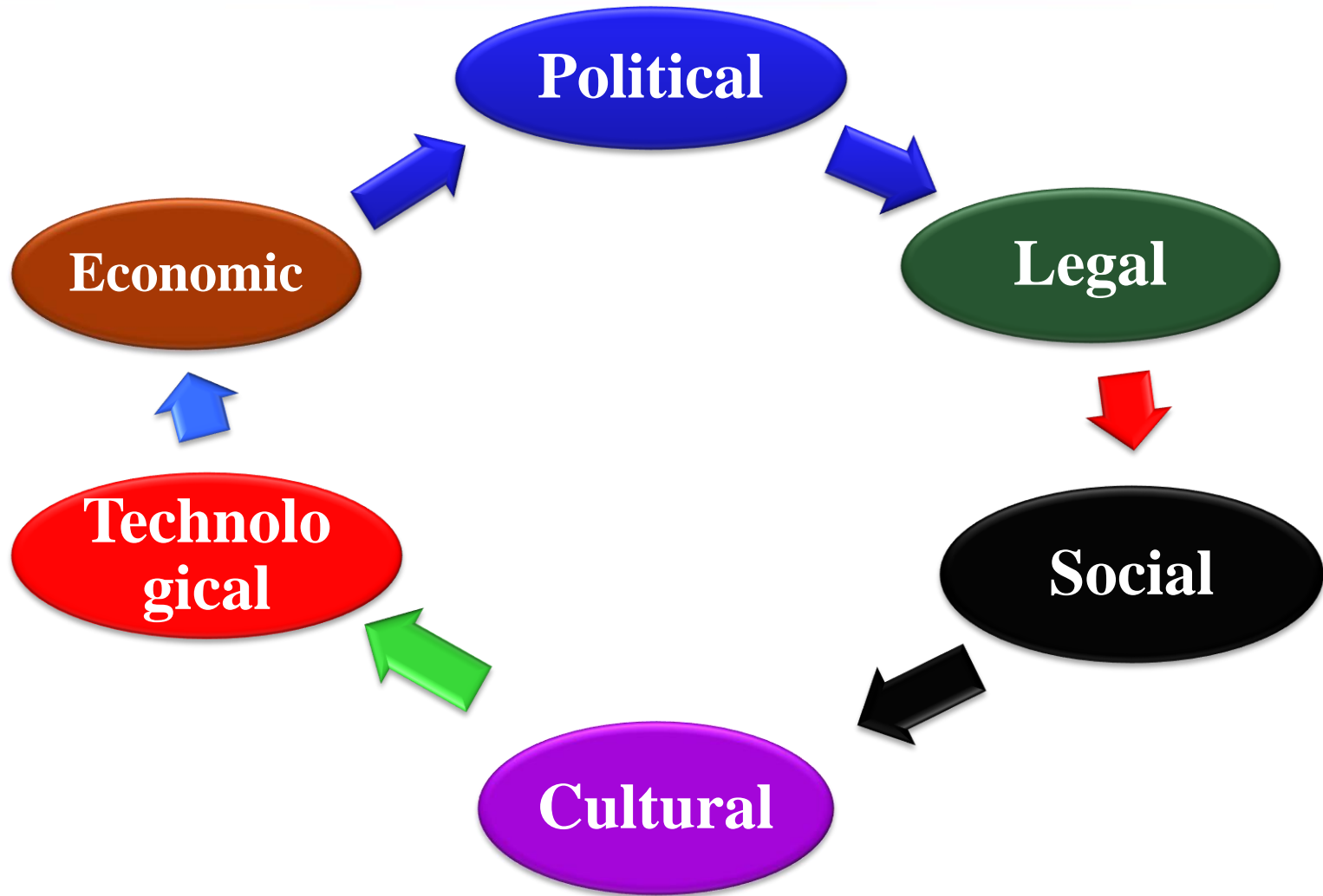
45% on
Patent Protection



55% on
Operation Cost

- <50% of programmes generated less than the operation cost**
- 16% self sustaining**

Barriers



Unclear policies

- **Unpredictable changes**
- **New leaders – different vision**

**Private sector – loses trust with the
institution**

Slow process

- **Work within the government system**
- **Approval from various levels**

Legal

Management

**For private sector –
time is money**

Terima kasih

