



## General Actions

### Coordinating Universities for the Proposal: UCM and UPM

Title of Action	Joint Office for the Evaluation of Research Results		
Participating partners	UCM, UPM	Other participants	
Start date	1-1-2010	End date	31-12-2012
Action	A22		
Areas of action	Scientific Improvement / Transfer		
Location			
Infrastructures involved			
<p><b>Objectives:</b></p> <p>To ensure the most efficient Knowledge Transfer of the results obtained from research carried out in the CEI Moncloa Clusters. This will take full joint advantage of the experience, tools and channels for the transfer of research results which the UCM and UPM Offices for Research Knowledge Transfer (OTRI) have been engaged in since their creation in 1989, to encourage the protection of results and especially the use of the Patents obtained by the clusters.</p>			
<p><b>Description of the action:</b></p> <p>The OTRI in the UCM and UPM will encourage the industrial protection of the marketable results generated by the CEI Moncloa clusters and their subsequent transfer to companies in the sectors involved, mainly through collaboration between the teams working in the OTRI, which include specialists in industrial protection and technology transfer.</p> <p>A channel for open communication will be set up between the two OTRI so that the technical experts in both offices can share information on research results to detect potential market value as early as possible; evaluate the innovative technology potential detected ; protect them in the most appropriate way and later transfer them to society.</p> <p>In addition, the OTRI will make the tools and transfer mechanisms developed over years of experience available to each other, so that both can strengthen and improve their methods and performance; joint symposia will be organised to inform researchers on the CEI Moncloa about patentability and how to write and apply for patents, and to encourage a climate of enterprise.</p> <p>Tasks:</p> <p><b>T1. Assign transfer experts.</b> Various transfer experts, chosen for their training and experience, will be assigned to each cluster, independently of which OTRI they belong to. Each technical expert will follow up one or more research themes within the cluster.</p> <p><b>T2. Identify transferable results.</b> Each technical expert will follow up the research assigned to them to identify results with innovative potential as early as possible. The technical expert will contact the OTRI of the other university to report on actions and to have the support of the other team , and more specifically and wherever possible of the technical expert with the background closest to the identified transferable result. A preliminary evaluation of the market potential of the results identified will also be made to decide what actions should be taken.</p> <p><b>T3. Industrial protection of the selected results.</b> The expert assigned will offer researchers advice and technical support for decision-taking and preparing documentation (report on patent applications, response from official bodies etc.). The experts in the OTRI of both universities will work together in mutual collaboration to provide the best quality service.</p> <p><b>T4. Evaluation of the protected results.</b> The expert assigned will evaluate the technical and market potential of the technologies identified and will consult the corresponding expert in the other OTRI as required to pool their joint knowledge and tools used. (TIME, Matheo Patent software etc.).</p> <p><b>T5. Internationalise the patents evaluated positively.</b> Patents which are evaluated positively will be applied for internationally to facilitate transfer to the business environment.</p> <p><b>T6. Market the selected technologies.</b> The expert, with the support and knowledge of the other OTRI, will actively promote the marketing of selected technology, through direct marketing and by attending relevant events and symposia in the knowledge transfer sector to make contacts with possible interested companies.</p>			



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<p>T7. <b>Create Technology Based Companies (EBT)</b>. If the research group is interested in creating an EBT, support will be available from the OTRI, facilitating access to the relevant units in both universities involved in the company creation process.</p> <p>T8. In parallel, <b>joint symposia</b> will be organised to make the importance of patents and patenting results more widely known, and to encourage a spirit of enterprise.</p>	
<p><b>Planned key results:</b></p> <ul style="list-style-type: none"><li>• Early detection of transferable results.</li><li>• Increased number of patents applied for.</li><li>• Improved quality of the patents applied for, in terms of marketing potential.</li><li>• Increased number of patents granted.</li><li>• Increased number of EBT.</li></ul>	
<p><b>Rationale for the action:</b></p> <p>The research carried out in the clusters should revert to society. One of the main ways of ensuring this is to transfer knowledge to the business sector, and the other is to create Technology Based Companies. To have the knowledge and experience of both OTRI teams available simultaneously will boost their capacities, offer a better quality service and obtain better results.</p>	
<p><b>International aspects:</b></p> <p>The greater business potential of the patents applied for will lead to their internationalisation both through international PCT applications and through the extension to other countries of the applications which present the greatest innovative potential. This will allow the licence holders to develop them internationally.</p>	
<p><b>Planned impact:</b></p> <p>This action aims to channel the marketing of the clusters' research results so that all parties involved in the results transfer benefit. In this way, the UCM and UPM will increase the return on public investment which they make in R&amp;D; the companies will benefit from being able to launch new technologies on the market; the researchers will benefit from the professional recognition of the patents and technology transfer; and last but not least, society will be able to make use of the new technologies developed in the clusters.</p>	