

Marketing

Why Marketing?

Marketing serves to make known inventions and technologies of the DKFZ as well as technology transfer activities. Through marketing, the DKFZ attracts the attention of industrial partners, albeit only few license partners are identified in this way. The Office of Technology Transfer markets patented and non-patented technologies such as materials and software. All technologies developed at the DKFZ that are not bound by collaboration agreements with industrial partners are offered to as many companies as possible.

How Do We Go About It?

The three principal ways of establishing contacts with potential licensees are:

- The DKFZ's Office of Technology Transfer approaches companies that might be interested in the technology.
- Potentially interested companies directly approach the DKFZ.
- Personal contacts in which the inventors describe or present their work.

What Does a Nonconfidential Technology Abstract Look Like?

A 'technology abstract' or nonconfidential summary is a marketing document designed to stir the interest of commercial partners in an invention. A technology abstract should contain enough information for the company to get an idea of the technology, state of development, and application(s). Such a nonconfidential disclosure comprises:

- A summary of the technology developed which emphasizes the results achieved without explaining how they are achieved.
- The present state of the art of competing technologies available in the marketplace and their limitations.
- Arguments why the new technology is superior and helps the licensee achieve a competitive advantage.

This description should identify all possible specific uses of the technology. These may be individual areas of use of the technology for which separate licenses may be possible (e.g. different disease indications or markets such as diagnostics or therapy). The abstract can also state what the DKFZ is looking for, such as licensees and/or collaboration partners, animal models, etc.

It is helpful if the inventor contributes actively to generating a nonconfidential technology abstract. If necessary, however, the Office will produce an abstract based on the invention disclosure or the patent application, respectively.

The Technology Abstract will be provided to industrial companies that are supposed or known to have an interest in the field of the invention.

What Are the Next Steps?

Companies showing an interest will usually be requested to sign a secrecy agreement. They will then receive further information such as patent applications and research results. At this point companies generally wish to talk to the inventor. If these talks are positive, Technology Transfer will take up licensing negotiations with the company.