



## ***Presentation Format***



# Findings - Micro Level Analysis

*“UNICAMP – State University of Campinas”*  
*Prof. Dr. Bastiaan P. Reydon*

10 – 11 August 2009

IP UniLink Consortium meeting

Rorkee, INDIA

# Process for data collection

- Who collected the data?
  - Mainly Andreia Mara Pereira – Phd Student
  - Study on legislation and main policy Consultants were hired
- How did you collect the data?
  - From UNICAMP: [www.unicamp.br](http://www.unicamp.br); [www.inova.unicamp.br](http://www.inova.unicamp.br)  
[www.cori.unicamp.br](http://www.cori.unicamp.br); [www.reitoria.unicamp.br](http://www.reitoria.unicamp.br) [www.pg.unicamp.br](http://www.pg.unicamp.br)
  - Interviews with collaborators from INOVA: Patrícia Toledo – Planinig Director; Marcelo Menossi – IP Director; Pedro de Carvalho e Carolina Neves – Contract and legislation in IP; Veronique Hourcade – Communications .
- How many interviews did you conduct? 5 people
- When did you collect the data? June and July
- What is your assessment of the data collection process?
  - The process was very interesting and the collaborators were very much involved. The lack of time and resources to develop it better are the main problems.

# In Brazil - Intellectual Property

In Brazil the next laws rules intellectual property that INOVA/UNICAMP makes use of:

- Law of Industrial Property (Law no. 9279, of 14/05/1996), which deals with patents, industrial designs, trademarks, geographical indications and unfair competition enforcement;
- Law 10196/01, amending articles of Law 9279/96;
- Decree 2553/98;
- Program of Computer Law (Law no. 9609, of 19/02/1998);  
Copyright Act, (Act No.9.610 of 19/02/1998);
- Decree No. 2556 of 20 April 1998;
- Resolution 58 of 14/07/98.

# Legislative Environment

- What characterizes the legislative environment for HEI based Innovation and IP in your country?
- good gain division between inventor, department and companies in IP of patents
- guarantees the partners rights of patents
- What are the strengths in your legislative environment?
- clear and good rules integrated with general legislation for patents
- What are the weaknesses in your legislative environment?
- difficulties to enforce all legislation
- other property rights types are not well ruled (p.e. GMO, Traditional Knowledge, plant variety protection, software) ;

# Political Environment

- important national/regional programs/policies for supporting Science & Technology, Research and Innovation in HEIs?
- State of São Paulo – FAPESP compulsory fund as part of VAT tax – with refund or not. UNICAMP has a fund itself for small projects
- National – FINEP – finances many projects and has a resource surplus project based;
- National – CNPq – smaller project and students grant's
- What are the strengths of the existing programs/policies?
- The flexibility, the diverse types of possibilities for funding and the resources
- What are the weaknesses of the existing programs/policies?
- The elevated level of paper work needed, the long period waiting for approval and in the past the cuts on project for macro economical reasons;

# Unicamp - State University of Campinas

Founded in 1966

20 Schools and Institutes

- 58 undergraduate courses
- 135 graduate courses

Students Enrollment (2007)

- 16.984 undergraduates
- 15.230 graduates

Academic staff - 1743 (97% hold Ph.D.)

Administration - 7.797



# Case: Unicamp

- **17% of national research**
- **10% of PhDs**
- **University with the highest number of top rated PhD and and MSc programs**
- **Highest number of patent filling applications in recent years**
- **Always concerned about transferring the knowledge to the public**

# Research excellence and tech transfer UNICAMP

Capes	Institute	Licensing <sup>1</sup>	Patents
7	Chemistry	8	204
7	Food Engineering	5	34
7	Biology	4	16
6	Mechanical Engineering	4	59
5	Medical Sciences	3	18
6	Chemical Engineering	3	20
6	Electrical and Comp. Eng.	4	50
5	Agriculture Engineering	3	24

• Source: [http://www.prpg.unicamp.br/curso\\_stricto.phtml](http://www.prpg.unicamp.br/curso_stricto.phtml) after 2003



# Agency for Innovation Inova Unicamp

## *The AIMS*

- The main aim is to encourage, promote, and facilitate the relationship between Unicamp and the market to encourage interdisciplinary research on various matters, education and knowledge development.

