



## University Plant Commercialization: IP, Deals and Working with the USDA

Welcoming remarks will begin at  
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The formal presentation will begin at Noon Eastern

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## University Plant Commercialization: IP, Deals and Working with the USDA

**Speakers:**

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Brent Marable, *University of Georgia Research Foundation*

**October 9, 2013**

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**Questions?**

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

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**Thank You!**



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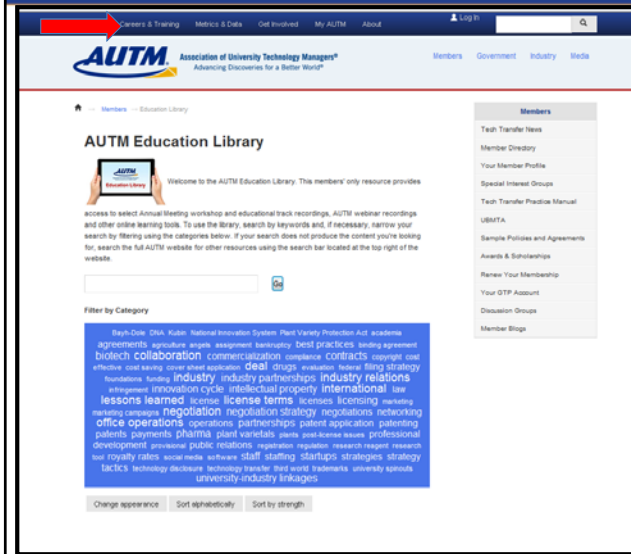
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The screenshot shows the AUTM Education Library page. At the top, there is a navigation bar with links for 'Careers & Training', 'Media & Data', 'Get Involved', 'My AUTM', and 'About'. Below this is the AUTM logo and a search bar. The main heading is 'AUTM Education Library'. A welcome message states: 'Welcome to the AUTM Education Library. This members' only resource provides access to select Annual Meeting workshop and educational track recordings, AUTM webinar recordings and other online learning tools. To use the library, search by keywords and, if necessary, narrow your search by filtering using the categories below. If your search does not produce the content you're looking for, search the full AUTM website for other resources using the search bar located at the top right of the website.' Below the message is a search input field and a 'Filter by Category' section with a list of keywords including: 'Tech Transfer', 'Disks', 'Kudis', 'National Innovation System', 'Plant Variety Protection Act', 'Academia', 'Agreements', 'Agriculture', 'Angels', 'Assignment', 'Bankruptcy', 'Best Practices', 'Binding Agreement', 'Biotech', 'Collaboration', 'Commercialization', 'Consensus', 'Contracts', 'Copyright', 'Cost', 'Ethics', 'Coal Mining', 'Covered Opener Association', 'Deal', 'Drug', 'Education', 'Finance', 'Filing Strategy', 'Foundations', 'Funding', 'Industry', 'Industry Partnerships', 'Industry Relations', 'Innovation Cycle', 'Intellectual Property', 'International Law', 'Lessons Learned', 'Licenses', 'License Terms', 'Licenses', 'Accounting', 'Marketing', 'Newspapers', 'Operations', 'Partnerships', 'Patent Application', 'Patenting', 'Patents', 'Payments', 'Pharma', 'Plant Varieties', 'Pilot Schemes', 'Issues', 'Professional Development', 'Procurement', 'Public Relations', 'Regulation', 'Regulation', 'Research', 'Research', 'Royalty Rates', 'Social Media', 'Software', 'Staff', 'Staffing', 'Startups', 'Strategies', 'Strategy', 'Tactics', 'Technology Disclosure', 'Technology Transfer', 'Bad Word', 'Statements', 'University Spinoffs', 'University-Industry Linkages'. At the bottom, there are options to 'Change appearance', 'Sort alphabetically', and 'Sort by strength'.

