

Global Higher Education Technology Transfer Office Benchmarks

TABLE OF CONTENTS

LIST OF TABLES	3
THE QUESTIONNAIRE	19
SURVEY PARTICIPANTS	24
CHARACTERISTICS OF THE SAMPLE	25
SUMMARY OF MAIN FINDINGS	26
CHAPTER 1: STAFFING AND SALARIES	37
CHAPTER 2: LIBRARIES	49
CHAPTER 3: LEGAL WORK	56
CHAPTER 4: INTERNAL AND EXTERNAL MARKETING	77
CHAPTER 5: BUDGETS	101
CHAPTER 6: PARTNERSHIPS	104

LIST OF TABLES

CHAPTER 1: STAFFING AND SALARIES	37
Table 1 How many individuals (FTE) are employed directly in the technology transfer or similar office in the following years:.....	37
Table 1.1.1 FTE employed directly in TTO in 2011	37
Table 1.1.2 2011 Broken out by Area of Technology	37
Table 1.1.3 2011 Broken out by Country	37
Table 1.1.4 2011 Broken out by Enrollment	37
Table 1.1.5 2011 Broken out by Type	37
Table 1.2.1 FTE employed directly in TTO in 2012	37
Table 1.2.2 2012 Broken out by Area of Technology	37
Table 1.2.3 FTE employed directly in TTO in 2012 Broken out by Country	38
Table 1.2.4 2012 Broken out by Enrollment	38
Table 1.2.5 2012 Broken out by Type	38
Table 1.3.1 FTE employed directly in TTO, projected for 2013	38
Table 1.3.2 Projected for 2013 Broken out by Area of Technology	38
Table 1.3.3 Projected for 2013 Broken out by Country	38
Table 1.3.4 Projected for 2013 Broken out by Enrollment.....	38
Table 1.3.5 Projected for 2013 Broken out by Type.....	38
Table 2 How many individuals (FTE) has the university assigned from other departments (FTE) to work for the technology transfer Office in the following years:	39
Table 2.1.1 FTE assigned from other departments to work in TTO in 2011	39

Table 2.1.2 2011 Broken out by Area of Technology	39
Table 2.1.3 2011 Broken out by Country	39
Table 2.1.4 2011 Broken out by Enrollment	39
Table 2.1.5 2011 Broken out by Type	39
Table 2.2.1 FTE assigned from other departments to work in TTO in 2012	39
Table 2.2.2 2012 Broken out by Area of Technology	39
Table 2.2.3 FTE assigned from other dept. to work in TTO in 2012 Broken out by Country	40
Table 2.2.4 2012 Broken out by Enrollment	40
Table 2.2.5 2012 Broken out by Type	40
Table 2.3.1 FTE assigned from other departments to work in TTO, projected for 2013	40
Table 2.3.2 Projected for 2013 Broken out by Area of Technology.....	40
Table 2.3.3 Projected for 2013 Broken out by Country	40
Table 2.3.4 Projected for 2013 Broken out by Enrollment.....	40
Table 2.3.5 Projected for 2013 Broken out by Type.....	40
Table 3 What was the office's total spending on direct office salaries for the following years in US dollars: (exclude salaries paid by other departments).....	41
Table 3.1.1 Total spending on direct office salaries for 2011.....	41
Table 3.1.2 Total spending on direct office salaries for 2011 Broken out by Area of Technology	41
Table 3.1.3 Total spending on direct office salaries for 2011 Broken out by Country.....	41
Table 3.1.4 Total spending on direct office salaries for 2011 Broken out by Enrollment.....	41
Table 3.1.5 Total spending on direct office salaries for 2011 Broken out by Type.....	41
Table 3.2.1 Total spending on direct office salaries for 2012.....	41
Table 3.2.2 Total spending on direct office salaries for 2012 Broken out by Area of Technology	41
Table 3.2.3 Total spending on direct office salaries for 2012 Broken out by Country.....	42
Table 3.2.4 Total spending on direct office salaries for 2012 Broken out by Enrollment.....	42
Table 3.2.5 Total spending on direct office salaries for 2012 Broken out by Type.....	42
Table 3.3.1 Total spending on direct office salaries forecast for 2013	42
Table 3.3.2 Total spending on direct office salaries forecast for 2013 Broken out by Area of Technology.....	42
Table 3.3.3 Total spending on direct office salaries forecast for 2013 Broken out by Country.....	42
Table 3.3.4 Total spending on direct office salaries forecast for 2013 Broken out by Enrollment.....	42
Table 3.3.5 Total spending on direct office salaries forecast for 2013 Broken out by Type.....	43
Table 4 What was the estimated university total spending on allocated salaries for personnel from other university departments that served in your department in the following years:	43

Table 4.1.1 Total salaries for personnel from other departments that served in TTO in 2011.....	43
Table 4.1.2 Total salaries for personnel from other departments that served in TTO in 2011 Broken out by Area of Technology.....	43
Table 4.1.3 Total salaries for personnel from other departments that served in TTO in 2011 Broken out by Country	43
Table 4.1.4 Total salaries for personnel from other departments that served in TTO in 2011 Broken out by Enrollment.....	43
Table 4.1.5 Total salaries for personnel from other departments that served in TTO in 2011 Broken out by Type.....	44
Table 4.2.1 Total salaries for personnel from other departments that served in TTO in 2012.....	44
Table 4.2.2 Total salaries for personnel from other departments that served in TTO in 2012 Broken out by Area of Technology.....	44
Table 4.2.3 Total salaries for personnel from other departments that served in TTO in 2012 Broken out by Country	44
Table 4.2.4 Total salaries for personnel from other departments that served in TTO in 2012 Broken out by Enrollment.....	44
Table 4.2.5 Total salaries for personnel from other departments that served in TTO in 2012 Broken out by Type.....	44
Table 4.3.1 Total salaries for personnel from other departments that served in TTO (forecast for 2013).....	45
Table 4.3.2 Total salaries for personnel from other departments that served in TTO (forecast for 2013) Broken out by Area of Technology.....	45
Table 4.3.3 Total salaries for personnel from other departments that served in TTO (forecast for 2013) Broken out by Country	45
Table 4.3.4 Total salaries for personnel from other departments that served in TTO (forecast for 2013) Broken out by Enrollment.....	45
Table 4.3.5 Total salaries for personnel from other departments that served in TTO (forecast for 2013) Broken out by Type.....	45
Table 5.1 What is the number of years served at the university in his/her current position for the chief administrative officer in the technology transfer office?	46
Table 5.2 What is the number of years served at the university in his/her current position for the chief administrative officer in the technology transfer office? Broken out by Area of Technology	46
Table 5.3 What is the number of years served at the university in his/her current position for the chief administrative officer in the technology transfer office? Broken out by Country	46
Table 5.4 What is the number of years served at the university in his/her current position for the chief administrative officer in the technology transfer office? Broken out by Enrollment	46
Table 5.5 What is the number of years served at the university in his/her current position for the chief administrative officer in the technology transfer office? Broken out by Type	46
Table 6 How many direct employees does the technology transfer office have:	47
Table 6.1.1 Over 5 years of service?.....	47

