



Soup to Nuts: How NASA Technologies Got Transferred to the Marketplace Via a Live Intellectual Property Auction

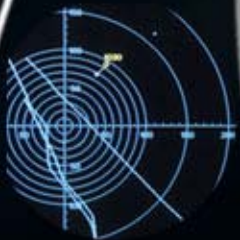


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<http://ipp.gsfc.nasa.gov>





Presentation Overview

- NASA's Innovative Partnerships Program
- Licensing NASA Owned Patents
- The Auction Process
- Observations





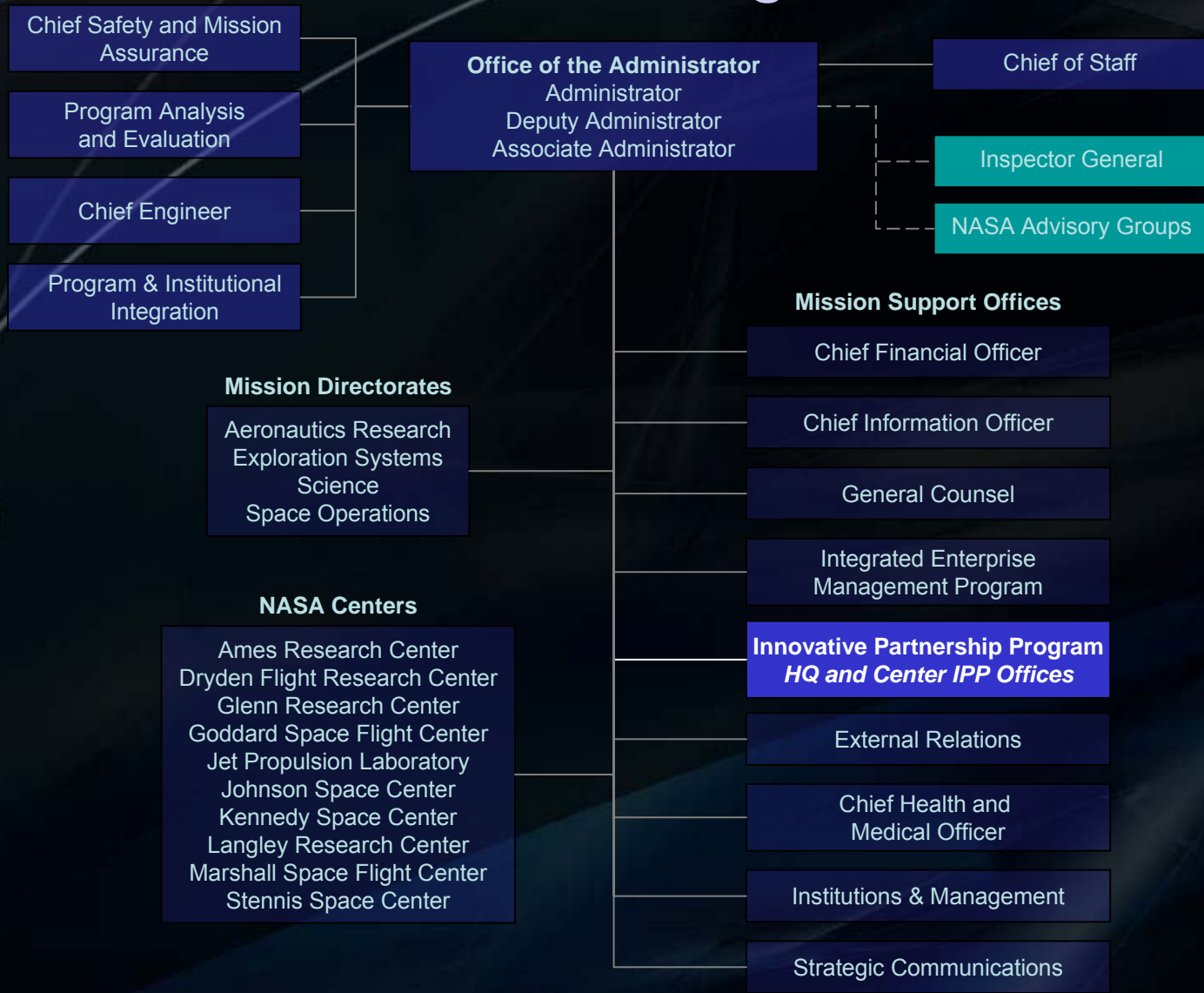
What is the Innovative Partnerships Program?

