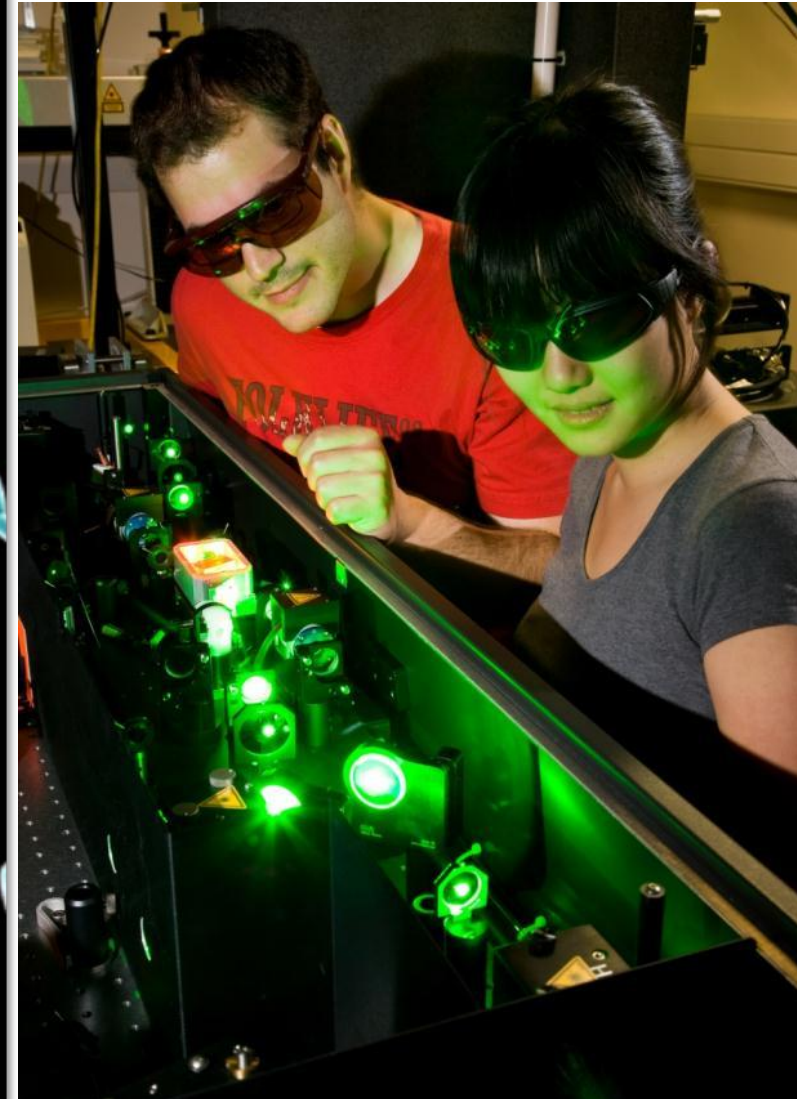
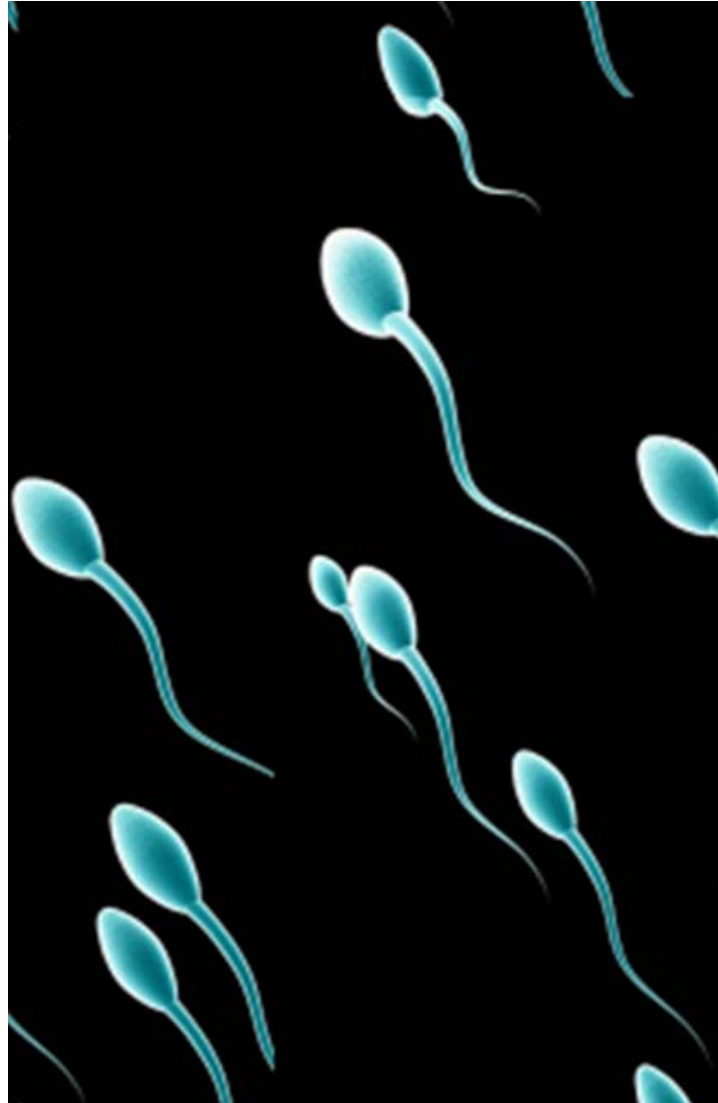




