



AFCEA – Tech Match for Small Businesses



Brian Suh
Director (Acting)
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Agenda

- ▼ Technology Transfer (T2) Office Mission
- ▼ IP Statistics
- ▼ Cooperative Research and Development Agreements
- ▼ Patent License Agreements
- ▼ Marketing
- ▼ Contact Information

T2 Office Mission and Benefits

- ▼ To facilitate and enhance the transfer of Intellectual Property (IP), resources, and information between SSC Pacific and the business community in an effort to improve the value of inventions and creative work.
- ▼ Other benefits of T2 include:
 - Utilizing SSC Pacific's vast technical resources
 - Gaining visibility within the technical community
 - Promoting innovation and creativity with SSC Pacific technology
 - Stimulating our economy with more manufacturing and high-technology jobs
 - Increasing competitiveness within the private sector

▼ SSC Pacific vs. San Diego Based Companies

- Ranked 11th compared to San Diego Based* corporate patent recipients in CY 2009

Rank	Company	2009
1	QUALCOMM Incorporated	247
2	Sony Corporation	130
3	Broadcom Corporation	81
4	Callaway Golf Company	79
5	Hewlett-Packard Development Company, L.P.	64
6	Acushnet Company	45
7	Kyocera Wireless Corp.	41
8	Taylor Made Golf Company, Inc.	39
9	Sun Microsystems, Inc.	37
10	Nokia Corporation	22
11	SSC Pacific (US Government)	21
12	Cymer, Inc.	20
	Isis Pharmaceuticals, Inc.	20

Source: Derived from UCSD Extension Data

**2009 Patents granted to San Diego County organizations where one or more applicant lists a San Diego county address. SSC Pacific data added. (Does not include data from local Universities)*

Cooperative Research and Development Agreement (CRADA)

- ▼ A legal agreement between SSC Pacific and a non-Navy partner to cooperatively conduct R&D in a given technical area and share in the results.
- ▼ CRADAs provide the opportunity for mutual benefit by providing a means for collaboration partners to share cost and effort towards achieving mutually desirable results.
- ▼ Technologies developed or inventions made under a CRADA are potential candidates for commercialization or transition to a government acquisition program.

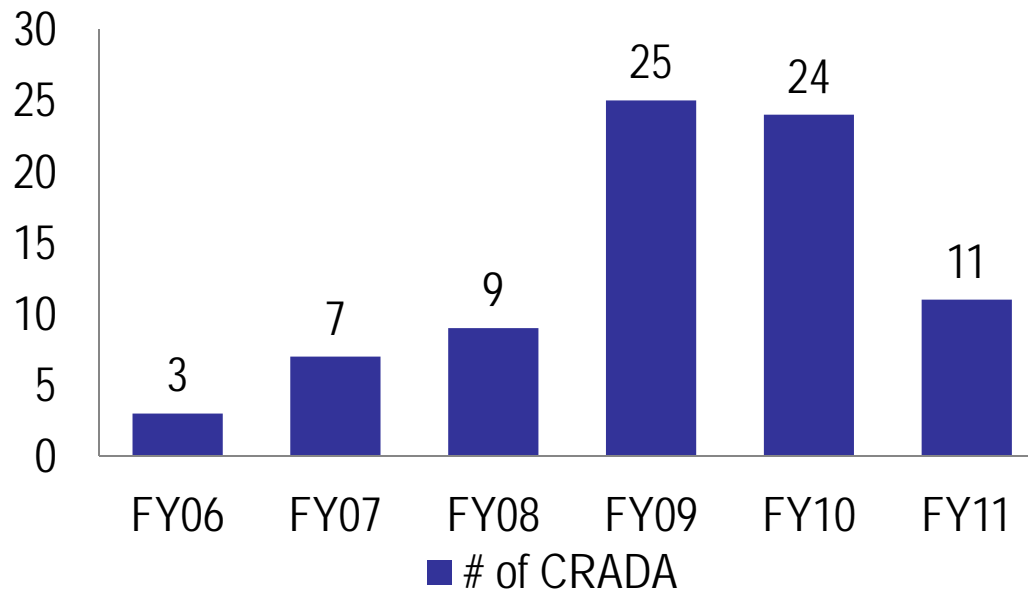
CRADA Ground Rules

- ▼ CRADA partners can come from the private sector, academia, and federal, state or local government.
- ▼ The CRADA is a legal agreement and not a procurement contract, therefore it does not fall under the Federal Acquisition Regulations (FAR) and is not required to be competitively announced.
- ▼ Partners can provide facilities, equipment, and personnel in support of the CRADA.
- ▼ The non-Navy partner can provide funds to SSC Pacific, but SSC Pacific CANNOT provide funds to the non-Navy partner.
- ▼ Maximum initial duration is three (3) years. Duration can be extended up to two (2) years via amendment.

