



## AUTM Professional Development Programs

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# Running Effective Internship Programs – Clear Expectations

The formal presentation will begin at Noon Eastern

### FOR AUDIO:

To connect by phone: dial +1-866-365-4406 Access code 5627649

To connect by VoIP: Click the AUDIO button at the top of the screen.

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The following presentation reflects the personal views and thoughts of Katherine Moynihan, Sara Dagen, Leza Besemann and Carol Grutkoski, and is not to be construed as representing in any way the corporate views or advice of Indiana University, the University of Florida or the University of Minnesota and their Affiliates, Subsidiaries or Divisions, nor the views or advice of the Association of University Technology Managers (AUTM). The content is solely for purposes of discussion and illustration, and is not to be considered legal advice.



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## Running Effective Internship Programs – Clear Expectations

### Speakers:

Leza Besemann, *University of Minnesota*

Sara Dagen, *University of Florida*

Carol Grutkoski, *University of Minnesota*

Katherine Moynihan, *IURTC*

October 20, 2016



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# Questions?

We will be taking questions at the conclusion of the presentation.



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## Operator Assistance

Audio difficulties: Dial 0 0

Other issues: +1-847-686-2244



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### Discounted Pricing

- Professional development courses
- Annual Meeting
- Online courses
- Online job posting
- Membership mailing lists

### • Access to AUTM Publications

- *AUTM Better World Report*
- AUTM Salary Survey
- AUTM Technology Transfer Practice Manual
- AUTM Licensing Activity Survey (currently for United States and Canada)
- AUTM Update

## Member Benefits



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## Member Benefits

### In-person and Online Networking

- Special Interest Groups (SIGS)
- Online Discussion Groups
- Volunteer committees
- Partnership Forums
- Meetings at national and regional levels

### Additional Benefits

- Updates on legislative activity and how it affects you
- AUTM Career Center
- TransAct Database
- Global Technology Portal (GTP)
- AUTM Learning Center



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*University of Minnesota*



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*University of Florida*



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*IURTC*



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# Effective Intern Programs

Effective Internship Programs



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## Effective Intern Programs Agenda

- Goals of intern program
- Types of interns and their tasks
- Intern qualifications
- Recruiting
- Hiring
- Training
- Exit process

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# Goals of the Internship Program

- Office goals:
  - Determining if technologies can be patented, copyrighted, or trademarked
  - Determining if technologies have commercial value
  - Marketing technologies to get them licensed
  - Completing material transfer agreements
  - Marketing the office by showcasing inventor and startup successes

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# Goals of the Internship Program

- Office goals:
  - Reduce burden on licensing staff
  - Reduce costs
  - Train up the future workforce for tech transfer
  - Increase awareness of your office

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# Goals of the Internship Program

- Intern goals:
  - Padding the resume and aiding advancement
  - Exploring tech transfer
  - Finding a bridge from academia to the workplace
  - Networking with tech transfer leaders, IP attorneys, startup companies, etc.
  - Course credit, cash, or both

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# Types of Interns

- Prior Art (or Patent) Interns
- Marketing
- Social Media Marketing
- Analytics
- Material Transfer Agreement
- “Senior” Interns

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# Prior Art or Patent Intern Tasks

- Prior Art (or Patent) Interns
  - Complete “prior art searches” or patent literature searches
  - Determine if a particular intellectual property can be patented
  - Writes a report that is sent to the licensing team and inventors
    - Includes patents, patent applications, and any sort of publication (articles, posters, web sites)

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# Marketing Intern Tasks

- Marketing Interns
  - Write marketing descriptions for technologies
  - Write startup company descriptions
  - Determine/find information for appropriate contacts for email or mail campaigns
  - Create newsletters, flyers, posters, etc.

