

Innovate IP

Case Study:

DUKE UNIVERSITY

Innovate IP helped **Duke's Office of Licensing and Ventures** and **Office of Research Contracts**:

- simplify reporting
- increase faculty engagement
- reduce costs
- ensure accurate billing

An innovation power-house, Duke University's research enterprise and tech transfer operations needed to upgrade their IP databases and platforms.

The administration wanted to simplify its infrastructure, manage costs and dramatically improve reporting. They knew Innovate IP might help them save time and money. What they didn't know was just how much time and money they'd save in the *first year alone*.

Robin Rasor, Executive Director of Duke's Office of Licensing and Ventures (OLV), explained: "We've made a conscious effort to increase interest and participation by our faculty in innovation and entrepreneurship." As activity has expanded, so have the challenges of maintaining budgets, holding down patent expenses, collecting and distributing revenue, and "simply getting the technologies marketed and licensed," she says. Rasor credits Innovate IP for streamlining and speeding up all of that activity – and saving the university hundreds of thousands of dollars in its first year of use.

LIFE BEFORE INNOVATE IP

"Running reports was almost impossible, and very time consuming," says Rasor. "The databases were so hard to use, we ran a shadow system on top of them to make it easier," she recalls. "It was crazy." Rasor's goal was a system that integrated various data sets and allowed any user to independently generate data on demand. She also wanted the system to be more transparent to faculty and the administration, and to be paperless. And, her counterpart at Duke's Office of Research Contracts (ORC), Gavin Foltz, needed a better way to track agreement negotiations (MTAs, NDAs and industry clinical and other contracts) and provide reports and access to departments, in particular the clinical research units. Innovate IP delivered all that and more.

INNOVATE IP: THE SOLUTION DUKE NEEDED

After a year of reviewing different options, Innovate IP stood out. "Even though they were new ... once we started, it was hands down the best option. There was no question."

The Duke Innovate Portal grants investigators and research coordinators direct access to a database of current research contracts at the investigator or departmental level and captures online disclosures, monitors invention, patent and agreement status, and facilitates iEdison and AUTM reporting.

"The great thing about Innovate IP is, it's so easy it requires very little training." It even allows OLV to manage all bills with patent attorneys and other vendors through the system. "No more paper, all our patent firms send us bills electronically through the Innovate portal and we bill out to licensees electronically," Rasor says. "Innovate IP has become the center of the universe for us."

Duke University

SITUATION:

Duke University manages a large portfolio of IP assets for commercialization.

CHALLENGE:

Simplify the management of disparate database systems, control costs and dramatically speed up activity reporting.

SOLUTION:

Adoption of Innovate IP's easy-to-use, web management system.

RESULT:

Creating reports that once took a week now takes just minutes. And anyone with permission in the system can generate their own reports. The result isn't just saved time, it also allowed Duke to find un-reimbursed expenses and reallocate human resources to other areas.

CUSTOMER DATA:

Duke University

Based in: Durham, NC

IP Office Established: 1986

Number of Staff: 25

Areas of Interest: biotech, imaging, therapeutics, software & engineering sciences

Financials: \$50 million per year in royalties, \$7 million in patent costs

2018 Patent Activity:

- 330 invention disclosures
- 140 new applications
- 100 U.S. patents issued

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Robin Rasor credits Innovate IP for streamlining Duke's IP management, reducing manpower and identifying \$100,000 in unbilled licensee revenue.

Contact

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