Table 6.1.2 Over 5 years of service? Broken out by Area of Technology	47
Table 6.1.3 Over 5 years of service? Broken out by Country	47
Table 6.1.4 Over 5 years of service? Broken out by Enrollment.....	47
Table 6.1.5 Over 5 years of service? Broken out by Type	47
Table 6.2.1 Over 10 years of service?	47
Table 6.2.2 Over 10 years of service? Broken out by Area of Technology.....	47
Table 6.2.3 Over 10 years of service? Broken out by Country.....	47
Table 6.2.4 How many direct employees does the TTO have with over 10 years of service? Broken out by Enrollment.....	48
Table 6.2.5 Over 10 years of service? Broken out by Type.....	48
CHAPTER 2: LIBRARIES.....	49
Table 7 On a scale of 1-5, how useful is your academic library in obtaining access to the following resource:	49
Table 7.1.1 Patent information	49
Table 7.1.2 Patent information Broken out by Area of Technology.....	49
Table 7.1.3 Patent information Broken out by Country.....	49
Table 7.1.4 Patent information Broken out by Enrollment	49
Table 7.1.5 How useful is your academic library in obtaining access to patent information? Broken out by Type.....	49
Table 7.2.1 How useful is your academic library in obtaining access to technical papers?	50
Table 7.2.2 Technical papers Broken out by Area of Technology	50
Table 7.2.3 Technical papers Broken out by Country.....	50
Table 7.2.4 Technical papers Broken out by Enrollment	50
Table 7.2.5 Technical papers Broken out by Type.....	50
Table 7.3.1 How useful is your academic library in obtaining access to technical conference proceedings?.....	50
Table 7.3.2 Technical conference proceedings Broken out by Area of Technology.....	50
Table 7.3.3 How useful is your academic library in obtaining access to technical conference proceedings? Broken out by Country	51
Table 7.3.4 Technical conference proceedings Broken out by Enrollment.....	51
Table 7.3.5 Technical conference proceedings Broken out by Type.....	51
Table 7.4.1 How useful is your academic library in obtaining access to business contact and marketing information?	51
Table 7.4.2 Business contact and marketing information Broken out by Area of Technology	51
Table 7.4.3 How useful is your academic library in obtaining access to business contact and marketing information? Broken out by Country.....	51
Table 7.4.4 Business contact and marketing information Broken out by Enrollment.....	51
Table 7.4.5 Business contact and marketing information Broken out by Type.....	52
Table 8 On a scale of 1-5 How useful are the following academic libraries at your institution for your work:	52
Table 8.1.1 How useful is your business school library?	52
Table 8.1.2 Business school library Broken out by Area of Technology	52

Table 8.1.3 Business school library Broken out by Country	52
Table 8.1.4 Business school library Broken out by Enrollment.....	52
Table 8.1.5 Business school library Broken out by Type.....	52
Table 8.2.1 How useful is your medical school library?.....	53
Table 8.2.2 Medical school library Broken out by Area of Technology.....	53
Table 8.2.3 Medical school library Broken out by Country	53
Table 8.2.4 Medical school library Broken out by Enrollment.....	53
Table 8.2.5 Medical school library Broken out by Type.....	53
Table 8.3.1 How useful is your general library?.....	53
Table 8.3.2 General Library Broken out by Area of Technology.....	53
Table 8.3.3 How useful is your general library? Broken out by Country	54
Table 8.3.4 General Library Broken out by Enrollment.....	54
Table 8.3.5 General Library Broken out by Type.....	54
What might you need, if anything, from your academic library to better perform the mission of your office?.....	55
CHAPTER 3: LEGAL WORK	56
Table 9 How many lawyers will/has the Office employed directly in the following years:.....	56
Table 9.1.1 How many lawyers did the office employ directly in 2011?.....	56
Table 9.1.2 Lawyers employed directly in 2011 Broken out by Area of Technology.....	56
Table 9.1.3 Lawyers employed directly in 2011 Broken out by Country.....	56
Table 9.1.4 Lawyers employed directly in 2011 Broken out by Enrollment.....	56
Table 9.1.5 Lawyers employed directly in 2011 Broken out by Type.....	56
Table 9.2.1 How many lawyers did the office employ directly in 2012?.....	56
Table 9.2.2 Lawyers employed directly in 2012 Broken out by Area of Technology.....	56
Table 9.2.3 Lawyers employed directly in 2012 Broken out by Country.....	57
Table 9.2.4 Lawyers employed directly in 2012 Broken out by Enrollment.....	57
Table 9.2.5 Lawyers employed directly in 2012 Broken out by Type.....	57
Table 9.3.1 How many lawyers does the office plan to employ directly in 2013?.....	57
Table 9.3.2 Lawyers employed directly in 2013 Broken out by Area of Technology.....	57
Table 9.3.3 Lawyers employed directly in 2013 Broken out by Country.....	57
Table 9.3.4 Lawyers employed directly in 2013 Broken out by Enrollment.....	57
Table 9.3.5 Plan to in 2013 Broken out by Type.....	57
Table 10 How many hours of legal assistance do you use from other university departments in the following years (with 1 full time lawyer assigned to the department from the general counsel staff being approximately 2,000 hours):	58
Table 10.1.1 Hours of legal assistance used from other departments in 2011.....	58
Table 10.1.2 Hours of legal assistance used from other departments in 2011 Broken out by Area of Technology	58
Table 10.1.3 Hours of legal assistance used from other departments in 2011 Broken out by Country.....	58
Table 10.1.4 Hours of legal assistance used from other departments in 2011 Broken out by Enrollment	58
Table 10.1.5 Hours of legal assistance used from other departments in 2011 Broken out by Type	58

