



Innovation and Intellectual Property as Engines for Competitive Agribusiness

The Relevance of IP Policies for Universities and Research Organizations

OGADA TOM

Casablanca, Morocco, November 15-17, 2017

Contents

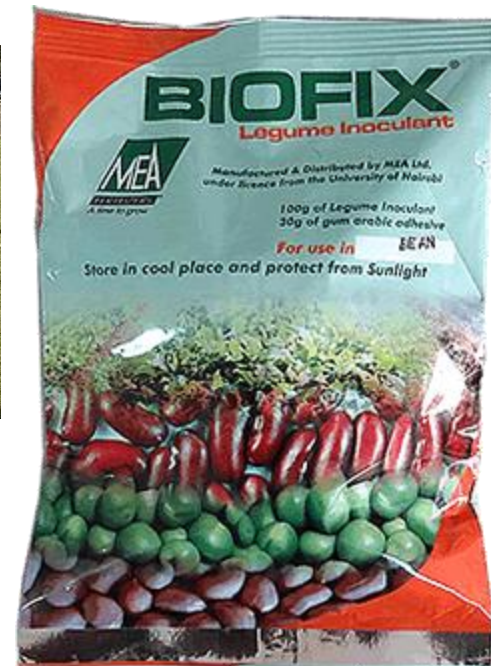
- Introduction
- Why IP Policy
- Key Stakeholders
- Key Issues
- How to do it
- Best Practices
- Help
- Conclusions

Introduction

1. RESEARCH PRODUCTS

The direct product of research is knowledge. Knowledge can be in the form of

- New Technology
- New Product
- New Process
- Improvement in existing product, process or technology



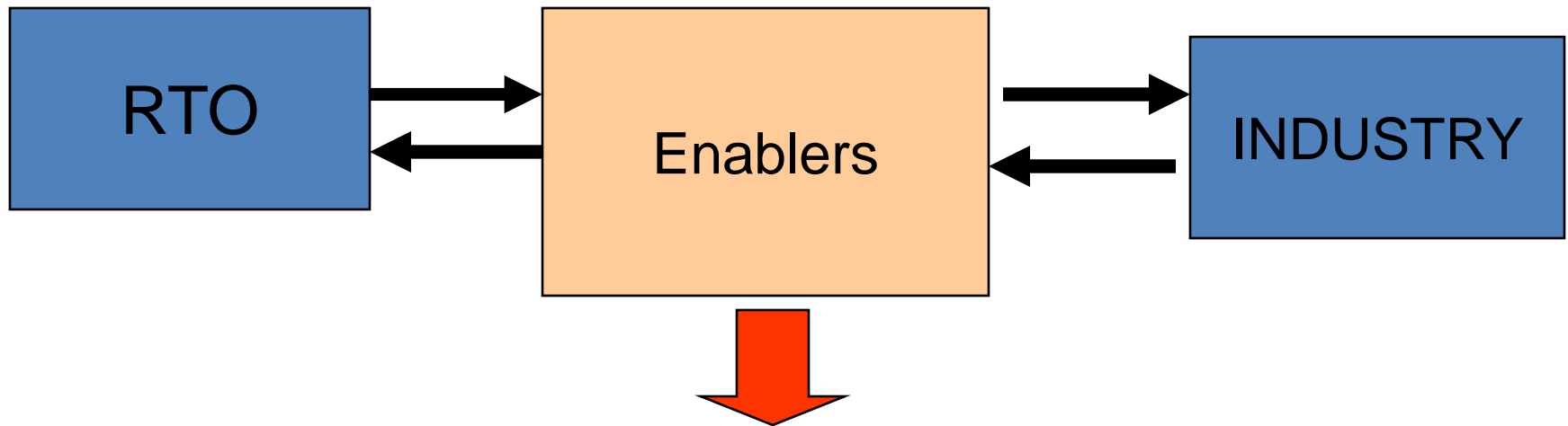
2. UTILIZATION OF RESEARCH PRODUCTS

- Publication as the traditional R&D output
- R&D is only useful if its products can lead to
 1. Economic development
 2. Industrialization
 3. Job creation
 4. Poverty Reduction

It is only through transfer of knowledge that a R&D can be relevant to the society

