



### **Licensing Services**

Foresight Science & Technology provides licensing services to universities, research institutions, companies, and national labs. As part of these services we assist in identifying licensees, co-development partners, sponsored research, and funding resources. We also have a framework to assist in structuring spin-up/start-up efforts. Foresight likes to begin the process with a kick off with inventors and technology transfer managers. This allows us to understand the needs and current status of a technology and commercialization efforts to date. We use this input, and our own market research, to start to prepare a strategy for licensing the technology or portfolio of technologies.

Throughout our efforts we also provide an analysis of the market, sometimes specific to applications, gather expert interviews on the technology's commercial viability and the competition, provide an initial estimate of the industry average royalty rate for technologies in that area, and gather a list of potential targets. Often times we already have a direct point of contact at the company who has asked to be called upon regarding new innovations Foresight comes across.

To facilitate the marketing and to document our work, Foresight provides a secure collaborative workspace on our SharePoint Portal. This portal site provides a *Marketing Call Log* which lists all the companies we contact, when we last contacted them, when we intend to follow-up with them, what was said during our last contact with them, and their level of interest in the technology. This is a valuable list and is summarized as a monthly deliverable to the client to show the progress of our work. We generally begin the active licensing, after all proper documents have been generated and approved, with three months of intensive marketing, and the *Marketing Call Log* helps us keep these efforts organized.

As we identify and follow-up with potential targets, we shall be reviewing any legal templates the client provides for Non-Disclosure Agreement, Licenses, Materials Transfer Agreement, etc. Foresight can direct the client to sample templates on the web, but be aware the client should not just copy and use these. Legal review is required. During the entire licensing process, potential licensees and targets will raise concerns and issues. To the extent we can address these road blocks, we will prepare responses for the

client's review and approval. These work products will be stored on the collaborative workspace.

Throughout the process Foresight works closely with the technology transfer managers, appropriate personnel and inventors, as open communication can be critical to effective and efficient licensing efforts. It also allows us to respond more quickly to potential licensees in order to move towards a possible deal. During the deal stage, Foresight can take the lead on negotiations and acts as the facilitator between the client and the potential licensee. There is a typical six month time line for our work. At the six month mark we like reserve the right to terminate the effort if no progress has been made and the results to date suggest a successful outcome is unlikely.

If a technology gains no traction during these licensing efforts, it can go into Foresight's IPKit® Marketplace web site. This web site hosts technologies available for express online licensing with a "buy now" credit card licensing capability. The site will act as a clearing house for all technologies deemed suitable for this approach and will enable potentially interested parties an opportunity to browse and online license an extensive list of technologies.

Our basic licensing structure runs as follows:

- Typically run on a 6 month timeline – after 6 months if no traction is made we typically drop it if consented by client
- We identify licensees, sponsored research, co-development partners, and funding sources
- We can assist in running spin-ups/ start-ups
- Typical structure is:
  - Foresight will assess each technology/IP proposed for licensing through a Go/NoGo® analysis to determine if marketing efforts would be warranted based on competitive landscape and market opportunity.
  - If the Go/NoGo® analysis suggests marketing efforts are warranted, a single administrative fee is typically charged for the actual marketing efforts of that technology in addition to a success fee of 20%. These terms are negotiable of course.
  - Establish commercialization strategy
  - Identify targets
  - Follow-up with targets
  - If target is interested initiate deal-making stage and negotiations
  - Assess strategy and feedback after 6 months
  - If no traction, post technology on IPKit® Marketplace for online express licensing.