

# Inventor Contributions: Advancing Technology to Commercial Success



## Submit Timely IDFs

The road to commercial impact for your innovation begins with the timely submission of a signed Invention Disclosure Form (IDF). TAO uses this IDF to evaluate protection and commercialization strategies for the innovation. Please talk to TAO before you make a public disclosure to maximize TAO's ability to protect any novel discoveries you have made.



## Provide Technical Feedback

You are the expert regarding your innovation. Your input will be critical at the initial evaluation of your technology, when gathering support for a patent application, when responding to communications with patent offices, when meeting with prospective licensees and collaborators to further their interests in the innovation, etc. TAO needs your technical and scientific expertise to perfect and execute our strategies.



## Participate in Technology Marketing

Inventors are the best marketers. There is no substitute for inventor participation in the marketing efforts to identify prospective licensees for their own innovations. A primary goal of TAO is to identify a qualified entity to license and develop your innovation into a product that impacts the world.

Finding a licensee requires a collective, multipronged effort. After TAO has protected the innovation, TAO will engage in both passive and active marketing. You can assist by 1) telling your network of industry colleagues about your innovation and 2) through public disclosures – such as attending professional meetings, giving talks, presenting posters, publishing manuscripts, attending networking sessions, etc. Please refer interested contacts to TAO.

Once initial interest is generated, your collaboration with TAO will drive licensing and commercialization of your innovation.



## Be a Champion

Researchers listen to other researchers. Encourage your colleagues to engage with TAO so their research can also have a greater impact on the world. We appreciate your efforts to champion the cause of collaborating with TAO to bring MU innovations to the marketplace.