



جامعة الملك عبد الله
للعلوم والتقنية
King Abdullah University of
Science and Technology

Easy Access IP

King Abdullah University of Science and Technology

Dr. Kevin Cullen | Vice President for Innovation

October, 2022

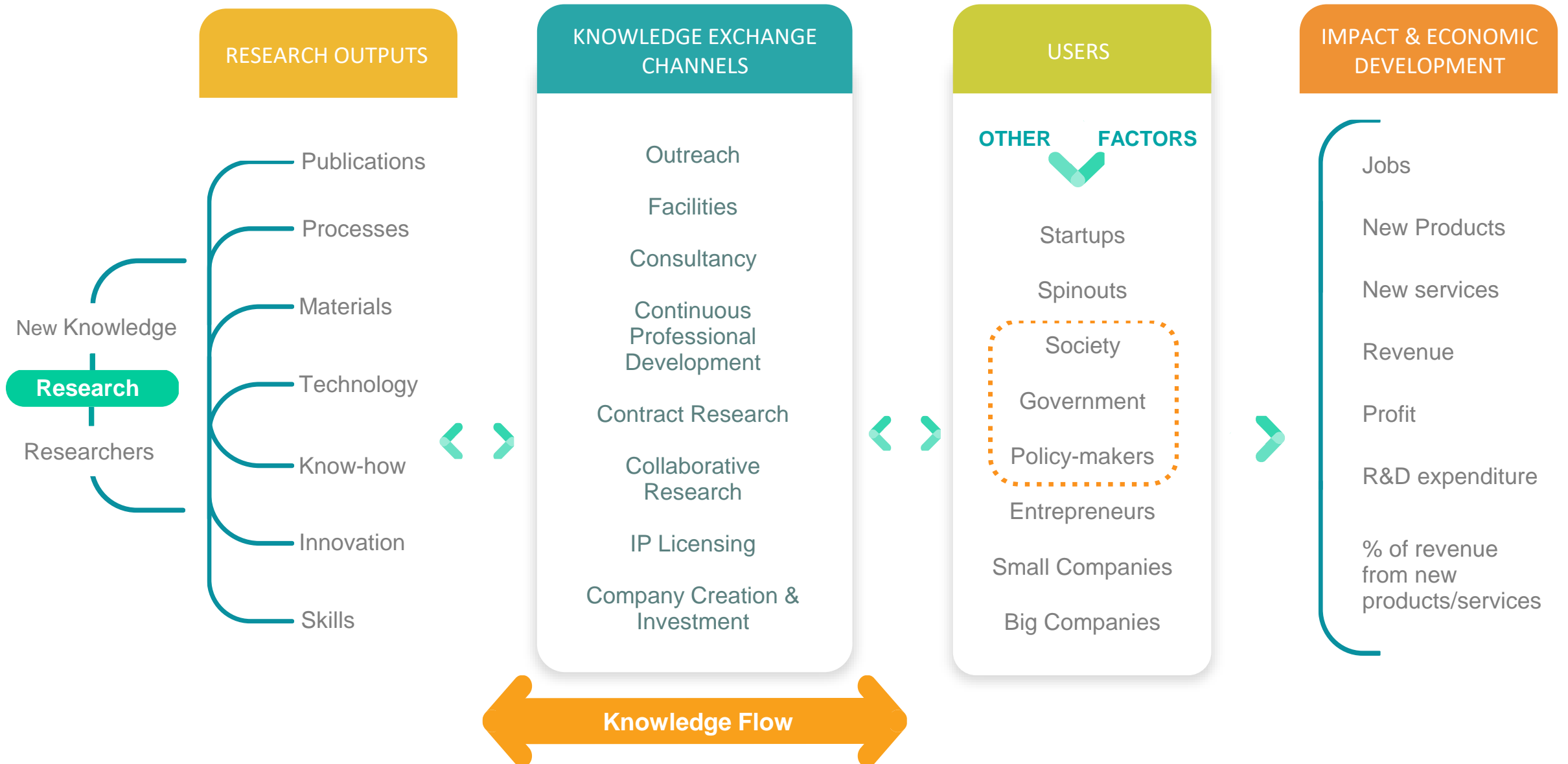


KAUST and Impact

- KAUST was established in 2009
- The University has an explicit Economic Development Mandate

The starting point has to be understanding the system we are operating in.

Knowledge Exchange Model





Our challenge

- We must maximise the flow of Knowledge to users to maximise Impact
- IP is the most high profile Knowledge Exchange channel
- How do we improve it?