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# Social Media Intern Tasks

- Social Media Interns
  - Monitor social media accounts (such as Twitter, Facebook, LinkedIn, etc.)
  - Follow specific hashtags (i.e. #startup), companies who have licensed technologies, inventors
  - They blast news about the office, new technologies, inventors, events, etc.
  - They watch for tech-related news and try to tie it to what we do, then blast it out

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# Analytics Intern Tasks

- Analytics Interns
  - Metrics -- the “what?”; analytics -- the “so what?”; then results & changes (and so on...)
  - Email services (analytics built in)
  - Google Analytics

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# Material Transfer Agreement Intern Tasks

- MTA Interns
  - Help the MTA Associate process Material Transfer Agreements
    - (MTAs are agreements related to transfer of materials such as antibodies or cell lines)
  - Obtain signatures from both parties (via email)
  - Update database (materials, contacts information, dates, status)

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# “Senior” Intern Tasks

- Senior Interns
  - Typically, have worked beyond their original time agreement and demonstrate leadership potential
  - Train incoming interns or train interns on new tasks
  - Complete tasks such as editing or publishing or following up campaigns, etc.

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# Leading the Interns

- Who's in charge?
  - Marketing
  - Licensing teams
- Assigning work

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# Qualifications

- Depends on what you want:
  - Grad students or postdocs?
  - Masters students?
  - Law students?
  - Undergrads?
- Must have a background or degree in science or engineering!

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# Qualifications

- In addition, interns must:
  - BE ELIGIBLE TO WORK IN U.S.
  - Have exceptional writing/communication skills
  - Strong attention to detail
  - Strong academic performance
  - Professional demeanor and dress
  - Ability to maintain confidentiality of work-related information

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# Availability

- Time commitment
  - Length of internship
  - Number of hours per week
- Start and end dates
- In office or work remotely

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# Recruiting and Hiring

- Recruiting
  - Use webpage to explain program
  - Work directly with departments and faculty
  - Referrals from current interns

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# Recruiting and Hiring

- Application and Interview
  - First screen is the resume and cover letter
  - Writing sample
    - Should be similar to work being done by interns
    - Limit the amount of time
  - On site interview

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# Recruiting and Hiring

- Paid or Volunteer?
  - Paying interns helps stress that quality work, professionalism and commitment are required
  - Some interns receive class credit and are not paid
  - A candidate who already has a full time appointment can be a volunteer

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# Recruiting and Hiring

- HR and Visa Requirements
  - Talk to HR, Graduate Student Services and legal counsel to understand the requirements
  - The candidate should be responsible for ensuring they are eligible to be paid
  - Determine if interns need to have approval from advisor / department
  - Interns may need to meet with HR before working

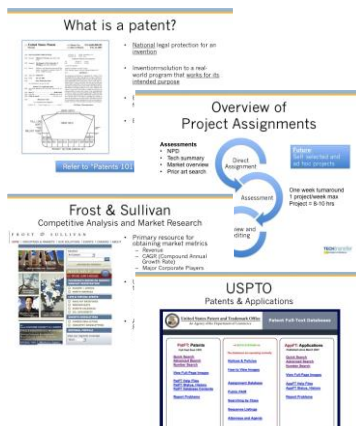
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## Recruiting and Hiring

- Hiring Paperwork
  - Offer letter, NDA/CDA, employee agreement – have templates for all paperwork for consistency
  - Provide new hire info
    - Employee handbook
    - Contact list

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## Training



**What is a patent?**

- National legal protection for an invention
- Invention/innovation to a real world program that works for its intended purpose

**Overview of Project Assignments**

Assessments

- TPO
- Tech summary
- Patent overview
- Prior art search

Assessment

One week turnaround  
1 projectweek max  
Project = 8-10 hrs

**Frost & Sullivan**  
Competitive Analysis and Market Research

- Primary resource for identifying market metrics
- Revenue
- CAPEX (Compound Annual Growth Rate)
- Major Corporate Players

**USPTO**  
Patents & Applications

- Half day training
  - TTO/Patent 101
  - Structure/expectations
  - Market research
- Extensive feedback & revisions for initial assignments
- Posted examples, Fellows forum, ongoing updates/tips

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## Assessments

### Sections

- Technology details and potential applications
- Market Overview
- Competition & Companies
- Key Commercialization Challenges
- Marketing Abstract
  - Non-confidential, SEO
- Appendices
  - Profiles of key companies
  - Patent and Publication Search Results (publication details, authors, inventors, assignees, title, excerpts/hyperlinks)