Table 10.2.1 Hours of legal assistance used from other departments in 2012.....	58
Table 10.2.2 Hours of legal assistance used from other departments in 2012 Broken out by Area of Technology	58
Table 10.2.3 Hours of legal assistance used from other depts in 2012 Broken out by Country.....	59
Table 10.2.4 Hours of legal assistance from other depts in 2012 Broken out by Enrollment.....	59
Table 10.2.5 Hours of legal assistance used from other depts in 2012 Broken out by Type.....	59
Table 10.3.1 Hours of legal assistance used from other departments (forecast 2013).....	59
Table 10.3.2 Hours of legal assistance used from other depts (2013) Broken out by Area of Technology.....	59
Table 10.3.3 Hours of legal assistance used from other depts (2013) Broken out by Country.....	59
Table 10.3.4 Hours of legal assistance used from other depts (2013) Broken out by Enrollment.....	59
Table 10.3.5 Hours of legal assistance used from other depts (2013) Broken out by Type.....	59
Table 11 How many different outside law firms did the Office use in the following years:.....	60
Table 11.1.1 Outside law firms used in 2011.....	60
Table 11.1.2 Outside law firms used in 2011 Broken out by Area of Technology.....	60
Table 11.1.3 Outside law firms used in 2011 Broken out by Country.....	60
Table 11.1.4 Outside law firms used in 2011 Broken out by Enrollment.....	60
Table 11.1.5 Outside law firms used in 2011 Broken out by Type.....	60
Table 11.2.1 Outside law firms used in 2012.....	60
Table 11.2.2 Outside law firms used in 2012 Broken out by Area of Technology.....	60
Table 11.2.3 2012 Broken out by Country	60
Table 11.2.4 Outside law firms used in 2012 Broken out by Enrollment.....	61
Table 11.2.5 Outside law firms used in 2012 Broken out by Type.....	61
Table 11.3.1 Outside law firms used in 2013 (forecast).....	61
Table 11.3.2 Outside law firms used in 2013 (forecast) Broken out by Area of Technology	61
Table 11.3.3 Outside law firms used in 2013 (forecast) Broken out by Country.....	61
Table 11.3.4 Outside law firms used in 2013 (forecast) Broken out by Enrollment.....	61
Table 11.3.5 Outside law firms used in 2013 (forecast) Broken out by Type.....	61
Table 12.1 What percentage of legal expenditure was accounted for by work on Invention reports and filing patents?.....	62
Table 12.2 What percentage of legal expenditure was accounted for by work on Invention reports and filing patents?.....	62
Table 12.3 What percentage of legal expenditure was accounted for by work on Invention reports and filing patents?.....	62
Table 12.4 What percentage of legal expenditure was accounted for by work on Invention reports and filing patents?.....	62

Table 12.5 What percentage of legal expenditure was accounted for by work on Invention reports and filing patents?	62
Table 13.1 What percentage of legal expenditures was accounted for by work on Patent maintenance?.....	63
Table 13.2 What percentage of legal expenditures was accounted for by work on Patent maintenance? Broken out by Area of Technology	63
Table 13.3 What percentage of legal expenditures was accounted for by work on Patent maintenance? Broken out by Country	63
Table 13.4 What percentage of legal expenditures was accounted for by work on Patent maintenance? Broken out by Enrollment.....	63
Table 13.5 What percentage of legal expenditures was accounted for by work on Patent maintenance? Broken out by Type.....	63
Table 14.1 What percentage of patent maintenance legal work was recovered from Licensees?.....	64
Table 14.2 What percentage of patent maintenance legal work was recovered from Licensees? Broken out by Area of Technology	64
Table 14.3 What percentage of patent maintenance legal work was recovered from Licensees? Broken out by Country	64
Table 14.4 What percentage of patent maintenance legal work was recovered from Licensees? Broken out by Enrollment.....	64
Table 14.5 What percentage of patent maintenance legal work was recovered from Licensees? Broken out by Type.....	64
Table 15.1 What percentage of legal expenditures was accounted for by work on contracts, government reporting, licensing contracts and related contract work?	65
Table 15.2 What percentage of legal expenditures was accounted for by work on contracts, government reporting, licensing contracts and related contract work? Broken out by Area of Technology	65
Table 15.3 What percentage of legal expenditures was accounted for by work on contracts, government reporting, licensing contracts and related contract work? Broken out by Country	65
Table 15.4 What percentage of legal expenditures was accounted for by work on contracts, government reporting, licensing contracts and related contract work? Broken out by Enrollment	65
Table 15.5 What percentage of legal expenditures was accounted for by work on contracts, government reporting, licensing contracts and related contract work? Broken out by Type	65
Table 16.1 What percentage of legal expenditure was accounted for by work on patent enforcement and or litigation?	66
Table 16.2 What percentage of legal expenditure was accounted for by work on patent enforcement and or litigation? Broken out by Area of Technology	66
Table 16.3 What percentage of legal expenditure was accounted for by work on patent enforcement and or litigation? Broken out by Country	66
Table 16.4 What percentage of legal expenditure was accounted for by work on patent enforcement and or litigation? Broken out by Enrollment.....	66
Table 16.5 What percentage of legal expenditure was accounted for by work on patent enforcement and or litigation? Broken out by Type	66