Our solution

- One of our focuses is Easy Access IP
- What does this mean?



Easy access IP – context (General)

We were being criticized by:

- *University leadership*
- *Academics*
- *Policy-makers*
- *Research funders*
- *Industry*
- *...as being an obstacle to innovation (sound familiar?)*



AUTM Licensing survey

- **Best performers:**
Greedy and rapacious
- **Worst performers:**
Useless
Mediocrity was the target



Easy access IP context (Specific)

Glasgow Research Strategy Meeting Discussion (paraphrased):

—
Professor Miles Padgett: We should stop protecting IP and give it all away for free. The reputational benefit will be huge

—
Dr Kevin Cullen:.....but, but, but our best IP will never get to the market

—
Vice Chancellor: It sounds interesting. Figure it out



**Easy access IP –
.....actual text from way back then**

Nicola Gasparini



Our mission

In line with the University mission of creating and disseminating knowledge, we aim to transfer as much IP into usage as we can, to the benefit of our partners, community, society and economy.



Our new IP approach

All IP has inherent value, but only a small proportion has significant commercial value to the University.

For that small proportion of IP with significant commercial value we will seek to exploit it with commercial partners.

For all other IP we will seek to transfer it for free to partners who can demonstrate how it will benefit the community, society or economy.

....why are we doing this?

Business model

The current model



Assess disclosures, file patents and try to licence these to companies...

- It is a very inefficient process
- It turns every university into broadly-based product development organisation (because the technology always needs work)

This in turn costs money...

- With people and development costs this quickly becomes an expensive business

Partly because of these investments we have to make, there is an expectation, as to what we get back

- We are always being criticised for over-valuing technology...
- We are always being criticised for being difficult to negotiate with...

...and Knowledge Exchange **IS NOT HAPPENING** at the rate that it should be
This is the worst thing, because our mission is to disseminate knowledge



We concluded that:

- The process of commercialising the top 5-10% of the IP is “**relatively**” straightforward and does generate returns
- We all like these and they work pretty well (spin-outs, high value licences)
- The process of commercialising the rest is expensive, difficult and doesn’t generate returns

...so we will now give it away for free



Why?

**License negotiations on the majority of IP
(when they happen at all) are often confrontational**

*The **(potential)** value is unclear*

The required development costs are unclear

The relationship starts off on a negative footing...often grinds to a halt

....but with new, Easy Access IP

...but with new easy access IP

- The relationship starts out positively
- The company will usually want to sustain and grow the relationship
- Consultancy, ARC-Linkage, training, placements....all build the relationship and help move it forward
- Ultimately these relationships will be the ones that lead to research and other collaborations
- **AND** it is getting the University's knowledge out there to be used

We apply 4 simple conditions....



Conditions

Conditions we apply:

1

Demonstrate
benefit to the
economy

2

Guarantee our
right to do
research

3

Three years to do
something/anything

4

Acknowledge the
University's
contribution



Conditions (Continued)

It's also about challenging the demand-side:

We worry about the relatively low level of demand from industry— not enough companies are working with us

We worry about the relatively low investment in R&D and innovation by companies

Difficulty of working with universities is often cited as a cause

This experiment will test the system. Once we have removed all of those barriers, will companies step up and turn our IP into commercial success?



Easy access IP

- *Uses IP as a basis for new relationships*

- *Find partners to create impact*

- *Grow the overall research business with these partners*

- *Enhance attractiveness of UNSW to new partners*



Easy access IP

Flow on benefits include:

New Partnerships

Collaborative Research

New Knowledge Creation

6 new companies enabled by Easy Access IP

2 ARC Linkage Grants

1 NSW Government TechVoucher



Easy access IP

UNIVERSITY OF
BIRMINGHAM

University
of Glasgow

University of
BRISTOL

UNSW
AUSTRALIA



UNIVERSITY OF
EXETER

KING'S
College
LONDON

LANCASTER
UNIVERSITY

Mittuniversitetet
MID SWEDEN UNIVERSITY

UNIVERSITY OF
COPENHAGEN



Swansea University
Prifysgol Abertawe

ÉTS

Le génie pour l'industrie

STAFFORDSHIRE
UNIVERSITY

MACQUARIE
UNIVERSITY

UNIVERSITY OF
WOLLONGONG



uOttawa



LINKÖPINGS UNIVERSITET





"The Easy Access IP initiative has made working with UNSW more transparent, straightforward and uncomplicated....."