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- 23 Annual Meeting workshop recordings
- 10 relevant links to the TTP Manual
- 5 educational webinar recordings
- Additional content added annually by committee

<http://www.autm.net/source/ed-library/index.cfm>

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The screenshot shows the AUTM Global Technology Portal (GTP) website. At the top, there is a navigation bar with links for 'Home', 'Organizations', 'Technologies', 'Needs', 'Capabilities', 'Startups', 'Success stories', and 'People'. Below this is the AUTM logo and a search bar. The main heading is 'The AUTM Global Technology Portal (GTP)'. A welcome message states: 'Welcome to the AUTM Global Technology Portal, where you can easily find the latest university technologies available for licensing worldwide.' Below the message is a large image of a hand holding a credit card. To the right of the image is a 'Technologies' section with two items: 'Low-Temperature, Corrosion-Resistant Integrated Heat Exchangers to Improve Efficiency of Coal Plants' and 'Controlling and Predicting the Stability of a Protein Against Degradation by Proteases'. Below the technologies section is a 'Get ready for the AUTM 2012 Annual Meeting by posting your technologies and capabilities' button. At the bottom, there is a 'Examples' section with a row of small images.

## AUTM Global Technology Portal



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**[GTP.AUTM.NET](http://GTP.AUTM.NET)**



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## *U.S. Plant-Related Intellectual Property Protection*

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17

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18

18

## PLANT INTELLECTUAL PROPERTY

- Plant Patents
- PVP Certificates
- Utility Patents
- Trademarks



19

## Plant Patent Act

- Enacted in 1930, it was the first protection of its kind, worldwide
- Protects a single plant variety, and its asexually propagated plants or plant parts (clones)
  - Cuttings (stem, leaf, root, softwood or hardwood)
  - Layering
  - Divisions
  - Bulbs and Corms
  - Rhizomes
  - Grafting
  - Budding or bud grafting
  - Micropropagation or tissue culture
  - Apomictic seeds
  - Slips
  - Nucellar embryos

20

## Plant Patents – Who?

- Inventor or University is applicant
- University is assignee
- Dept of Commerce, USPTO, is reviewer
- Breeders, wholesalers, retailers and end-users are licensees



21

## Plant Patents – What can be patented?

- 35 USC § 161
  - Novel
  - Asexually-propagated
  - Cultivated
  - No tubers
  - Spores, mutants, hybrids, and newly found seedlings



22



## Plant Patents: When is best to apply?

- When plant is distinguishable, uniform, stable (UPOV standards), and asexually reproduced
- Nearly all data gathered
- Ideally before made public/offer for sale/sale/applications (claim priority to PBRs)
- Within a year of any disclosure

25

## Example Plant Patent Claim

- A plant patent includes a single invention claim.
- Example: A new variety of petunia substantially as described and illustrated in the specification herein.



*Figure 1*

26

## Plant Variety Protection Act

- Protection for plants that are
  - new
  - stable
  - uniform
  - sexually reproduced (seed), or
  - tubers



27

## PVP Certificates: Who?

- Breeder is named
- University is applicant
- Dept of Agriculture is reviewer
- Wholesalers, retailers and end-users are licensees



28

## Plant Variety Protection Act

- 7 USC § 57
- Abbreviated: PVP Act or PVPA
- Commonly: Seed Certificates



29

## PVP Certificate Exclusive Rights

- Exclude others from
  - selling, offering for sale
  - multiplying
  - conditioning
  - importing and exporting
  - stocking the protected variety
- The term of variety protection is 20 years (25 years for trees and vines)

30

## PVP Certificate Exemptions

- Provides for Breeder's Exemption
  - private acts for non-commercial purposes
  - acts done for experimental purposes
  - acts done for breeding other varieties
- Provides for limited Farmer's Exemption
  - A farmer may save seed to be used:
    - in production of a crop for use on his/her own farm
    - for sale for other than reproductive purposes (commodity sales)
    - may not sell saved seed to others

31

## PVP: When is best to apply?

- When plant is distinguishable, uniform, stable (UPOV standards), and sexually reproduced
- Nearly all data gathered
- Ideally before made public/offer for sale/sale/applications (claim priority to foreign PBRs)
- Within 1 year of any offer to sell, sale, public use in the US
  - same as USPTO - AIA bar
- Within 4 years of any foreign sales (6 for vines and trees)
  - different from USPTO - AIA one year bar

32



## Plant-Related Utility Patents

### Composition of matter

- Plants, roots, seeds, plant parts, combinations, foodstuffs, formulations, product-by-process, etc.