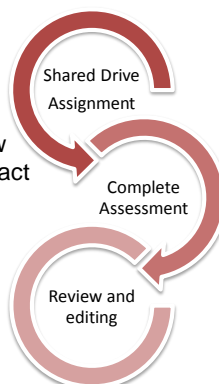
EARLY COMMERCIAL ASSESSMENT FOR DISCUSSION			
Confidential - Do Not Distribute			
IR#	e.g. 2189	OTT LIA Initials	
Date Received	From the Invention Report	Manager Initials	BC/NM/AM
Potential Invention	List names (in BOLD)	Author Initials	
Descriptive Title	From the Invention Report		
Classification & Keywords	Include technology, classification and related terms, including sector, application, disease area, ICD, etc.		
STAGE OF DEVELOPMENT	E.g. "prototype exists", "working software", "target only", "has in vivo data", "in vitro data only", "preclinical", etc.		
Pending disclosures	Include any public disclosures mentioned in the Invention Report		
0. Non-confidential marketing abstract	Non-confidential title (if needed) Succinct description of the following for an educated generalist: - What is the technology? - What are the potential applications? - What are the advantages over current options? - E.g. how safe? how easy? how convenient? how diagnostic? <b>Note:</b> Use technology rather than invention wherever possible		
1. Technology Details	Subsequent description of the science: - What was the scientific context? (What was already known in the field?) - What was the discovery / contribution to previous knowledge? - What is the current supporting data? (e.g. in vitro, simulations, etc.) - What follow-on experiments are planned? (if discussed)		
	Denote references with superscripted numbers and include hyperlinked references at the bottom of this section.		
2. Potential Applications	Outline how this invention could be applied as a product or a service that addresses a commercial need Leverage the ideas in the invention report, but also try to think creatively Feel free to include multiple uses for the invention: - Identify potential downstream applications (e.g. if inhibitors to this target are found, they could be of therapeutic relevance in osteoporosis and diabetes)		
CONFIDENTIAL - For Internal Use Only			
v. 03/2011			

## Overview of Project Assignments

### Assessment Sections

- Technology summary
- Market overview
- Marketing abstract
- Prior art search

Fellows  
Manager  
Technology  
Managers



One week turnaround  
1 project/week max  
Project = 8-10 hours



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# Training Agenda

- Welcome & introductions
- Intro to technology transfer & patents
- Fellows program assignments
- Fellows program administration & expectations
- Appendix I. Available tools & resources
- Appendix II. Patents 101

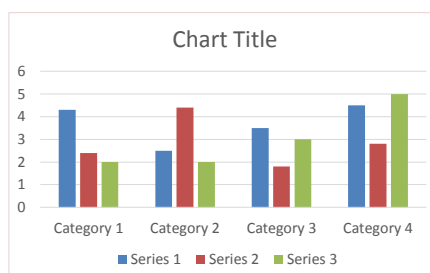
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# Institution mission Institution stats



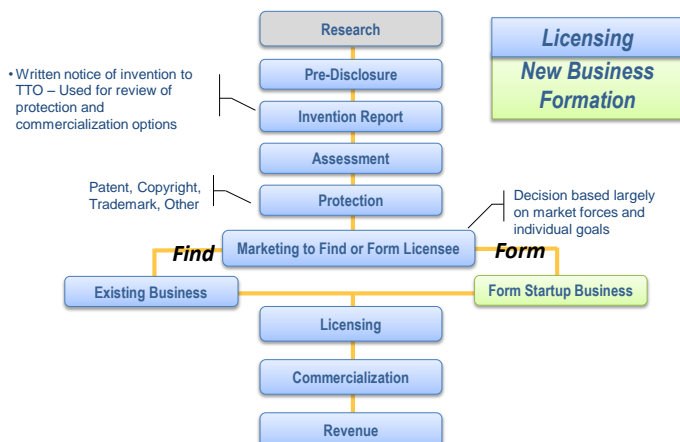
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## The Bayh-Dole Act

- Allows universities (and businesses) to retain title to inventions made under federally-funded research programs.
  - Universities hold intellectual property, not the government or the university employee
- Intended to promote private sector investment in and commercialization of federally funded research.
  - Proactive efforts are made to commercialize inventions
  - Preference given to small U.S. businesses
  - Inventors share in any rewards from licensing
- Effect since implementation in 1980
  - Utilize AUTM information