Table 17.1 What percentage of litigation or enforcement costs were recovered from licensees?	67
Table 17.2 What percentage of litigation or enforcement costs were recovered from licensees? Broken out by Area of Technology.....	67
Table 17.3 What percentage of litigation or enforcement costs were recovered from licensees? Broken out by Country.....	67
Table 17.4 What percentage of litigation or enforcement costs were recovered from licensees? Broken out by Enrollment.....	67
Table 17.5 What percentage of litigation or enforcement costs were recovered from licensees? Broken out by Type.....	67
Table 18.1 How many non-US patents has the Office filed in the past two years?	68
Table 18.2 How many non-US patents has the Office filed in the past two years? Broken out by Area of Technology	68
Table 18.3 How many non-US patents has the Office filed in the past two years? Broken out by Country	68
Table 18.4 How many non-US patents has the Office filed in the past two years? Broken out by Enrollment	68
Table 18.5 How many non-US patents has the Office filed in the past two years? Broken out by Type	68
Describe your efforts to monitor legal costs. Have costs gone up or down in recent years? What do you expect in the near future? Have you implemented plans to control or lower legal costs? What do you recommend to your peers?.....	69
Table 19 How much did the technology transfer office pay for outside law firms in the following years (in US dollars):.....	71
Table 19.1.1 Amount paid by TTO for outside law firms in 2011	71
Table 19.1.2 Amount paid for outside law firms in 2011 Broken out by Area of Technology	71
Table 19.1.3 Amount paid for outside law firms in 2011 Broken out by Country.....	71
Table 19.1.4 Amount paid for outside law firms in 2011 Broken out by Enrollment.....	71
Table 19.1.5 Amount paid for outside law firms in 2011 Broken out by Type.....	71
Table 19.2.1 Amount paid by TTO for outside law firms in 2012	71
Table 19.2.2 Amount paid for outside law firms in 2012 Broken out by Area of Technology	71
Table 19.2.3 Amount paid for outside law firms in 2012 Broken out by Country.....	72
Table 19.2.4 Amount paid for outside law firms in 2012 Broken out by Enrollment.....	72
Table 19.2.5 Amount paid for outside law firms in 2012 Broken out by Type.....	72
Table 19.3.1 Amount paid by TTO for outside law firms in 2013 (projected).....	72
Table 19.3.2 Amount paid for outside law firms in 2013 (projected) Broken out by Technology	72
Table 19.3.3 Amount paid for outside law firms in 2013 (projected) Broken out by Country.....	72
Table 19.3.4 Amount paid for outside law firms in 2013 (projected) Broken out by Enrollment.....	72
Table 19.3.5 Amount paid for outside law firms in 2013 (projected) Broken out by Type.....	72

Table 20 What was the Mean hourly rate paid for outside legal help in the following years (in US dollars):	73
Table 20.1.1 Mean hourly rate paid for outside legal help in 2011	73
Table 20.1.2 2011 Broken out by Area of Technology	73
Table 20.1.3 2011 Broken out by Country	73
Table 20.1.4 2011 Broken out by Enrollment.....	73
Table 20.1.5 2011 Broken out by Type	73
Table 20.2.1 Mean hourly rate paid for outside legal help in 2012	73
Table 20.2.2 Mean hourly rate paid for outside legal help in 2012 Broken out by Area of Technology.....	73
Table 20.2.3 Mean hourly rate paid for outside legal help in 2012 Broken out by Country.....	73
Table 20.2.4 Mean hourly rate paid for outside legal help in 2012 Broken out by Enrollment.....	74
Table 20.2.5 Mean hourly rate paid for outside legal help in 2012 Broken out by Type.....	74
Table 20.3.1 Mean hourly rate paid for outside legal help in 2013 (expected).....	74
Table 20.3.2 Mean hourly rate paid for outside legal help in 2013 (expected) Broken out by Area of Technology	74
Table 20.3.3 Mean hourly rate paid for outside legal help in 2013 (expected) Broken out by Country.....	74
Table 20.3.4 Mean hourly rate paid for outside legal help in 2013 (expected) Broken out by Enrollment.....	74
Table 20.3.5 Mean hourly rate paid for outside legal help in 2013 (expected) Broken out by Type	74
Table 21.1 How much has this hourly rate changed over the past year per hour (in US dollars)?.....	75
Table 21.2 How much has this hourly rate changed over the past year per hour (in US dollars)? Broken out by Area of Technology.....	75
Table 21.3 How much has this hourly rate changed over the past year per hour (in US dollars)? Broken out by Country	75
Table 21.4 How much has this hourly rate changed over the past year per hour (in US dollars)? Broken out by Enrollment.....	75
Table 21.5 How much has this hourly rate changed over the past year per hour (in US dollars)? Broken out by Type.....	75
Table 22.1 How much legal staff time from university-employed lawyers did the office use in the past year?.....	76
Table 22.2 How much legal staff time from university-employed lawyers did the office use in the past year? Broken out by Area of Technology	76
Table 22.3 How much legal staff time from university-employed lawyers did the office use in the past year? Broken out by Country	76
Table 22.4 How much legal staff time from university-employed lawyers did the office use in the past year? Broken out by Enrollment.....	76
Table 22.5 How much legal staff time from university-employed lawyers did the office use in the past year? Broken out by Type.....	76

CHAPTER 4: INTERNAL AND EXTERNAL MARKETING	77
Table 23 How many invention disclosure reports did the office receive from faculty in the following years:	77
Table 23.1.1 Invention disclosure reports received from faculty in 2011	77
Table 23.1.2 Invention disclosure reports received in 2011 Broken out by Area of Technology	77
Table 23.1.3 Invention disclosure reports from faculty in 2011 Broken out by Country.....	77
Table 23.1.4 Invention disclosure reports from faculty in 2011 Broken out by Enrollment.....	77
Table 23.1.5 Invention disclosure reports received in 2011 Broken out by Type	77
Table 23.2.1 Invention disclosure reports received from faculty in 2012	77
Table 23.2.2 Invention disclosure reports received in 2012 Broken out by Area of Technology	77
Table 23.2.3 Invention disclosure reports received in 2012 Broken out by Country.....	78
Table 23.2.4 Invention disclosure reports received in 2012 Broken out by Enrollment.....	78
Table 23.2.5 Invention disclosure reports received in 2012 Broken out by Type	78
Table 23.3.1 Invention disclosure reports received from faculty in 2013 (expected)	78
Table 23.3.2 Invention disclosure reports received in 2013 (expected) Broken out by Area of Technology.....	78
Table 23.3.3 Invention disclosure reports received in 2013 (expected) Broken out by Country.....	78
Table 23.3.4 Invention disclosure reports received in 2013 (expected) Broken out by Enrollment.....	78
Table 23.3.5 Invention disclosure reports received in 2013 (expected) Broken out by Type.....	78
Table 24 What percentage of the invention disclosure reports was the Office initially contacted by the Faculty member in the following years (as opposed to solicited by the Office itself):	79
Table 24.1.1 Percent. of invention disclosure reports originating from faculty in 2011	79
Table 24.1.2 Percentage of invention disclosure reports originating from faculty in 2011 Broken out by Area of Technology	79
Table 24.1.3 Percentage of invention disclosure reports originating from faculty in 2011 Broken out by Country	79
Table 24.1.4 Percentage of invention disclosure reports originating from faculty in 2011 Broken out by Enrollment.....	79
Table 24.1.5 Percentage of invention disclosure reports originating from faculty in 2011 Broken out by Type	79
Table 24.2.1 Percent. of invention disclosure reports originating from faculty in 2012	79
Table 24.2.2 Percentage of invention disclosure reports originating from faculty in 2012 Broken out by Area of Technology	79