## *Mission*

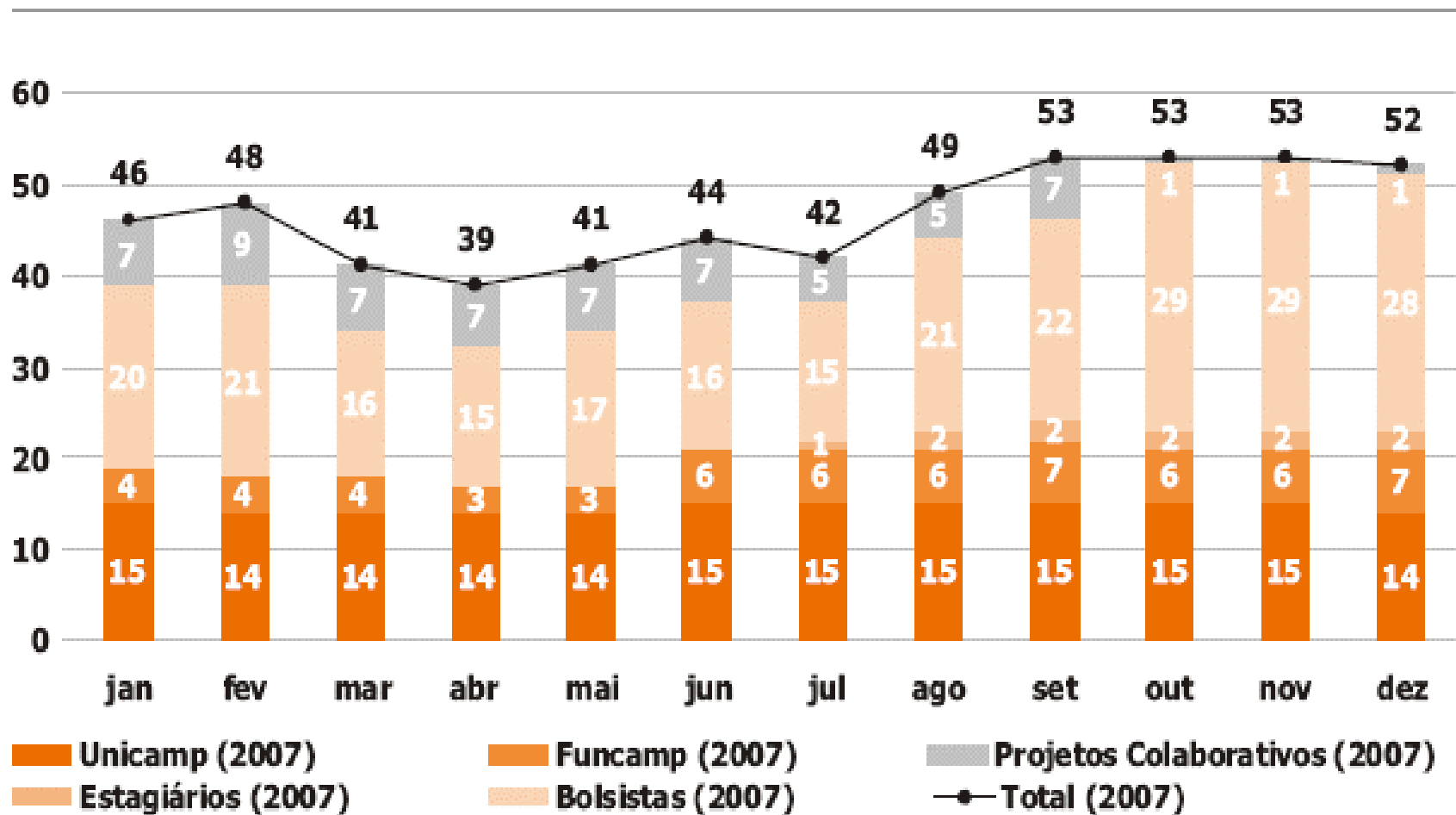
- Support to create and share knowledge that contributes to the economic development of Sao Paulo State, Brazil and the world

