

The University of Bremen as a Regional Centre for
Innovations, Inventions and Patents

What can Tunisian Universities learn from the
Experiences of INNOWI GmbH?

Dr.-Ing. Jens Hoheisel
InnoWi GmbH

InnoWi GmbH

- Patent marketing agency for Bremen and the metropolitan area.
- Founded in 2001 (by Bremen Economic Development and Universities)
- Shareholders
 - Universität Bremen
 - Hochschule Bremen
 - Hochschule Bremerhaven
 - Hochschule für Künste, Bremen
- Purpose: Evaluation and marketing of scientific inventions

Partner Universities and Institutes

InnoWi
Innovationen für die Wirtschaft

- Universität Bremen
- Carl von Ossietzky Universität Oldenburg
- Universität Osnabrück
- Universität Vechta
- Hochschule Bremerhaven
- Hochschule Bremen
- Hochschule Emden / Leer
- Hochschule für Künste, Bremen
- Hochschule Osnabrück
- Jade Hochschule Wilhelmshaven/Oldenburg/Elsfleth
- BIAS - Bremer Institut für angewandte Strahltechnik
- BIBA - Bremer Institut für Produktion und Logistik
- IWT - Stiftung Institut für Werkstofftechnik
- Faserinstitut Bremen - FIBRE.
- OFFIS

→ **3000 potential inventors**

TechnologieAllianz

InnoWi
Innovationen für die Wirtschaft

- German network of patent marketing and technology transfer agencies
 - which currently unites 29 members, 22 of them working as patent marketing agencies for German universities
- The members of TechnologieAllianz attend to
 - **more than 100,000 scientists** in patent relevant fields
 - in **more than 200 research institutions**
 - across **Germany**
- Portfolio of more than **2,000 IP-protected technologies** offers

■ ■ Why patents?

- Patents prove the novelty of research results
- Visibility of innovative capacity
- Protection of investments
- Transformation of intellectual property into tradable goods
- Protection of university services and products.
- Protect results of public investments in public research
- Importance of transfer and commercial use of research results is increasing

■ ■ Commercialization Campaign Germany

- Objective
 - Stimulation of the technology transfer (TT) from science to industry
 - Increase efficiency of the TT system
 - Revenue for universities
 - Creating exploitation incentives
- Measures
 - 2001 - Start of the commercialization campaign
 - Establishment of patent licensing agencies
 - Elimination of academic privilege (AbErfG, §42)

■ ■ Employee Invention Act

- In 2002, amendment of Employee Invention Act (§42 ArbEG):
 - all inventions are to be disclosed to the university.
 - patent registration, if university claims the invention.
 - in case of commercialization: university inventors receive 30% of the revenues

- new competencies
- new structures and processes
- funding!