Table 24.2.3 Percentage of invention disclosure reports originating from faculty in 2012 Broken out by Country	80
Table 24.2.4 Percentage of invention disclosure reports originating from faculty in 2012 Broken out by Enrollment.....	80
Table 24.2.5 Percentage of invention disclosure reports originating from faculty in 2012 Broken out by Type	80
Table 24.3.1 Percentage of invention disclosure reports originating from faculty in 2013 (expected).....	80
Table 24.3.2 Percentage of invention disclosure reports originating from faculty in 2013 (expected) Broken out by Area of Technology	80
Table 24.3.3 Percentage of invention disclosure reports originating from faculty in 2013 (expected) Broken out by Country	80
Table 24.3.4 Percentage of invention disclosure reports originating from faculty in 2013 (expected) Broken out by Enrollment.....	80
Table 24.3.5 Percentage of invention disclosure reports originating from faculty in 2013 (expected) Broken out by Type.....	81
Table 25 What percentage resulted from strong encouragement internal marketing efforts by the technology transfer office in the following years:.....	81
Table 25.1.1 Percentage of disclosure reports from strong internal marketing in 2011	81
Table 25.1.2 Percentage of disclosure reports from strong internal marketing in 2011 Broken out by Area of Technology	81
Table 25.1.3 Percentage of disclosure reports from strong internal marketing in 2011 Broken out by Country	81
Table 25.1.4 Percentage of disclosure reports from strong internal marketing in 2011 Broken out by Enrollment.....	81
Table 25.1.5 Percentage of disclosure reports from strong internal marketing in 2011 Broken out by Type	81
Table 25.2.1 Percentage of disclosure reports from strong internal marketing in 2012	82
Table 25.2.2 Percentage of disclosure reports from strong internal marketing in 2012 Broken out by Area of Technology	82
Table 25.2.3 Percentage of disclosure reports from strong internal marketing in 2012 Broken out by Country	82
Table 25.2.4 Percentage of disclosure reports from strong internal marketing in 2012 Broken out by Enrollment.....	82
Table 25.2.5 Percentage of disclosure reports from strong internal marketing in 2012 Broken out by Type	82
Table 25.3.1 Percentage of disclosure reports from strong internal marketing in 2013 (expected).....	82
Table 25.3.2 Percentage of disclosure reports from strong internal marketing in 2013 (expected) Broken out by Area of Technology	82
Table 25.3.3 Percentage of disclosure reports from strong internal marketing in 2013 (expected) Broken out by Country	83
Table 25.3.4 Percentage of disclosure reports from strong internal marketing in 2013 (expected) Broken out by Enrollment.....	83

Table 25.3.5 Percentage of disclosure reports from strong internal marketing in 2013 (expected) Broken out by Type.....	83
Table 26 Are any employees only responsible for internal marketing to faculty? If so, how many in the following years:	83
Table 26.1.1 Employees solely for internal marketing to faculty in 2011	83
Table 26.1.2 Employees solely for internal marketing to faculty in 2011 Broken out by Area of Technology	83
Table 26.1.3 Employees solely for internal marketing to faculty in 2011 Broken out by Country.....	83
Table 26.1.4 Employees solely for internal marketing to faculty in 2011 Broken out by Enrollment.....	83
Table 26.1.5 Employees solely for internal marketing to faculty in 2011 Broken out by Type	84
Table 26.2.1 Employees solely for internal marketing to faculty in 2012.....	84
Table 26.2.2 Employees solely for internal marketing to faculty in 2012 Broken out by Area of Technology.....	84
Table 26.2.3 Employees solely for internal marketing to faculty in 2012 Broken out by Country.....	84
Table 26.2.4 Employees solely for internal marketing to faculty in 2012 Broken out by Enrollment.....	84
Table 26.2.5 Employees solely for internal marketing to faculty in 2012 Broken out by Type	84
Table 26.3.1 Employees solely for internal marketing to faculty in 2013 (expected)	84
Table 26.3.2 Employees solely for internal marketing to faculty in 2013 (expected) Broken out by Area of Technology.....	85
Table 26.3.3 Employees solely for internal marketing to faculty in 2013 (expected) Broken out by Country.....	85
Table 26.3.4 Employees solely for internal marketing to faculty in 2013 (expected) Broken out by Enrollment.....	85
Table 26.3.5 Employees solely for internal marketing to faculty in 2013 (expected) Broken out by Type.....	85
Table 27 Are any employees responsible for only external marketing to Industry? How many in the following years:	86
Table 27.1.1 Employees solely for external marketing in 2011	86
Table 27.1.2 Employees solely for external marketing in 2011 Broken out by Area of Technology	86
Table 27.1.3 Employees solely for external marketing in 2011 Broken out by Country.....	86
Table 27.1.4 Employees solely for external marketing in 2011 Broken out by Enrollment.....	86
Table 27.1.5 Employees solely for external marketing in 2011 Broken out by Type	86
Table 27.2.1 Employees solely for external marketing in 2012	86
Table 27.2.2 Employees solely for external marketing in 2012 Broken out by Area of Technology	86

