



**Business
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Technology Licensing

Innovation drives the worldwide economy, but it can take up to ten years to develop a technology that may be already available somewhere else. The global technology transfer market will exceed \$115 billion in 2001.

Intellectual property licensing makes innovation more widely available. Scientists can share innovation across corporate and industry boundaries. Untapped technologies and know-how can be turned into substantial revenue for entrepreneurs. MIT research agreements with industry totaled over \$80 million annually in 1999 while advancing its economic development, research, and education missions. Potential benefits are enormous.

Technology licensing can provide:

- Tangible benefits for taxpayers' support for fundamental research
- Faculty and student attraction
- Industrial support of research
- Discretionary income
- New job opportunities for graduates

While the opportunities are inviting, well-established companies are deluged with technology licensing opportunities. How do you improve the odds of successful technology transfer? That's where we come in.

Business Development Associates, LLC makes non-intuitive connections to buyers from places you never thought of looking and provides accelerated support services for high technology business and university entrepreneurs. We specialize in marketing and licensing patents, tangible material, and software and act as a catalyst for the success of various emerging technologies. We help our clients leverage their portfolios of patents and technology through licensing, joint ventures and the formation of start-up companies.

We offer a range of solutions for the commercial optimization of technology portfolios:

- Review of the strength of patents and the scope of the intellectual property
- Evaluation of the commercial potential of new technologies
- Investigation of market opportunities and review of business goals
- Facilitate transfer of technologies into the commercial sector for public use
- Capitalize valuable intellectual assets and extract value from undervalued or unused technologies
- Negotiation of license agreements

The end result: Increased speed-to-market, and maximum R&D profitability.

We are so confident that we can improve your technology transfer success that we will provide a free, no obligation evaluation of your current program, and show you how we can help.