■ ■ Required competencies

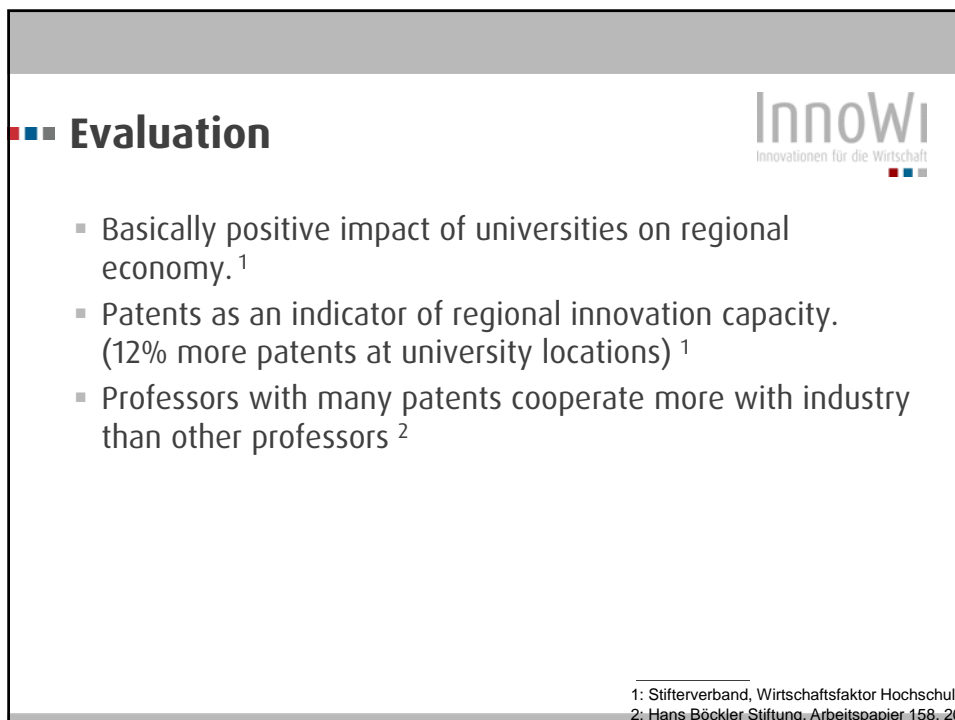
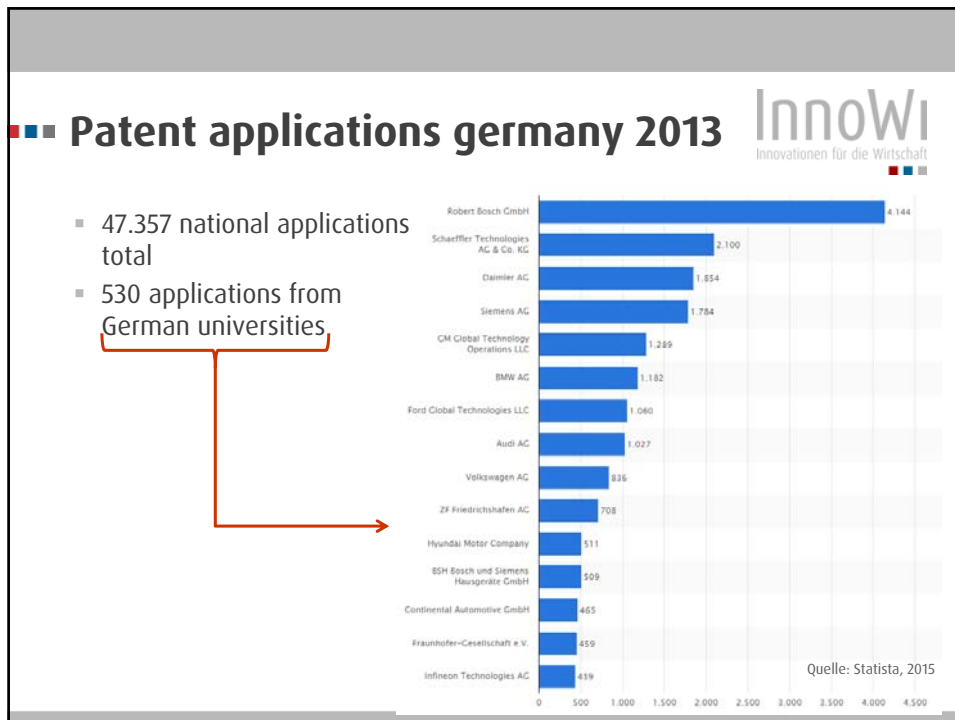
- Expertise in technology sectors for all inventions
 - Knowledge in the field of business
 - Process knowledge
 - Patent search / market research
 - Patent law / contract Law
 - Sales and marketing
 - Experience in negotiations.
- Requires a team of experts

■ ■ ■ New Structures and Processes

- **Internal units** for patent exploitation within universities?
 - only affordable only for large universities
- **Specialized organizations** to exploit inventions in a specific branch?
 - advantages in sales and distribution
- **Generic organizations** to support regional universities?
 - advantages in acquisition of inventions and university support

■ ■ ■ Funding

- The BMWI (Federal Ministry for Economic Affairs and Energy) funding initiative SIGNO supported universities in protecting and commercialization of inventions.
 - 40% funding for patents and commercialization activities
 - 70% for further development of inventions (42.000 € per invention)
- + funding from federal state resources
- + licensing revenues
- + university recourses



■ ■ Results of 2014 evaluation

(Evaluation of SIGNO funding, Fraunhofer ISI 2014)

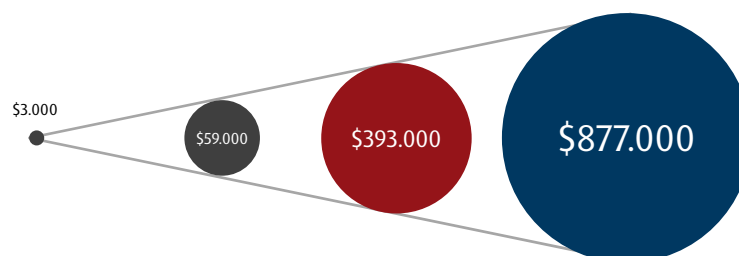
- Expansion of the financial scope of the universities (€ 8 million per annum from SIGNO, € 16 million own and third-party recourses).
- Increasing importance of patents at universities.
- Investments and revenue are significantly different in time
- **Revenue expectation is not met.**
- High revenues by few blockbusters¹
- Not enough competition between Patent marketing agencies

1: S. Backs, C. Stummer „Akademische Patente und Ihre Auswirkungen auf Forschung, Lehre und Administration an Universitäten, Management Review Quarterly 65, Springer, 2015

■ ■ Example Stanford Univ., USA

Total Royalty Income
in 1.000 Dollar by Decade

1970 - 1980 1980 - 1990 1990 - 2000 2000 - 2010



Office of Technology Licensing (Stanford University)

■ ■ Further evaluation results



- Stage of development is crucial for success
- Inventors contacts are important for the search of potential buyers.
- In 1/3 of all universities, a patent agreement leads to new collaborations with industry.
- Number of invention disclosures stagnates since 2008
- Inventors compensation is no dominant reason to disclose inventions - non monetary reasons counts more.

A new funding will start in 2016 with slightly changed conditions.

■ ■ Contact



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