innovation & entrepreneurship

Professor Cather Simpson

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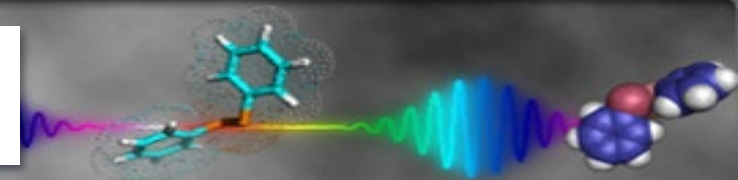


DODD-WALLS CENTRE
FOR PHOTONIC & QUANTUM TECHNOLOGIES



**The MacDiarmid
Institute**
*for Advanced Materials
and Nanotechnology*

Publish or patent -- or both



innovation & entrepreneurship

Patent and Perish?



How to Patent, Publish and Survive!

Elsie Quaite-Randall

Office of Technology Transfer, ANL

European IPR Helpdesk

Fact Sheet

Patenting v. publishing

To publish or patent? EU study addresses scientists' dilemma

8 MARCH 2002

Patent First, Publish Later: How Not to Ruin Your Chances of Winning a Patent

Is patent more worthy or a good paper publication?

From the academics and also research & development perspective, views needed separately.

A general approach for determining whether to publish, or protect information and

Scientist dilemma: publish or protect?

Publish or Patent?

Publishing your research or publicly disclosing it before filing a patent application can severely limit your patentability and could completely bar you from receiving a U.S. or foreign patent.

13th November 2011 0 Comments

Small Business Economics
1990, Volume 2, Issue 3, pp 191-197

To patent or to publish



The New Zealand Herald

Search keywords...

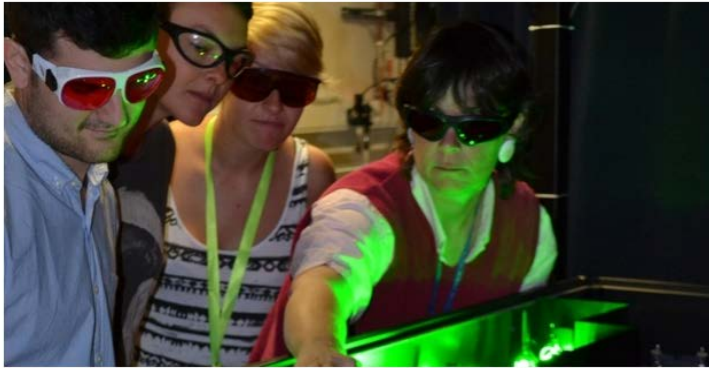
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Lasers solve dairy sperm problem

