



ENGAGING  
INDUSTRY  
PARTNERS



# What is Easy Access IP?

Easy Access IP originated from University of Glasgow and is being used by a number of Universities around the world. All Intellectual Property (IP) made available through Easy Access IP is offered to organisation and individuals for free.

University technology is often at a very early stage of development and it will require significant investment in order to release the inherent value and deliver an impact. Universities have limited resources to develop Intellectual Property (IP) to a stage of significant value, and we recognise that industry partners are better placed to bring these technologies to market. The Easy Access IP model provides a mechanism for ECU to release a proportion of our technology portfolios for free to those who can develop and utilise/market it.

In return for access to free Intellectual Property, we seek our industry partners to:

- ❖ Demonstrate how they will create value for society and economy.
- ❖ Acknowledge ECU as the originator of the Intellectual Property
- ❖ Provide an annual progress report on development of Easy Access IP
- ❖ Agree that if the Intellectual Property is not exploited within three years, the license can be revoked
- ❖ Agree that there will be no limitations on ECU's use of the Intellectual Property for the university's own research, teaching and publication purpose.

# Why Easy Access IP?

ECU has collaborated with Easy Access IP with the intention of engagement. This is an incentive opportunity to industry partners to develop and value-add on products for the benefit of the environment, society and economy. There are significant benefits for our industry partners to engage in Easy Access IP and some of them are:

- ❖ Easy Access IP is **FREE** – no payments of any kind are to be made to ECU
- ❖ Getting access to state of the art technology, innovation and research
- ❖ Having the ability to collaborate with subject matter experts on the developments and further research opportunities
- ❖ Simple and uncomplicated agreements which removes high legal and negotiation costs
- ❖ Having worldwide royalty free rights to intellectual property
- ❖ Having a reasonable period of the intellectual property development
- ❖ Patent cost is at the discretion of the licensee
- ❖ By way of removing barriers and making it easier engage and collaborate.

# How to access Intellectual Properties on Easy Access IP?

Intellectual Properties are regularly released and are made available via Easy Access IP. These will be available in the website: <http://www.ecu.edu.au/centres/office-of-research-and-innovation/our-services/research-commercialisation/easy-access-ip>

To access intellectual property, you would be requested to complete a Statutory Declaration which will answer some of the following specific questions in relation to the intellectual property that you wish to license:

- ❖ What are the market or social needs and your market ability to address that need?
- ❖ How will you use the ECU intellectual property to better address that need?
- ❖ How do you intend to engage ECU for the progress and development of the intellectual property?
- ❖ Would you require any ongoing intellectual property protection?
- ❖ What are the critical milestones you intend to achieve over the next 3 years?
- ❖ What are the total resources proposed towards the project to develop the intellectual property?

## Frequently Asked Questions

- What are the benefits for ECU?

The main driver for Easy Access IP is the exploitation and development of new and constructive relationships with potential users of ECU research outcomes. Organisations and/or individuals will be required to acknowledge ECU's contribution in their development and exploitation of the IP. Strong relationships and endorsement delivers a reputational benefit to ECU in the event of successful commercialisation+.

- Are all ECU intellectual properties available for free?

Not all IP are free. Only IP available on Easy Access IP is free. ECU evaluates each IP and decides which IP goes through Easy Access IP and what goes through the more traditional investment or revenue based licensing depending the most appropriate way to derive impact from the IP.

- Why is ECU using different methods of making its IP available?

ECU is committed to transferring as much IP into commercial use as we can to benefit our partners, communities, and economy. Through this our partners will be able to evaluate available IP and implement it quickly. By this, ECU disseminates knowledge at a quicker rate.

- Does free IP mean it is low value?

Technology is often at a very early stage of development and requires significant investment in order to realize the inherent value but due to limited resources, ECU would like the IP to be developed to a stage of significant commercial value. Easy Access IP provides opportunity for more technologies to be made available to the greater community.

- Who pays for the patent of the assigned IP?

The licensee will bear the ongoing IP protection cost as it is the licensee's decision to maintain or prosecute any breach of patent.

- What if ECU or licensee stops maintaining the patents?

To continue maintaining IP protection is at the sole discretion of the licensee. The licensee can decide to stop paying for the patent at any time. ECU however requests that the licensee informs ECU of any such decision.

- What happens after the 3 year development period?

If the licensee has demonstrated that they have made reasonable efforts to commercialise and require additional time, they can request the IP be assigned to them. However, if they had not made reasonable effort to commercialise the IP, then ECU may revoke the Easy access IP license.

- Can the licensee own the IP after 3 years?

Consideration will be given to the licensee upon their request to own the IP after 3 year subject to the progress made by the licensee.

- What if there is interest from more than one party on the IP?

ECU will review all proposals submitted and will allocate the technology license to the party which shows the greatest potential to develop and commercialise the IP.

- Can the researcher continue to work on their research that has been placed on the Easy Access IP portal?

Yes. ECU will maintain the legal right to continue research work even when the IP is on the portal. The ongoing research will move ahead collaboratively with the licensee and any commercially new IP would assist in the commercial development of the IP