

Express Licensing:

taking the pain out of non-exclusive licensing

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Tea with ASTP: Express Licensing

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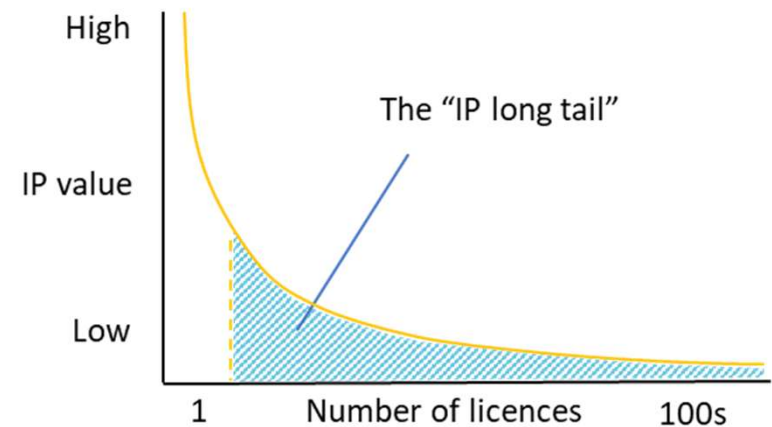


What is Express Licensing?

- TTOs manage large volumes of low or zero-value IP licences*
- Licensing the “IP long tail” can be a lengthy, inefficient process
- Limited staff resource increases the challenge

Fast-track IP Licensing by using...

- Standard agreements
- Non-negotiable terms and conditions
- Fixed prices



*66% of licences are non fee-bearing (HEBCI 2020-21, UK top 20 Universities)

Why is Express Licensing important?

Immediate “Quick wins”

- + Significant time & efficiency savings
- + Better allocation of resource to high value commercial opportunities
- + Protection of your institution's IP rights
- + Sharing of innovation & fostering collaboration
- + Meeting the obligations of research funding
- + Major contribution to impact targets

Unexpected benefits?

Long-term strategic gains

Increased engagement across your institution - especially in SSHA

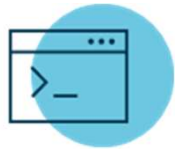
- + fostering new relationships between TTO and academics
- + development of new IP asset pipelines

Expediting evaluation licenses & start-up formation

- + positive impact on product validation and development
- + supports downstream commercial activity

Which IP assets?

Non-patentable | Market ready | Suitable for non-exclusive licensing



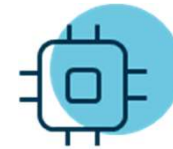
Software

Standalone software or
Software-as-a-service (SaaS)



Research reagents

Cell lines, antibodies,
plasmids, etc



Hardware

e.g. Small electronic
components



Cultural assets

Images, works of art,
literary works, media, etc



Databases

Standalone or online



Healthcare tools

Clinical questionnaires,
healthcare manuals etc

Express Licensing 2.0

Online platforms can take things to the next level

- + Market entire IP portfolios
- + Automate your licensing process
- + Transact higher volumes of licences & increase revenues
- + Expand into new markets & territories
- + Integrate with finance / IP management solutions
- + Report key impact metrics



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