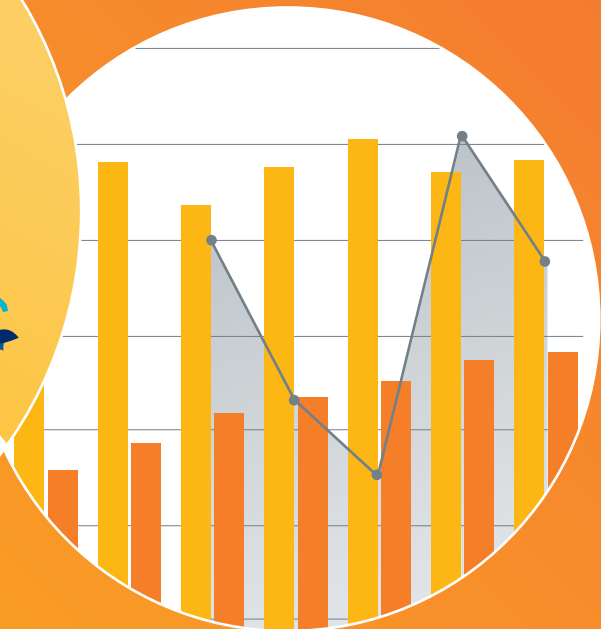
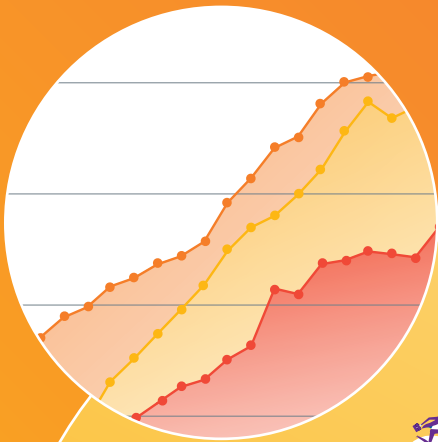




# Licensing Activity Survey Sponsorship & Advertising

The AUTM Licensing Activity Survey is the tech transfer industry's go-to benchmarking report — drilling deep into the trends driving innovation at more than 230 U.S. and Canadian universities, hospitals and research institutions.





# AUTM Licensing Activity Survey

Tech transfer has a story to tell. And this is it. Each year.

AUTM's annual licensing activity report tells a data-driven story on what's powering the innovation economy — from trends in research funding and invention disclosures to insights on patents, licensing, startups, and more.

If you need something beyond the report's charts, graphs and in-depth analysis, the background stories dive even deeper into what makes tech transfer tick. This year's report explores how tech transfer offices are creating a more inclusive, welcoming workforce.

Want to know how tech transfer affects day-to-day lives? Read the report's examples of how tech transfer has brought ideas to life that have made the world a better place.

## Be a Sponsor

The survey reaches far beyond the AUTM community. It's a must-have resource for those working in the field to benchmark against peer and aspirational institutions. The report is also used to advocate on behalf of the industry to local and national policymakers and legislators. Each year it's picked up by media reporting on higher ed and the innovation economy.

## Reach Your Audience with the Annual Survey Report

- 230+ institutions participate
- Referenced by media via press release
- Benchmarked by organizations such as AAU
- Cited by economic development groups
- Referenced in other reports such as AUTM-BIO economic impact report
- A paid media campaign by AUTM to promote the report
- Stored in the AUTM STATT database
- Sent digitally through all the AUTM communication channels including emails, social media and *Insight*.

# Sponsorship Packages to Fit Your Marketing Needs

	Contributor Level \$1,000	Supporter Level \$2,000	Leader Level <sup>2</sup> \$5,000
Sponsor logo with hyperlink on Survey website for one year.	●	●	●
Sponsor logo featured on email blast promotion of Survey.	●	●	●
Verbal recognition at Annual Meeting Plenary Session with sponsor logo on PowerPoint slides. <sup>1</sup>	●	●	●
Sponsorship acknowledgement on Infographic.	●	●	●
Logo inside cover of Survey report.	●	●	●
Sponsorship acknowledgement in STATT Database.	●	●	●
Acknowledgement via AUTM's Facebook, LinkedIn and Twitter.		●	●
½-page advertisement within Survey report.		●	
An invitation to the Chairs' Reception at the Annual Meeting. <sup>1</sup>			●
50-word company greeting or overview on inside cover of Survey report.			●
Full-page advertisement within Survey report.			●

<sup>1</sup>Once within the 12-month period following contract acceptance.

<sup>2</sup>Cost for full report (includes US and Canada): \$5,000. Cost for the Canadian report: \$1,500.

