

## Existence of IP

1. *Is the innovation patentable?*
2. *What is the innovative aspect of the technology?  
What is the marketable aspect of the technology?*

**Assessment Required > Technology Assessment**  
**Delivery > PARAGISE Intelligence, IP Manager at University**

3. *Do you have any other forms of IP (trade secret, know how, trademark, copyright)?*

**Guidance Needed**

**Delivery > IP Manager at University**

## Ownership of IP

1. *Who is the inventor(s) of the technology? Are they from the same institution?  
If more than 1 inventor is there a standard agreement between inventors for royalty sharing, including any supervisors that are involved?*
2. *Who is the owner of the IP? Single university or joint? Are all IP issues clear with sub-contractors? Is there a standard royalty sharing agreement in place between owner(s) and inventor(s)?*
3. *For spin outs, could inventor(s) have exclusive access to the IP?*

**Guidance Needed**

**Delivery > IP Manager and Contracts Manager at University**

4. *Has a patent been filed to protect the innovation?  
If yes, when is the PCT due? If granted, which territories?  
If no, what is the main reason(s) for not protecting the technology?*

**Major Decision > Brief Market/Technology Assessment**

**Delivery > PARAGISE Intelligence**

## Strength of IP

1. *Is there any recent secondary research (including theory) within the field of this technology to back the innovation?*

**Assessment Required**

**Delivery > Inventor(s) and associated researchers**

2. *Does the technology work well in the laboratory? Is further lab testing required?  
Have field trials been conducted with real customers?*

**Major Decision > Secondary Market Assessment**

**Delivery > PARAGISE Intelligence**

3. *Are there any significant drawbacks or circumstances that have been identified that could render the technology unusable or unmarketable?*
4. *Are the owners aware of any significant regulatory hurdles that need to be addressed before field trials can be conducted or before the technology can be actively marketed?*

**Assessment Required > Regulatory Assessment**

**Delivery > PARAGISE Intelligence**

5. *What competitive edge will the product/service offer the customer?  
How competitive is the market?*
6. *How easy is it for the product/service to reach its customers (distribution model)?*
7. *How innovative and conservative are potential customers (buyer behaviour)?*
8. *What do you expect the value of the worldwide market for the product/service to be in 3 years (sales potential)?*

**Assessment Required > Full Commercial Assessment**

**Delivery > PARAGISE Intelligence**

9. *Have there been other university licence deals operating in a very similar market and with a similar business model that have been successful and of high value?*

**Guidance Needed > Head of Business Development at University**

## **Commercialisation of IP**

1. *Which official is responsible from the owner institution(s) for commercialising the IP (decision making authority, closest to budget holder)?*
2. *What are the credentials of the team behind the technology, including academics and business support teams?*

**Team Factors > Owner(s) and Inventor(s)**

3. *What is the priority for the owner(s), in relation to other technologies in their portfolio, to commercialise the technology? For example, if a patent has been filed, owners have 1 year before they need to decide whether to pay for patent filing fees.*
4. *How committed are the inventor(s) in seeing a licence deal done, in terms of devoting time, effort and finances?*

**Team Factors > Owner(s) and Inventor(s)**

5. *What kind of refinement(s) does technology require before it can be actively marketed to potential licensees?*
6. *Has public or private sector funding, including equity driven, been sought to improve the technology?*

**Commercial Strategy Required > Technology Strategy & Funding Proposals**

**Delivery > PARAGISE Strategy**

7. *Is there any funding ring fenced internally by the owner(s), set aside to improve and market this particular technology?*

**Project Manage Prototype Development > PARAGISE Commercial**

8. *How would potential licensees be contacted and how do we engage with them? What is the absolute minimum required to achieve a licence deal?*

**Commercial Strategy Required > Technology Positioning & Route to Market**

**Delivery > PARAGISE Strategy**

9. *As a licence opportunity, what stage are you at (contact, discussion, negotiation)?*

**Commercial Development Needed > Engaging and Marketing to Potential Licensees, Networking & Presentations at industry events, Development of Marketing Communications**  
**Delivery > PARAGISE Commercial**