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## Tech Transfer Process



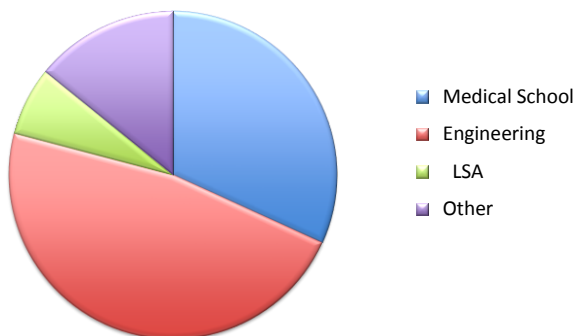
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### Invention Disclosures – FY##



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### Licensee Examples

- Faculty contacts
- OTT rolodex and networking
- Marketing efforts
- Company inquiries

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### Timeline



Check the IR and make sure that you have all necessary information.

This allows you to:

- Ensure there are no last minute issues
- Establish your understanding of the technology (or help you estimate how much time you will need)
- Begin thinking about potential applications and commercialization challenges (more time to be creative!)

\*Be aware that beyond the time spent learning the technology, doing market research and performing prior art and publication searches requires a substantial amount of time!

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### Weekly Assignments

Email: [DATE] Fellows assignments

Fellows,

The materials for your next assignment (if you have a new one) are now in your Drop Boxes on CTools.

Completed assessments are due next Wednesday, [DATE].

Additional Information:

- The new Fellows will be trained soon - please let me know if you have any suggestions for training that you think would be helpful to a new Fellow.
- I created a Tech Transfer Fellows group on LinkedIn for you to be able to network with current and past Fellows. Please let me know if you need an invitation!

Please skim your assignment in the first day or two after they are assigned to make sure that you a) have enough information, b) have the correct files, and c) have no potential conflict of interest. Let me know if you have any questions.

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### Basic Expectations for Fellows

- Assignments to be completed on-time
- Flexibility and willingness to take on unfamiliar challenges (e.g. technologies outside of your research area)
- Open and active communication
  - Raise questions in advance, provide two weeks notice for vacations.
- **ABSOLUTE CONFIDENTIALITY** must be maintained.
- **ANY** potential conflicts of interest to be flagged and communicated in advance.
  - Friends with inventors
  - Thesis committee
  - Collaborators

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### Project/Lifestyle Management Advice

#### Getting Started...

- Ensure you have enough information when you receive an assignment, not the day before it's due
- Don't wait until the night before to start...procrastination is so undergrad
- Google and Wikipedia are good jumping off points to quickly gain background knowledge.

#### Working on Projects...

- Spend less time researching and more time writing-focus on getting to output quickly
- Focus! Try to complete an entire project in one or two 4 hour sittings.
- Prioritize! You cannot afford to be a perfectionist
- Word economy! Use bullet points instead of paragraphs when appropriate.
- 20 Minute Rule

#### Keep in Mind...

- Fulfill your requests in the way you would expect other people do it for you, and respect deadlines
- Check your punctuation & spelling - documents are shared with faculty & companies
- Bookmark websites of interest! If you need the information once, there's a chance you'll need it for a future assignment.

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## Accountability

### Late Submissions?



Three strikes...

### Probationary Period

- 12 week trial as a Research Assistant
- Successful completion of assessments with proficiency leads to official position as a Tech Transfer Fellow

## Market Information

### Michigan

- Frost & Sullivan
- MedTrack
- GBI Research
- Kresge Business Library

### IURTC

- BCC Research
- MedTrack
- ZoomInfo
- Patsnap
- SciFinder
- IU Library resources

## Patents

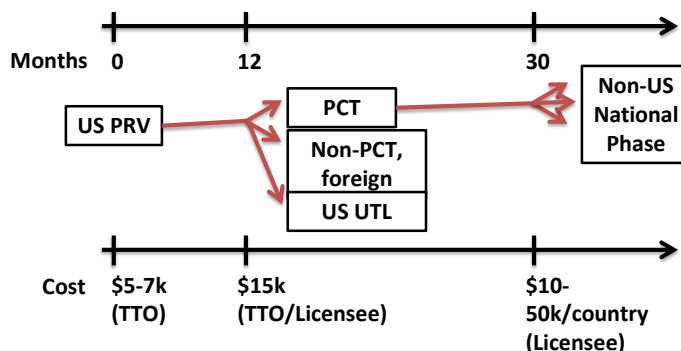
- Exclude others from making, using, selling, offering for sale or importing the invention
- Does not grant the right to make, use, sell, offer for sale or import the invention
- Limited duration of protection
- Not secret once application is published
- Country-specific
- Basic requirements for a patent:
  - Patentable subject matter – currently in upheaval due to recent SCOTUS rulings
  - Utility
  - Novelty
  - Non-obviousness