## Questions?

Find the sponsorship package to fit your marketing needs. Contact Casey Annunziata, AUTM Sponsor and Exhibits Manager, [cannunziata@autm.net](mailto:cannunziata@autm.net) or +1-202-960-1782

# Ad Specs and Pricing



### Patents

#### Great Expectations: Rulings Force Universities to Up Their Game



1. How decisions involving patents affect technology innovation and student investment, as some had predicted?

2. In *Myriad* (2013) and *Association for Molecular Biology v. Myriad Genetics* (2013), the Supreme Court helped establish a framework for handling applications involving patents on human genes. In *Association for Molecular Biology v. Myriad Genetics* (2013), the framework was extended to software as the court held that claims directed to abstract ideas must have additional elements beyond the abstract idea itself that significantly more than the abstract idea themselves. Critics expected *Myriad* would kill the market for software patents.

3. Overall, disclosure and patent applications by S&P institutions continue a slight upward trend in 2018, making it difficult to assess the ramifications of the court's rulings.

4. "We'll need another two years to see if there's been a negative impact from these decisions. Things have not been off the fast lane here," said Mike Mose, assistant director in the Office of Technology Transfer at the University of Central Florida.

5. "Myriad had a mild effect on software patents. It scared a lot of people," said Doug Hochstadt,

## Your Half-Page Ad Here



**Disclosures vs. Patent Applications**

With companies growing more risk-averse and wanting data to prove the value of an invention before investing time and money in it, Solicitors have universities will need to figure out new ways to collect that data. "Business will come from different risk-reward opportunities," he said, rather than universities going it alone.

"Given the cost of securing, not to mention litigating patents, there may be more reluctance to seek them," Mose said. "Universities will need to figure out new ways to collect that data. "Business will come from different risk-reward opportunities," he said, rather than universities going it alone.

## Half-Page Ad

**Included with Supporter Level sponsorship**  
A great value.

**File Format**  
JPEG, no bleed

**Cost**  
\$1,500



### The Survey

#### Fresher Ways to Fund Research

Funding the work of researchers and scientists at colleges, universities and other research institutions is the first step in developing technologies that eventually improve our world. Funding comes from the federal government, industrial sponsors and other sources.

Data from 2018 continues the trend of finding more funding, but not in the usual places. The biggest funding change occurred in the Non-Classified research index category, which increased 14% from 2017 levels. This category can include funding sources such as grants from nonprofit organizations or state and city grants. However, over the past ten years, growth in the category has steadily increased relative to federal and industrial funding. This trend indicates that institutions are successfully pursuing more non-traditional funding sources and partnerships.

**KEY FINDINGS**

- 2017 federal expenditures of \$176.2 billion, an increase of 1.7% over 2016.
- Funding for R&D rose 13.9%.
- Research and development spending by both federal and non-federal sources rose 10.4% over the past five years, the highest since 2009.
- The non-federal research and development index rose 14% over the past five years.
- Non-federal research and development spending rose 14% over the past five years.
- Funding from non-federal sources rose 14% over the past five years.
- Non-federal research and development spending rose 14% over the past five years.

## Your Full-Page Ad Here

## Full-Page Ad

**Included with Leader Level sponsorship**  
For maximum exposure.

**File Format**  
JPEG, no bleed

**Cost**  
\$3,000

## It's Easy to Advertise

- Submit your creative assets in jpg format (with url link).
- Your creative assets must be received by AUTM no later than **May 14, 2021**.
- All advertising must be reviewed and approved by AUTM staff.



# Sponsorship Contract

---

Sponsorship fees are due upon application acceptance. Invoices can be created at the sponsor's request.  
**AUTM's Taxpayer/ID number is 36-3011951.**

Email completed form to [cannunziata@autm.net](mailto:cannunziata@autm.net), as sponsorship is available on a first-come, first-served basis.

- If paying by credit card, include details on this form as indicated below.
- If paying by check, please email the completed form to [cannunziata@autm.net](mailto:cannunziata@autm.net) and then mail payment with a copy of the application to: **AUTM PO Box 7151, Carol Stream, IL 60197-7151**

## Select Package

Contributing Level Sponsorship \$1,000  
Supporter Level Sponsorship \$2,000  
Leader Level Sponsorship \$5,000

Half-page advertisement \$1,500  
Full-page advertisement \$3,000  
**Total: \$** \_\_\_\_\_

## Contact Information

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_ CITY STATE/PROVINCE \_\_\_\_\_ ZIP/POSTAL CODE, COUNTRY \_\_\_\_\_

EMAIL \_\_\_\_\_ PHONE \_\_\_\_\_ WEBSITE \_\_\_\_\_

## Payment Information

Enclosed is a check for \$ \_\_\_\_\_ in U.S. funds, payable to: **AUTM**

Charge my:

MasterCard    VISA    American Express    Discover

NAME ON CREDIT CARD \_\_\_\_\_ EXPIRATION DATE \_\_\_\_\_

\$

SIGNATURE \_\_\_\_\_ ACCOUNT NUMBER \_\_\_\_\_ AMOUNT \_\_\_\_\_