



Symposium for Research Administrators

University of Wisconsin-Madison
September 13th, 2017

Working With Industry

The Most Common Hiccups

Who We Are

- Robert Gratzl – Interim Assistant Director of Contracting, Manager of RSP Contracts Team
- Richelle Martin – Assistant Director of the Office of Industrial Partnerships

Experiences

- Who here has worked with industry, either as project personnel or administrative support?
- Did any of you experience or hear about issues during negotiation?
- What issues have you experienced or heard about when working with industry?

Collaboration Benefits for UW-Madison

- Funding support for investigators
- Student research & internship opportunities
- Employment opportunities for graduates
- Research on “real world” problems
- Enhanced societal benefit from innovations
- Technical presentations
- Visiting scientists
- Advisory board members

Collaboration Benefits for Industry

- Cutting-edge scientific knowledge
- Complementary expertise
- Enhanced access to graduates
- Interdisciplinary approaches
- Culture of innovation and experimentation
- Joint research programs
- Preferred IP licensing position
- Cost effective resource leveraging

Where's the Conflict?

University

- Discover and share information with the world
 - Publish and present
- Local and global advancement.
- Teach the next generation of researchers.

Industry

- Carefully share the information to maintain a competitive advantage
- Increase market share and profit
- Grow and build up the company

Conflicting Ideas

	INDUSTRY	UNIVERSITY
CONFIDENTIALITY	<ul style="list-style-type: none">All information provided and/or produced is confidential	<ul style="list-style-type: none">Information produced should be disseminatedWill keep marked information confidential
DATA OWNERSHIP	<ul style="list-style-type: none">Industry owns data for future use and competitive advantage	<ul style="list-style-type: none">University owns data to ensure dissemination and future accessWill allow industry to use data
PUBLICATION	<ul style="list-style-type: none">Prohibit publication of results or require approval	<ul style="list-style-type: none">Maintain freedom to publish resultsWill allow industry review
INTELLECTUAL PROPERTY	<ul style="list-style-type: none">Assignment of or exclusive royalty-free commercial license to IP	<ul style="list-style-type: none">Ownership of IP follows inventorshipWill grant industry exclusive option to negotiate a license

Policy Factors

- Federal Laws
 - Inventions and compliance
- State Laws
 - Limitations on UW as a State Agency
- Board of Regents
 - UW System policies
- University Policies
 - Narrowing and/or clarification of System policy

How Do We Do This?

- Agreement Types
 - Sponsored Research Agreements
 - CDAs
 - MTAs
 - Fee for Service
 - Data Sharing Agreements
 - Equipment Loan Agreements
- Take into account as many factors as we can
 - Funding sources in the lab (current and anticipated)
 - Where research materials are coming from
 - Who you may bring on to collaborate
 - Career stages for participants
 - Portfolios of participants

How Can You Help?

- Gather information on relevant factors
- Ask questions, both centrally and with the researchers
- Read the agreements with project personnel to know obligations
- Include required information in records (WISPER)

Test Case

Researcher is looking to do a clinical trial with multiple drugs. What questions might you ask of the researcher to help guide the trial going forward?

Take Away Concepts and Tips

1. Universities and Industry definitely want to work together because there are benefits to both. However, the expectations of both don't always line up perfectly.
2. Having all of the information can help set appropriate expectations, navigate policies, and minimize negotiations.
3. Sometimes the agreements don't always mesh. Read the agreements to understand some of the requirements.
4. Contact the appropriate office early to get help.

Questions?