### Methods

- Cultivation, breeding, weed control, pest control, business methods, software, transformation techniques, etc.

### Uses

- Medical, nutritional, pest/weed/erosion control, textiles, polymers, etc.

## Plant-Related Utility Patents – Who?

- Inventor or University is applicant
- University is assignee
- Dept. of Commerce, USPTO, is reviewer
- Breeders, wholesalers, retailers and end-users are licensees



## Plant-Related Utility Patents

It is possible to protect:

- a plant variety,
- a class of plant varieties having one or more traits,
- plant parts, seeds, cells, plasmids,
- methods of producing/breeding,
- methods for identifying,
- methods for using plant varieties, and
- compositions/extracts made from the plant varieties.

35

## Plant-Related Utility Patents

Protection is NOT available for inventions:

- known, used, offered for sale, or sold, *anywhere in the world (AIA)* before application filing date...
- except for your own disclosures, and then you have a one year grace period to file.

36

## Plant-Related Utility Patents – Claims

- A utility patent may include one or more independent invention claims.

### Examples

1. Seed of a soybean variety designated X1234, representative seed having been deposited under ATCC Accession No. PTA-9876.
2. A soybean plant, or parts thereof, produced by growing the seed of claim 1.
3. Pollen of the plant of claim 2.

37

## Plant-Related Utility Patents – Claims

- Example:
  1. A method to breed a plant having Phenotype X, comprising breeding a plant with Genotype Y with another plant, and identifying a plant having Phenotype X.
  2. A plant bred according to the process of claim 1.
  3. A seed of a plant of claim 2.
  4. A transgenic plant comprising SEQ ID NO:1.

38

## Plant-Related Utility Patent Grant 35 USC § 154

Patent owner may exclude others from making, using or selling the claimed invention, for 20 years from the date of filing.

39

## Trademarks

- In general - USPTO
  - Trademark protects a brand
  - Service mark protects a service
    - such as assurance of drought-resistance
  - ® for either, if they are registered
  - tm or sm, if they are not registered
- For plants
  - Trademark protects "marketing" name only
  - Breeding and/or patent name is too descriptive
  - Use all names (trademark, patent name, breeding name, certificate number) on packaging!

40

## Quick Review of Plant IP protection

- The type of protection sought is dictated primarily by specific business requirements.
  - Utility patents may be desirable when the invention is not limited to a specific variety or when method claims are important.
  - PVP certificate protection may be desirable for a specific variety when broader patent claims may not be enabled.
  - Other business factors considered may include cost of obtaining protection, length of time prior to product launch, product life cycle, etc.
  - AIA considerations - foreign sales, uses.

41

## Quick Review of Plant IP protection

It is possible to obtain a plant patent, a plant variety protection certificate, a utility patent and a trademark for the same plant variety.



**BURGUNDYPEARL**

Word Mark BURGUNDYPEARL  
 Goods and Services IC 021, US 01, 046, 0 & S; Live plants;  
 FIRST USE IN COMMERCE: 2000/01  
 Standard Characters  
 Claimed  
 Mark Drawing Code (4) STANDARD CHARACTER MARK  
 Serial Number 7778006  
 Filing Date June 12, 2009  
 Current Filing Basis 1A  
 Original Filing Basis 1B  
 Published for Opposition October 27, 2009  
 Registration Number 3823008  
 Registration Date July 20, 2010  
 Owner (REGISTRANT) Cornell Center for the CORPORATION NEW YORK 382 Ph

42

### Last note - Public uses, offers to sell, and sales

Try to keep track of what is happening with your plant/genetic material and its advertising during research, foreign PBRs, field trials, propagation, & wholesale/retail preparations.

Try to avoid, or at least keep track of, accidental offers for sale, sales, public uses, and detailed descriptions, using agreements and filings.