- What we do
 - Facilitator
 - Bring parties together (inside and outside)
 - Bridge communication gaps
 - Catalyst
 - Implement new things = Change agent
 - Create new partnerships
 - Demonstrate new approaches and methods
- How we approach an issue
 - Always add value to Agency priorities and objectives
 - “Yes we can, *if...*”
 - Win-Win-Win
 - NASA–partner–taxpayer/public good
 - Complementary interests (1+1>>2)



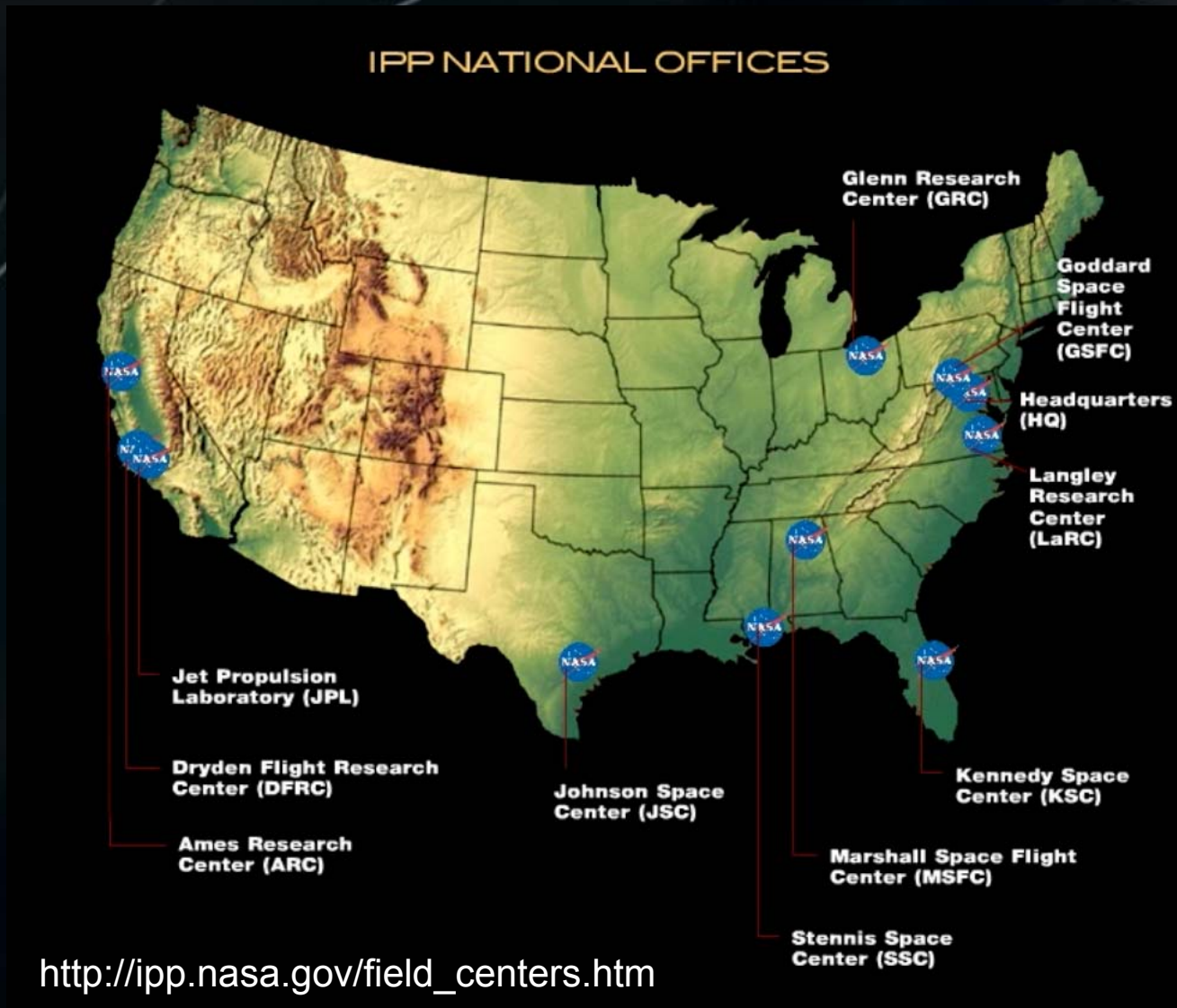


IPP Within the NASA Organization





NASA IPP's National Network





IPP Program Elements

Technology Infusion



- Small Business Innovation Research (SBIR)
- Small Business Technology Transfer (STTR)
- IPP Seed Fund

Innovation Incubator



- Centennial Challenges
- FAST
- Innovation Transfusion
- New Business Models

Partnership Development



- Intellectual Property Management
- Technology Transfer
- New Innovative Partnerships





NASA Commitment to Tech Transfer

