

“Methods and Techniques for Analyzing, Measuring, and Valuing the Impact of Intellectual Property Assets: A Focus on Patents Derived from Federal Research Funding”

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Panel Moderator

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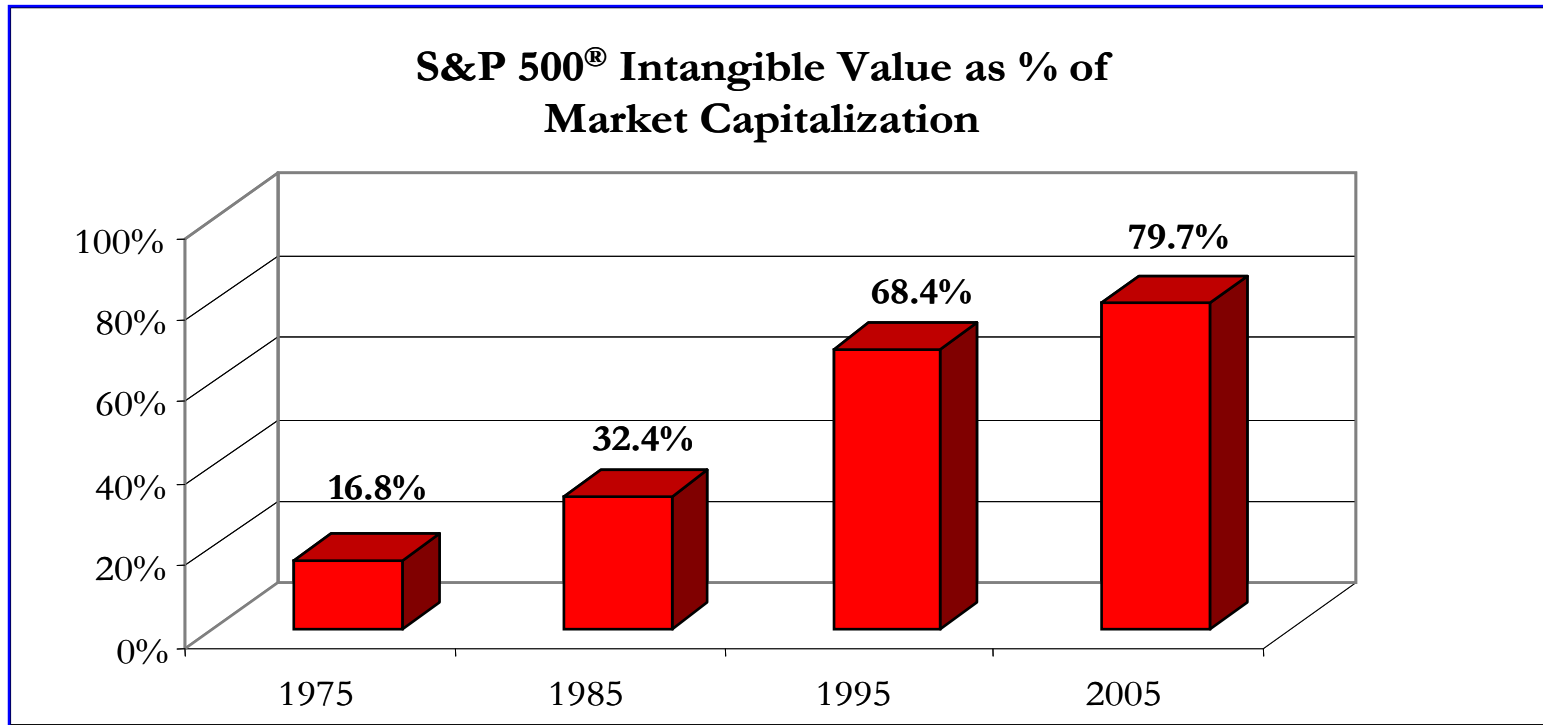
Moderator Connie Chang

- Director, Ocean Tomo Federal Services, LLC
 - Ocean Tomo Federal Services provides innovative technology transfer services to government clients to help manage, commercialize, and monetize their intellectual capital.
 - We also provide analytical tools and methods to track knowledge diffusion, value the quality of knowledge created, and evaluate the economic impact of government-funded technologies
- “Setting the Stage: An Introduction to the Panel and General Overview”
- Connie will introduce the panel topic and the panelists

Economic Shifts—Rise of Intangibles

“U.S. intellectual property is worth between \$5 and \$5.5 trillion...greater than the gross domestic product of any other nation in the world.”

