THE COVE @
APPLIED INNOVATION
CONNECTING UCI AND BUSINESS
Connecting UCI and the Business Community

UCI Applied Innovation brings campus-based inventions and entrepreneurship into the community together with Orange County’s vibrant business community to support economic growth.

Proboknow and Lowboknow plan to Bridge U.S. Justice Gap with New Platform
Encourage your ideas from spark to success

Upcoming Events:

Thursday, February 7
- 8-11 am Office Hours with Matt Hanson
- 11 am-12 pm Entrepreneur Case Study: “Shark Tank” (TV) program REGISTER

Monday, February 11
- 1-2 pm Fireside Chat with UCI New Venture Competition Winner REGISTER

Tuesday, February 12
- 12-1 pm Introduction to I-Corps @ UCI Applied Innovation Program REGISTER

Thursday, February 14
- 2-4 pm Movie Screening “The Pursuit of Happyness” REGISTER

Tuesday, February 19
- 2-4 pm New Venture Competition Concept Paper Office Hours REGISTER

Wednesday, February 20
- 2-4 pm New Venture Competition Concept Paper Office Hours REGISTER

Thursday, February 21
- 2-4 pm New Venture Competition Concept Paper Office Hours REGISTER

Friday, February 22
- 2:20 pm Student Startup Fund Information Session REGISTER

ANTrepreneur Center

Located in the Banning Alumni House at 233 Pereira Drive, between the Nager School of Business and the Law Library, the ANTrepreneur Center provides programs and services for students interested in innovation and entrepreneurship. Whether you’re just curious, have an idea for a product or service, or have already formed a company, we can help guide you from idea to reality with a growing suite of services including consultation, guest speakers, workshops, social and networking events, as well as connecting you with additional resources across the University.
UPCOMING EVENTS

Wednesday, July 26
07:45 am
1 Million Cups- Irvine

Friday, July 28
12:00 pm
Lunch and Learn with Jeff Hilbert

Friday, August 04
08:30 am
Next Practices in Sustainability for ROI – How to Build in Sustainability to Your 2017-2018 Plans
12:00 pm
Lunch and Learn with Manas Kanungo

Friday, August 11
12:00 pm
Lunch and Learn with TBD

Tuesday, August 29
08:00 am
Sustain OC: Water Solutions 2

NEXT EVENT

Wednesday, July 26
07:45 am
1 Million Cups- Irvine

STAY CONNECTED

STAY CURRENT - FOLLOW OUR BLOG
currents.innovation.uci.edu

COVE MAP
University technology licensing that moves at the speed of business.

The Invention Transfer Group (ITG) is a business-friendly gateway for those interested in licensing UCI IP.

Click here for the POP Grant RFP.
MISSION: To transfer university research results into commerce for the public benefit

- Protect UCI’s inventions/IP
- Foster economic development through the formation of new startups
- Support collaboration between UCI and existing companies
Typical Year

- ~120 new inventions
- 1000+ active cases
- ~375 active US patents
- ~12 licenses (~150+ total to date)
  - 8 startups (~100+ total to date)
  - 4 existing companies
“IP”: Asset developed by your intellect which enjoys specific legal protection:

1. Trade Secret
2. Trademark
3. Copyright
4. Patents
Trade Secret
Trademark

- Identifies source of goods/services
- Protects what? “Marks”, ie name, logo, slogan, jingle, etc
- Prevents others from using the mark
- Protects: TM holder & Consumers
- Register at USPTO
Copyright

Protects what? Literature, Music, Video, Software, Photos, Paintings, etc. from copying.

• Identifies source of goods/services
• Protects what? “Marks”, ie name, logo, slogan, jingle, etc
• Prevents others from using the mark
• Protects: TM holder & Consumers
• Register at USPTO
Patents

- Public disclosure – Bars patent
- Is it novel/nonobvious?
- Inventorship
- Ownership – real corporate world (not yours).
What are patents?

