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# QUESTIONNAIRE

## STAFFING

1. How many individuals (FTE) are employed directly in the technology transfer or similar office in the following years (Do not include employees whose are on loan from another division of the college if that division pays their salaries. Note that for all questions 2009 is the 2009-10 academic or fiscal year or nearest equivalent; 2010 is the 2010 academic or fiscal year or equivalent, etc.):
  - a. 2009
  - b. 2010
  - c. Projected for 2011
2. How many individuals (FTE) has the university assigned from other departments (FTE) to work for the technology transfer office in the following years:
  - a. 2009
  - b. 2010
  - c. Projected for 2011

## SALARIES

3. What was the offices total spending on direct office salaries for the following years: (exclude salaries paid by other departments):
  - a. 2009
  - b. 2010
  - c. Forecast for 2011
4. What was the estimated university total spending on allocated salaries for personnel from other university departments that served in your department in the following years:
  - a. 2009
  - b. 2010
  - c. Forecast for 2011
5. What is the number of years served at the university in his/her current position for the chief administrative officer in the technology transfer office?
6. How many Office direct employees in the technology transfer office have:
  - a. Over 5 years of service?

- b. Over 10 years of service?
- c. Projected for 2011

#### **RELATIONS WITH THE ACADEMIC LIBRARY**

- 7. On a scale of 1-5 (1=very useful, 2=useful, 3=occasionally useful, 4=not very useful, 5=more or less useless):How useful is your academic library in obtaining access to the following resource:
  - a. Patent information
  - b. Technical papers
  - c. Technical conference proceedings
  - d. Business contact and marketing information
- 8. On a scale of 1-5: How useful are the following academic libraries at your institution for your work:
  - a. Business school library
  - b. Medical school library
  - c. General Library
- 9. What might you need, if anything, from your academic library to better perform the mission of your office?

#### **TECHNOLOGY TRANSFER OFFICES MANAGEMENT OF LEGAL WORK AND COSTS**

- 10. How many lawyers will/has the office employed directly in the following years: Include only lawyers whose salaries are paid out of the technology transfer or equivalent office budget.
  - a. 2009?
  - b. 2010?
  - c. Plan to in 2011?
- 11. How many hours of legal assistance do you use from other university departments in the following years (1 full time lawyer assigned to the department from the general counsel staff would be approximately 2,000 hours):
  - a. 2009?
  - b. 2010?
  - c. And plan to in 2011?
- 12. How many different outside law firms did the Office use in the following years:
  - a. 2009?
  - b. 2010?

c. And plan to in 2011?

#### **LEGAL WORK BREAKDOWN BY TYPE**

- 13. What percentage of legal expenditure was accounted for by work on invention reports and filing patents? Note that the legal expenditure categories in the following 6 questions are not necessarily mutually exclusive.**
- 14. What percentage of legal expenditures was accounted for by work on Patent maintenance?**
- 15. What percentage of patent maintenance legal work was recovered from Licensees?**
- 16. What percentage of legal expenditures was accounted for by work on contracts, government reporting, licensing contracts and related contract work?**
- 17. What percentage of legal expenditure was accounted for by work on patent enforcement and or litigation?**
- 18. What percentage of litigation or enforcement costs was recovered from licensees?**
- 19. How many non-US patents has the office filed in the past two years?**
- 20. Describe your efforts to monitor legal costs: Have costs gone up or down in recent years? What do you expect in the near future? Have you implemented plans to control or lower legal costs? What do you recommend to your peers?**
- 21. How much did the technology transfer office pay for outside law firms in the following years:**
  - a. 2009?**
  - b. 2010?**
  - c. And plan to in 2011?**
- 22. What was the mean hourly rate paid for outside legal help in the following years:**
  - a. 2009?**
  - b. 2010?**
  - c. And 2011?**
- 23. Has this hourly rate changed over the past year and if so, by how much per hour?**
- 24. How much legal staff time from university-employed lawyers did the office use in the past year? (If the university has two lawyers dedicated to working on issues for the technology transfer office, and another who works half time for the office, then the answer would be 2.5 FTE)**