- Founding legislation requires NASA to disseminate its activities and results
 - Benefits the taxpayer
 - Benefits the U.S. economy
 - Benefits our quality of life





NASA Spinoff Highlights

- Memory (Temper) foam
- Eye-tracking technology used in LASIK
- DeBakey Heart Pump
- Freeze-dried food
- DHA- and ARA-enriched baby formula
- Imaging technology for needle biopsies for breast cancer
- Robots used to keep soldiers safe in Iraq and Afghanistan





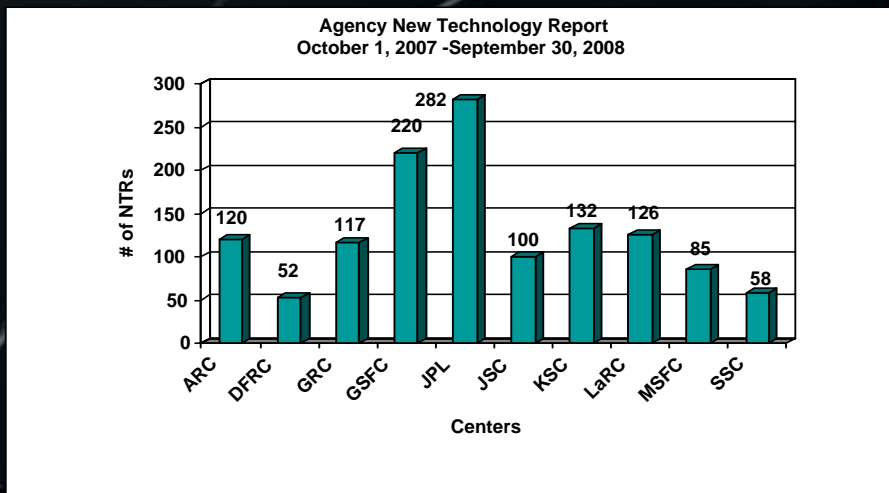
NASA'S Standard Licensing Process

- Fully/Partially exclusive or nonexclusive licenses to NASA technology
 - Additional transfer support via partnership
- Governed by 37CFR 404
 - Commercialization Plan required
 - Federal Register Notice & comment period required for exclusive license
 - US & small business preference
- Negotiated at responsible Field Center
- <http://ipp.gsfc.nasa.gov/lic-partnerships.html>





