Scientists in the laboratory often fail to take advantage of the commercial exploitation of their research. This is frequently because they simply do not know what to do. *Technology transfer* is a careful account of how to start the process of commercialisation of technology, and describes in detail the difficulties and the amount of time needed to carry the process through to a successful conclusion. This book provides a much needed step by step guide to the commercialisation of research. It addresses three major themes: how to protect your intellectual property; how to develop it commercially via licensing and business 'start up'; and how to finance and manage your new company. This book is essential reading for any research scientist whose work has commercial applications.

Dr Neil Sullivan has completed a BSc in Biochemistry with Chemistry at the University of Southampton, a Masters of Business Administration (MBA) from Imperial College and a PhD in molecular biology from the University of Edinburgh. He has worked in academic environments at Cold Spring Harbor Laboratories in New York and for the Imperial Cancer Research Fund, London. In addition, he has had practical business experience in both the pharmaceutical and biotechnology industries, together with a recent business development and technology transfer role in a major UK University. He believes that efficient and effective technology transfer is a vital component of the path to long-term success of high technology industries, being a cornerstone of national competitiveness. This book will help guide *you* along this route.

Technology transfer

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Making the most of your intellectual property

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Contents

Prologue

The first step in the commercialisation of your technology is one of self audit. Deciding what your 'endpoint' will be is crucial to the determination of the direction in which you move and the methods you take to get there. Any commercialisation will require time and effort and in the initial stages will mostly be your own. The apparently unproductive and ephemeral activities necessary to bring your technology to market will inevitably take you away from the bench and your beloved research. It is thus easy to resent the time spent in commercial exploitation, particularly if the latter is going neither well nor quickly nor if you feel out of your depth in dealing with people of a different mind set. This would perhaps be a mistake, since great satisfaction can be derived from devolving the benefits of your research. Indeed, some would see the effective transfer of research into society as a necessary and integral part of the research process.

This book is aimed at helping researchers to understand the commercial potential of their technology. It will help to bridge the communication gap and familiarise the reader with the plethora of functions, skills and processes that commercialisation requires. It will not be a substitute for the professional advice of patent agents, solicitors, marketing executives, etc., but will go some way to helping you to understand what they require. In addition, the option of 'going it alone' to set up your own business will be evaluated. Many successful companies have been set up on the basis of research and ideas much like your own. Could you raise the finance, structure the business, produce a product, market it, sell it? This book will help you to decide whether **you** could become a 'captain of the biotechnology industry'.

The intention of this book is to point the way towards success. No book can *guarantee* success however, for obvious reasons, and neither the publisher nor the author can accept responsibility for any problems of any sort that the reader may suffer, directly or indirectly, in following the advice in this book.

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