

# PRIORITIZING TECHNOLOGIES FOR COMMERCIALIZATION

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# DOD Policy Drivers

- A single producer that supplies dual markets results in lower prices to because the supply price decreases.
- Promoting small businesses to develop alternate supplies results in increased competition resulting in lower prices.

# Basic Quid Pro Quo

- The government does not pay for preexisting rights.
- The government gets the right to use the technology it has paid to develop.

# Effects of Intellectual Property Rights

- Monopoly power increases offered price above the market clearing price.
- Market segmentation provides opportunities for dual pricing.
- Tying products and services.
- Incentive to transfer to the public and to develop technology.
- Provides laboratory metric and recognition for inventors

# Some Variables

- Publication vs. Patenting
- Exclusive vs. nonexclusive licensing
- Adjusts to the License
  - royalty stream for the specific objectives
  - Scope of license

# Conclusion

- The objective is not how to prioritize commercialization, but is instead how to maximize the commercialization strategy for each situation.
- This is best done by early intervention in the R&D Process.