Table 27.2.3 Employees solely for external marketing in 2012 Broken out by Country.....	87
Table 27.2.4 Employees solely for external marketing in 2012 Broken out by Enrollment.....	87
Table 27.2.5 Employees solely for external marketing in 2012 Broken out by Type	87
Table 27.3.1 Employees solely for external marketing in 2013 (expected)	87
Table 27.3.2 Employees solely for external marketing in 2013 (expected) Broken out by Area of Technology	87
Table 27.3.3 Employees solely for external marketing in 2013 (expected) Broken out by Country.....	87
Table 27.3.4 Employees solely for external marketing in 2013 (expected) Broken out by Enrollment.....	87
Table 27.3.5 Employees solely for external marketing in 2013 (expected) Broken out by Type	87
Table 28 How many professionals are dedicated to spin out companies only in the following years:.....	88
Table 28.1.1 Professionals dedicated to spin out companies in 2011.....	88
Table 28.1.2 Professionals dedicated to spin out companies in 2011 Broken out by Area of Technology.....	88
Table 28.1.3 Professionals dedicated to spin out companies in 2011 Broken out by Country.....	88
Table 28.1.4 Professionals dedicated to spin out companies in 2011 Broken out by Enrollment.....	88
Table 28.1.5 Professionals dedicated to spin out companies in 2011 Broken out by Type.....	88
Table 28.2.1 Professionals dedicated to spin out companies in 2012.....	88
Table 28.2.2 Professionals dedicated to spin out companies in 2012 Broken out by Area of Technology.....	88
Table 28.2.3 Professionals dedicated to spin out companies in 2012 Broken out by Country.....	88
Table 28.2.4 Professionals dedicated to spin out companies in 2012 Broken out by Enrollment.....	89
Table 28.2.5 Professionals dedicated to spin out companies in 2012 Broken out by Type.....	89
Table 28.3.1 Professionals dedicated to spin out companies in 2013 (expected).....	89
Table 28.3.2 Professionals dedicated to spin out companies in 2013 (expected) Broken out by Area of Technology	89
Table 28.3.3 Professionals dedicated to spin out companies in 2013 (expected) Broken out by Country.....	89
Table 28.3.4 Professionals dedicated to spin out companies in 2013 (expected) Broken out by Enrollment	89
Table 28.3.5 Professionals dedicated to spin out companies in 2013 (expected) Broken out by Type	89
Table 29.1 Does the Office use an outside public relations firm or does it use the university public relations department?.....	90

Table 29.2 Does the Office use an outside public relations firm or does it use the university public relations department? Broken out by Area of Technology	90
Table 29.3 Does the Office use an outside public relations firm or does it use the university public relations department? Broken out by Country	90
Table 29.4 Does the Office use an outside public relations firm or does it use the university public relations department? Broken out by Enrollment.....	90
Table 29.5 Does the Office use an outside public relations firm or does it use the university public relations department? Broken out by Type.....	90
How often do you send out releases? To whom do you send them? What results have you achieved and what do you recommend?.....	91
Do you use a PR firm? University PR? Both? Why? What do you recommend for peers?	92
Table 30.1 Do you send electronic releases, paper releases or both?	93
Table 30.2 Do you send electronic releases, paper releases or both? Broken out by Area of Technology	93
Table 30.3 Do you send electronic releases, paper releases or both? Broken out by Country	93
Table 30.4 Do you send electronic releases, paper releases or both? Broken out by Enrollment	93
Table 30.5 Do you send electronic releases, paper releases or both? Broken out by Type	93
Have you used e-marketing extensively? Google ads, blog marketing, Facebook marketing, opt in email, search engine optimization or e-zine advertising? If you have used any of these means what have been the results?.....	94
Table 31 How much did the office spend on the following in 2010 (in US dollars)?.....	95
Table 31.1.1 How much did the office spend in 2010 on mass mailings?	95
Table 31.1.2 How much did the office spend in 2010 on mass mailings? Broken out by Area of Technology	95
Table 31.1.3 How much did the office spend in 2010 on mass mailings? Broken out by Country	95
Table 31.1.4 How much did the office spend in 2010 on mass mailings? Broken out by Enrollment	95
Table 31.1.5 How much did the office spend in 2010 on mass mailings? Broken out by Type	95
Table 31.2.1 How much did the office spend in 2010 on web advertising?.....	95
Table 31.2.2 How much did the office spend in 2010 on web advertising? Broken out by Area of Technology	95
Table 31.2.3 How much did the office spend in 2010 on web advertising? Broken by Country.....	95
Table 31.2.4 How much did the office spend in 2010 on web advertising? Broken out by Enrollment	96
Table 31.2.5 How much did the office spend in 2010 on web advertising? Broken out by Type	96
Table 31.3.1 How much did the office spend in 2010 on printing of promotional materials?.....	96

Table 31.3.2 How much did the office spend in 2010 on printing of promotional materials? Broken out by Area of Technology.....	96
Table 31.3.3 How much did the office spend in 2010 on printing of promotional materials? Broken out by Country.....	96
Table 31.3.4 How much did the office spend in 2010 on printing of promotional materials? Broken out by Enrollment.....	96
Table 31.3.5 How much did the office spend in 2010 on printing of promotional materials? Broken out by Type.....	96
Table 31.4.1 How much did the office spend in 2010 on travel and lodging for trade shows and fairs?	97
Table 31.4.2 How much did the office spend in 2010 on travel and lodging for trade shows and fairs? Broken out by Area of Technology	97
Table 31.4.3 How much did the office spend in 2010 on travel and lodging for trade shows and fairs? Broken out by Country	97
Table 31.4.4 How much did the office spend in 2010 on travel and lodging for trade shows and fairs? Broken out by Enrollment	97
Table 31.4.5 How much did the office spend in 2010 on travel and lodging for trade shows and fairs? Broken out by Type	97
Table 31.5.1 How much did the office spend in 2010 on booth and attendance fees for trade shows and fairs?	97
Table 31.5.2 How much did the office spend in 2010 on booth and attendance fees for trade shows and fairs? Broken out by Area of Technology	97
Table 31.5.3 How much did the office spend in 2010 on booth and attendance fees for trade shows and fairs? Broken out by Country	98
Table 31.5.4 How much did the office spend in 2010 on booth and attendance fees for trade shows and fairs? Broken out by Enrollment	98
Table 31.5.5 How much did the office spend in 2010 on booth and attendance fees for trade shows and fairs? Broken out by Type	98
Table 31.6.1 How much did the office spend in 2010 on space ads in publications?.....	98
Table 31.6.2 How much did the office spend in 2010 on space ads in publications? Broken out by Area of Technology.....	98
Table 31.6.3 How much did the office spend in 2010 on space ads in publications? Broken out by Country.....	98
Table 31.6.4 How much did the office spend in 2010 on space ads in publications? Broken out by Enrollment.....	98
Table 31.6.5 How much did the office spend in 2010 on space ads in publications? Broken out by Type.....	99
Table 31.7.1 How much did the office spend in 2010 on website development?.....	99
Table 31.7.2 How much did the office spend in 2010 on website development? Broken out by Area of Technology.....	99
Table 31.7.3 How much did the office spend in 2010 on website development? Broken out by Country.....	99
Table 31.7.4 How much did the office spend in 2010 on website development? Broken out by Enrollment.....	99
Table 31.7.5 How much did the office spend in 2010 on website development? Broken out by Type.....	99