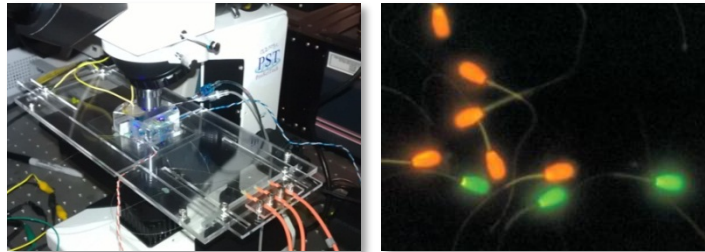
By Simon Eskow
5:30 AM Thursday Mar 20, 2014

[Agriculture](#)
[Technology](#)
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Artificial insemination research leads to process for sorting sperm cells according to sex.



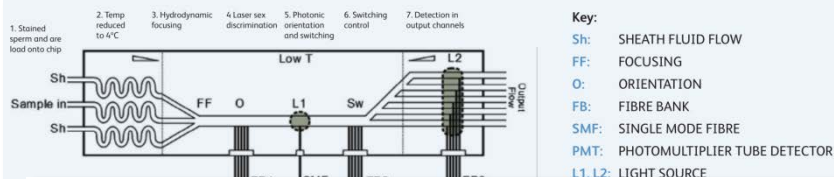
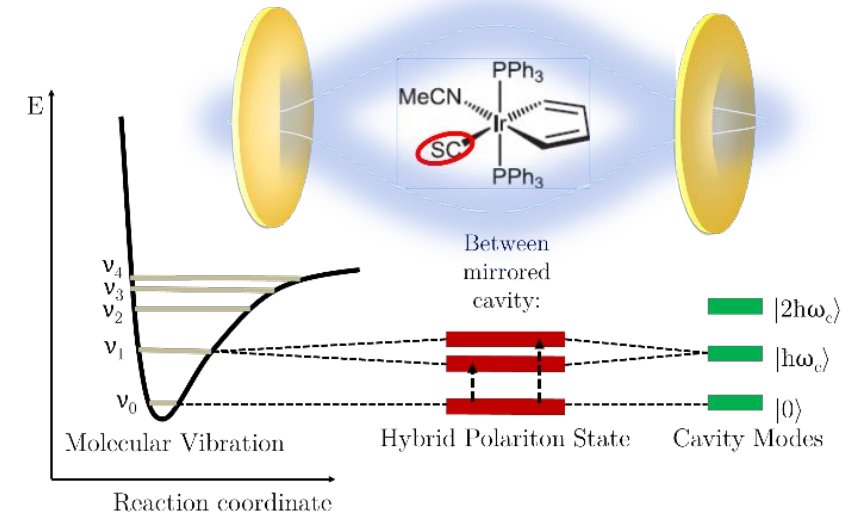
Cather Simpson (right) instructs students on how to use the femtosecond laser at the Photon Factory.



