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From: [REDACTED]
Sent: 15 November 2017 18:21
To: industrialstrategy
Subject: Industrial Strategy: intellectual property call for views

Model Agreements for partnerships between universities, civic and community organisations and/or creative industries could encourage more collaboration and the creation and exploitation of a range of registered or unregistered IP

Since the Lambert Model IP Agreements first launched in 2005 they have helped facilitate collaboration between universities and business. They have prompted businesses to consider their IP in new ways when working with University partners, viewing it as a valuable business asset rather than just a by-product of innovation. The decision guide has been of particular benefit in bringing universities and businesses together in an understanding of the value of IP in general and of each other's IP relating to a particular project.

However, in many cases, university partners in the creative industries or civic and community partners, particularly in co-creation projects, do not recognise the vocabulary used in the decision guide, nor do they have the means to employ lawyers to review the Lambert agreements, nor are they comfortable signing agreements they do not understand. These potential creative, collaborative partnerships are, therefore, in the same position as the more technology focussed partnerships were 20 years ago, when the first Lambert agreements were jointly devised by industry and universities.

We would like to suggest the IPO work with universities, such as the University of Bristol, civic and community organisations and creative industries to devise a complementary decision guide for these organisations and a range of simple English legal agreements to reflect the needs of these partners.

We would anticipate use of these model agreements supporting and facilitating many of the Industrial Strategy Challenge Fund themes, in particular 'Integrated & Sustainable Cities' and 'Technologies for the Creative Industries'.

Background information:

Response on behalf of the University of Bristol

University research and industrial collaborations across all sectors

We are focussed in the Southwest UK but have collaborative research projects across the UK and internationally
IP spend around £250k p.a.

Our largest focus on IP spend is on patents with trademarks and design rights a much smaller area of protection. We also create, use and trade copyright and similar, non registered IP rights

We value the communication clarity offered around the UK IP system and the early opportunity for search and examination within the patent system.

We do not experience any particular hurdles.