Befriend your breeders/geneticists so that they give you their plants'/genes' travel plans in advance, and maybe even help make it happen via painless agreements and permit support.

43

## *University Plant Commercialization: Licensing and Significance*



44

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## University of Georgia Research Foundation, Inc.

### (UGARF)

- A private, non-profit; supports UGA research
- Owns intellectual property, including novel plant varieties, developed at UGA
- Aligned with the Office of the Vice President of Research



THE UNIVERSITY OF GEORGIA  
RESEARCH FOUNDATION

## Technology Commercialization Office

**Mission:** connect industry with UGA expertise and inventions for public good, economic development, and research visibility.

- Secure intellectual property rights - Plant Patents, Utility Patents, Trademarks, and Plant Variety Protection Certificates
- Negotiate / manage various agreements (license, testing, transfer, option, etc.)
- Receive and distribute license income
- Maintain active patents, PVPs and trademarks



MuniRem®



47

## Technology Commercialization Office

### Moving inventions from the lab/field to the marketplace

- Broad IP portfolio: peanuts to pharmaceuticals
- Over 350 commercial products from UGA research
- Over 500 US and foreign patents on inventions made by UGA employees
- 1,000+ active license/option agreements (worldwide)
- “Top 5” ranking of U.S. universities for total licenses/options agreements executed – 5th consecutive year





## UGA Plant Varieties

### Agronomic Crops

- Peanuts
- Soybeans
- Wheat
- Forage Crops
- Canola
- Cotton



### Turfgrass

- Bermudagrass
- Centipede Grass
- Seashore Paspalum



### Horticultural Food Crops

- Blueberries
- Peaches
- Pecans
- Muscadine grapes
- Pumpkin



### Ornamental Plants

- Hydrangeas
- Crape Myrtles
- Herbaceous Annuals & Perennials
- Ornamental Grasses
- Shrubs & small trees



## Plant Licensing Manager Responsibilities

- Establish relationships with Plant Breeders and other faculty/staff
- Identify, manage, & apply for IP protection
  - Patent (Plant and Utility)
  - Trademark
  - PVP
  - Plant Breeder's Rights (Foreign)
- Maximize commercial potential
  - Testing and Material Transfer Agreements
  - Options Agreements
  - License Agreements
- UGARF point of contact with stakeholders
  - UGA College of Agriculture
  - Licensees – U.S. and International
  - State Foundation Seed and Certification Associations
  - GA Dept. of Ag.
  - USDA
- Advises and oversees revenue distribution

## Common Agreements Used for Plants

- **Exclusive and Non-exclusive License Agreements**
- **Collaborative Research Agreements:** Company/University and University work together to produce a new cultivar. (Examples – Inter-Institutional, Joint Ownership, Breeding)
- **Exclusive Option Agreement:** Company has exclusive option to negotiate a license for the cultivar after a period of testing it in company's environment.
- **Material Transfer Agreement (MTA):** Covers the transfer of all materials (plants, seed, DNA, etc.) to or from parties outside the university, while protecting the IP rights.
- **Restricted Testing Agreement (RTA):** Used primarily for plant cultivars that are tested non-exclusively by companies in their local environment that may have an interest in commercializing the plant cultivar, as is.

51

## Non-exclusive License Agreement

- **Multiple licenses for same cultivar**
- **Sales royalty**
  - per unit or % of sales
- **Upfront license fee in most instances**
- **Annual minimum royalty in most instances**
- **No patent expense reimbursement**

52

## Exclusive License Agreement

- One license per territory
- Sales royalty
  - per unit or % of sales
- Upfront license fee in most instances
- Annual minimum royalty in most instances
- IP Protection (PVP, patent, trademark) expense reimbursement
- Marketing requirements

53

## Exclusive Option Agreement

- Company has exclusive option to negotiate a license for the cultivar after a period of testing it in their environment.
- Option is for a limited time. At the end of the term, the company may choose to “exercise their option” by negotiating a license or not.
- An option fee is paid upfront for these exclusive rights.

