



Republic of the Philippines
MINDANAO STATE UNIVERSITY AT NAAWAN
9023 Naawan, Misamis Oriental

STRATEGIC PLAN
Mindanao State University at Naawan
KNOWLEDGE AND TECHNOLOGY-
TRANSFER OFFICE
2018-2022



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VISION: A leading institution in Mindanao providing solutions to the protection and management of intellectual property.

MISSION:

1. To promote awareness on intellectual property rights among the public, especially the research community.
2. To provide high-quality services towards the protection of intellectual property.
3. To encourage and protect innovations and projects responsive to development initiatives and intellectual pursuits.

ENVIRONMENTAL ANALYSIS

A. INTERNAL ENVIRONMENT

Mindanao State University at Naawan is recognized by the Commission on Higher Education as a Center of Excellence in Fisheries and a Center of Development in Marine Biology. As such, it has strength in the following areas, among others:

- a. Has established its name in the field of Fisheries and Marine Biology researches and technology transfer as a research institute for 47 years
- b. Good record of sourcing out project funds.
- c. The MSUN system of governance is supportive of research projects and linkages.
- d. Has established linkages for projects, nationally and internationally
- e. Due to its long-term research functionality, several research results are available that can be reviewed and evaluated for further research commercialization opportunity.

However, there are areas considered challenging for the to-be established IP management unit of the Campus. Among these are:

- a. The goal of researchers is for results to be published, not to be commercialized.



- b. The low financial capability of the university to internally fund long-term researches that could potentially generate commercializeable results.
- c. Shortage of MSUN-KTTO staff to assist faculty and student researchers in their projects and in processing intellectual property rights.
- d. The functionality of the IPMU office, given that it is just new and would still learn how to operate efficiently.
- e. Absence of policies on Intellectual Property Rights.
- f. Researchers have very low awareness on technology protection and commercialization. Technologies developed are immediately transferred as extension projects without the benefit of IP protection.

B. EXTERNAL ENVIRONMENT

Researches, inventions, innovations and resolved industry problems are good sources of funding for MSUN-KTTO. When responsibly facilitated, returns on investments from research works and the like can help the office in its liquidity. Among the opportunities that MSUN-KTTO can take advantage of include:

- a. The incentives provided by the Intellectual Property Office of the Philippines (IPOPIL) on registered patents and trademarks. This move of IPOPIL will help the MSUN-KTTO in the delivery of its services since technologies that are registered will yield incentives internally to MSUN and a national incentive to IPOPIL. Such incentive scheme is expected to motivate faculty, researchers and staff to engage themselves in technology commercialization projects.
- b. A good and strong relationship with its stakeholders and clients (esp. communities and private industries) are a good source of information on researchable areas that researchers can pursue.
- c. The reputation of MSUN as a leading research institute in the field of Fisheries and Marine Biology will open the door for possible research projects and technology consultancies from private institutions, that in turn, will lead to future licensing partnerships.
- d. The program of the government on the conservation of fisheries, marine and agricultural resources and on food security requires new technologies that researchers can take advantage of.



However, MSUN-KTTO may have to be innovative in dealing with the following perceived problems:

- a. The very lengthy and complicated national system and processes in acquiring intellectual property rights (patents, trademarks and copyrights).
- b. The mindset of many to just reengineer or possibly imitate existing technologies
- c. The low social awareness among Filipinos on intellectual property rights.
- d. The scarcity of funds for innovative researches from government and non-government funding agencies.
- e. The seeming higher importance given to publishers than to inventors by community and many academic organizations.

GAP ANALYSIS

The Mindanao State University at Naawan, and the other campuses of the University System has a rich pool of researchers. It has gained prominence in specific fields and has generated a number of scientific publications. Without appropriate protection mechanism of the intellectual property, the technologies generated are often immediately shared to different stakeholders as part of extension activities that the Campus should carry out. This trend will continue considering that the university has established linkages and partners that can provide funds for more projects. Given this already long-time practice, there are gaps that should be addressed by the university through an intellectual property management unit that will be established.

First, there should be a paradigm shift in the mindset of the researchers and in the kind of proposals to be crafted. They should be proposals that would generate results that have potentials for commercialization rather than just aim for publication. But this can be done only if the university leadership and the constituents are conscious of this option and that appropriately protecting intellectual property rights are just as beneficial as the present track of publishing the results, maybe more beneficial. The initiative should result to re-strategizing governance on research and research facilities. At present, research facilities are made available for any type of research but a shift in policy can be such that priority on the use of university resources could be for projects that could generate technologies with commercial potentials. This sort of policy is still wanting in the university. Policies and incentive schemes should be established to encourage researchers to conduct the desired innovative projects rather than just basic researches.



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Second, partnership with both government and private sectors/funders should be re-evaluated. In a number of instances, these funders rely on the outputs indicated by the researchers in their proposals rather than dictating specific outputs that have potential commercial values. While the partnership is a credit to both parties, as this is often required from the organization, there is a gap as to specific outputs of the partnership and how the outputs would be handled. In other words, there should be clear guidelines and agreement on how spin-offs and licensing and the like should be handled.

