



Easy Access IP

UNSW builds relationships with Industry

Never Stand Still



What is Easy Access IP?

NewSouth Innovations Pty Ltd (NSi) is the knowledge exchange and commercialisation company of the University of New South Wales. NSi's mission is to drive the outputs of UNSW research into use in the economy and society. NSi aims to make it easier for organisations to engage with UNSW and to gain access to the high quality inventions and innovations being developed at UNSW.

For some intellectual property, NSi will continue to seek potential licensees or create spin-off companies. For the majority of intellectual property, NSi will utilise the **Easy Access IP** approach.

Easy Access IP is intellectual property that will be made available to individuals and organisations 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. Universities have limited resources to develop IP to a stage of significant commercial value. The Easy Access IP model accepts this and provides a mechanism for us to release a proportion of our technology portfolios to those who can develop it.

In return for access to real world, excellent relevant research and IP, via an Easy Access IP licence, you will:

- demonstrate how you will create value for society and the economy
- acknowledge UNSW as the originator of the intellectual property
- report annually on the progress on the development of the Easy Access IP
- agree that if the IP is not exploited within three years, the licence will be revoked
- agree that there will be no limitations on UNSW's use of the IP for the university's own research

Easy Access IP recognises that we are not solely driven by monetary aims.

Why go for Easy Access IP?

Easy Access IP cements UNSW as an institution that provides significant value to our economy and society. The primary driver for Easy Access IP is to put UNSW intellectual property into the hands of organisations that can develop products and services for the benefit of our economy and society.

UNSW unlocks intellectual property for business

- Easy Access IP is free – there are no obligated payments to NSi or UNSW ever
- Access to state of the art technology, innovation and research
- Provides exclusive worldwide rights to the IP, royalty free
- Removes barriers to the process and makes it easy for you to work with us
- Reasonable period for development of the IP
- Any patent cost at the discretion of the licensee
- Simple transaction and agreement
- Access to opinion leaders, research excellence and subject matter experts

How to access technologies that are Easy Access IP?

Technologies available for licensing under Easy Access IP can be found on NSI's website www.nsinnovations.com.au, and are searchable by the term "Easy Access IP".

To apply for an Easy Access IP licence, we require a Statement of Intent. This should answer some of the following questions in relation to the specific IP you wish to licence:

- What is the market or social need and your ability to address that need?
- How will you use the UNSW IP to better address that need?
- What ongoing engagement will you have with UNSW?
- Will you need any ongoing IP 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 IP?

An example of the simple 1 page Easy Access IP licence agreement is available by request, please contact us on +61 2 9385 5008.

Frequently Asked Questions

How did this new initiative start?

The Easy Access IP movement originated at the University of Glasgow and was led by NSi's new CEO, Dr Kevin Cullen. UNSW will join and play a leadership role in leading the Easy Access IP model nationally and a whole consortium internationally.

Is all UNSW IP free?

No, not all IP offered by NSi will be available under Easy Access IP. Some IP is of strategic importance to UNSW and may be offered to industry via traditional commercial pathways.

Who pays for supporting any patents?

As it is a commercial decision to maintain or prosecute any patents, the licensee will support ongoing IP protection costs. NSi will provide assistance to transfer the existing relationships and information related to managing the associated patents.

What if we stop maintaining the patents?

It is at the discretion of the licensee whether to continue with IP protection. The licensee can choose to stop at paying the patents costs at any time. As part of the annual report, NSi requires to be kept informed of the progress of the patents.

What if another company competes for a licence to the same IP?

NSi will assess the Statements of Intent provided by the companies. The company with the Statement of Intent that shows the most merit will be selected for the Easy Access IP licence. NSi has sole discretion.

What happens if an Easy Access IP licensee does not develop the technology in accordance with the Statement of Intent?

If the licensee has not made reasonable efforts to develop and exploit the technology within the 3 years, NSi may revoke the Easy Access IP licence.

Can a licensee use UNSW's name in press releases or marketing material?

Yes, if NSi agree on content and context of the marketing. NSi and UNSW require the licensees to acknowledge UNSW's contribution as originators of the IP and its availability at no cost.

Can a licensee own the IP after 3 years?

The licensee can request to own the IP after the 3 year period. Consideration will be given to the licensee's performance with respect to its Statement of Intent.

What are main benefits for the University?

The primary driver for Easy Access IP is the development of new and constructive relationships with potential users of UNSW research outcomes. Companies will be required to acknowledge the UNSW's contribution in their development and exploitation of the IP. Strong relationships and endorsement delivers a reputational benefit to UNSW in the event of successful exploitation.

Does giving away IP indicate that it is of low value?

University technology is often at a very early stage of development and requires significant investment in order to realize the inherent value. Universities have limited resources to develop IP to a stage of significant commercial value. They can only pursue the IP that fit their strategic goals. The Easy Access IP model accepts this and provides a mechanism for us to release a proportion of our technology portfolios to those who can develop it. It provides the opportunity for a company to take a simple licence agreement at no obligated payments to UNSW or NSi.

Are researchers able to continue research on Easy Access IP?

Yes. UNSW will always maintain a legal right to continue research in the space, even when licenced to an Easy Access IP licensee. In the ideal situation, the ongoing research will move ahead collaboratively with the Easy Access IP licensee, and any commercially interesting new IP that results will be developed with them.

About the University of New South Wales

The University of New South Wales is a member of the Group of Eight, a coalition of Australia's leading research-intensive universities. It is renowned for the quality of its graduates and its commitment to new and creative approaches to education and research.

UNSW maintains strong collaborative links with industry and business, consistently performing at the top nationally in Australian Research Council Industry Linkage Grants. UNSW expertise is also regularly sought after by business and government for a wide range of consultancy and training services.

www.unsw.edu.au



If you are interested in finding out more about NewSouth Innovations' Easy Access IP approach then please contact us on +61 2 9385 5008.

www.nsinnovations.com.au