▼ 15 USC §3710a(c)(4)

- The laboratory director in deciding what cooperative research and development agreements to enter into shall –
 - (A) give special consideration to small business firms, and consortia involving small business firms; and
 - (B) give preference to business units located in the United States which agree that products embodying inventions made under the cooperative research and development agreement or produced through the use of such inventions will be manufactured substantially in the United States...

CRADAs Executed by FY



*FY11 CRADAs as of 26 Apr 2011

Recent CRADA Partners

- ▼ AeroMarine
- ▼ Aplus Mobile
- ▼ ArgonST
- ▼ BAE
- ▼ Boeing
- ▼ City of San Diego
- ▼ Cubic
- ▼ CUBRC
- ▼ Envision CmosXray
- ▼ JWK Corporation
- ▼ International Association of Oil & Gas Producers
- ▼ Lumedyne Technologies
- ▼ Medical University of South Carolina
- ▼ Navatek
- ▼ Recon Robotics
- ▼ Robotics Engineering Excellence (re²)
- ▼ Texas Engineering Experiment Station
- ▼ Trex Enterprises
- ▼ University of Central Florida
- ▼ USSI
- ▼ Waterfront Technologies

Patent License Agreement (PLA)

- ▼ Legal agreement that allows public and private sector companies to commercialize (make, use, or sell) government developed technologies
 - Provide ROI to Navy for R&D investment and patent prosecution
 - Important pathway to move Navy innovations from lab to market
 - Promote U.S. economic development
 - Make U.S. more competitive in global marketplace
 - Create high-tech and manufacturing jobs
 - Provide a direct financial benefit to inventor if royalties are received
 - Satisfaction/pride for inventor to know their technology will hopefully be commercialized

- ▼ Potential Licensee must complete:
 - Application for License to Practice Invention
 - Commercialization Plan

PLA – Typical Structure

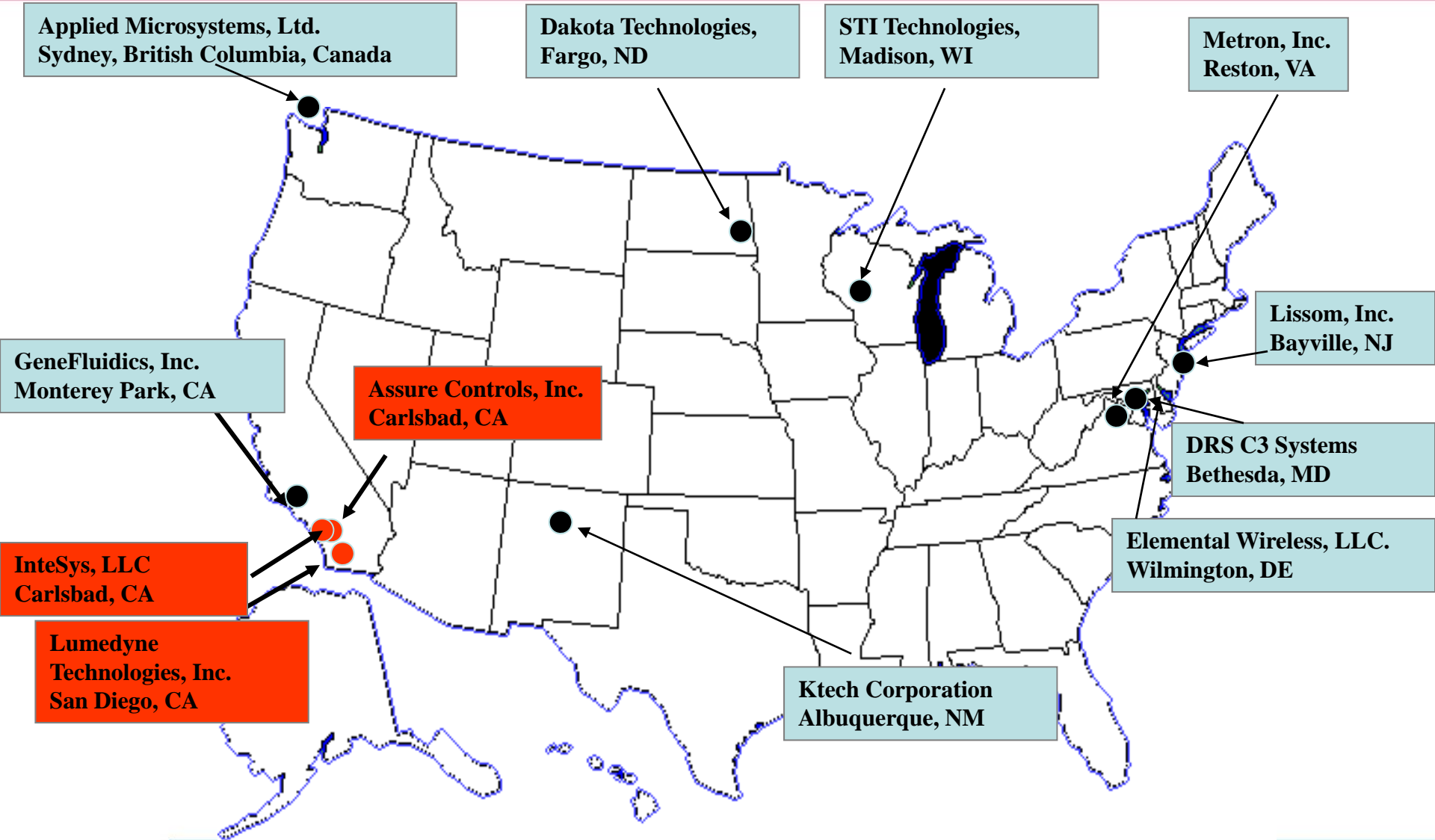
- ▼ PLAs can be:
 - Partially Exclusive or Non Exclusive
 - US Government always retains the rights to use the technology for government purposes