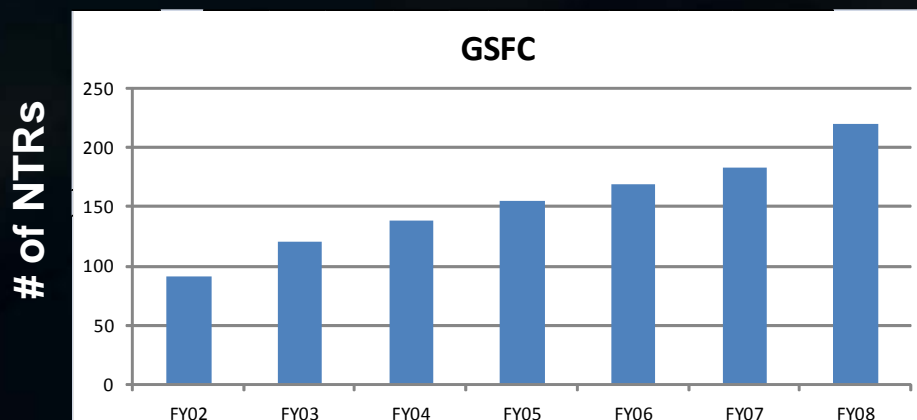
Some NASA Metrics



FY07 Agency-wide:
Total New Licenses - 40
Total Patent Applications - 108

Agency-wide Average (5-year):
Total Agency Licenses - 65
Total Patent Applications - 123

Agency Active Patents ~ 900



GSFC Patent Applications (FY08) - 27



Our Partnership with Ocean Tomo

- Aligns OT's core business practice with IPP's mission of seeking innovative partnering opportunities
- Benefits
 - **For NASA:** A new, unique, and innovative path to the marketplace for targeted technologies
 - **For Ocean Tomo:** Opportunity to offer NASA's rare, high-potential opportunities
 - **For public:** Rapid access to cutting-edge space-program technology





Obstacles & Challenges

- Misperceptions
- Buyer apprehension
 - First time this has been tried
 - Wary of Government
- Federal Register Notice & comment period
- Exit strategy for Ocean Tomo
- Valuation Strategy





The Auction Licensing Process

- Joint Ocean Tomo & NASA selection of patents
- Ocean Tomo submits application for exclusive license
- NASA posts Federal Register Notice and resolves any comments
- Exclusive license executed with Ocean Tomo
- Exclusive license transferred to winning bidder





Results

- 3 NASA lots auctioned on October 30, 2008, in Chicago, IL
 - 1 Lot sold at auction
 - Strong expectations for post-auction sale of 1 lot, and perhaps both
- Other NASA Field Centers to follow
- Significant Media interest



TODAY'S AGENDA

<p>Focus Turns to GDP Amid Tough Outlook</p> <p>The government will release its first estimate of third-quarter GDP, which is likely to fit in with the dismal landscape. After a raft of dispiriting data earlier this month, many economists lowered their forecasts. 8:30 a.m., EDT</p>	<p>GDP</p> <p>2.6%</p> <p>30 dpt.</p> <p>0.2%</p> <p>2Q</p> <p>-0.5%</p>	<p>NASA Space Center To Auction Patents</p> <p>Bidders will gather in Chicago for a live auction of patents, trademarks, copyrights and domain names. For the first time, a government agency, NASA's Goddard Space Flight Center, will auction off exclusive licensing rights to more than 40 patents or applications. Ocean Tomo will broker the sale.</p>
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Observations

- Federal Labs are underutilized IP resource
 - 250 federal gov't R&D labs, agencies and research centers
 - \$100 billion annual budget
 - > 100,000 scientists & engineers
 - FY07 Inventions disclosed: 4,486
 - FY07 Patent apps filed: 1,824
 - FY07 Patents issued: 1,406
- Public auction an efficient mechanism & meshes with government fairness principles
- Intermediaries, such as Ocean Tomo, will play a major role in future federal tech transfer

NOTE: All IP data are preliminary -from a final report to be published fall 2008





Thank you!

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