There are plenty of great ideas in this country and UNSW is providing one pathway to help tap into this IP resource."

*Euan Ramsey-Stewart
RSID Pty Ltd
Sydney, Australia*



" We acquired rights to a technology developed at the Uni by the Easy Access IP process...

I fully recognize the contribution of NSi and the University to my success as a startup entrepreneur and I am more than happy to return the favor once the research and technologies are turned into a valuable products - and this is what creates value for everyone."

*Dusan Kuzma, Founder
Polymorph Group, Inc.
Canada*



A lot of people liked it...



David Willetts
*UK Minister for
Higher Education*



Iain Gray
*Chief Executive of the
Technology Strategy Board*



Prof. David Delpy
*Research Councils UK
Champion for Impact and
Chief Executive of EPSRC*



Dr. Malcolm Skingle
*Director Academic
Liaison at
GlaxoSmithKline*



A lot of people didn't...



“A university's altruism has forced the research councils to clarify their position on whether the rights to use intellectual property (IP) can be given away for the greater good.”

Research council blessing for Glasgow's IP giveaway
Local socio-economic benefits justify university's altruistic licensing policy.
Zoë Corbyn reports | July 16, 2009



What easy access IP was NOT

—
A marketing stunt

—
A cult

—
A conspiracy with industry



What easy access IP WAS

A logical solution to a set of challenges

A realignment of Tech Transfer with the University mission

A marketing initiative

—
There were data to support the approach, although these weren't collated and reported til much later

—
The actual data support Easy Access as an approach

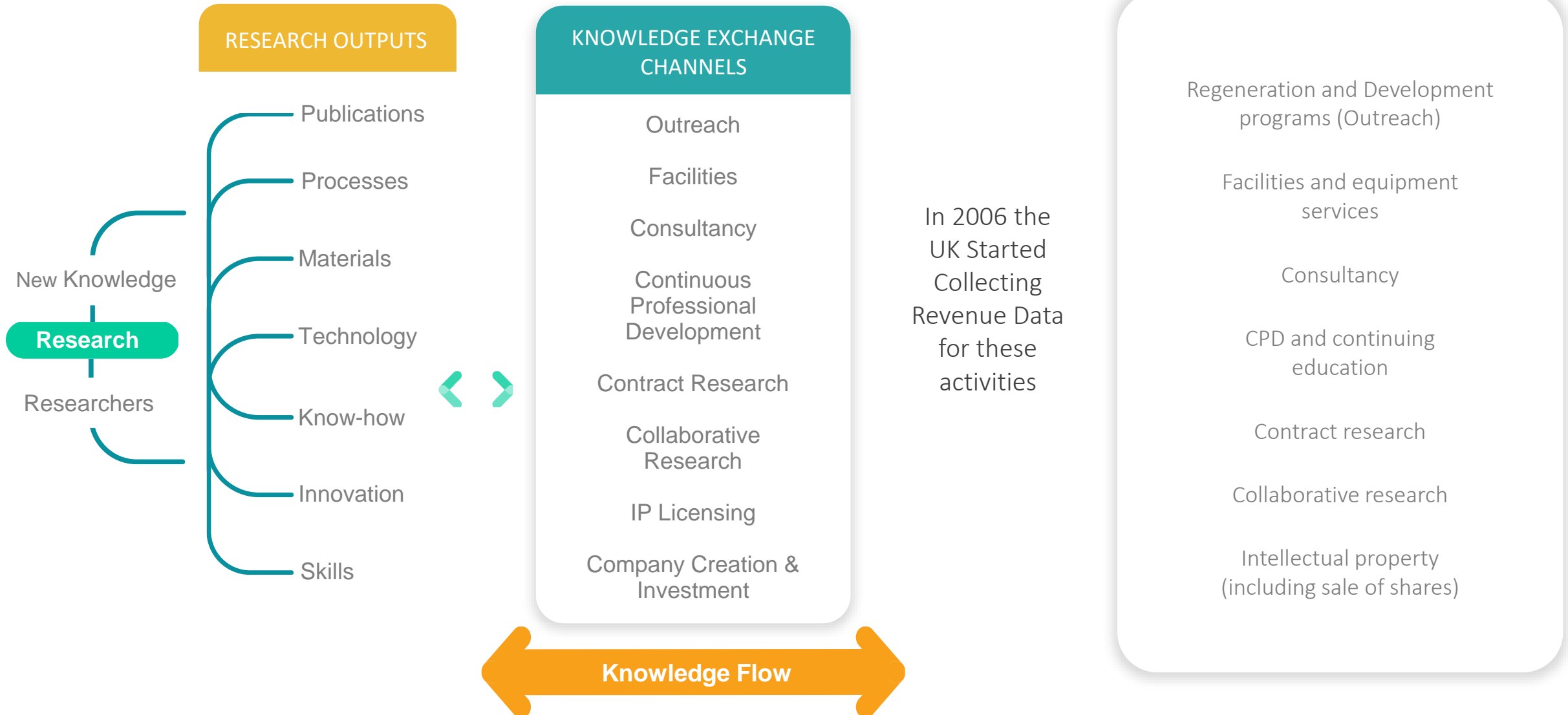
—
The UK started to measure flow through the channels with revenue from industry as a proxy for knowledge flow

