



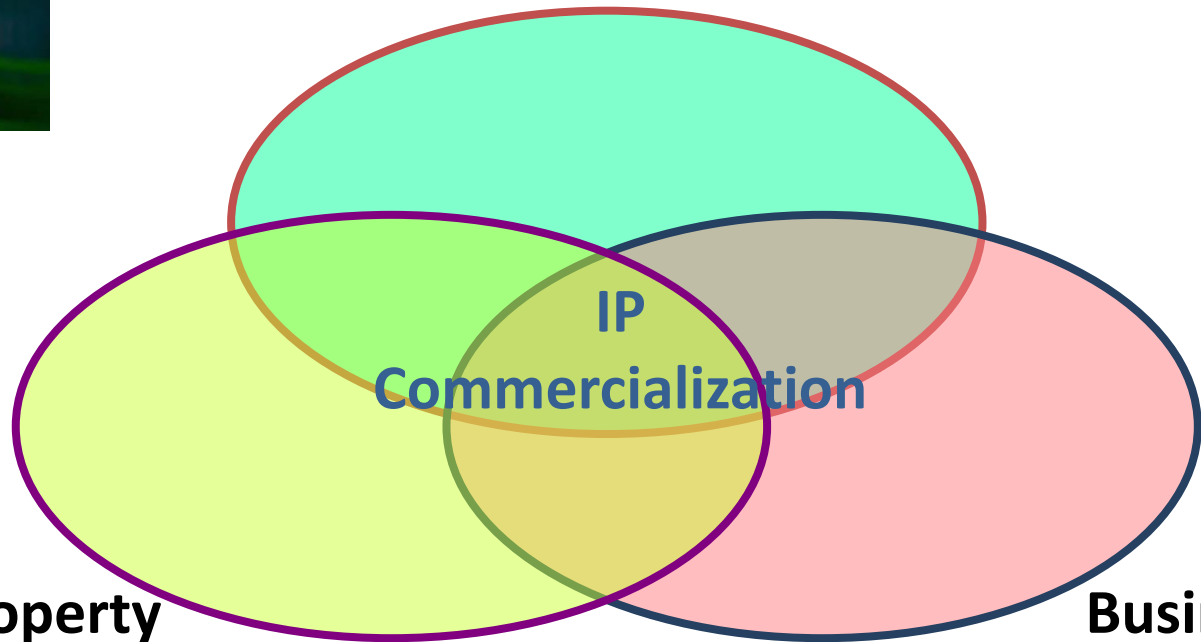
# Overview of Standard University IP/Technology Transfer and Commercialization Process Across Different Regions

