

# Evaluating invention disclosures, the licence-fee approach

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aws / Patent- and Licence-Management

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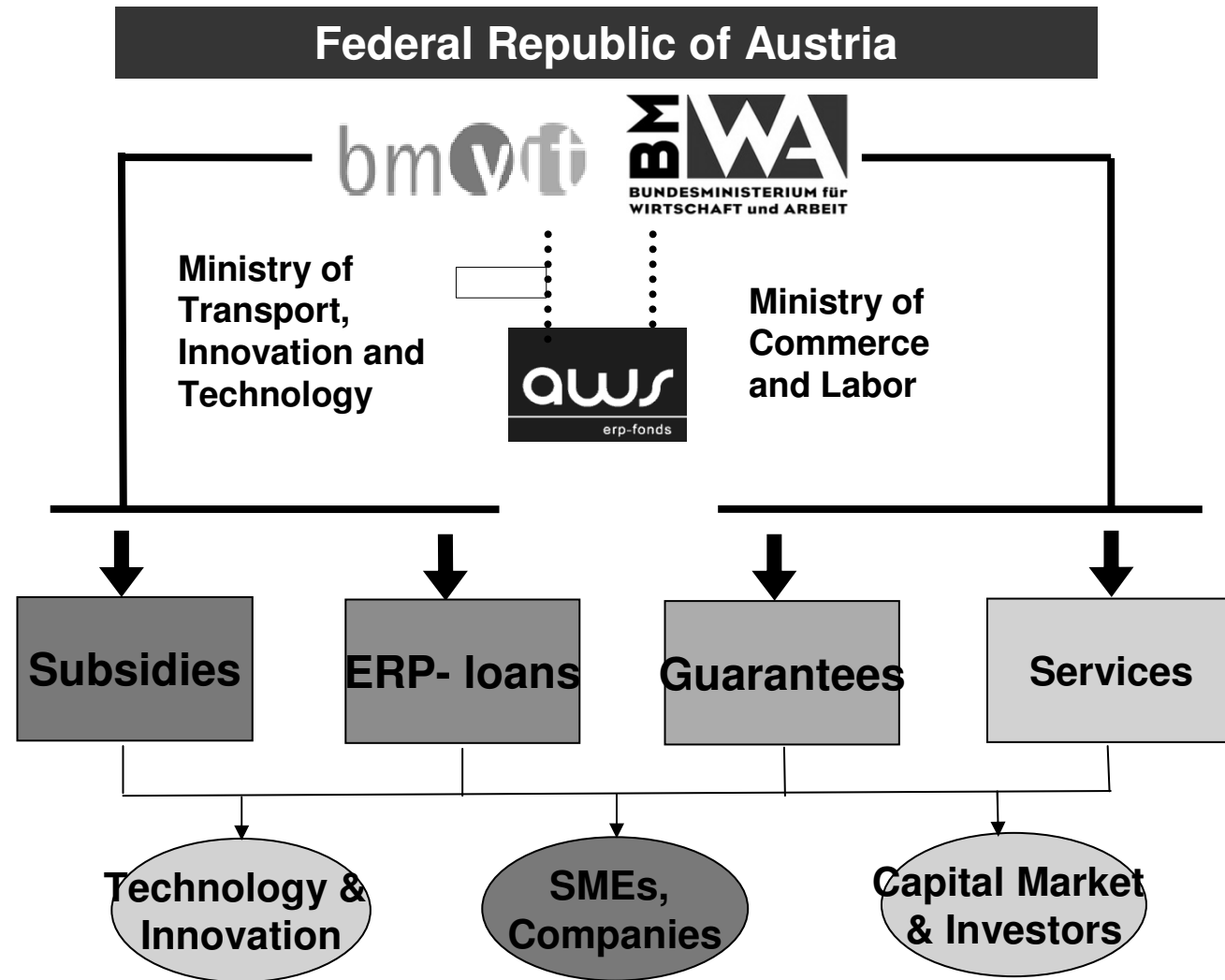


