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

- 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 an marketing of scientific inventions
Partner Universities and Institutes

- 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

- 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 (AbEGG, §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 resources
Patent applications Germany 2013

- 47,357 national applications total
- 530 applications from German universities

Evaluation

- Basically positive impact of universities on regional economy.¹
- Patents as an indicator of regional innovation capacity. (12% more patents at university locations)¹
- Professors with many patents cooperate more with industry than other professors²

¹: Stifterverband, Wirtschaftsfaktor Hochschule
²: Hans Böckler Stiftung, Arbeitspapier 158, 200
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 blockbusters\(^1\)
- Not enough competition between Patent marketing agencies

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Example Standford Univ., USA

Office of Technology Licensing (Stanford University)

<table>
<thead>
<tr>
<th>Total Royalty Income</th>
<th>in 1,000 Dollar by Decade</th>
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<tbody>
<tr>
<td>1970 - 1980</td>
<td>$3,000</td>
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<tr>
<td>1980 - 1990</td>
<td>$59,000</td>
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<tr>
<td>1990 - 2000</td>
<td>$393,000</td>
</tr>
<tr>
<td>2000 - 2010</td>
<td>$877,000</td>
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</tbody>
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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.

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