← NGENDER



Spectroscopic signature of polaritons

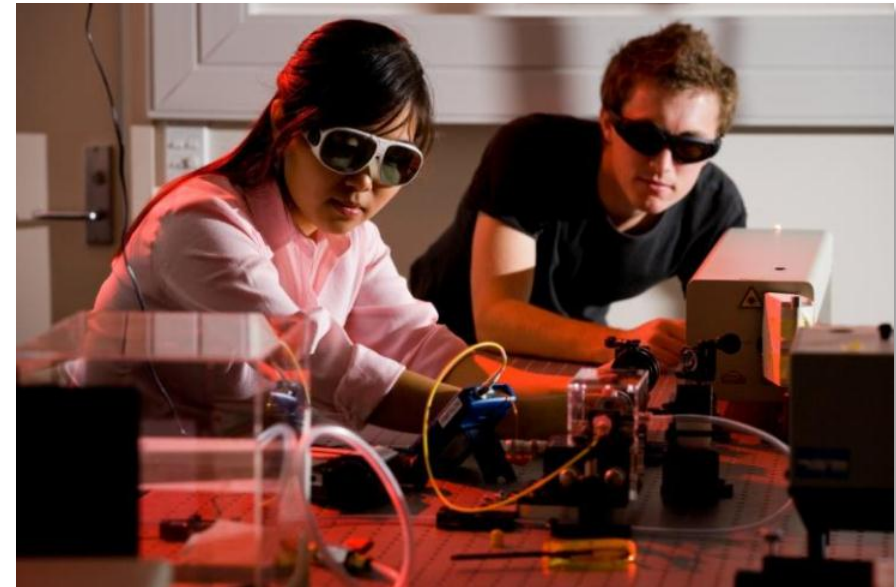


(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)
 (19) World Intellectual Property Organization
 International Bureau



(43) International Publication Date
 30 January 2014 (30.01.2014) WIP | PCT

(10) International Publication Number
WO 2014/017929 A1





- Should university researchers be patenting ideas and inventions? Because ...
- Should science students (and academic faculty/staff) get trained in this as part of their degrees or jobs?

EVERYONE IN YOUR GROUP SHOULD HAVE A DIFFERENT NUMBER

- 1. Break into groups of 2 – 3 people and convince your group of your view**
- 2. Answer BOTH of these questions on the post-it notes provided – include a single, short justification of your answer**
- 3. Put them on the black board under the proper category**



Mission and Values

The mission of The University of Auckland is to be:

"A research-led, international university, recognised for excellence in teaching, learning, research, creative work, and administration, for the significance of its contributions to the advancement of knowledge and its commitment to serve its local, national and international communities."

The values of the University reflect its commitment to:

- Conserving, advancing and disseminating knowledge through teaching, learning, research and creative work of the highest standard.
- Creating a diverse, collegial scholarly community in which individuals are valued and respected; academic freedom is exercised with intellectual rigour and high ethical standards; and critical enquiry is encouraged.
- Placing a strong emphasis on serving our student body.

- Working to advance the intellectual, cultural, environmental, economic and social wellbeing of the peoples of Auckland and New Zealand.
- Recognising a special relationship with Māori under the Treaty of Waitangi.
- Providing equal opportunities to all who have the potential to succeed in a university of high international standing.
- Engaging with national and international scholars, educational and research institutions to enhance intellectual development, educational quality and research productivity.
- The development and commercialisation of enterprise based on the University's research and creative works.
- Providing high quality management marked by open, transparent, responsive, and accountable academic and administrative policies, practices and services.



The MacDiarmid Institute
for Advanced Materials and Nanotechnology

5. The purpose of a Centre of Research Excellence is to:
 - (a) undertake excellent research; and
 - (b) support the development of world class researchers in areas of importance to New Zealand's future development.
6. A Centre of Research Excellence demonstrates academic strength as well as progress towards impacts with public good or economic benefits.



- Should university researchers be patenting ideas and inventions? Because ...
- Should science students (and academic faculty/staff) get trained in this as part of their degrees or jobs?

- Why do people patent things?



- Should university researchers be patenting ideas and inventions? Because ...
- Should science students (and academic faculty/staff) get trained in this as part of their degrees or jobs?

- Why do people patent things?
- What counts more for your career, a publication or a patent? Why?



1. Change groups (still 2 – 3 people per group)
 2. Answer the question on the post-it notes provided – include a single, short justification of your answer
 3. Put it on the black board
- *What counts more for your career, a publication or a patent? Why?*

EVERYONE IN YOUR GROUP SHOULD HAVE A DIFFERENT NUMBER



- Should university researchers be patenting ideas and inventions?
 - Should Centres of Research Excellence (e.g. MacDiarmid) \$\$ be used to do patentable research? to cover costs of patents?
-
- Why do people patent things?
 - What counts more for your career, a publication or a patent? Why?
 - If you patent something, can you publish it?
 - If you publish something, can you patent it?