—

Knowledge Exchange Model



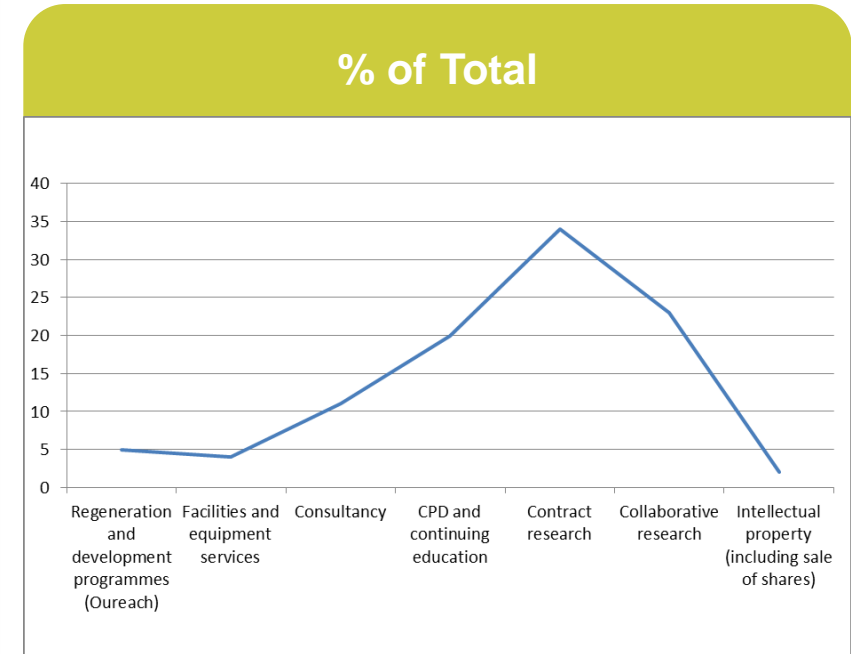
1. Start by looking at the system more broadly – measure all of the knowledge exchange mechanisms



UK Data

- 57% of the total is represented by contract and collaborative research
- CPD and Consultancy contribute over 30% combined
- IP is the smallest single component

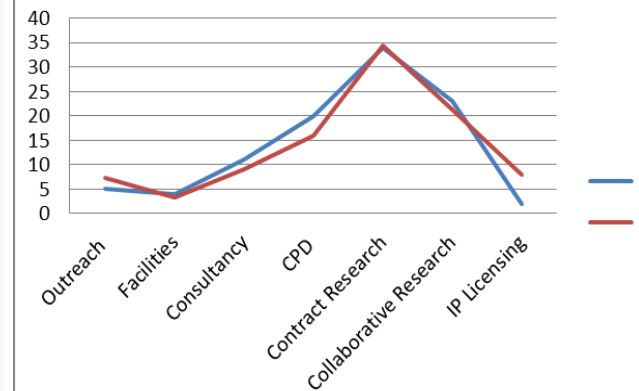
	% of Total
Regeneration and Development programs (Outreach)	5%
Facilities and equipment services	4%
Consultancy	11%
CPD and continuing education	20%
Contract research	34%
Collaborative research	23%
Intellectual property (including sale of shares)	2%



Australian data compared with UK data

	UK	Australia
Regeneration and Development programs (Outreach)	5%	7%
Facilities and equipment services	4%	3%
Consultancy	11%	9%
CPD and continuing education	20%	16%
Contract research	34%	34%
Collaborative research	23%	21%
Intellectual property (including sale of shares)	2%	8%

UK Data Vs Australia Data





So, whatever happened to easy access IP?