## Types of Patents

- Provisional
  - Simplest requirements for filing
  - Provides priority date for subject matter disclosed;
- Patent Cooperation Treaty (“PCT”)
  - Preserves filing options for 30 months, thereby delaying costs
  - International protection, to a point
- Utility
  - Formal requirements and examined
- Design
- Plant



## Patent Prosecution Timeline



## Exit Process

- Fellows don't have a set term. Often advance to be Senior Fellows with more specific projects
- Ask 2-3x year for graduation/job searching timelines to allow for prep time in scheduling hiring phases
- 30 minute exit interview for feedback
- Use LinkedIn group to keep track of alumni



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### Exit Interview Questions

- What was most satisfying about your job?
- What was least satisfying about your job?
- What would you change about your job?
- Did you have clear goals and know what was expected of you in your job?
- Did you receive enough training to do your job effectively?
- What resources did you use the most? The least?
- What could your immediate supervisor do to improve his or her management style?
- Based on your experience with us, what do you think it takes to succeed as a Fellow?
- Would you recommend working as a Fellow to others?

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### Exit Interview Questions

- **Question 1:** What major benefits did you gain from your work experience at OTL?
- **Question 2:** What were your major accomplishments during your time at OTL?
- **Question 3:** What skills have you honed?
- **Question 4:** What new skills have you gained?
- **Comments on the Fellows Handbook, training process, and how the fellowship itself could be improved (and any other comments/feedback)**

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### Program Contributions

- >1000 technology/market assessments
- Informed patent decisions
- Positive feedback from faculty members and licensing staff
- Positive feedback from Fellows as a learning experience
- >40 Fellows and alumni
- Expansion to assist other state schools

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### Conclusion: Lessons Learned...

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## Questions? Comments?



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## Discussion and Q&A

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When called on, press \* 7 on your telephone keypad to un-mute your phone.

Press \* 6 to re-mute your phone.



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# Webinar Recordings

Basics of Technology Transfer for Licensing Professionals  
 Basic Patenting 101  
 Copyright Law and Content/Software Licensing  
 Equity Based License Agreements  
 Financial Conflicts of Interest  
 Marketing: Whether By Traditional or Social Media, the Value  
 Need to Know Basics of Technology Transfer for Support Staff  
 Negotiation of License Agreements  
 Nuts and Bolts for Compliance Under Federal Funding Awards  
 The Basics of Open Source Licensing  
 Tips for Managing MTAs  
 Triage  
 Valuation of Inventions and Patents  
 (More Added Monthly)

[www.autm.net/onlinelearning](http://www.autm.net/onlinelearning)



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# Register now for AUTM's next webinar

- **Valuation and Negotiation Webinar Series:**
  - Part 1: Creating Value: Thursday, Oct. 27
  - Part 2: Measuring Value: Wednesday, Nov. 10
  - Part 3: Sharing Value: Thursday, Nov. 17
  - Part 4: Startup Issues: Thursday, Dec. 1
- **European Patent Practice – The Good, The Bad and The Ugly**
  - Wednesday, Nov. 16



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### AUTM Region Meetings



#### AUTM Western Region Meeting

**Nov. 1-4**  
**Waikiki Beach Marriott Resort**  
**Honolulu, HI**

**Registration Now Open!**



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### AUTM Partnering Forums

#### **Smart Power & Energy Storage Solutions**

Hosted by Case Western Reserve University  
October 26 - 27, 2016  
Tinkham Veale University Center  
Cleveland, OH USA



**Save the Date!**



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## AUTM 2017 Annual Meeting

March 12-15  
Hollywood, FL USA



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## Have an Interesting Topic?

The Online Professional Development Committee is seeking proposals and speakers for potential webinars.



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## Get Involved

**We need your help. The Online Professional Development Committee is seeking professionals interested in joining their committee.**



**Interested? Please contact  
Melinda Briggs – [mbriggs@autm.net](mailto:mbriggs@autm.net)**

