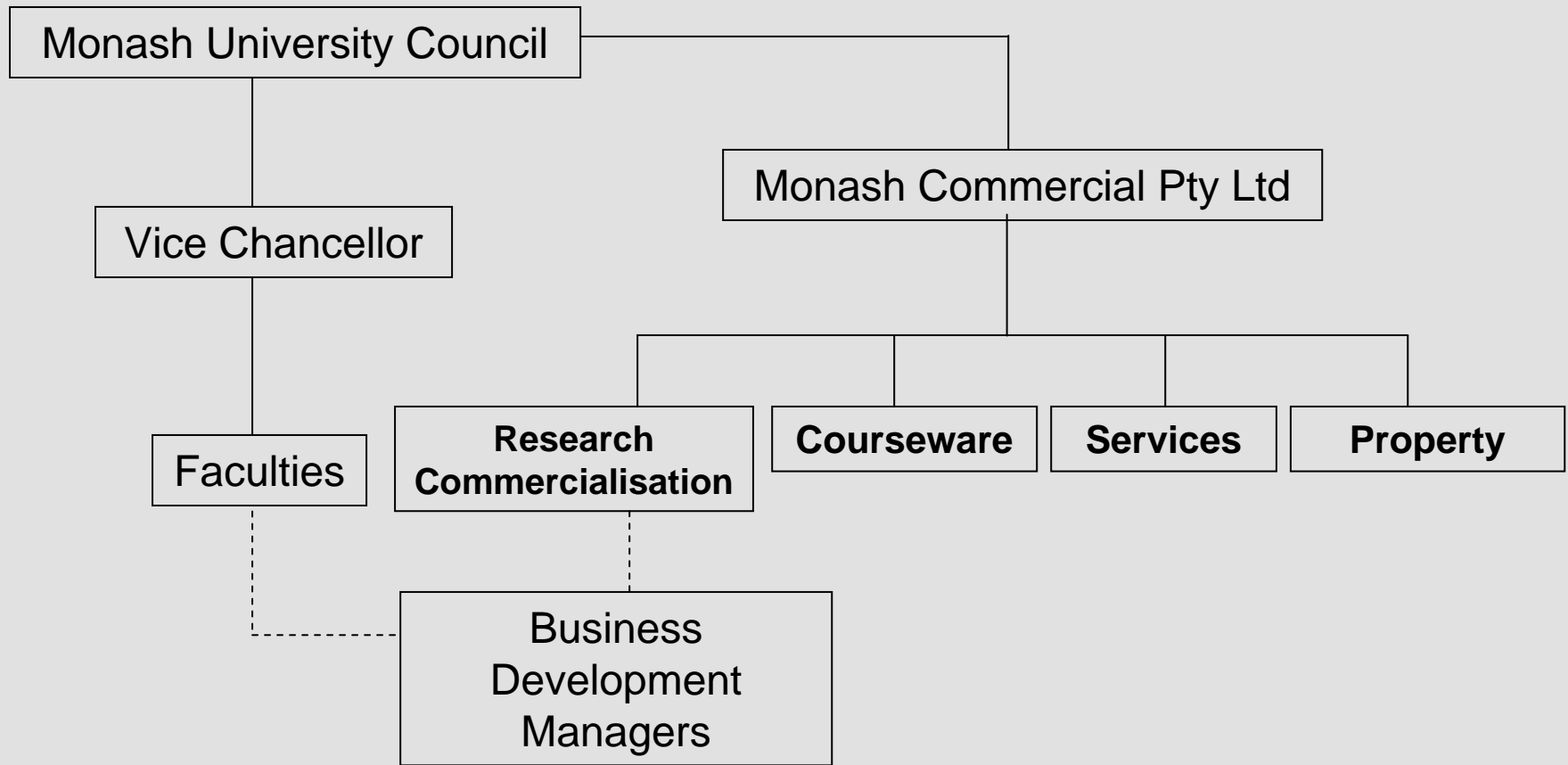


Intellectual Property and Commercialisation

HDR Orientation 2005

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Relationship between Monash University and Monash Commercial



Objectives of Monash Commercial re Commercialisation of Research

- 1. Facilitate commercialisation of discoveries from within the Uni for public good**
- 2. Attract, reward and retain quality staff & students**
- 3. Forge closer ties to industry**
- 4. Promote economic growth**
- 5. Generate income for education & research**
 - > a by-product of doing 1-4 well

Overall aim : Achieve +ve outcomes for Monash, the faculty & researchers (students & staff)

Role of Business Development Managers

- **Identify and manage uni assets & capabilities**
- **Link for Faculty to other Monash Commercial resources**
- **Identify & negotiate with commercial partners**
- **Evaluate commercial opportunities / initiatives**
- **Implement business opportunities**
- **Manage risk**

What is Intellectual Property (IP)?

- **Is any product of the human intellect that is unique and novel**
- **Monash Commercial is interested in IP which may have market potential**
- **Types of IP include:**
 - Patents
 - Designs
 - Know how (manufacturing processes & formulations)
 - Trade secrets
 - Plant breeders rights
 - Brands
 - Copyright (most relevant in IT)

Importance of IP rights

- **For inventor:**

- Protects knowledge from unauthorised use
- Is a saleable asset

- **For commercial partner:**

- Maintains competitive advantage
- Can grant exclusion rights
- May ↑ value of company

- **Copyright**

- > protects original literary work and prevents unauthorised reproduction
- > arises automatically
- > governed by Copyright Act 1968, recent amendments to include software
- > international protection
- > protection lasts life of creator plus 50 years

- **How?**

- > symbol © year & name
- > Eg: ©1968, Peter Batchelor (or company name)

Monash University IP position

- **IP is governed by statute and regulations**
- **Students generally own IP they have developed**
- **University generally owns IP developed by staff**
- **Contract R&D – sponsor generally owns newly created IP**
- **Students must be aware of material (incl. software) downloaded from Web and material provided from staff, friends etc**
 - copyright may apply
 - seek agreement regarding publication and exploitation

HDR Student IP Seminars

- **Monthly seminars on Intellectual Property issues of interest to postgraduate research students and their supervisors.**
- **Independent advice on intellectual property will be provided by lawyers from some of Melbourne's best known legal firms.**

**Dates: 18 Jul, 19 Sep and 28 Nov. 4 – 6pm , STRIP
(Building 75, Clayton campus)**

**For further information and on-line bookings:
<http://www.monash.edu.au/phdschol/seminars>**

For more information

- **contact:**

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- **check out:**

IP Australia website: www.ipaustralia.gov.au/