# Inova Unicamp *Programs and Activities*

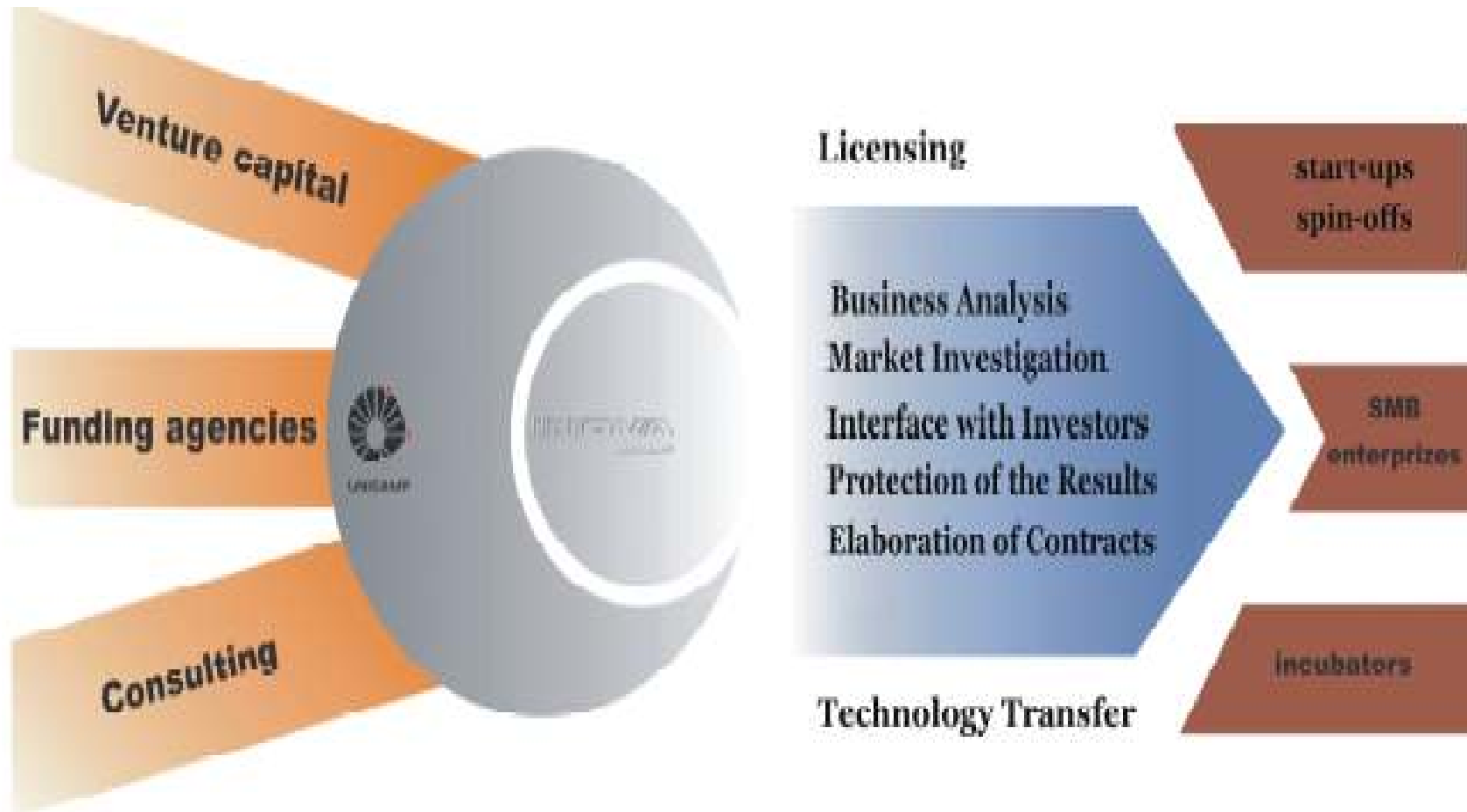
## Cooperative R&D Program

- Strategic Partnership Program
- Continued Education & Training Program
- Science Park Program – Development and Implementation
- Incentive to Technological-based start-up companies Program, and
- Intellectual Property Program – Registration and Licensing

# Staff Working at the Inova Unicamp



# Inova Unicamp



# State University of Campinas UNICAMP

## *Patenting & Licensing*

- Inova TLO files patents on 100% of the professors inventions in Brazil;
- National: funded by the university or government;
- International: funded by the licensee;
- + 1 license agreement per month
- Royalties ranging from 2-9%, for the patent life time;
- Innovation Law (Dec/2004): all government universities and R&D centers Must have an office to manage IP

# State University of Campinas UNICAMP

## *Owership*

- Law 9279, May/1996: 100% university ownership of professors' and researcher' inventions;
- Innovation Law allows public institutions to give up the ownership to the inventor;
- If the research is funded by a company, usually IP belongs to the company.

## *Benefits Sharing*

- Innovation Law (Dec/2004): Inventors must receive from 5% to 33% of royalties or licensing income. Unicamp applies 33%. Professors are also given % of the income from any consultancy they perform.

# State University of Campinas UNICAMP

## *Support to Start-ups and Spin-offs*

- The university provides incentives for the professors to create new companies and has a business incubator which supports these companies. When the companies become self sustained they pay a % of their income to the university

## *Government Incentives to Innovation*

- Tax benefits to: companies that pay royalties (licensees) and to companies that invest in R&D;
- 50% of the salary of a researcher hired by the company;
- Some priority sectors: Information Technology, energy (electricity, oil, natural gas). Priority areas: semiconductors, biotech, pharmaceutical.