54

## Material Transfer Agreement (MTA)

- Covers the transfer of all materials (plants, seed, DNA, etc.) to or from parties outside the university, while protecting the IP rights.
- For example, Company X requests access to certain plant cultivars owned by UGA for its own research. TCO will have the company execute a MTA in order to protect the IP and restrict the company from commercializing.
- The MTA has a specific scope of research associated with it. The process is more complicated than merely evaluating performance of a plant cultivar.
- An MTA may be used to protect IP rights when transferring material, but before a detailed research agreement has been negotiated and finalized.

55

## Restricted Testing Agreement (RTA)

- A type of MTA used primarily for plant cultivars that are tested by a company in its local environment when company may have an interest in commercializing the plant cultivar, as is. For simple research projects, an RTA may be used.
- For example, Company Y has a RTA to evaluate a new UGA hydrangea selection in its own environment.
- Another example, Company Z has a RTA to evaluate and propagate (but not sell) several new UGA muscadine selections.
- The test results will determine if the company requests a license.

56

### Plant Licensing Process



57

## PEANUTS Georgia-06G

- Georgia is #1 in the U.S. in peanut production (1/2 U.S. total)
- Estimated \$925 million crop value in Georgia in 2012 (record)
- UGA peanut varieties account for approx. 95% of Georgia market share

### Blueberries

- Georgia is #1 in the U.S. in acres of blueberries planted
- \$255 million crop value in Georgia
- UGA blueberry cultivars account for approx. 53% of Georgia market share



58

## Ornamental Plants

- Close to \$700 million crop value in Georgia
- UGA-developed Hydrangeas account for over 1/2 of total sales in the U.S.
- UGA-developed ornamental plants positively impact our state and are being grown world-wide.



## Turfgrass



- Over \$110 million crop value in Georgia in 2011
- UGA has a long history of success as a worldwide leader in warm season turfgrass breeding.
- UGA turfgrass varieties are on golf courses and athletic fields around the world.

## UGA Research: Good for Georgia. Good for the World.



### Plants from UGA



**USDA Management of  
Plant Varieties  
Co-owned with Universities**



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## Overview

- USDA collaborations with land grant universities
- USDA role in the conservation and management of plant genetic resources for research and breeding
- Protection and licensing of USDA plant varieties

63

## USDA Agricultural Research Service

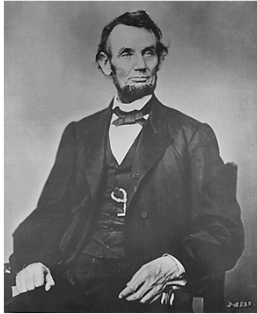
- >90 research locations
- 800 research projects within 20 National Programs
- 2,200 scientists and post-docs; > 6,000 other employees



64



## President Abraham Lincoln



- ▶ Signed the Morrill Act in 1862 to create the land grant university system
- ▶ Established the Department of Agriculture as an independent executive branch department in 1862
- ▶ Was granted U.S. Patent # 6,469 for "A Device for Buoying Vessels Over Shoals" on May 22, 1849

65

## History of USDA Partnership with Land Grant Universities

- ▶ Close working relationships pre-date the Bayh-Dole Act by decades.
- ▶ Based on extension model of technology transfer – Land grants, ARS, extension services and foundation seed programs worked together to deliver new technologies and plant varieties directly to farmers.
- ▶ Research faculty and ARS scientists worked together to train new agriculture researchers.

66

## USDA/University Collaboration Model Before Bayh-Dole

- Land grants received Federal formula funds and provided land and infrastructure for agricultural research.
- USDA provided additional research manpower by co-locating ARS scientists at land grant universities.
- Public release of new plant varieties was mandated by Federal statute, and breeding materials were freely exchanged.