3. ENABLERS FOR TECHNOLOGY TRANSFER

Introduction



- **IP Policy Incentives**
- **IP Support Structures**
- **Fiscal Incentives**

4 WHY AN IP POLICY

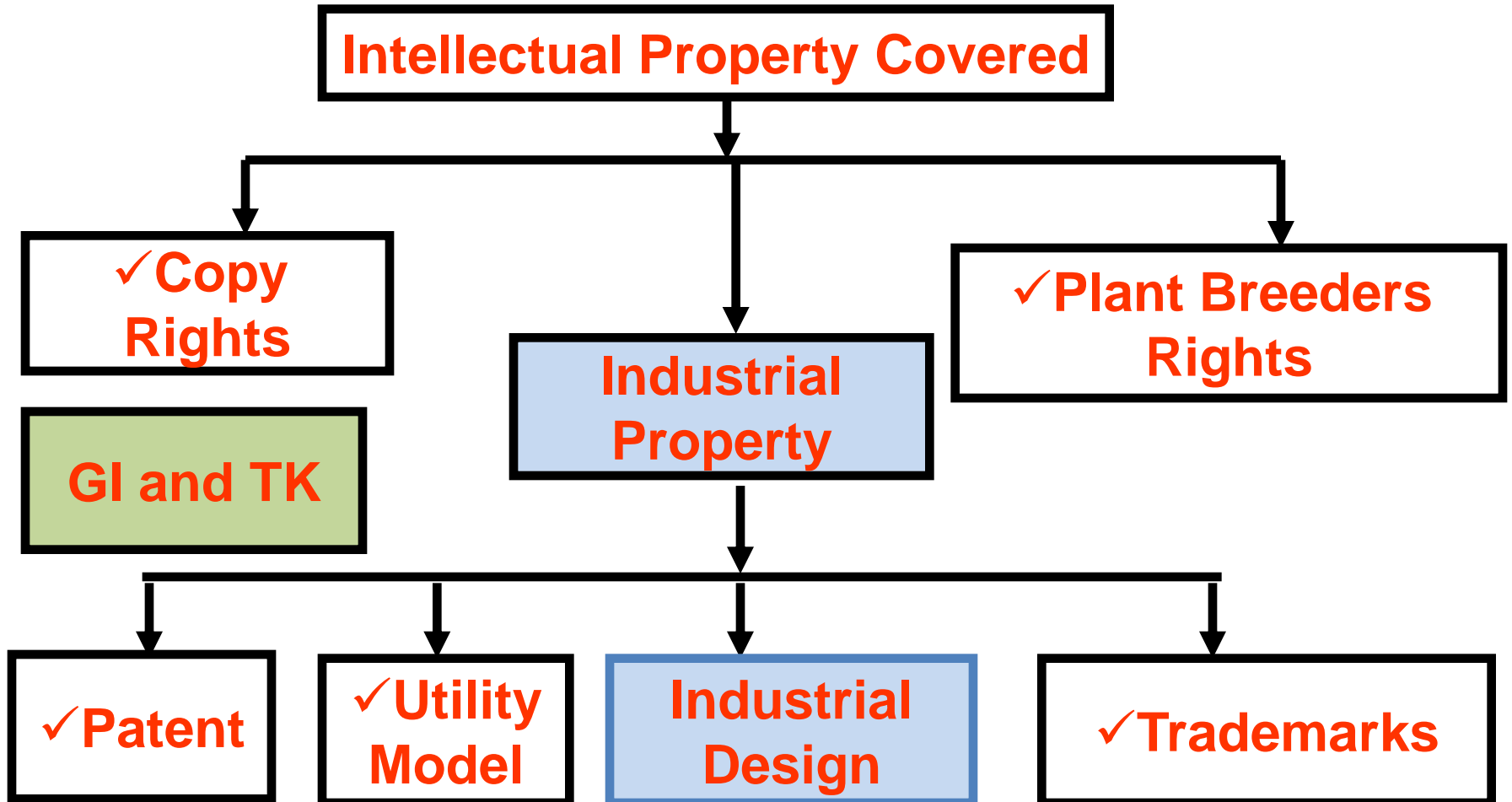
- Harmonize conflicting interest on various stakeholders
- Provide guidelines on key issues related to creation, protection and commercialization of IP Assets
- Define obligations and responsibilities of RTOs and the Inventors

The Stakeholders

5. THE KEY STAKEHOLDERS

- Universities/Research Organizations
- Inventors (Researchers, Students, Research Assistants, Guest Researchers etc)
- Industry
- Collaborators
- Government /Public
- RTOs

6. COVERAGE OF THE IP POLICY



7. ISSUES COVERED BY IP POLICY

1. Ownership of IP Rights from publicly funded research
2. Ownership of IP Rights from Privately funded research
3. Revenue or benefit sharing
4. Government rights
5. IP Assets management
6. Research Commercialization
7. Spin-off companies and licensing
8. IP protection and maintenance
9. Invention Process
10. Conflict of interest and commitments

8. ISSUES COVERED BY IP POLICY

- Ownership of IP Rights
- Revenue or benefit sharing
- IP Assets management
- Responsibilities and obligations of the main stakeholders

9. OWNERSHIP OF IP RIGHTS

The Policy to clarify who owns IP rights arising from

- Publicly funded research
- Privately funded research
- Collaborative research
- Donor funded research
- Students Activities
- Staff activities outside the university

10. REWARD AND BENEFIT SHARING

Key Questions

- What is shared?
- Who should be considered?
- Sharing Principle?
- How much?
- What duration?
- Other pertinent issues

11. SUCCESS CRITERIA

- Procure commitment from the Top
- Appoint a drafting team- internal, external, a driver
- Educate the stakeholders
- Discussion of the drafts by various stakeholders
- Public launching

Institutional IP Policy

11. Success Criteria

- Procure commitment from the Top
- Appoint a drafting team- internal, external, a driver
- Educate the stakeholders
- Discussion of the drafts by various stakeholders
- Public launching

10. Conclusions

IP Policy is a tool to promote generation, protection and commercial exploitation of IP assets. IP policy clarifies issues of:

- Ownership of IP rights
- Benefit sharing
- IP administration and management
- Support structures
- Commercialization routes
- Responsibilities and obligations of the RTO and the inventor