**PERSONNEL FOR INTERNAL AND EXTERNAL MARKETING AND TECHNOLOGY DEVELOPMENT**

- 25. How many invention disclosure reports did the office receive from faculty in the following years:**
  - a. 2009?**
  - b. 2010?**
  - c. And expected in 2011?**
- 26. What percentage of the invention disclosure reports was the Office initially contacted by the Faculty member in the following years (as opposed to solicited by the Office itself):**
  - a. 2009?**
  - b. 2010?**
  - c. And planned in 2011?**
- 27. What percentage resulted from strong encouragement by the technology transfer office in the following years:**
  - a. 2009?**
  - b. 2010?**
  - c. And planned in 2011?**
- 28. Are any employees only responsible for internal marketing to faculty? If so, how many in the following years:**
  - a. 2009?**
  - b. 2010?**
  - c. And planned in 2011?**
- 29. Are any employees responsible for only external marketing to Industry? How many in the following years:**
  - a. 2009?**
  - b. 2010?**
  - c. 2011?**
- 30. How many professionals are dedicated to spin out companies only in the following years:**
  - a. 2009?**
  - b. 2010?**
  - c. 2011?**
- 31. Does the Office use an outside public relations firm or does it use the university public relations department?**

- a. Outside public relations firm
- b. University public relations department

#### **DESCRIBE DEVELOPMENTS IN YOUR PUBLIC RELATIONS EFFORTS**

- 32. How often do you send out releases? To whom do you send them? What results have you achieved and what do you recommend?
- 33. Do you use a PR firm? University PR? Both? Why? What do you recommend for peers?
- 34. Do you send electronic releases, paper releases or both? (choose all that apply)
  - a. Electronic
  - b. Paper
- 35. Have you used e-marketing extensively? Google ads, blog marketing, Facebook marketing, opt in email, search engine optimization or ezine advertising? If you have used any of these means what have been the results?

#### **EXTERNAL MARKETING AND OUTREACH BUDGETS**

- 36. How much did the office spend on the following in 2010?
  - a. Mass mailings
  - b. Web advertising (Google ads/Facebook/other online marketing)
  - c. Printing of promotional materials
  - d. Trade shows/fairs/Invention fairs – Travel and lodging costs
  - e. Trade shows/fairs/Invention fairs – Booth & attendance fees
  - f. Space ads in publications
  - g. Website development
  - h. Video and media productions

#### **BUDGET**

- 37. What was the overall budget for the office in 2010?
- 38. What had been the overall budget in 2009?
- 39. What do you expect will be the office budget for 2011?

#### **PARTNERSHIPS**

- 40. Does the Office partner with any Foreign Universities? If so, how many in the following years:
  - a. 2009?
  - b. 2010?
  - c. 2011?

- 41. Which countries does the office partner with?**
- 42. Does the office partner with any Industry or company groups? How Many? What industries generally? Describe your efforts.**
- 43. Does the office support special research institutes or organizations of technology interest? If so, how? With funding? Advisory services? Explain.**
- 44. Does the office invest in university startup spinout companies with funding or management assistance? Does the office help arrange financing for private sector vendors in its technology?**
- 45. Continued from previous question: Is there a special investment fund with office management and employees? How many?**
- 46. How easy is it for your office to collaborate with other university outreach departments such as the business school, grants and contracts, university outreach, international programs? Are there budget constraints to collaboration?**
- 47. Has your institution merged your office with others or otherwise re-organized the institutional relationship between your office and the Office of the General Counsel, the medical or business schools, grants and contracts or other offices?**

## **PARTICIPANTS**

Beth Israel Deaconess Medical Center  
Boston University OTD  
Cardiff University  
Case Western Reserve University  
City University London  
Clemson University Research Foundation  
Florida State University  
Isis Innovation, University of Oxford  
Johns Hopkins University  
Joslin Diabetes Center  
Michigan Technological University  
National Jewish Health  
North Carolina Agricultural & Technical State University  
Ohio University  
Oregon Health & Science University  
Oregon State University  
REWACO  
Rush University Medical Center  
The University of Toledo  
UH Off of Tech Trans & Econ Dev  
University of Aberdeen  
University of Guelph  
University of Louisville  
University of Manitoba  
University of Medicine & Dentistry of New Jersey  
University of Michigan  
University of North Dakota  
University of Notre Dame  
University of Surrey  
University of the West of Scotland  
Virginia Tech Intellectual Properties  
Wake Forest University Baptist  
Wichita State University