



FEDERAL LABORATORY CONSORTIUM
FLC
FOR TECHNOLOGY TRANSFER

*The Only Government-wide
Forum for Technology
Transfer*

Advanced Training Workshop

**Adding Value To
Your Lab and Agency
Through
Technology Transfer**

*May 5, 2008
Portland, Oregon*



GILBERT ("GIB") MARGUTH MODERATOR

- Consultant, technology transfer and business development
- Director, Office of Technology Transfer, National Renewable Energy Laboratory
- Member, FLC Education and Training (E&T) Committee and FLC National Advisory Council
- Served as federal technology transfer specialist in the U.S. Commerce Department's Office of Technology Policy
- Nearly 20 years' direct ORTA leadership positions at DOE laboratories (NREL, Sandia and LLNL), DOC, and DOE contractors
- Frequent developer/presenter of training modules, for the FLC E&T Committee and the NTTTC, to industry and federal laboratory technology transfer professionals
- Past president, Association of Federal Technology Transfer Excellence (AFTTE)
- Over 25 years as engineer, entrepreneur, and CTO/CEO for aerospace, computer and telecommunications companies
- Served in elected or appointed positions at every level of California state government
- BSEE, BS in Mathematics, Oregon State University and graduate course work at the University of California in Mathematics and Computer Sciences



AGENDA

- 8 – 8:45 a.m. Introduction and Overview
Gib Marguth, Technology Transfer Specialist/Consultant
- 8:45 – 10:15 a.m. Building an Entrepreneurial Program in Federal Laboratories
Belinda Padilla, Los Alamos National Laboratory
- 10:15 – 10:30 a.m. Break
- 10:30 a.m. – Noon Trademarks and Technology Licensing
William Gardiner, Office of the Secretary of Defense
- Noon – 1 p.m. Lunch
- 1:00 – 3:00 p.m. Things to Consider When Working With a Start-up
Tim Wittig, SAIC Technology Management Advisors
- 3:00 – 3:15 p.m. Break
- 3:15 – 5:00 p.m. Measuring Technology Transfer Successes
Gib Marguth



OVERVIEW

- Opening remarks and “setting the stage”
- Each session presenter will be giving examples of how to “add value to your lab/agency”
- **Building an Entrepreneurial Program** – Belinda Padilla
- **Trademark Licensing** – Bill Gardiner
- **Working With a Startup** – Tim Wittig
- **Measuring Technology Transfer Successes** – Gib Marguth



ADDING VALUE AT YOUR LAB THROUGH T2

- What “inputs” are typical ways of getting started in a T2 activity?
- What typical “outputs” might be expected from the “inputs”?
- What are some good and bad outputs that might result?
- For good/bad deals, what “outcomes” might be realized?
- What good/bad long-term “impacts” could result?



ADDING VALUE AT YOUR LAB THROUGH T2 (Cont.)

- What types of T2 activities might add value to a lab/agency, and how would you know or let anyone else know?
- Have you had one or more T2 deals that had large, measurable outcomes and impacts?
- Is there a primary T2 focus at your lab that routinely adds value to your lab/agency?
- Might federal labs/agencies benefit from “competing” to best demonstrate their added-value T2 outcomes and impacts?



THINKING I/O/O/I AS WE HEAR THE PRESENTATIONS

- What were some of the input tools or mechanisms that were used?
- What outputs happened that led to a measurable outcome?
- What impacts could be realized that are either good or bad?
- Are there “metrics” that we should think about using to “measure” valuable events?”



***HOW CAN WE BETTER DEMONSTRATE
VALUE TO OUR LAB/AGENCY THROUGH T2?***

To be developed in the late afternoon session
through dialogue