Table 31.8.1 How much did the office spend in 2010 on video and media productions?	99
Table 31.8.2 How much did the office spend in 2010 on video and media productions? Broken out by Area of Technology	100
Table 31.8.3 How much did the office spend in 2010 on video and media productions? Broken out by Country	100
Table 31.8.4 How much did the office spend in 2010 on video and media productions? Broken out by Enrollment	100
Table 31.8.5 How much did the office spend in 2010 on video and media productions? Broken out by Type	100
CHAPTER 5: BUDGETS	101
Table 32.1 What was the overall budget for the office in 2012 (in US dollars)?	101
Table 32.2 What was the overall budget for the office in 2012 (in US dollars)? Broken out by Area of Technology	101
Table 32.3 What was the overall budget for the office in 2012 (in US dollars)? Broken out by Country	101
Table 32.4 What was the overall budget for the office in 2012 (in US dollars)? Broken out by Enrollment	101
Table 32.5 What was the overall budget for the office in 2012 (in US dollars)? Broken out by Type	101
Table 33.1 What had been the overall budget in 2011 (in US dollars)?	102
Table 33.2 What had been the overall budget in 2011 (in US dollars)? Broken out by Area of Technology	102
Table 33.3 What had been the overall budget in 2011 (in US dollars)? Broken out by Country	102
Table 33.4 What had been the overall budget in 2011 (in US dollars)? Broken out by Enrollment	102
Table 33.5 What had been the overall budget in 2011 (in US dollars)? Broken out by Type	102
Table 34.1 What do you expect will be the office budget for 2013 (in US dollars)	103
Table 34.2 What do you expect will be the office budget for 2013 (in US dollars)? Broken out by Area of Technology	103
Table 34.3 What do you expect will be the office budget for 2013 (in US dollars)? Broken out by Country	103
Table 34.4 What do you expect will be the office budget for 2013 (in US dollars)? Broken out by Enrollment	103
Table 34.5 What do you expect will be the office budget for 2013 (in US dollars)? Broken out by Type	103
CHAPTER 6: Partnerships	104
Table 35.1 Does the Office partner with any Foreign Universities?	104
Table 35.2 Does the Office partner with any Foreign Universities? Broken out by Area of Technology	104
Table 35.3 Does the Office partner with any Foreign Universities? Broken out by Country	104

Table 35.4 Does the Office partner with any Foreign Universities? Broken out by Enrollment	104
Table 35.5 Does the Office partner with any Foreign Universities? Broken out by Type	104
Which countries does the Office partner with?	105
Does the Office partner with any Industry or Company groups? How Many? What industries generally? Describe your efforts.....	106
Does the Office support special research institutes or organizations of technology interest? If so, how? With funding? Advisory services? Explain.....	107
Does the Office invest in university start-up spinout companies with funding or management assistance? Does the office help arrange financing for private sector vendors in its technology?	108
Continued from previous question: Is there a special investment fund with office management and employees? How many?	109
How easy is it for your office to collaborate with other university outreach departments such as the business school, grants and contracts, university outreach, international programs? Are there budget constraints to collaboration?	110
Table 36.1 Has your institution merged your office with others or otherwise re-organized the institutional relationship between your office and the Office of the General Counsel, the medical or business schools, grants and contracts or other offices?	112
Table 36.2 Has your institution merged your office with others or otherwise re-organized the institutional relationship between your office and the Office of the General Counsel, the medical or business schools, grants and contracts or other offices? Broken out by Area of Technology	112
Table 36.3 Has your institution merged your office with others or otherwise re-organized the institutional relationship between your office and the Office of the General Counsel, the medical or business schools, grants and contracts or other offices? Broken out by Country	112
Table 36.4 Has your institution merged your office with others or otherwise re-organized the institutional relationship between your office and the Office of the General Counsel, the medical or business schools, grants and contracts or other offices? Broken out by Enrollment.....	112
Table 36.5 Has your institution merged your office with others or otherwise re-organized the institutional relationship between your office and the Office of the General Counsel, the medical or business schools, grants and contracts or other offices? Broken out by Type.....	113

THE QUESTIONNAIRE

1. The full-time equivalent enrollment of the university served by your office is (if you serve only the medical school, for example, then put in medical school enrollment, but if you serve an entire college put in all enrollment including undergraduates):
2. What area of technology accounts for the highest percentage of your institutional revenues or, if no recent revenue, patent applications?
 - a. Energy
 - b. Biology and Healthcare
 - c. Engineering
 - d. Materials/Mining Agriculture
 - e. Other
3. Your office serves:
 - a. A specialized unit or college such as a medical schools or engineering schools
 - b. A major research university
 - c. A college or university with technology that can be licensed or sold but that is not a major research university
4. How many individuals (FTE) are employed directly in the technology transfer or similar office in the following years (Do not include employees who are on loan from another division of the college if that division pays their salaries. Note that for all question 2011 is the 2011-2012 academic or fiscal year or nearest equivalent; 2012 is the 2012-2013 academic or fiscal year or equivalent, etc.):
 - a. In 2011?
 - b. In 2012?
 - c. Projected for 2013?
5. How many individuals (FTE) has the university assigned from other departments (FTE) to work for the technology transfer office in the following years:
 - a. In 2011?
 - b. In 2012?
 - c. Projected for 2013?

