



Stanford eCorner

Royalties and Patents

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Video URL: <http://ecorner.stanford.edu/videos/1295/Royalties-and-Patents>

Ku talks about what the Office of Technology Licensing is really looking for in terms of what will be a successful patent.



Transcript

Our business is a numbers game. They're very, very, very, very early stage inventions. It takes often 10 to 15 years for an invention to make it to the marketplace. So the royalties have to reflect that. We have the birth of an idea, an important birth, but somebody else, a company, has to raise this kid, essentially. They have to put in the development effort into making this technology viable. So we can ask for a royalty but it has to be really reasonable because we are just the beginning. We're the - We're the seed and the company has to put in the time and effort to develop the technology. We're looking for broad patents. It's very, very easy to invent around patents.

And so what we are looking for is revolutionary patents, not so much evolutionary patents. A tweak here and there is just not going to be the kind of thing that industry is interested in. And most of our inventions take 5 or 10 years of patience.