# Inova Unicamp

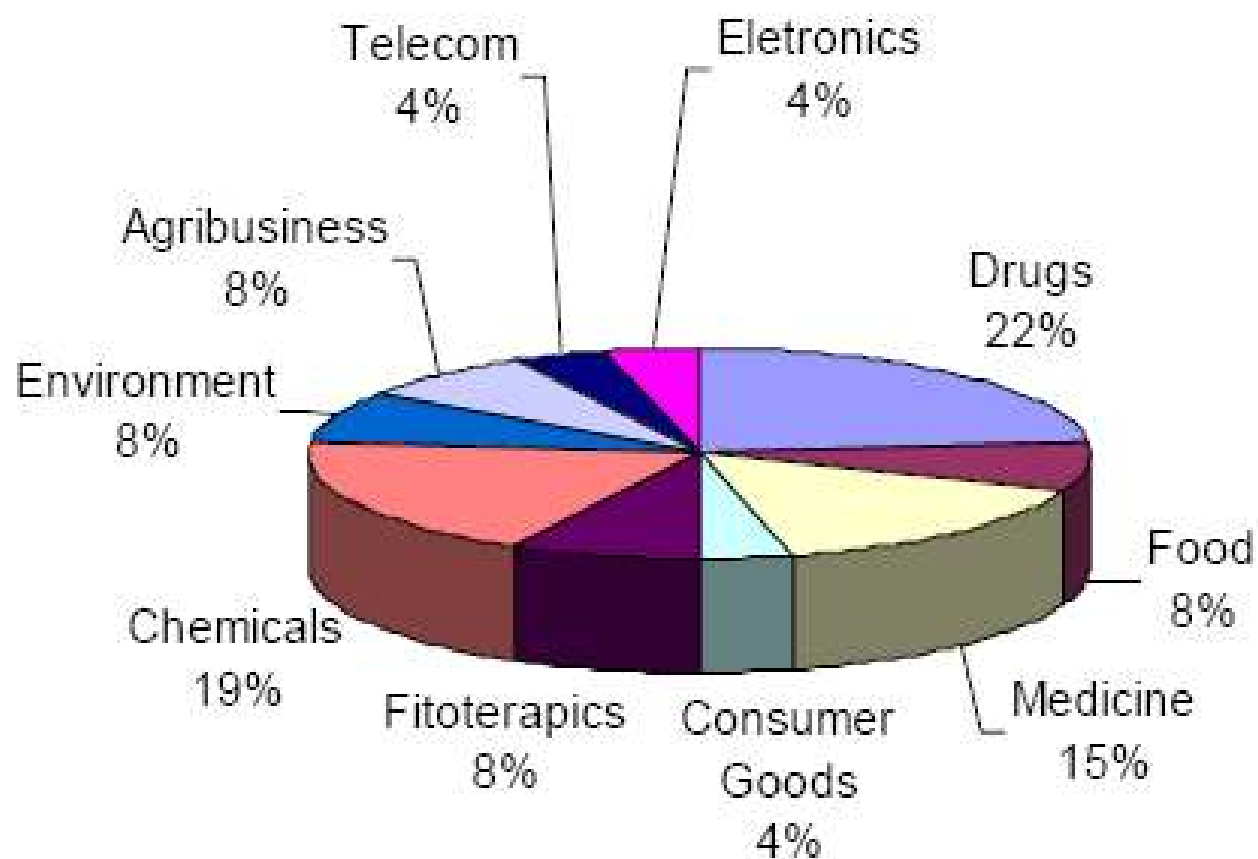
**In 3 years:**

- **213 tech transfer agreements**
- **56 licensed technologies (53 patents + 3 know-how)**
- **237 patent applications**
- **28 trademarks**
- **28 software**
- **12 “graduated” start-ups**
- **Contact with 10.000+ institutions**