# Agenda

1. **aws** and Universities

2. Success Rates

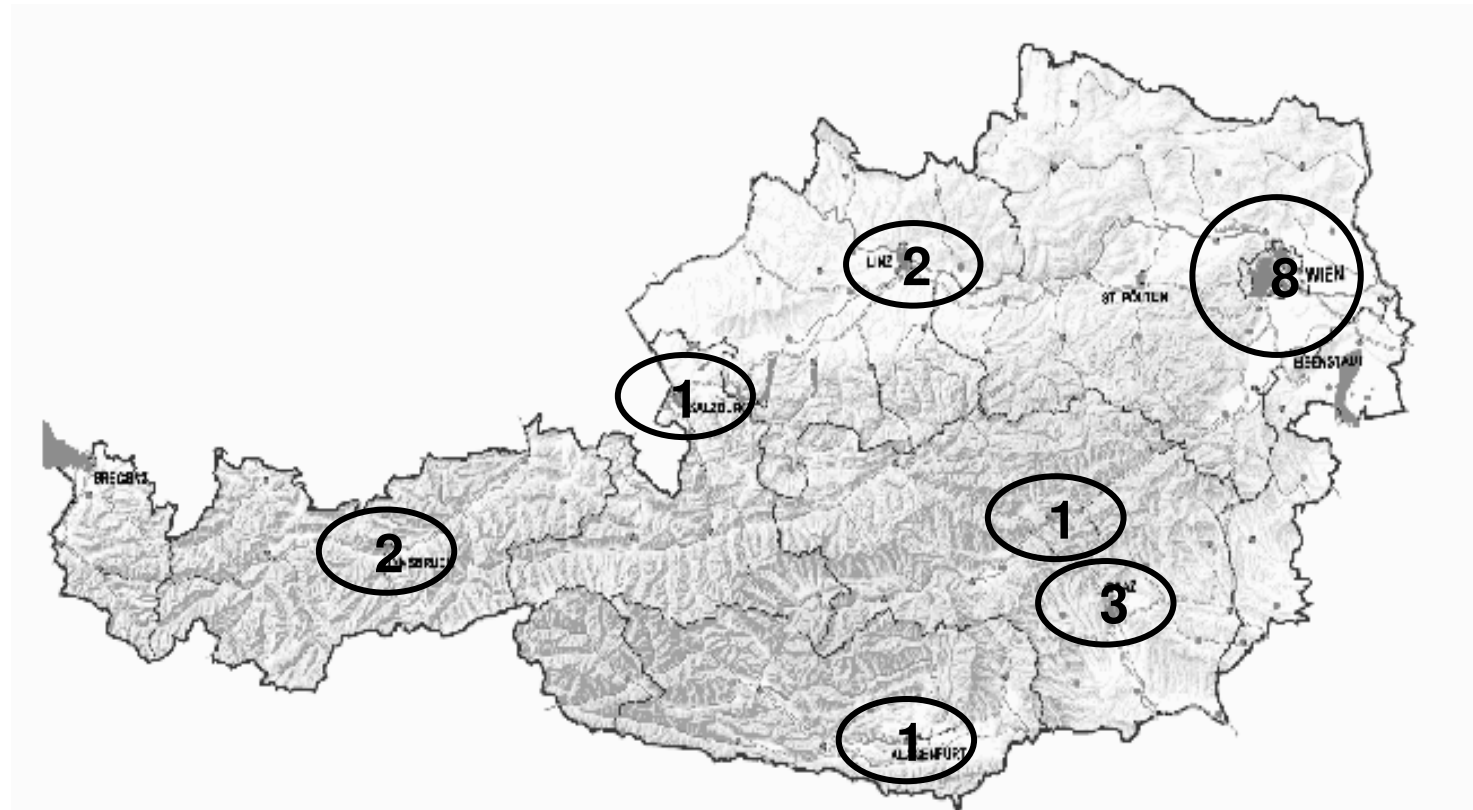
3. The First Guess





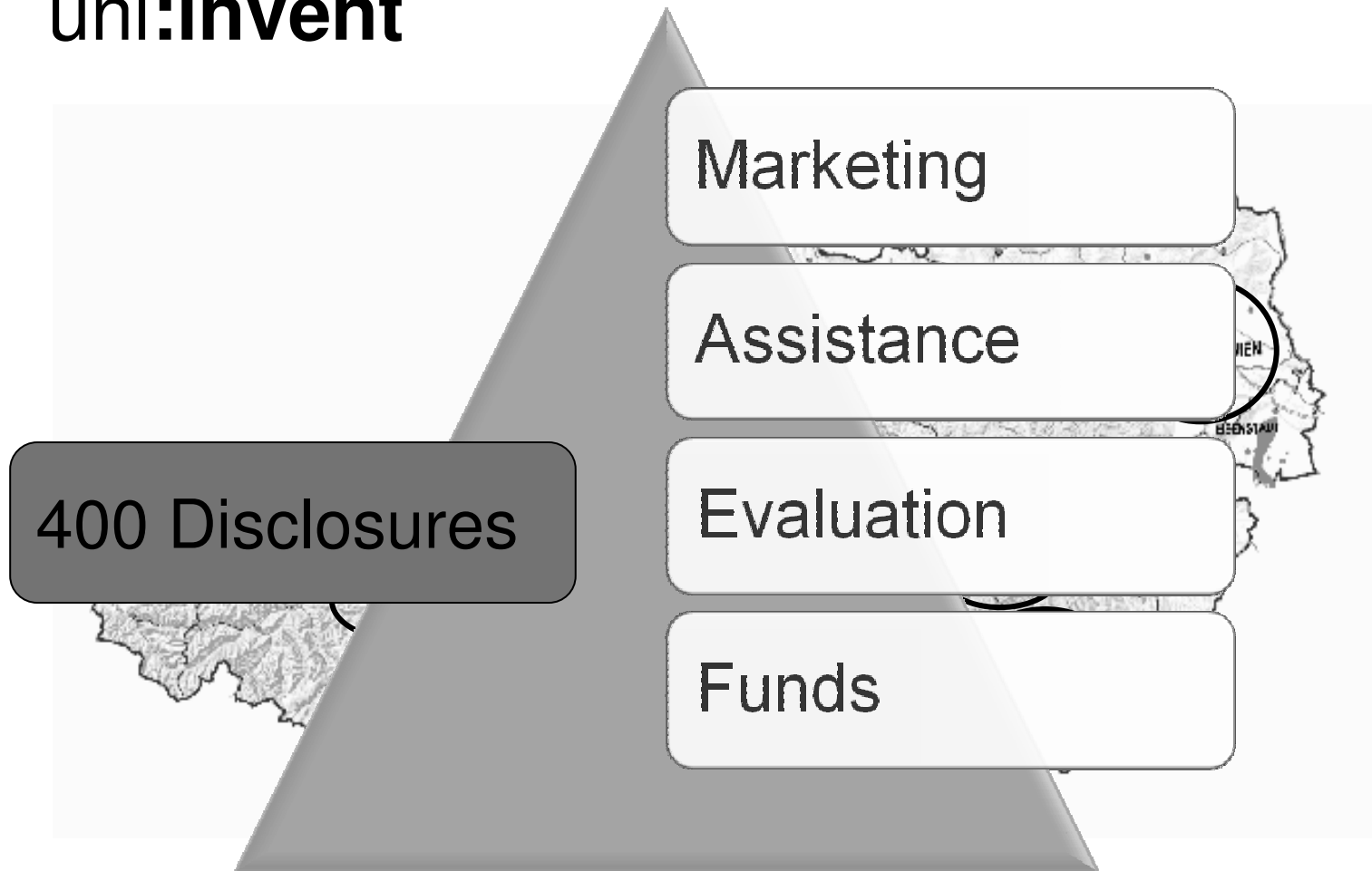
# uni:invent

18 Universities, 14 TTOs, 1 Central Service (aws)