- The right to prevent *others* from making, using, selling, offering for sale
- Gov’t backed monopoly
  - USPTO
- How long?
  - 20 years from filing
  - Typically 3 years for issuance/approval
  - 17 year monopoly
# Patents

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Patents filed</td>
<td>481,100</td>
<td>507,300</td>
<td>533,400</td>
<td>566,400</td>
</tr>
<tr>
<td>Patents issued</td>
<td>240,000</td>
<td>244,000</td>
<td>282,000</td>
<td>310,000</td>
</tr>
<tr>
<td>PERCENT issued</td>
<td>50%</td>
<td>48%</td>
<td>53%</td>
<td>55%</td>
</tr>
</tbody>
</table>
What can be patented?

“Anything made by man”:
1. **Composition of Matter**
   - Chemical composition of a drug
2. **Method**
   - Process of making drug
3. **Product/Use**
   - Treatment of hypertension
   - Treatment of diabetes
4. **Machine/device**
5. **Improvements Thereof**
What cannot be patented?

1. Natural phenomena
   • DNA
   • Minerals
   • Laws of nature

2. Computer code/algorithms
   • Process of making drug
An issued patent must pass:

1. "101 – Class of invention"
2. "102 - Novel"
   - New
   - Based on single “prior art”
3. "103 - Non-obvious”****
   - Q: would a person of ordinary skill in the art say that your invention is obvious in light of the “prior art”
     - Legal determination
     - More than one piece of prior art

US Patent Office requirements for patentability
Bars to obtaining a patent

- Rationale: What is in the public domain stays there.
- Bars: Public dissemination and Use
  - Public Use
  - On Sale
  - Printed* Publication (presentations**)
- 1 year grace period (U.S.)
Bars relevant to student class

- Presentations to outside UCI persons
- Thesis; department website;
- Searchable on the web/public servers
- Presentation by student creates own prior art—Obvious!!
- So UCI files patent application prior to public disclosure
- 1 year grace period (U.S.); worldwide patent rights lost.
- Publish or perish; educational.
- In “real life” industry/private sector…
What a patent does not give you

• Right to prevent others from the Claimed* invention

• **Real world:**
  • Does not give you right to be able to use/sell your device/product without infringing rights of other patent holders

• Freedom to operate
  • License
Inventorship

- Who?: inventive concept
- Who is not: “hands”
- Inventive contribution to what?: The CLAIMED invention
  - Legal determination; not authorship; hardship.
- Inventor may be the owner of patent unless...
What are the CLAIMS?

- Legalese section of Patent application
  - Device comprising:
    - Component A
    - Component B
    - Where component A acts upon B to produce an intended result.
  - Method to prevent hypertension comprising:
    - Detecting an input signal;
    - Adjusting the blood pressure of a patient;
    - Whereupon the end result is a graphical user display
- Claims decide what you can enforce; what others can enforce against you.
- Entire specification of patent application – prior art purposes.
Invention Transfer Group (ITG)

Eric J. Alcantara, J.D.
Senior Patent Prosecution Analyst
eric.alcantara@uci.edu

Kristina Cabran
Licensing Analyst, Agreement Compliance
kcabran@uci.edu

Benjamin Chu, Ph.D.
Senior Licensing Officer
b. chu@uci.edu

Doug Crawford
Senior Licensing Officer
doug.crawford@uci.edu

Ronnie Hanescak, Ph.D.
Senior Director of Licensing
rhanesak@uci.edu

Michael Harpen, J.D.
Senior Licensing Officer
m.harpen@uci.edu

Steven Huyn, Ph.D.
Senior Licensing Officer
shuyn@uci.edu

Flor de Maria Hall
Licensing Analyst & IP Records Manager
fphill@uci.edu

Casie Kelly, Ph.D.
Assistant Director of Licensing
casie.kelly@uci.edu

Stephen Ro, Ph.D.
Technology Manager
sro@uci.edu

Lisa Stutts, Ph.D.
IP Marketing Analyst & Fellowship Program Manager
lstutts@uci.edu

Maria Tkachuk, Ph.D.
Licensing Officer
mtkachuk@uci.edu

Richard Tun, Ph.D., J.D.
Senior Licensing Officer
richard.tun@uci.edu

Alvin Viray, J.D.
Associate Director of Licensing
aviray@uci.edu

Sue Yi
IP Data & Finance Manager
sueyi@uci.edu