Diazadeh et al. Nature Biotech, Vol 20, 2002

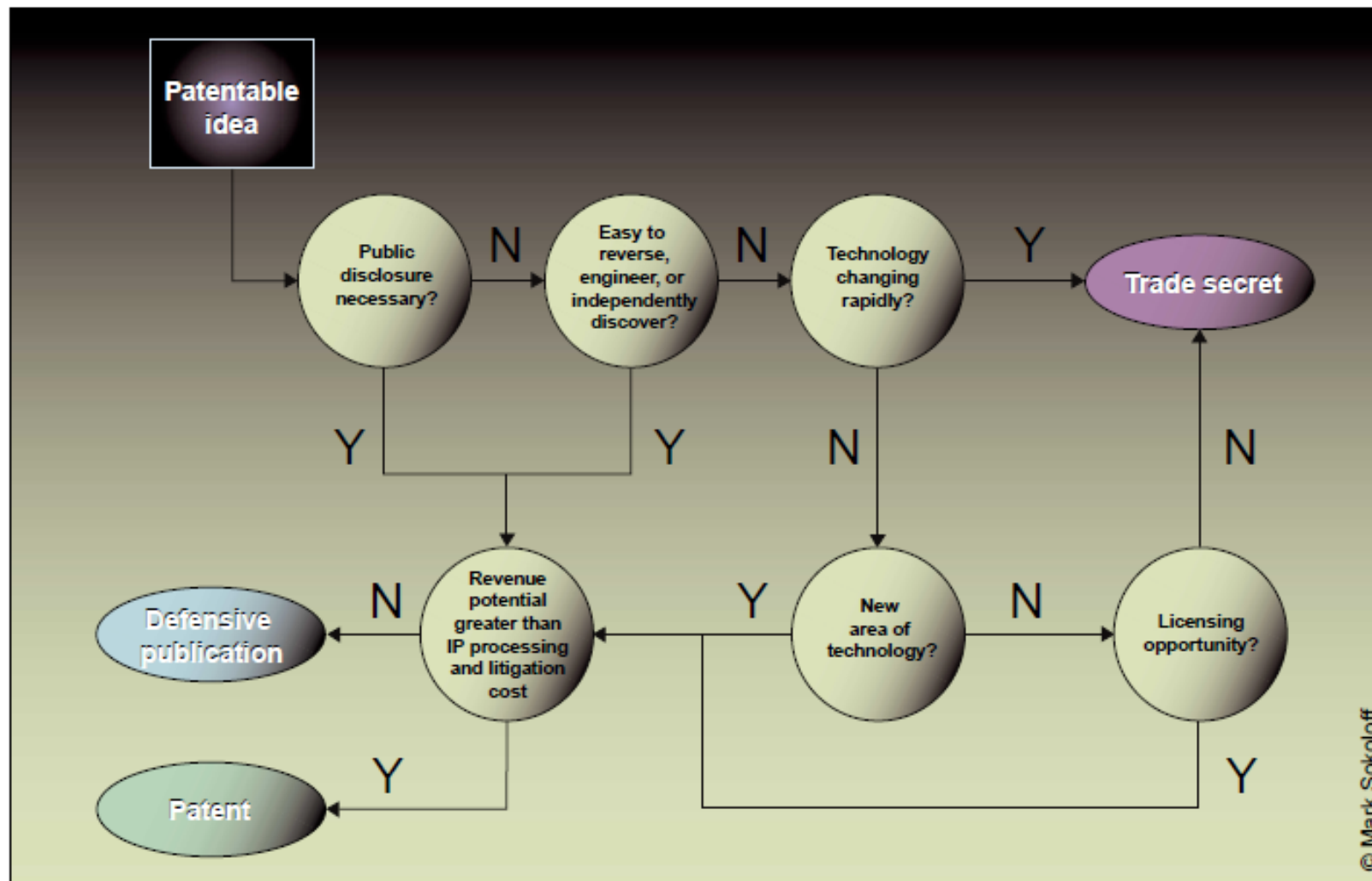


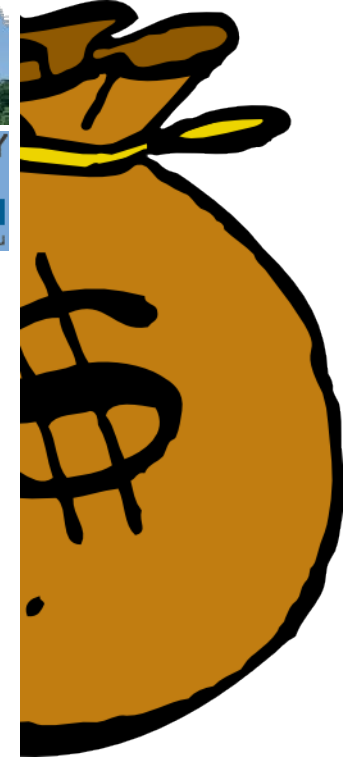
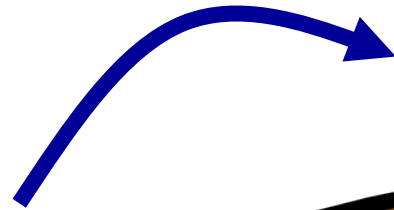
Figure 1. A general approach to determine patent, defensive publication, or trade-secret protection.



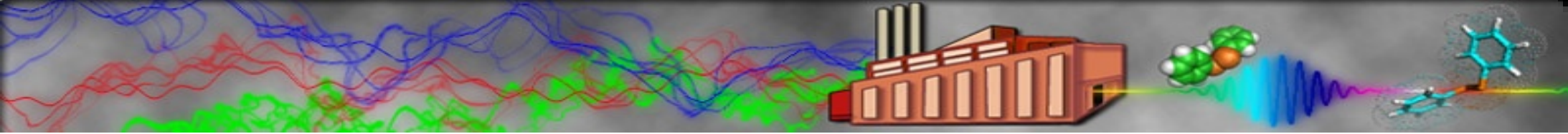
- Should university researchers be patenting ideas and inventions?
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-
- Why do people patent things?
 - What counts more for your career, a publication or a patent? Why?
 - If you patent something, can you publish it?
 - If you publish something, can you patent it?
 - Who makes the money??