# uni:invent





# Agenda

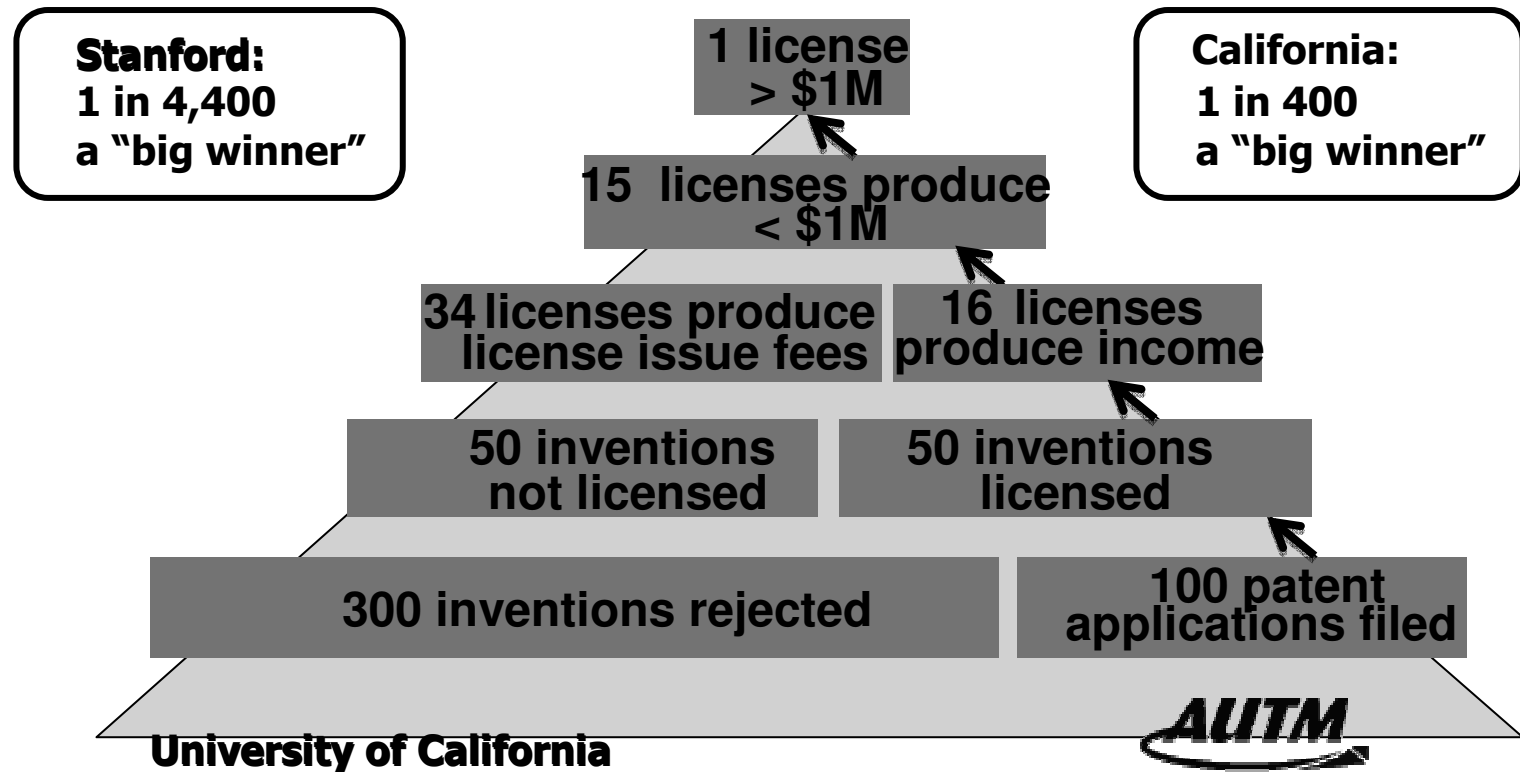
1. **aws** and Universities

2. Success Rates

3. The First Guess



# The Long And Narrow Road To Value





