



UNSW
AUSTRALIA

Easy Access IP

I'm a researcher at UNSW, what does this mean for me?

Never Stand Still



EasyAccessIP

About UNSW Innovations

UNSW Innovations is the technology transfer and innovation office of UNSW Australia.

We collaborate with business, research organisations and the community to transform research discoveries and inventions into successful products to benefit society.

To make it easier for business and industry to gain access to the valuable research and inventions being developed at UNSW, we introduced Easy Access IP.

UNSW Australia is also proudly leading the Easy Access IP global movement.

Seven universities in Australia and **26 research organisations** globally including CERN and Kings College London, have adopted Easy Access IP.



What is Easy Access IP?

Easy Access IP is valuable Intellectual Property made available to individuals and organisations for Free

For intellectual property with significant commercial value, UNSW Innovations will continue to seek potential licensees or create a spin-off company. For all other intellectual property, UNSW Innovations will utilise the **Easy Access IP** approach.

In return for an Easy Access IP license:

- Companies need to clearly demonstrate how they will create value for society and the economy
- Companies must acknowledge UNSW as the originator of the intellectual property
- Companies must report on the progress
- Companies agree that if they have not exploited the IP within three years, it will be transferred back to UNSW
- There will be no limitations on UNSW's use of the IP for the university's own research.

What is the value of Easy Access IP?

Easy Access IP cements UNSW as an institution that provides significant value to our economy and society.

- ✓ Maximises partnerships with industry through the transfer of university knowledge for public benefit
- ✓ Removes what industry perceive as barriers to the process and making it easy for them to work with us
- ✓ Simplifies transactions and agreements making it easier for industry to work with us
- ✓ Presents more opportunity for academic and professional recognition
- ✓ Retains sufficient rights to pursue further research (academic and commercial)
- ✓ Retains rights to publish
- ✓ Recognises that we are not solely driven by monetary aims

In most cases, companies will need know-how, support or services in order to take on the development of the IP. The originating researcher is the obvious source of this support and we will actively promote these services (through contract research opportunities) and partnership opportunities to the IP-user, generating additional Research and Knowledge Exchange-related business for UNSW.

Easy Access IP is an additional “commercialisation” route under the current IP policy. The exception to this route is that there is no direct commercialisation revenue expected.

How do you know if your IP is a candidate for Easy Access IP?

UNSW Innovations determines when IP has significant value or is more suitable to Easy Access IP.

- ✓ This is through assessment with an expert group, often chosen in collaboration with the Deans. Our advisers will help ensure the right balance between high-value commercial IP and relevant, but less commercial IP.
- ✓ In the decision making process UNSW Innovations will always involve the researchers.
- ✓ No IP will go through the Easy Access route without the explicit agreement of the researcher and the Dean/Head of School.
- ✓ If a researcher does not want to participate the IP will be offered to the Researcher as per the current IP Policy.
- ✓ Researchers are able to continue research on Easy Access IP. UNSW will always maintain a legal right to continue research in the space, even when licensed to an Easy Access IP partner.
- ✓ IP that is neither of significant commercial value or Easy Access Value will be offered back to the inventors IP as per the current UNSW IP Policy.

Frequently Asked Questions

How will UNSW Innovations determine when IP has significant value or is more suitable to Easy Access IP?

IP assessment will be conducted together with an external, expert group, chosen in collaboration with the Deans. These “trusted advisers” will help to ensure that we get the right balance between high-value commercial IP and relevant, but less commercial IP.

What are the main benefits for the University?

The primary driver for Easy Access IP is the development of new and constructive relationships with potential users of our research. Companies will be required to acknowledge the University’s contribution in their development and exploitation of our IP. Strong relationship and endorsement delivers a reputational benefit to the University in the event of successful exploitation. Companies taking the IP will carry future IP protection costs. Companies taking Easy Access IP will be required to tell us what benefits (economic or societal) they will generate from access to that IP and this delivers a secondary reputational benefit.

How will researchers and the Faculty benefit from this initiative?

In most cases, companies will need know-how, support or services in order to take on the development of the IP. The originating researcher is the obvious source of this support and we will actively promote these services (through contract research opportunities) and partnership opportunities to the IP-user, generating additional Research and Knowledge Exchange-related business for UNSW.

Why should UNSW lead this Initiative?

