

URL: <https://stvp.stanford.edu/blog/videos/the-licensing-process>

Ku describes the process of licensing a technology from start to finish.



## Transcript

The disclosure comes into our office, about 350 to 400 disclosures come in a year.. I assigned it to a licensing person.. We call it the cradle to grave model.. At the very beginning, when the invention comes in, the associate decides what to do with that invention.. They evaluate the invention then market the invention to potential licensees.. They come up with a licensing strategy.. They set the terms and conditions.. They negotiate the license.. The negotiation of the license is just the beginning of a maybe 20-year relationship.. So they will maintain that relationship over 20 years..

The company changes, the market changes that we'll have to re-negotiate the agreement.. And at the end of the day, when the patent has expired or whatever is happening then they close out that agreement.. So we have this cradle to grave model.. The licensing person does make all the decisions.. Stanford is somewhat unique.. Many other universities have a different model but we don't have big committees.. We don't have a committee, just say, "Well, this is OK, this is not OK." We do have a team kind of function to help brainstorm if the person wants them brainstorming.. If they figured out everything and they don't need any help, they don't have to come to us.. I do have signature authorities.. So that's the way we kind of control the evenness among the staff..

So that at the end of the day, I will sign all license agreements but I don't have to send it to legal for approval.. I don't have to send it to anyone.. We can sign the agreement.. So this cradle to grave responsibility is really a way to make us move quickly...