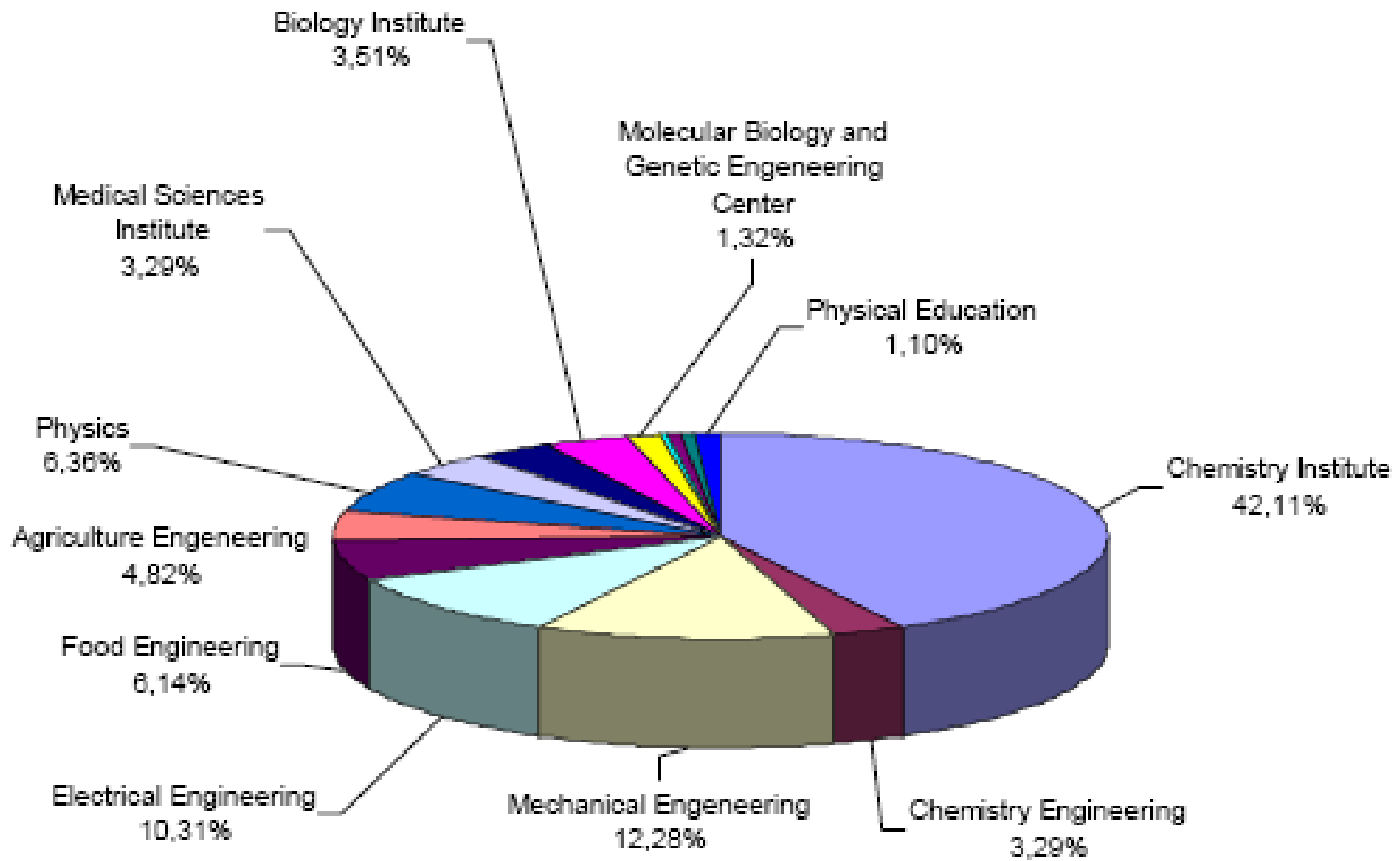


# Inova Unicamp

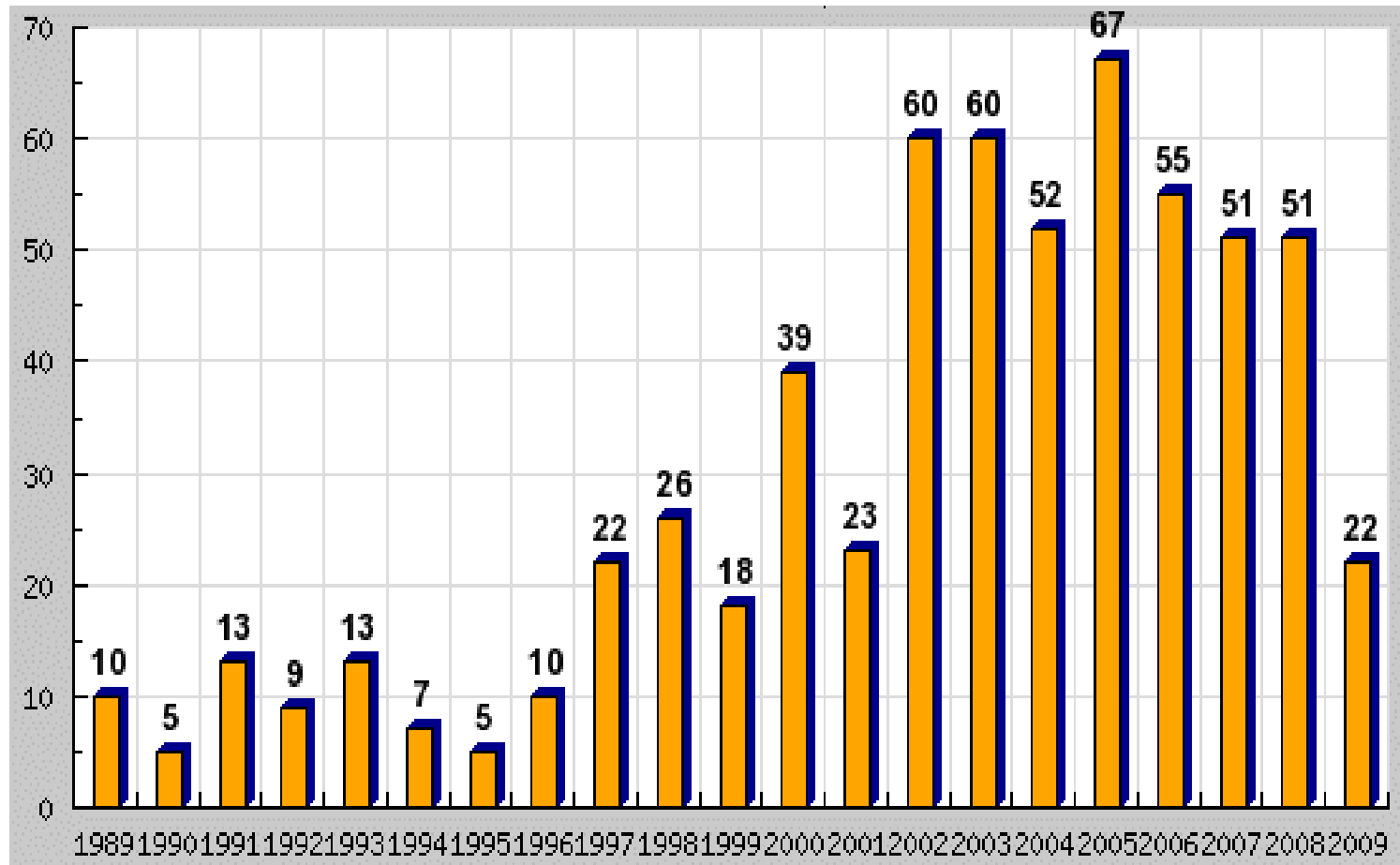
## Licensing Agreements / Industry



# Patent Application Distribution by Unicamp Research Units



# UNICAMP Patent Applications: 1989-2009



# Summary of indicators Unicamp

(per year, type of intellectual property rights)