The origin of the Easy Access IP movement was in the University of Glasgow and was led by UNSW Innovations’ CEO Dr Kevin Cullen, who is still in a position to lead the development of the model internationally. UNSW plays a leadership role in this consortium, leading Easy Access nationally and leading the whole consortium internationally

UNSW is well positioned to take a lead role in the whole Easy Access IP initiative. The next stage is likely to be a high profile collaboration with Foundations in the US and elsewhere to help promote the Easy Access model and Easy Access Intellectual Property globally. Being a part of, and in the forefront of, this initiative will significantly enhance UNSW’s reputation.

Did the IP policy need to be changed to implement Easy Access IP?

No. Easy Access IP should be viewed as is an additional “commercialisation” route under the current IP policy. The main change will be that under Easy Access IP, no direct commercialisation revenue is expected.

What if a researcher does not want to participate?

We will always involve the researchers in the decision making process, and no IP will go through the Easy Access route without the explicit agreement of the researcher and his or her Dean/Head of School. If a researcher does not want to participate the IP will be offered to the Researcher as per the current UNSW IP Policy.

How will Easy Access IP change the way we deal with students?

Under the current IP Policy, UNSW students own the IP they generate with some exceptions. So it is unlikely we can offer their IP as Easy Access IP unless it falls under the exceptions or unless they specifically request UNSW Innovations to offer their IP as Easy Access IP. Students will be entitled however to take an Easy Access licence if they propose a use for any IP offered.

Will students be required to sign Student Deed Polls assigning IP to UNSW Innovations?

Only where required under 3rd party agreements (as is currently the case).

If UNSW Innovations gives IP away “for free” how will UNSW Innovations fund its activities?

Very little of UNSW Innovations’ funding has come from its commercialisation activities (something it has in common with the vast majority of tech transfer office around the world). UNSW Innovations will continue to have a specialist group dedicated to traditional commercialisation of IP which will be more focussed on IP with a clear commercialisation pathway.

Isn't the IP given away for free going to be perceived as lacking value by industry?

University technology is often at a very early stage of development and it will require significant investment in order to release the inherent value. Universities have limited resource to develop IP to a stage of significant commercial value. The Easy Access IP model accepts this and provides a mechanism for us to release a proportion of our technology portfolios to those who can develop it. It provides an opportunity for companies to take a risk without any financial obligations.

Isn't there a danger that potential licensees will believe all IP will be free?

Industry will always seek to gain a competitive advantage by accessing new technology opportunities. It comes down to a simple business decision; if the return on investment is sufficient the licensee will be willing to pay for it.

How will UNSW Innovations measure success?

New partnerships formed; research dollars generated from those partnerships; community impact from Easy Access IP; press mentions and articles; political engagement; secondary external funding arising from the initiative.

Doesn't my faculty lose a potential revenue source because less IP will be commercialised?

It might, if we give away IP which, in the fullness of time, generates a significant income stream. But the risk is very small and is far outweighed by opportunity to engage with industry to attract research funding.

What happens to the IP that is neither of significant commercial value or Easy Access Value?

The IP will be offered back to the inventors IP as per the current UNSW IP Policy.

Can UNSW staff or students take a license to Easy Access IP?

Yes. UNSW staff and students can license Easy Access IP in the same way as any other licensee can take a licence. However, if a staff member or student wishes to take a licence to their own IP the IP needs to have been marketed publicly for a minimum period of 2 months.

Are researchers able to continue research on Easy Access IP?

Yes. UNSW will always maintain a legal right to continue research in the space, even when licensed to an Easy Access IP Partner. In the ideal situation, the ongoing research will move ahead collaboratively with the EA IP Partner, and any commercially interesting new IP that results will be developed with them. Alternatively, UNSW Innovations would work with the Easy Access IP Partner to obtain an appropriate arrangement to commercialise the new IP elsewhere.



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Innovations



Innovation is essential to our future prosperity.
At UNSW Innovations we believe in accelerating innovation
to make the world a better place to live, work and play.

We also believe in making it easier for organisations all over the world to
gain access to UNSW's high quality inventions and innovations.

UNSW Innovations

is the technology transfer and innovation
office of UNSW Australia.

We focus on transforming research discoveries
into successful innovations to benefit society,
the economy and future generations.

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