67

## ARS/Land Grant University Partnerships Today

- Co-location with university scientists at 35 land grant universities
- Informal and contractual research collaborations
- Plant variety development and extension activities
- Multi-institution grant awards
- Many co-owned inventions

68

## Inventions Resulting from USDA-University Collaborations

### Co-owned inventions

- Exclusively license USDA's rights to university co-owner  
*35 U.S.C. 202(e)*

### USDA-owned inventions

- Enter into a Cooperative Research and Development Agreement (CRADA) to develop new varieties. *15 U.S.C. 3710a(a)(1)*
- Publish Federal Register Notice of Intent to exclusively license USDA variety to university partner. *35 U.S.C. 209(e)*

## CRADA Basics

- CRADA partners are granted options to obtain exclusive licenses for any inventions developed under a CRADA.
- CRADA partners can be companies, universities, other Federal labs, state or local government agencies, and others.
- Federal labs can receive funds and/or in-kind resources from CRADA partners.
- Federal labs can provide in-kind resources to the CRADA partner, but *not* funds.

## Frequently Asked Question

*Why does USDA use exclusive licenses to consolidate rights in co-owned inventions rather than inter-institutional agreements (IIAs)?*

- ⇒ USDA has the authority to grant an exclusive license without a Federal Register Notice.
- ⇒ The U.S. Government is not a party to the university-company license agreement.
- ✓ No Federal Register Notice is required if the university decides to grant an exclusive license.
- ✓ Contract issues are simplified; for example, choice of law, indemnification, insurance, etc.

71

## Access to Plant Genetic Resources for Breeding

### Protection of USDA Varieties

72

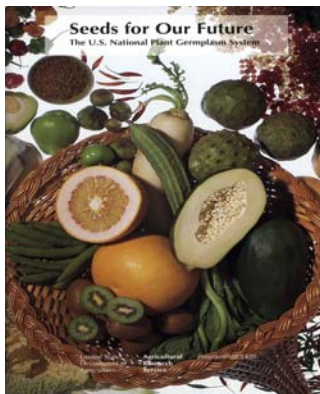
## USDA Role

### Germplasm Access and Utilization

- Contribute to conservation of genetic resources for food and agriculture
- Provide access to genetic resources for research and breeding
- Encourage both public sector and private sector investments in crop improvement
- Grant Plant Variety Protection Certificates (PVPCs) – USDA, AMS, Plant Variety Protection Office

73

## National Plant Germplasm System (NPGS)



- Acquires, preserves, evaluates, documents and distributes crop germplasm

74

## NPGS Acquisition and Documentation

- NPGS is a cooperative effort by Federal, State and private organizations to preserve plant genetic diversity.
- New germplasm (accessions) are acquired through collection, donation, and exchanges with other genebanks.
- Accessions are evaluated, maintained, and made available for distribution.
- The Germplasm Resources Information Network (GRIN) contains information about all NPGS accessions.  
<http://www.ars-grin.gov/>

75

## Access to NPGS Materials

- NPGS is committed to free and unrestricted exchange of germplasm.
- NPGS accessions are available in small quantities for education, research and breeding purposes.
- Samples of NPGS accessions can be requested through GRIN.
- Samples are available to all plant researchers and breeders, public and private, worldwide.
- Each year, NPGS ships more than 150,000 packages to requestors from the U.S. and from more than 100 other countries.

76

## Conditions For Use of NPGS Materials

- Unless otherwise noted in GRIN, NPGS accessions are in the public domain.
- There are no restrictions on the use of NPGS materials by researchers and breeders.
- Recipients are reminded that NPGS materials cannot be protected in the form received.
- Recipients who develop new varieties, or who use NPGS materials to make patentable inventions, may obtain intellectual property rights without any obligations, financial or otherwise, to NPGS.
- Utilization of NPGS accessions benefits farmers, processors, and consumers.

77

## Current Challenges Acquisition of Germplasm

- Contractual restrictions on use imposed by donors and genebanks; e.g., material transfer agreements
- Intellectual property rights for varieties, traits and genetic components, including regulated transgenes
- International Treaty on Plant Genetic Resources for Food and Agriculture (ITPGRFA) Standard Material Transfer Agreement (SMTA) – required by all CGIAR genebanks
- Convention on Biological Diversity (CBD), national biodiversity laws, CBD Nagoya Protocol on Access and Benefit Sharing (ABS)

78

## Protection of USDA Varieties Policy Considerations

- Public release of improved germplasm and new varieties provides facilitated access to both public and private breeders.
- Providing facilitated access to all, without restrictions, results in the availability to farmers of many new varieties and contributes to international food security.
- For some crops, variety protection is needed as an incentive for investment by nurseries or seed companies.