The Economic Value of Intellectual Property
(Hassett and Shapiro, October 2005)



Source: Ned Davis Research

In today's business environment ...

- Intellectual property (patents, copyrights, trademarks, trade secrets) can be a company's most effective asset by helping to:
 - Establish competitive barriers to entry
 - Maintain high margin business lines
 - Attract additional financial capital for growth
 - Justify investments in research and development (R&D) and innovation-related activities

IP is not just important for business ...

- It is also important to the U.S. government
- The U.S. government occupies an extraordinarily powerful position within the IP marketplace through creating, managing, acquiring, regulating, issuing, and protecting IP.
- The billions of dollars the U.S. federal government spends to fund research and develop new technologies have led to the creation of new knowledge, new skills, new working relationships, and new products and services that have contributed to our nation's economic growth
- Entrepreneurs, mid-size businesses, and large corporations have all benefited from the stock of government IP.
- They have turned that stock into new drugs to treat diseases, new materials to build lighter and stronger vehicles, new methods for supply chain management, and new models to measure climate change that ultimately benefit end users and the citizens of this country

Patents ...

- Embody the knowledge that is created by these federal research dollars
- Patents can be:
 - Tracked via traditional bibliometric methods (patent counts and citation analysis) to determine knowledge diffusion
 - Analyzed via data mining and data visualization techniques (automated search of digitized documents) to reveal the emergence of new fields
 - Valued to assess the financial impact of research, or used as forward looking indicators to show emerging innovative, technology-based activity
- As a strategic and intellectual asset, patents and other intellectual property are not merely indicators of program knowledge outputs, but can embody downstream outcomes and impacts

This panel ...

- Offers attendees a look at how evaluators have used different methods and techniques to examine and analyze patents for the purpose of:
 - Telling the story of a technology's trajectory
 - Revealing patterns in technological relationships and the formation of emerging technology clusters, and
 - Ascertaining the commercial impact of research funding
- Raises awareness that patents can be monetized—priced and licensed—to bring in organic revenue to gov't agencies
- Shares new approaches to the technology transfer activities of federal agencies

Panelist Stephen Campbell

- Acting Director, Impact Analysis Office, Technology Innovation Program, National Institute of Standards and Technology, U.S. Department of Commerce
- “Evaluating the Impact of the U.S. Advanced Technology Program: What Can Patents Tell Us?”
- Steve will share what ATP has learned from tracking patents filed by ATP-funded participating organizations and analyzing the impact of these patent

Panelist Anthony Breitzman

- Principal, Co-Founder, and Director of Research, 1790 Analytics, a company focused on intellectual property evaluation
- “Identifying Emerging, High-Impact Technological Clusters: An Overview of a Report Prepared for the Technology Administration, U.S. Dept of Commerce”
- Tony will share findings from the Emerging Technological Clusters project sponsored in 2006-2007 by the former U.S. Department of Commerce’s Technology Administration

Panelist Darryl Mitchell

- Technology Transfer Manager, NASA Goddard Space Flight Center
- “Soup to Nuts: How NASA Technologies Got Transferred to the Marketplace via a Live Intellectual Property Auction”
- Darryl will share his experience in bringing NASA Goddard technologies to the market using Ocean Tomo’s Live Intellectual Property Auction as a complementary vehicle to the traditional commercialization activities of technology transfer offices

Q&A

- After each panelist presents, feel free to ask questions
- After the last panelist, we will open up the floor for questions addressed to all remaining panelists

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