



Supporting the commercialisation of UCL's Arts & Humanities research through Express Licensing

Tea with ASTP: Express Licensing

9th February 2023



Overview

- Introduction to UCLB
- Commercialisation of arts & humanities, social sciences and education research - Drivers
- Express licensing platform
- Case Study: English Grammar Resources
 - Background
 - Outcomes



Ana Lemmo Charnalia
Senior Business
Manager



A brief introduction to UCLB

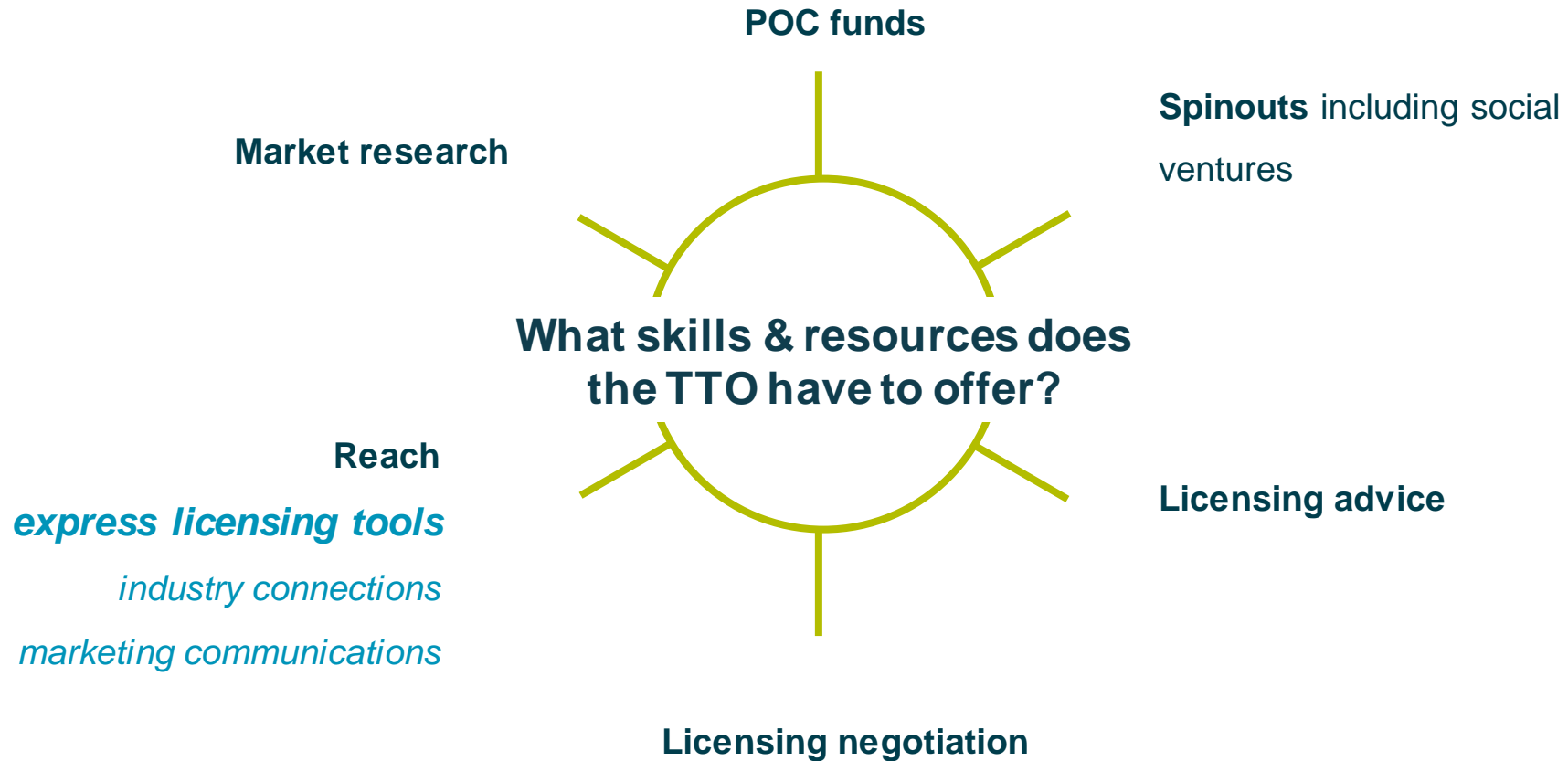
- UCL Business Ltd (UCLB) is a wholly-owned subsidiary of UCL. We are the commercialisation company for UCL (University College London).
- We make sure the ideas and innovations generated by researchers at UCL and its partner NHS trusts have real world impact.
- Financially self-sufficient, and profitable with strong industry board.
- Approximately 55 employees.