79

## Release of USDA Plant Genetic Resources

- Improved germplasm and advanced selections are usually publicly released.
- Many new varieties are co-developed and co-owned with U.S. land grant universities. Decisions regarding variety protection and licensing are made jointly with university technology transfer officers.
- New varieties developed solely by USDA are protected only if such protection will facilitate technology transfer.

80



## ARS Plant Variety Committee

- The committee reviews new plant varieties to be considered for plant variety protection.
- The committee meets quarterly, or on an *ad hoc* basis, if needed.
- Committees are comprised of Office of National Program staff, OTT staff, and ARS line managers.
- Each variety is presented by the breeder.
- Committee decisions are made by consensus, and public release is the default.

81

## Plant Variety Committee Evaluation Criteria

1. How is the variety different from and/or better than the closest currently available variety?
2. Is there current commercial interest in the variety or a high probability of commercialization in the future?
3. Is the potential market for the variety of sufficient size to warrant variety protection?
4. Would variety protection likely play a significant role in making the variety available to growers and consumers beyond what could be achieved through public release?
5. Have key stakeholders, such as commodity groups, growers, university partners, seed companies and nurseries, been consulted about protection of the variety?

82

## USDA Plant Variety Licenses

“The license granted is subject to the reservation by USDA of an irrevocable, nonexclusive, nontransferable, royalty-free license for use of the Licensed Variety throughout the world by or on behalf of the U.S. Government and on behalf of any foreign government pursuant to **any existing or future treaty or agreement to which the United States is a signatory, including the right to engage in research**, either alone or with one or more third parties, with the Licensed Variety. USDA reserves the right to **make propagation material of the Licensed Variety available to third parties for breeding purposes.**”

83

## ‘Gulf’ peach varieties U of Georgia and U of Florida

### ‘GULFCRIMSON’

Sweet tasting, medium to large sized yellow fleshed peach. Clingstone with small pits that resist splitting. Plant Patent No. 20,174. Ripens mid to late May. Self-pollinating. 400 chill hours. Zones 8A and 8B.



### ‘GULFKING’

Large clingstone peach with small pits. Red over gold skin and yellow flesh. Firm, sweet flesh that can ripen longer on the tree. Plant Patent No. 14,683. Ripens early May. Self-pollinating. 350 400 chill hours. Zones 8A and 8B.



84

## Additional Information

USDA, ARS Website

<http://www.ars.usda.gov/main/main.htm>

Partnering Website (OTT activities)

<http://www.ars.usda.gov/Business/Business.htm>

National Plant Germplasm System Website

<http://www.ars-grin.gov/npgs/>

85

# Questions? Comments?



# Discussion and Q&A

**Click the raise hand button.**

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

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87

## Plant Commercialization Sessions at the AUTM 2014 Annual Meeting

**Plan to attend!**

- **International Commercializing of Plant Varieties: Challenges and Strategies**
  - *Friday, Feb. 22 9 – 10:30 a.m.*
- **Plant Special Interest Group**
  - *Friday, Feb. 22 11 a.m. – 12:30 p.m.*
- **3-Hour Mini-Course: Agricultural Collaborations and Strategic Imperatives**
  - *Saturday, Feb. 23 11:30 a.m. – 12:45 and 2 – 3:30 p.m.*



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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  
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- **Open Innovation**
  - Oct. 30
- **Assignments, Declarations & POAs**
  - Nov. 7
- **Tips for Negotiating and Managing MTA Agreements**
  - Nov. 13
- **Royalties and Relationships – Keeping Current, Complete and Congenial**
  - Dec. 4
- **More to come!**

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[www.linkedin.com](http://www.linkedin.com)



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