<b>Intellectual Property</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>
Signed Contracts of Technology Licensing	10	12	02	10
Value of arrangements and Additive terms (US\$ Million)	6,6	9,0	11,6	4,8
Signed Contracts of Arrangement and Additive Terms'	46	41	75	30
Current Contracts of Technology Licensing	16	28	30	40
Royalties Received by the Licensing Agreements (thousands of USD)	ND	65	214	450
Filed Patents	51	65	55	46
Granted Patents	03	01	01	02
Licensed Patents	22	17	02	08
Inventions Communication	51	65	75	90
Registered Computer Program	12	13	06	07
Licensing Edict	ND	ND	03	04
<b>Collaborative Research</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>
Arrangements and Additive Terms Signed	46	41	75	24
Total Value – Arrangements/Additive Terms (US\$ thousand)	6,616	9,009	11,610	8,011

# Summary of indicators Unicamp

(per year, type of intellectual property rights)

<b>Support to Infant Technology-based Firms</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>
Firms Graduated from <a href="#">Incamp</a>	0	8	1	02
Firms Incubated at <a href="#">Incamp</a>	10	12	11	10
Pre-Incubation of Projects	0	04	08	06
<b>Institutional Relationship</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>
Events and Courses Performed by <a href="#">Inova Unicamp</a>	13	11	19	11
Exhibitions Organized by <a href="#">Inova Unicamp</a>	00	01	04	00
Presentations in Events	29	38	67	40
Events, Courses and Exhibitions with Attendees from <a href="#">Inova Unicamp</a>	28	29	62	30
Visitations to <a href="#">Inova Unicamp</a>	ND	ND	16	03
<b>Resources</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>
External Revenues Performed – <a href="#">Inova</a>	ND	446	1,009	853
Number of Employees Linked to <a href="#">Inova Unicamp</a> (Total in December)	32	49	48	52