Commercialisation of Arts, Humanities, Social Sciences and Education research

Drivers for researchers – UK context

- Enhance research impact
 - Sustainability
 - Research Excellence Framework (REF) rating
-

How can we help UCL researchers?





Licensing platforms

e-lucid^{ell}

A licensing platform that allows universities and businesses to quickly and easily license their non-exclusive intellectual property (IP).

- E-lucid powers platforms for some of the world's leading universities, technology transfer and research organisations.

XIP

UCL's express licensing portal provides industry and academia with quick and easy access to software and materials developed by UCL's researchers.

- Provides access to a wide range of resources, from educational posters for classrooms, to health questionnaires, and medical resources.

Case Study

Interactive Grammar of English (iGE)

Complete grammar of the English Language app



Case Study

Interactive Grammar of English (iGE) // Context



Prof Bas Aarts

English Department



UCLB

funded development of apps for students studying English grammar. Published on AppStore (2011) and Google Play (2012)



Case Study

Interactive Grammar of English (iGE) // Outcome

150,000

downloads
of free version

7,000

downloads
of paid version

£30k+

in revenues
(which is better than most publishing
contracts)

Led to demand for classroom materials
and the development of a suite of innovative print materials for teaching grammar in schools

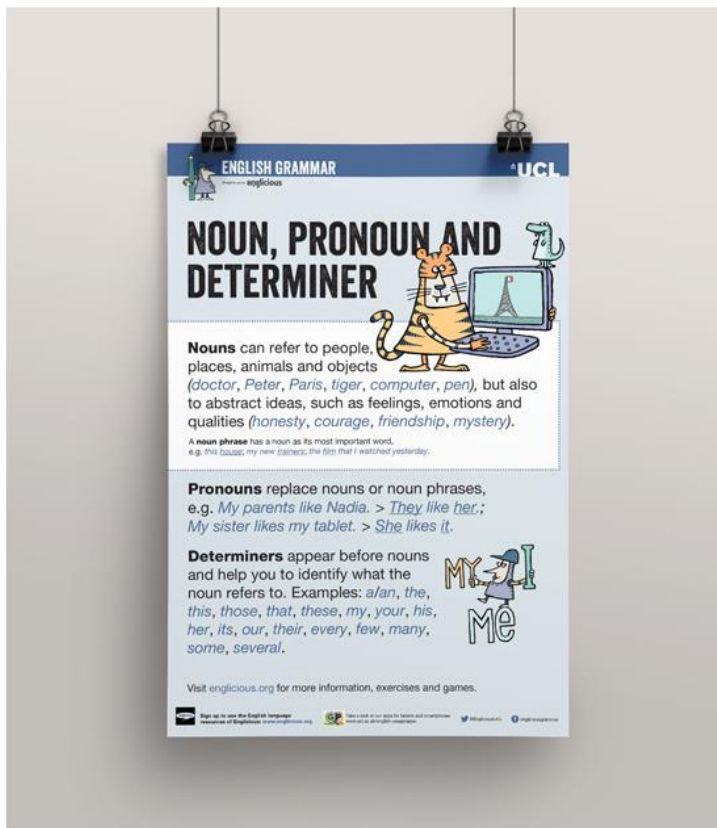
e-lucid
XIP storefront

Originally deployed for express licensing, can also be used for sales of “goods”.

English Grammar Wall Posters

A set of six laminated Grammar Wall Posters, 500mm (w) x 707mm (h).

A set of six large posters covering the foundations of English grammar



Set of six posters - UK delivery

Inc. free postage and packaging. Quantities can be changed within your basket.

