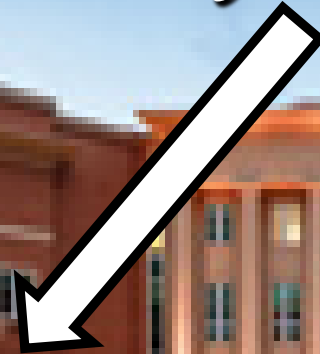




Research Faculty Overview
Fall 2014

Ker Ferguson
**Asst. V.P. Research & Economic
Development**
USA Research Park – Building II
775 North University Boulevard
Suite 150

Center for Commercialization and Industry Collaboration



Research Park



**Intellectual Property
Commercialization**

The Research Park

- *275,000 square feet*
- *98% - 5 year occupancy rate*
- *19 companies + 6 University Groups*
- *650 employees (520 external)*
- *69 academic scholarships in 2013*
- *New company incubation center
“The Coastal Innovation Hub”*

The Coastal Innovation Hub

- **Co-managed with the Melton Center for Entrepreneurship, Mitchell College of Business, Dr. Mark Weaver**
- **Space for 30 offices/labs, meeting & conference rooms, internet/telecom**
- **“Entrepreneur in Residence” – Bo Megginson, Gulf Coast Angel Network**
- **TALA Pro – technology and sales consulting specialists**
- **Includes faculty start-ups Exscien, Millitherm, Xsplendid, SpectraCyte**





Intellectual Property Commercialization

Staffing

Reggie Taylor – Assoc. Director

**Dr. Andy Byrd – Marketing &
Licensing Associate**



Types of Intellectual Property

- **Patents**
- **Trademarks**
- **Copyrights**
- **Trade Secrets**



Idea → *Invention* → *Innovation*

- An idea is a concept or mental impression.
- An invention is a novel device, method, composition or process (i.e., reduction to practice of an idea).
- Innovation is the application of invention (i.e., reduction to practice of an invention).



Why submit an Invention

- Money for further research
- Money for commercialization
- Money from commercialization

Some USA Metrics:

- ~ 20 invention disclosures per year
- Currently prosecuting 30 patents in USA and around the world
- Annual license income \$2.5 million +
- Forbes ranked USA as 15th in nation in return on research dollars.

NovALtech, LLC

- A corporation established to assist in further development of USA and inventions and IP;
- A vehicle for STTR funding;
- An equity partner that manages the administrative side, while you focus on the research program.



Thank You

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