# How to transfer the knowledge

## From research to licensing

- Innovation chain: Investments 1:10:100

*Academic  
Production*

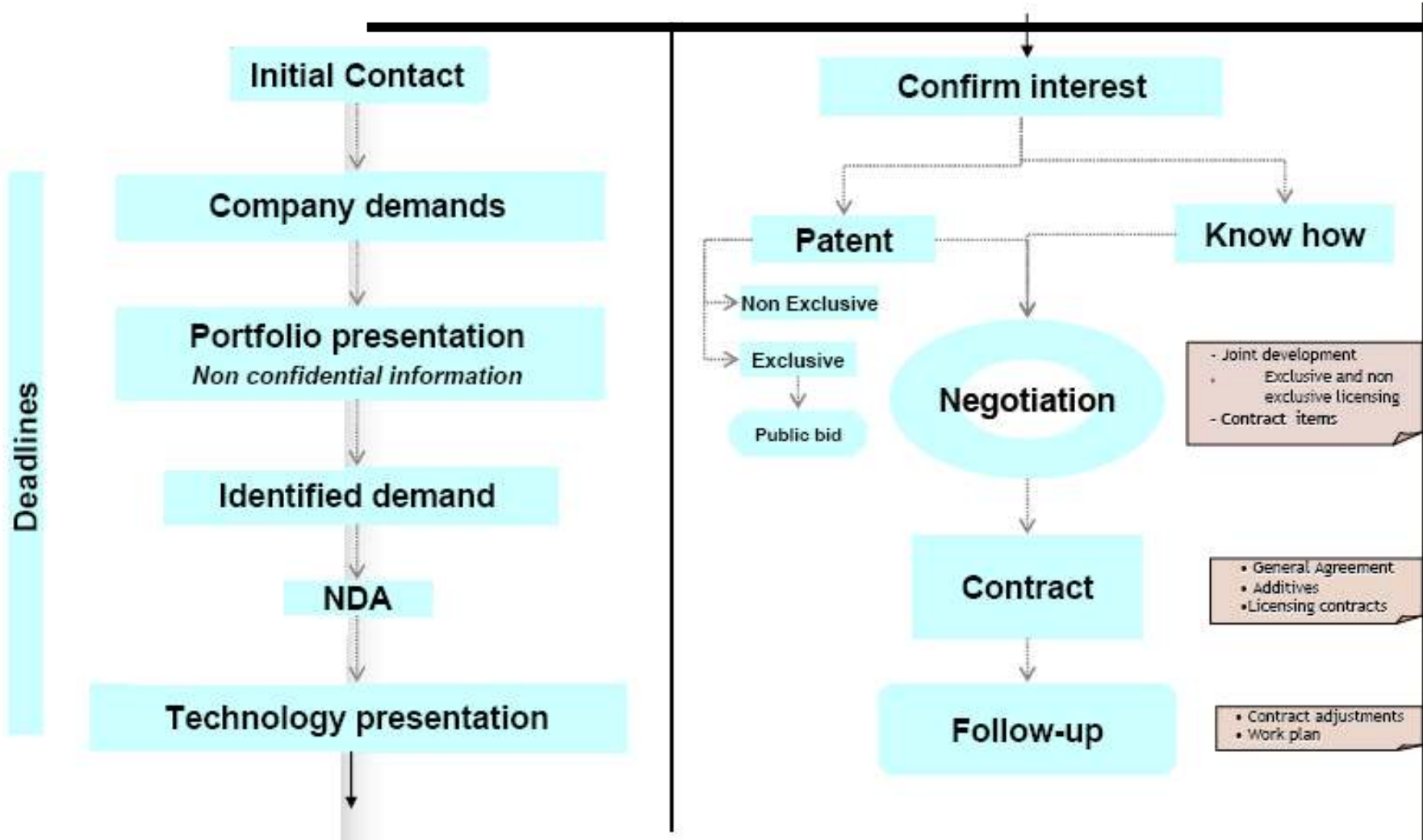
*Production  
Sector*

- Discovery
- Invention
- Prototype
- Engineering
- Production
- Marketing and Sales
- Technical Assistance



**RISK**

# How to form a partnership Inova Unicamp



# Innovation Laboratories

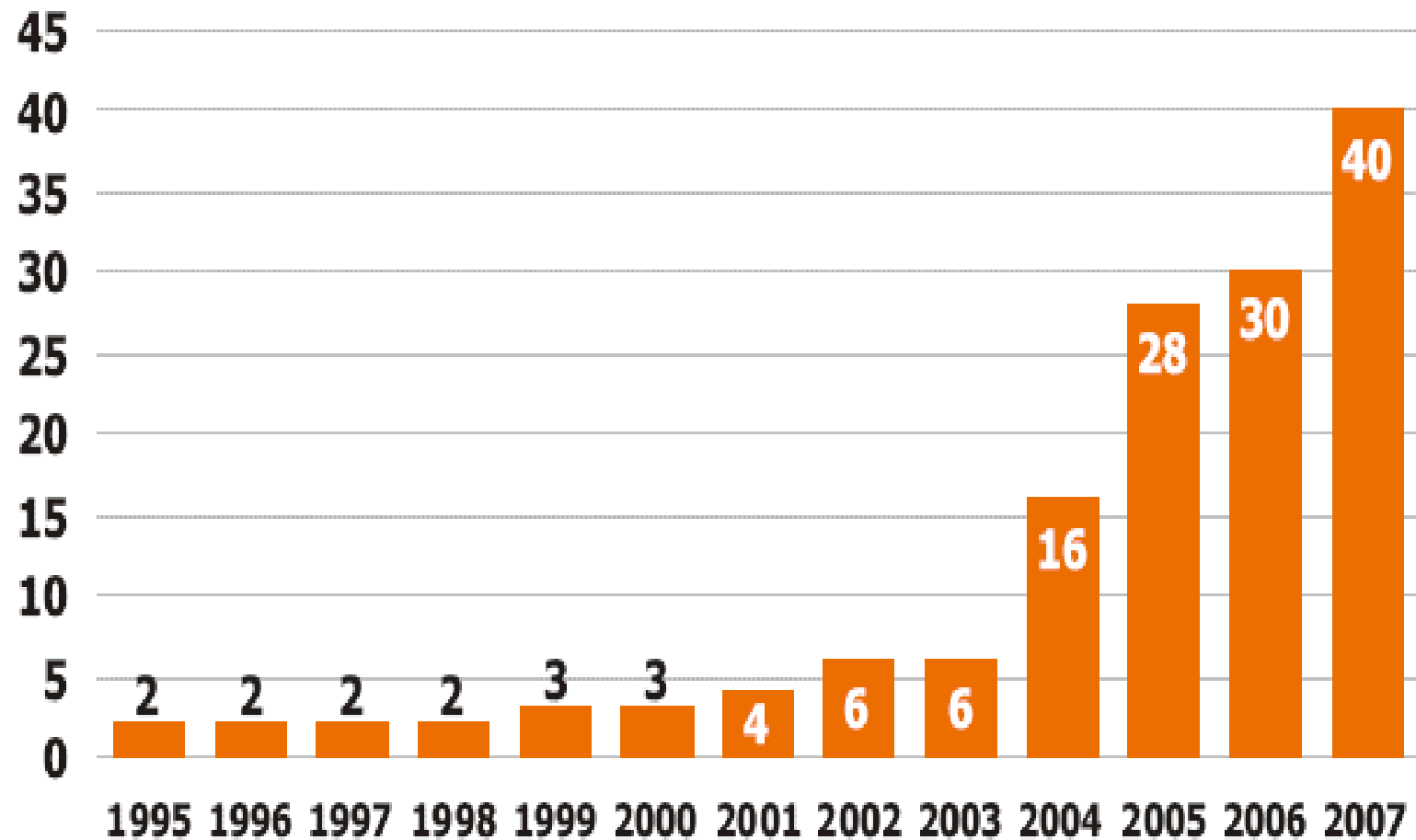
- Places where private companies can develop their collaborative projects inside the university