# Agenda

1. **aws** and Universities

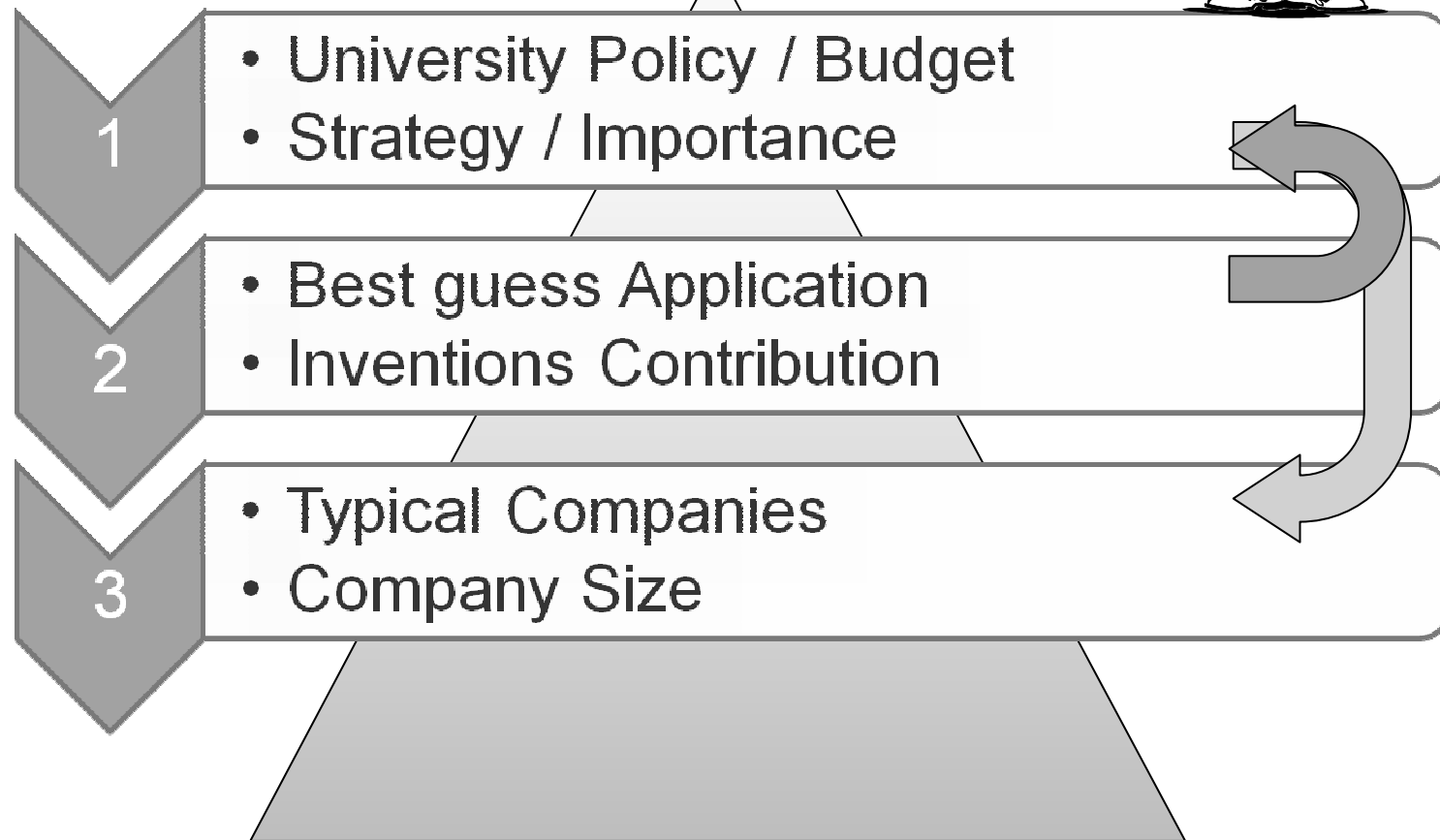
2. Success Rates

3. The 7 Steps



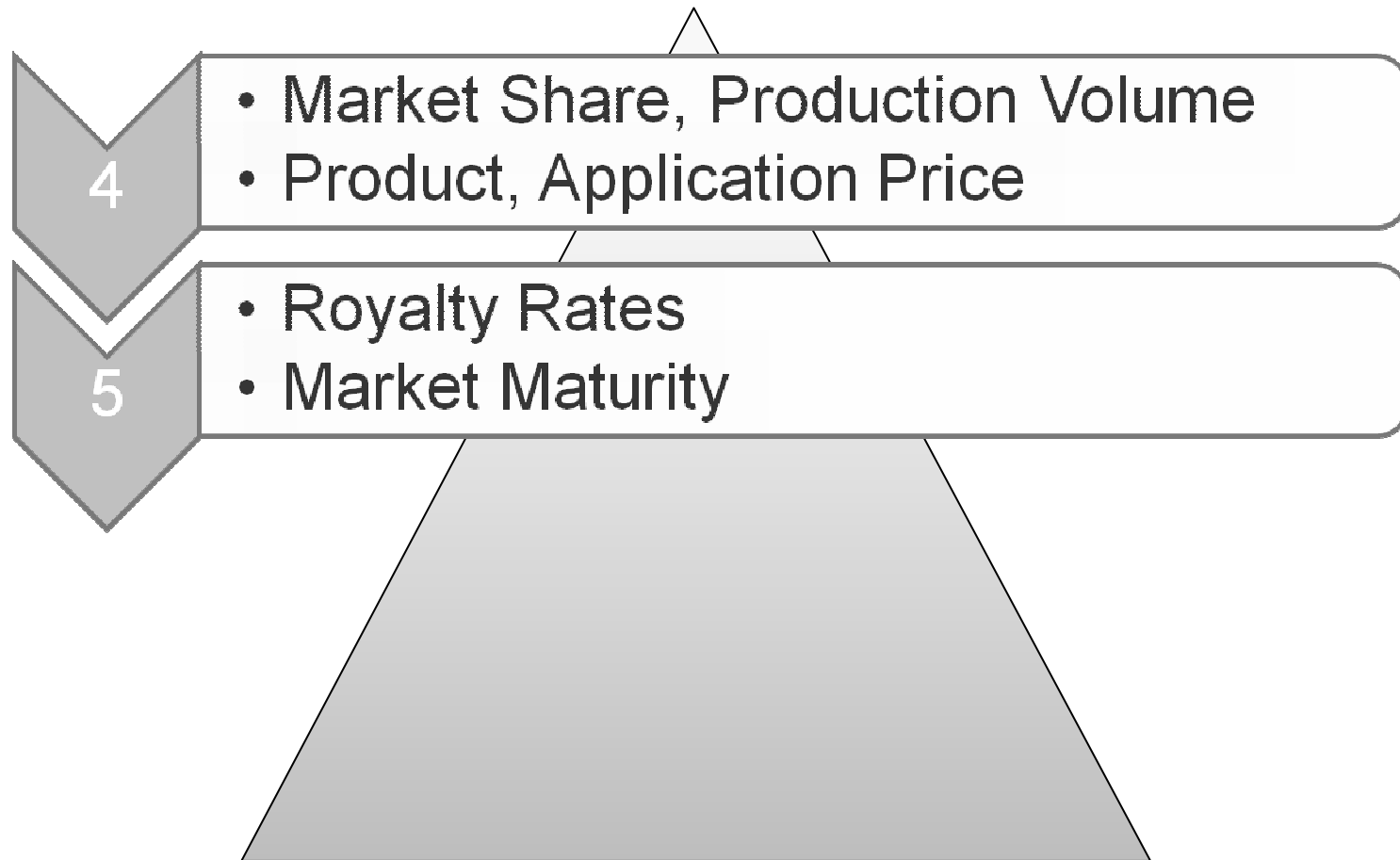


# 7 Steps to Value





## 7 Steps to Value





## Royalty Rates (industry-specific)

- Car accessories 1.2 – 2.5 %
- Pharmaceuticals 5 – 15 %
- Special chemical products 2 – 4 %
- Farming implements 2 – 6 %
- Machine spares 1 – 5 %
- Polymer mass products 0.2 – 0.4 %
- Controls and instruments 2 – 7.5 %
- Special steel alloys 1.5 – 4 %



## 7 Steps to Value

6

- Royalty Guess
- Patenting Costs

7

- Take the Chance !





**Thank You!**