A comment and 3 stories:

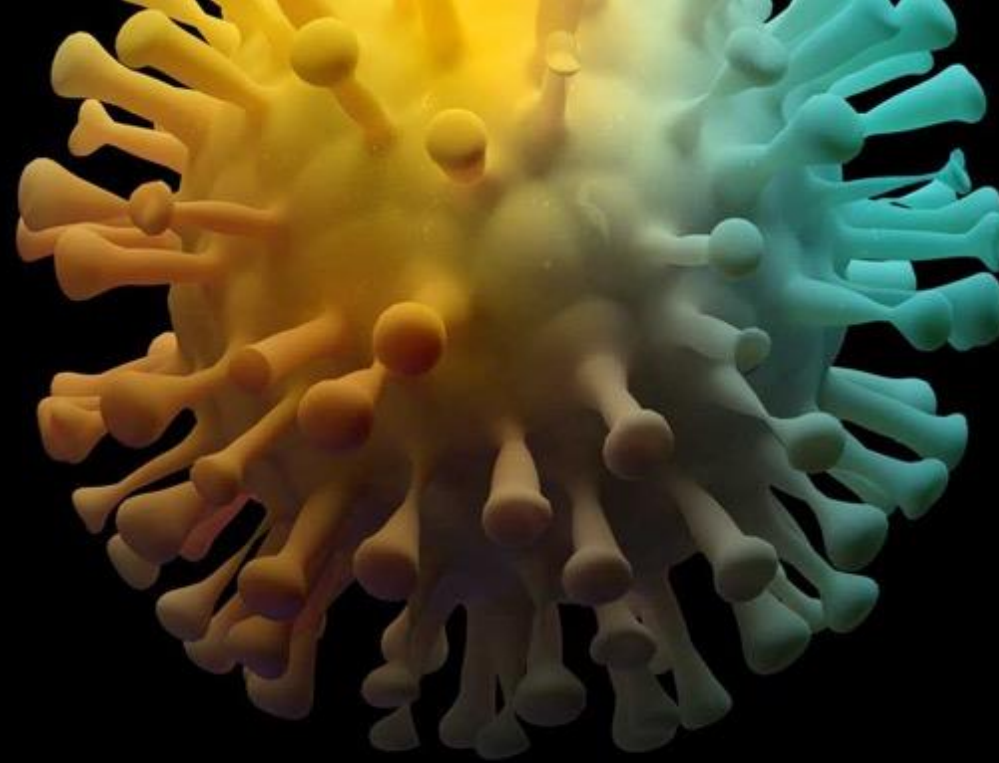
- COVID-19
- Budget Airlines
- Nouvelle Cuisine



Mark Anderson | IP Draughts

3 December 2015

- Five years ago, the University of Glasgow made the startling announcement that it was making some of its IP available free of charge.
- IP Draughts has been skeptical about the idea, but much of what Kevin said resonated with IP Draughts' views.
- Viewed as part of a larger strategy for efficient management of university IP portfolios, easy access IP loses some of its shock value, and becomes a more rounded idea.