Examples:

- Future LIB –Laboratory of Biofuels;
- InovaSoft.



# Contracts Licensing Technology Current



# UNICAMP

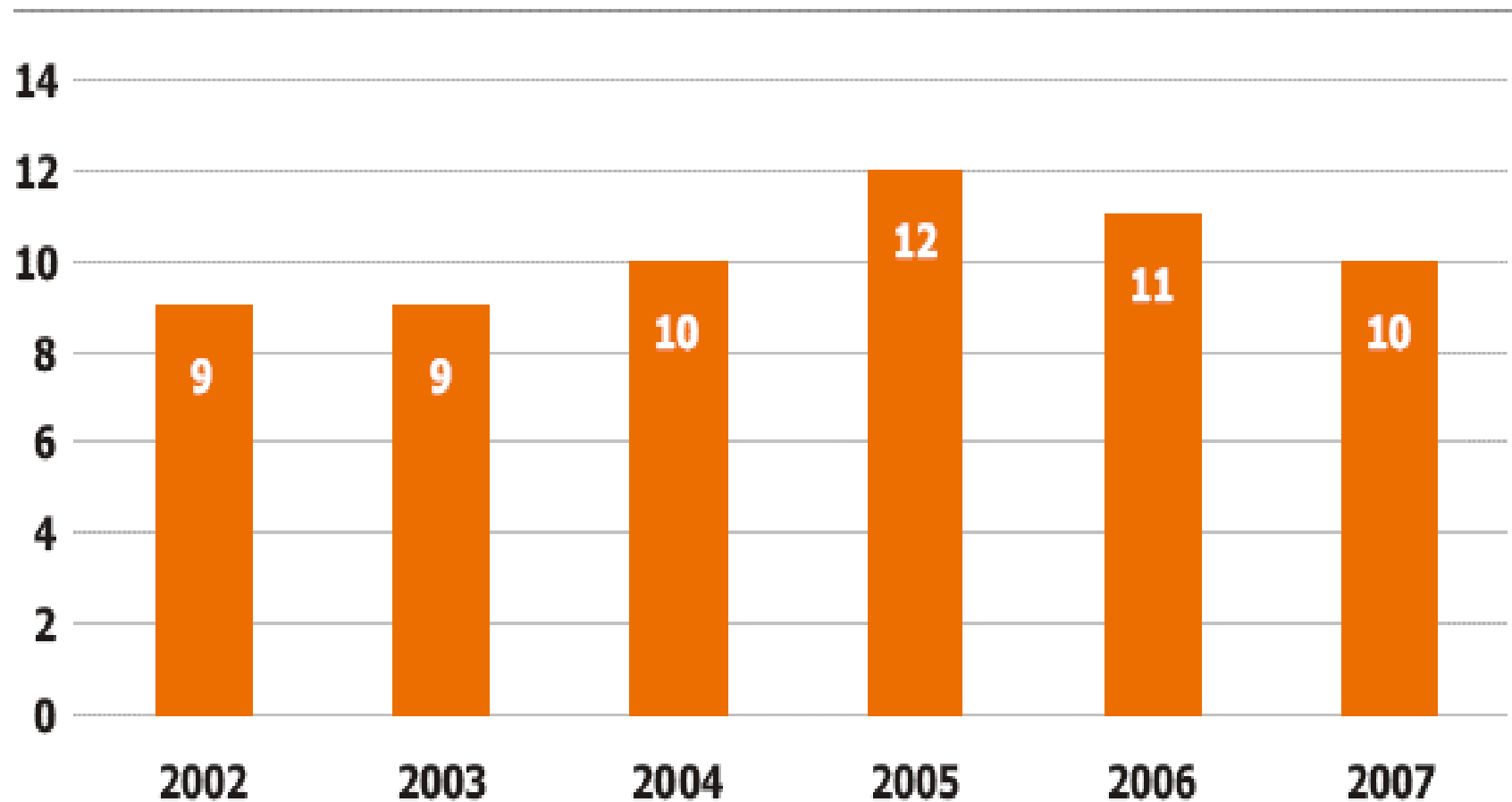
## Company Incubation

- Spin-offs of technologies (future products and services)

**INCAMP**



# Number Incubated Business



# UNICAMP VENTURES



**Thank you for your  
attention!**

**INOVA/NEAA/Unicamp**

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