[Preview terms](#)

Term: perpetual

Price per pack:
£17.99 excl. VAT

REQUEST NOW

Set of six posters - Overseas sales

For overseas orders, prices will be based on the above costs plus postage and packaging to your location. [Preview terms](#)

Term: perpetual

Price per unit:
TBD

REQUEST NOW

Benefits of express licensing

- Non-negotiable set of terms
- Marketing
- Payment
- Reporting

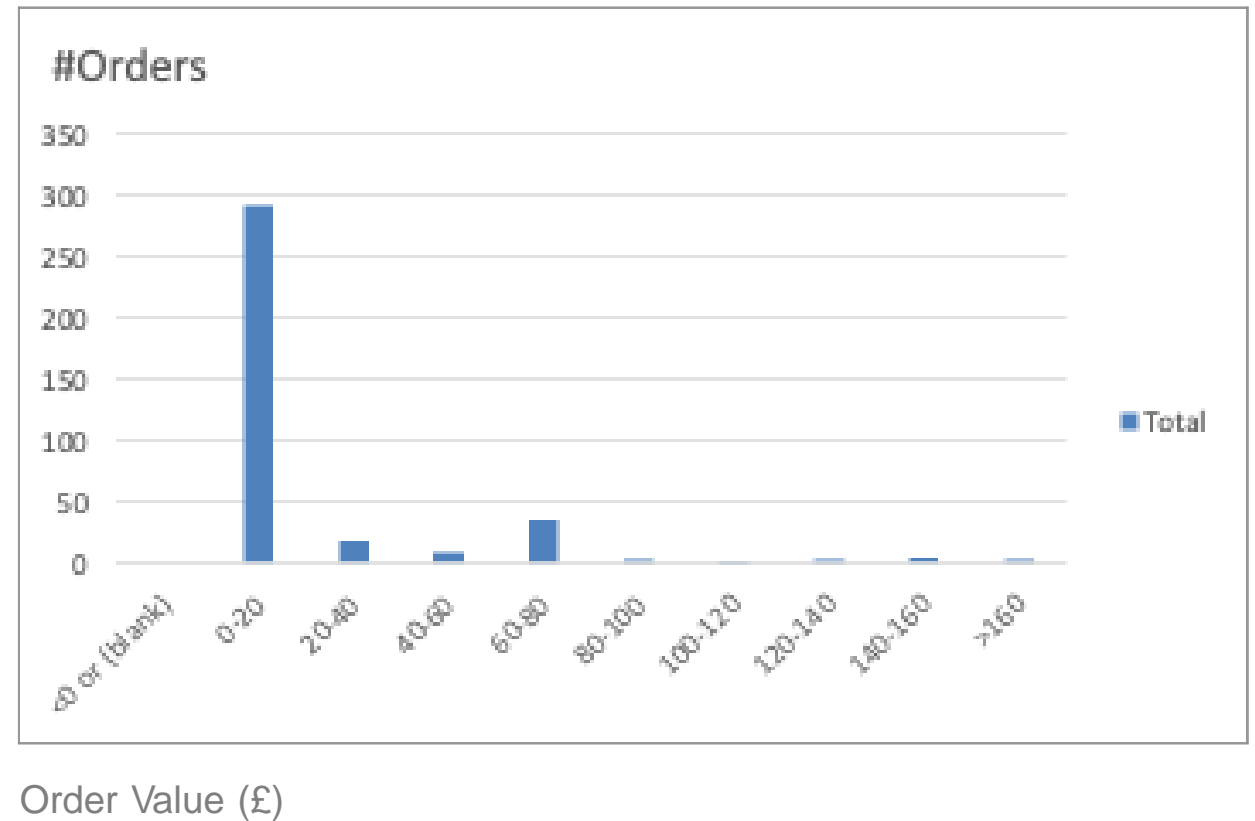


English Grammar Learning Resources // Outcomes

- ▷ **370 orders in 10 countries**
From schools, parents, education consultants.

- ▷ **Revenue**
80% of which Order value <£20

- ▷ **Outcome for TTO**
Recognised as pivotal in this impact story.





- Any questions?
 - Ana Lemmo Charnalia
 - Senior Business Manager



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