6. What was the office's total spending on direct office salaries for the following years (excluding salaries paid by other departments):
 - a. In 2011?
 - b. In 2012?
 - c. Projected for 2013?

7. What was the estimated university total spending on allocated salaries for personnel from other university departments that served in your department in the following years:
 - a. In 2011?
 - b. In 2012?
 - c. Forecast for 2013?

8. What is the number of years served at the university in his/her current position for the chief administrative officer in the technology transfer office?

9. How many direct employees does the technology transfer office have:
 - a. Over 5 years of service?
 - b. Over 10 years of service?

10. On a scale of 1 to 5, how useful is your academic library in obtaining access to the following resources? (1=very useful, 2=useful, 3=occasionally useful, 4=not very useful, 5=more or less useless)
 - a. Patent information
 - b. Technical papers
 - c. Technical conference proceedings
 - d. Business contact and marketing information

11. On a scale of 1 to 5, how useful are the following academic libraries at your institution for your work?
 - a. Business school library
 - b. Medical school library
 - c. General library

12. What might you need, if anything, from your academic library to better perform the mission of your office?

13. How many lawyers will/has the office employed directly in the following years (including only lawyers whose salaries are paid out of the technology transfer or equivalent office budget):
 - a. In 2011?
 - b. In 2012?
 - c. Plan to in 2013?

14. How many hours of legal assistance do you use from other university departments in the following years (1 full-time lawyer assigned to the department from the general counsel staff would be approximately 2,000 hours):
 - a. In 2011?
 - b. In 2012?
 - c. Plan to in 2013?

15. How many different outside law firms did the office use in the following years:
 - a. In 2011?
 - b. In 2012?
 - c. Plan to in 2013?

16. What percentage of legal expenditure was accounted for by work on invention reports and filing patents? (note that the legal expenditure categories in the following 6 question are not necessarily mutually exclusive)

17. What percentage of legal expenditures was accounted for by work on patent maintenance?

18. What percentage of patent maintenance legal work was recovered from licensees?

19. What percentage of legal expenditures was accounted for by work on contracts, government reporting, licensing contracts, and related contract work?

20. What percentage of legal expenditure was accounted for by work on patent enforcement and/or litigation?

21. What percentage of litigation or enforcement costs were recovered from licensees?

22. How many non-US patents has the office filed in the past two years?

23. Describe your efforts to monitor legal costs. Have costs gone up or down in recent years? What do you expect in the near future? Have you implemented plans to control or lower legal costs? What do you recommend to your peers?

24. How much did the technology transfer office pay for outside law firms in the following years:
 - a. In 2011?
 - b. In 2012?
 - c. Plan to in 2013?

25. What was the mean hourly rate for outside legal help in the following years:
 - a. In 2011?
 - b. In 2013?
 - c. Projected for 2013?

26. How much has this hourly rate changed in the past year per hour (in US dollars)?

27. How much legal staff time from university-employed lawyers did the office use in the past year? (if the university has two lawyers dedicated to working on issues for the technology transfer office, and another who works half time for the office, then the answer would be 2.5 FTE)

28. How many invention disclosure reports did the office receive from faculty in the following years:
 - a. In 2011?
 - b. In 2012?
 - c. Expected in 2013?

29. What percentage of the invention disclosure reports was the office initially contacted by the faculty member in the following years (as opposed to solicited by the office itself):
 - a. In 2011?
 - b. In 2012?
 - c. Expected in 2013?

30. What percentage resulted from strong encouragement internal marketing efforts by the technology transfer office in the following years:
 - a. In 2011?
 - b. In 2012?
 - c. Expected in 2013?

31. Are any employees only responsible for internal marketing to faculty? If so, how many in the following years:
 - a. In 2011?
 - b. In 2012?
 - c. Planned in 2013?

32. Are any employees responsible for only external marketing to industry? How many in the following years:
 - a. In 2011?
 - b. In 2012?
 - c. Planned in 2013?

33. How many professional are dedicated to spin out companies only in the following years:
 - a. In 2011?
 - b. In 2012?
 - c. Planned in 2013?
34. Does the office use an outside public relations firm or does it use the university public relations department?
35. How often do you send out press releases? To whom do you send them? What results have you achieved and what do you recommend?
36. Do you use a PR firm? University PR? Both? Why? What do you recommend to peers?
37. Do you send electronic releases, paper release, or both?
38. Have you used e-marketing extensively? Google ads, blog marketing, Facebook marketing, opt-in email, search engine optimization, or e-zine advertising? If you have used any of these means, what have been the results?
39. How much did the office spend on the following in 2010?
 - a. Mass mailing
 - b. Web advertising (Google ads/Facebook/other online marketing)
 - c. Printing of promotional materials
 - d. Trade shows/fairs/invention fairs – Travel and lodging costs
 - e. Trade shows/fairs/invention fairs – Booth and attendance fees
 - f. Space ads in publications
 - g. Website development
 - h. Video and media productions
40. What was the overall budget for the office in 2012?
41. What had been the overall budget in 2011?
42. What do you expect will be the office budget for 2013?
43. Does the office partner with any foreign universities?
44. Which countries does the office partner with?
45. Does the office partner with any industry or company groups? How many? What industries generally? Describe your efforts.

46. Does the office support special research institutes or organizations of technology interest? If so, how? With funding? Advisory services? Explain.
47. Does the office invest in university start-up spin-out companies with funding or management assistance? Does the office help arrange financing for private sector vendors in technology?
48. Continued from the previous question, is there a special investment fund with office management and employees? How many?
49. How easy is it for your office to collaborate with other university outreach departments such as the business school, grants and contracts, university outreach, international programs? Are there budget constraints to collaboration?
50. Has your institution merged your office with others or otherwise reorganized the institutional relationships between your Office and the Office of the General Counsel, the medical or business schools, grants and contracts, or other offices?

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