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# Innovation Management

**Technology**



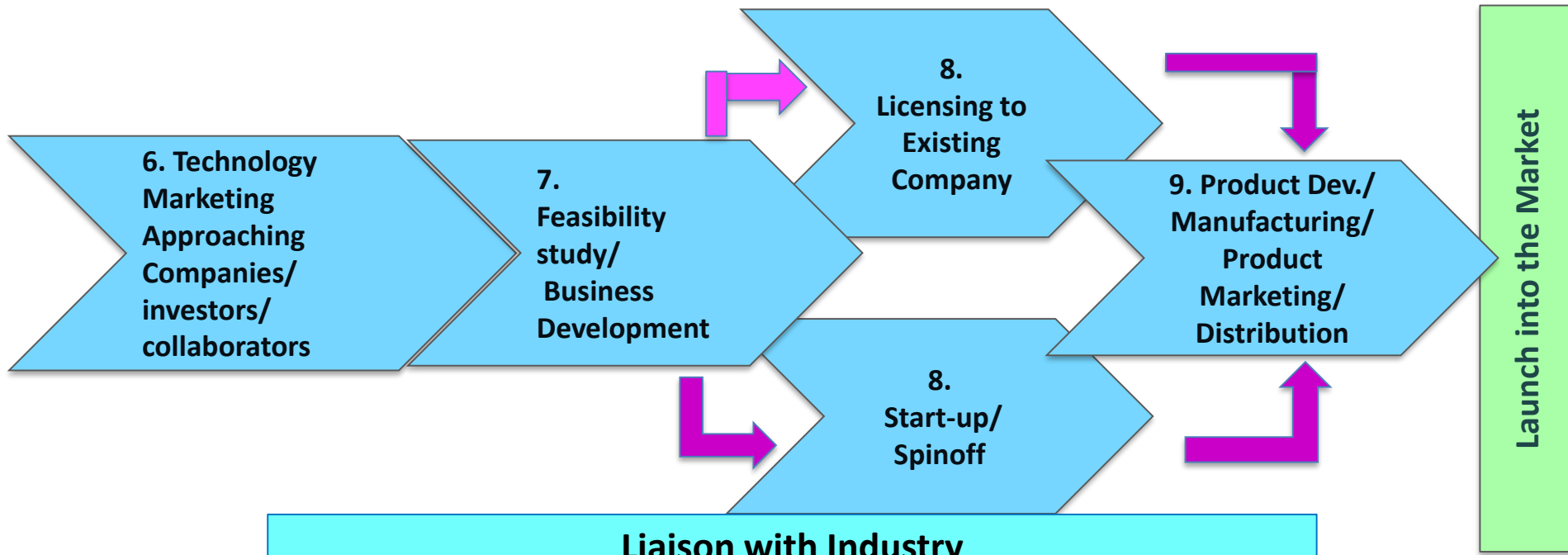
**Intellectual Property**

**Business**

# TT & IP Commercialization Process *ET* International

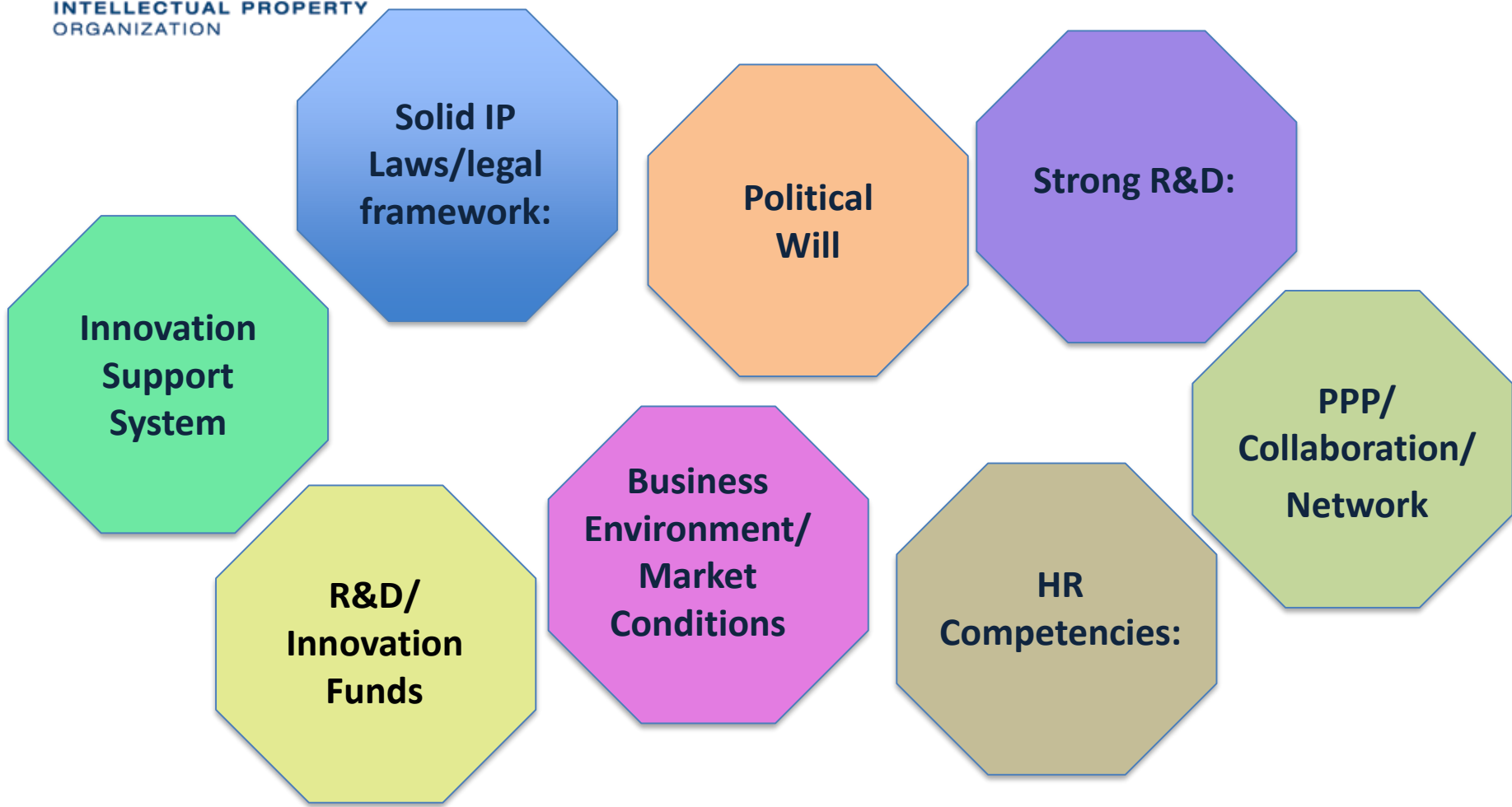


**TTO** (Supported by Univ. IP Policy)



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# Necessary Ingredients



# From Early Stage to Matured TTO

Early Stage TTO



Established

- Well defined IP strategy;
- Effective IP policy, and implemented;
- Effective TTO structure;
- Effective internal organization;
- Competent Human resource;
- Marketable technology;
- Close communication with industry and strong links
- Well networked TT community



# Effective Commercialization Strategies

Based on good understanding of:

- Competitive advantages of the technology
- Economic value of the technology
- IP Protection (Patent and others) and its value
- Market
- Impact
- Feasibility and scalability

And finding:

- Funding opportunities
- Potential partnership (licensees, R&D collaborations)
- Common ground for collaboration (Negotiation)

University Managers need to understand that:

- TT as University's mission
- IP is a powerful tool for technology commercialization
- University plays an important roles in the national innovation ecosystem
- PPP, especially university-industry collaboration is essential for effective commercialization
- EIE Project aims to enhance innovation capacity in universities

# Thank you for your attention

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