



# Working Together: Successful Collaboration between SDSU and Industry

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# Agenda

- The Role of the TTO
- Benefits to Industry
- Benefits to University Departments and Participating Members
- Intellectual Property Issues
- Examples of Success

# Role of the TTO

- Define Opportunities
- Advocate for our Programs
- Buy-In from all Campus Authorities
- Confidentiality Agreements
- IP
  - Licensing
  - Valuation
  - Patent Prosecution
- Signatory for Agreements
- Professionalism: TTO is the Channel for Private Company Interactions

# Benefits to University Departments and Participating Members

- Funding
- Validation by Industry
- Access to Cutting-Edge Projects
- Resources
- Long-Term Funding
- Licensing
- Graduate Students Driven to Jobs

# Intellectual Property Issues

- Confidentiality
- Ownership
- Publication
- Assignment/Licensing
- Working with Industry as part of the State of California
- Inventors
- Patent Prosecution

# Examples of Success

- Pure-O-Tech
- Lockheed Martin
- Cardio Create
- Opus Pharmaceuticals
- It's About Time
- Eyetracking, Inc.