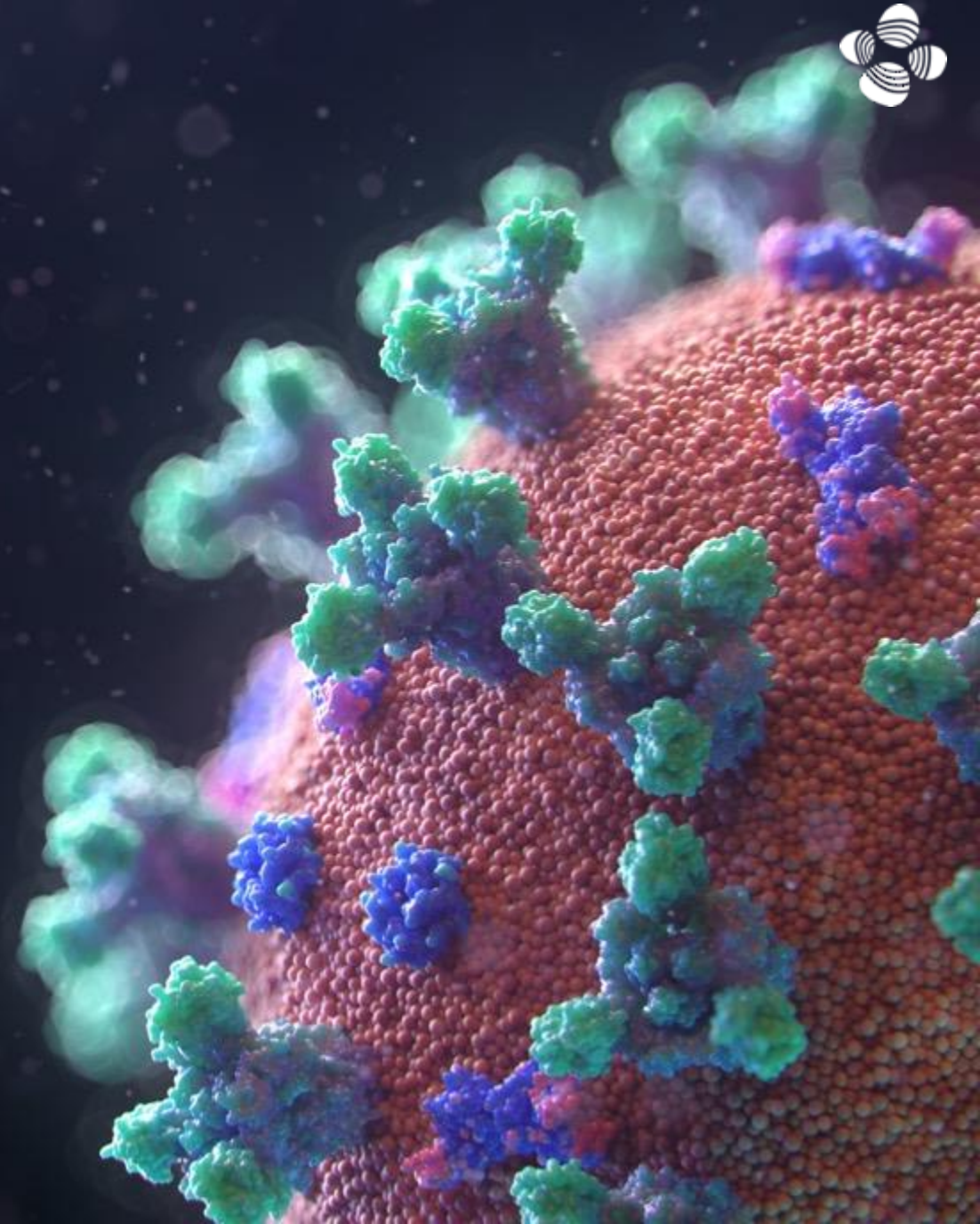
KAUST Joins COVID-19 Open IP Access Framework

Posted on May 6, 2020 by KAUST Innovation

King Abdullah University of Science of Technology (KAUST) is joining universities around the world to make licensing opportunities rapidly available and get technologies that prevent, diagnose, treat and contain COVID-19 to market.

COVID-19

- KAUST has become a signatory to both the AUTM COVID-19 Licensing Guidelines and adopted the **COVID-19 Technology Development Framework**, initiated by Massachusetts Institute of Technology, Stanford and Harvard.
- Both frameworks ensure that KAUST intellectual property will allow for royalty-free, time-limited, non-exclusive licenses during the pandemic and for a period after it ends.





In the face of a global crisis,
we all adopted a model
that looks and feels very
similar to Easy Access IP.



Budget Airlines

The first ever Easyjet flight flew from **Luton** to **Glasgow** on **10 November 1995**.

...remember when budget airlines were revolutionary?

The first ever Easy Access IP deal was signed on **10 November 2010** between **Glasgow** University and **Luton**-based Elliot Scientific (Optical Tweezers/Professor Miles Padgett)

...remember when IP for free was revolutionary?



Nouvelle Cuisine

Tom Hockaday: University Technology Transfer

What it is and how to do it: JHU Press 2020

In 1977 the French chef Raymond Blanc brought the revolutionary food of nouvelle cuisine to a small restaurant in Summertown, Oxford – Le Maison Blanc. Exquisite, very small amounts of fine food were served on oversized, colorful plates. It was extreme, as revolutions often are, shook things up, and gradually settled into an improved situation for restaurant food across the country.





Tom Hockaday: University Technology Transfer What it is and how to do it: JHU Press 2020

In 2010, Scottish technology transfer manager Kevin Cullen started a revolution in university technology licensing with the Easy Access IP initiative, when he was at the University of Glasgow. The simple idea was to give it away for free. Not all of it, but for some projects in the university TTO portfolio recognize that the best thing to do is offer it to any company that wants it for free. It was extreme, as revolutions often are, shook things up, and gradually settled into an improved situation for technology transfer across the country.



I just wish I had called it
nouvelle IP



Thank you for listening



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