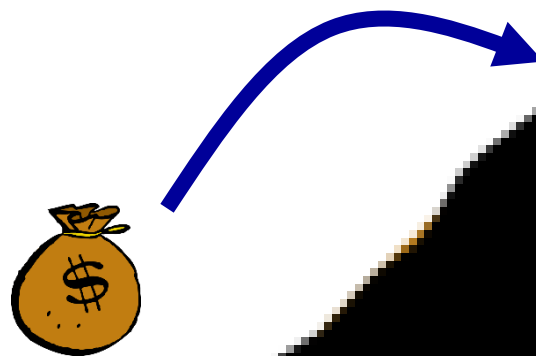
← NGENDER



*R&D TEAM INVESTED TIME,
ENERGY, INTELLECTUAL
CAPITAL – NOT \$\$*



← NGENDER



***MORE INVESTMENT ADDED
AS PROJECT LOOKED
MORE PROMISING!***



← NGENDER



DILUTION BY NEW INVESTORS

New investors





← NGENDER



*END OF INVESTORS'
RACE (NOT FOR THE
R&D TEAM)*

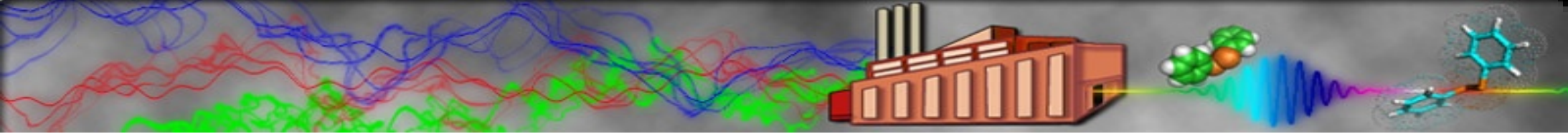


← GENDER



REWARDS!





← NGENDER

RISK → REWARD



INVESTORS!!!

Not the science R&D team!



←NGENDER



*DIFFERENT FOR EVERY
STARTUP COMPANY*



Rare – but not unknown!

Advice:

*Keep an excellent notebook.
Make revenue allocations
and decisions before
there is any generated.*