- ▼ Upfront License Issue Fee
- ▼ Minimum Annual Royalty
- ▼ Running Royalty
 - No royalties paid on sales back to US Government
- ▼ Annual Patent Reimbursement Fee

▼ 35 USC §209

- (b) A Federal agency shall normally grant a license under section 207(a)(2) to use or sell any federally owned invention in the United States only to a licensee who agrees that any products embodying the invention or produced through the use of the invention will be manufactured substantially in the United States.
- (c) First preference for the granting of any exclusive or partially exclusive licenses under section 207(a)(2) shall be given to small business firms having equal or greater likelihood as other applicants to bring the invention to practical application within a reasonable time.

SSC Pacific Licensee Distribution



- ▼ TIP Sheets
 - Single page technology information marketing sheet
- ▼ Technology Marketing Videos
- ▼ T2 Brochure
- ▼ Websites
- ▼ Quarterly “Tech Flash” email
- ▼ Student Intern Program
 - MBA and video interns conduct market research, develop marketing material (TIP sheets and technology marketing videos), maintain web site content
 - Students serve as “ambassadors” to educate classmates (future business leaders) about Navy T2 opportunities

SSC Pacific Corporate Website

▼ <http://enterprise.spawar.navy.mil/techtransfer>



▼ <http://www.facebook.com/SPAWARPacificT2>



▼ <http://twitter.com/SPAWARPacificT2>



▼ <http://www.linkedin.com/in/SPAWARPacificT2>



▼ <http://www.youtube.com/SPAWARPacificT2>

Technology Transfer Office

Office of Research and Technology Applications (ORTA)

▼ E-mail: ssc_pac_t2@navy.mil

▼ Website: <http://enterprise.spawar.navy.mil/techtransfer>

Brian Suh – Director (Acting)

▼ Tel: 619-553-5118

▼ E-mail: brian.suh@navy.mil



SAN DIEGO STATE
UNIVERSITY

San Diego Advanced Defense Technologies Cluster

Goal: to surround each small business with many elements of support in order to help the company grow and rapidly transition the company's technology into high priority needs in Department of Defense.

This support includes:

1. Assistance in receiving additional product development funding
2. Access to large DOD Primes for integration of technologies and partnerships
3. Inclusion in periodic showcase and demonstration events in front of government and industry customers
4. Access to customized business services to support the path and strategy to bring the technology to the market, e.g. market analysis, license agreements, IP assistance, mentoring by business entrepreneurs
5. Apply for Support at www.ccatsandiego.org/sdadt_sol.html