Because the IPMU is still in its birth stage in the Campus where researchers' orientation is having publications that contribute towards higher academic rank, there is a big challenge in convincing them that technology generation appropriately protected is just as a significant factor to academic promotion as is a publication. The IPMU should be assigned enough staff to handle this work and to provide the researchers the necessary assistance in this endeavour. Spearheading these efforts are the staff trained by the SPIRE project on the different facets of IP management. Corollary to the need for support staff is the infrastructure that is separate from the Extension Office. The latter has been handling the transfer of existing technologies to communities and diverse beneficiaries. It should be made clear that henceforth, only technologies cleared by the IPMU can be transferred to clients by the Extension Office. A separate IPMU Office with its own equipment like computers, servers and the like, manned by separate staff that would facilitate processes towards IP protection needs to be established. As a start, the IPMU can be placed under the Office of the Chancellor to ensure that all other units could be well-coordinated to put up, operationalize and strengthen the unit/office. Once functional, there is an option to separate this unit into a suborganization within the university.

Mindanao, as a region, is known for its vast marine and fisheries resources. The Campus' flagship programs are also in these areas. Without prejudice to all other fields, the newly-established IPMU can start with technologies in these areas and serve as a hub for IP protection in the region. Looking forward to this, all other activities envisioned for the unit should not be limited to the MSU Naawan Campus and the campuses of the Mindanao State University System but should include all the universities and research institutions/organizations in the Mindanao Region.

CORE VALUES

MSUN – KTTO shall adhere to these Core Values



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- Collaboration as the source of quality service rendered in a most diligent and cost-effective manner
- Innovative pursuits with focus on excellence.
- A relationship of earned trust with clients
- Sustained improvement of our IP services by acquiring and maintaining current knowledge on emerging laws and technologies
- Inclusive initiatives

STRATEGIC OBJECTIVES

MSUN-KTTO shall be guided by the following strategic objectives:

1. Institutionalize IP rights consciousness
2. Develop a highly-motivated, competent workforce to serve with professionalism, integrity and transparency
3. Deliver quality and efficient assistance in Intellectual Property Rights solutions
4. Promote creativity and innovation among university researchers, including the students;
5. Protect the intellectual property rights of the University constituents;
6. Ensure proper use and exploitation of the University's intellectual properties;
7. Establish a fair and equitable incentive scheme for research and for creation of new knowledge;
8. Facilitate collaborative projects with industry and other agencies in the development and utilization of technologies, and plow back the benefits to the University.



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Strategic Objectives	Success Indicators	Programs and Activities	Key Person(s) Involved	Resources Needed	Time Frame
1. Institutionalize IP rights consciousness	<ul style="list-style-type: none"> ➤ 100% of MSUN employees are educated on intellectual property ➤ 100% of MSUN junior, senior and graduate students are IP-educated 	<ol style="list-style-type: none"> 1. Awareness Campaign <ul style="list-style-type: none"> - Schedule Department Orientation (IP) - Seminar on IP Management - Roadshow and Boot Camps for students and researchers - Integrate IP orientation in employee recruitment - IP Clinic/Café - Information Dissemination through social media and websites 2. Integration of IPR in Curricula <ul style="list-style-type: none"> - Curricular revisions - Revisit syllabus content - Integration of IP concepts to students' thesis - Require internships in business industries 	<p>MSUN-KTTO staff; Employees and students; OVCAA; ICTU</p> <p>Campus Curriculum in-charge; Deans and chairpersons; Faculty members; KTTO staffs</p>	<p>Training Materials; Flyers; Office supplies</p> <p>Office supplies; existing curricula; existing syllabi</p>	<p>July – Dec 2018</p> <p>June-Dec 2019</p>
2. Develop a highly-motivated, competent workforce to serve with professionalism, integrity and transparency	<ul style="list-style-type: none"> ➤ Increase in the number of researchers pursuing innovative projects ➤ increase number of researches (commercially focused) implemented ➤ patent/trademark/copyright applications submitted 	<ol style="list-style-type: none"> 1. continuing seminars on updates in IPRs 2. write shops on project proposals with commercial potentials 3. provide incentives to researchers attending seminars and write shops on IPRs 	<p>OVCAA; Research Director; Deans of Academic Units</p>	<p>Seminar venue; Office supplies; funds for incentives</p>	<p>January 2019 onwards</p>



<p>3. Deliver quality and efficient assistance on Intellectual Property Rights solutions</p>	<ul style="list-style-type: none"> ➤ IPMU Office functional ➤ Qualified Staff hired ➤ Approved IP Policies ➤ Approved patents/trademarks/copyrights ➤ Increase on number of researches and researchers 	<ol style="list-style-type: none"> 1. IP Mapping <ul style="list-style-type: none"> - IP data gathering for benchmarking - Strategic plans and meetings 2. Talent Mobility Program <ul style="list-style-type: none"> - Hiring of KTTO staffs - Training staffs - Job enlargement for some faculty and researchers 3. IP Policies Drafting/Proposals and Approval <ul style="list-style-type: none"> - Disclosure policies - Incentive Scheme 4. Creation of IT system for Online IP application 	<p>KTTO staff;</p> <p>MSU Human Resource Management Office;</p> <p>MSU System Board of Regents; Research Division staffs;</p> <p>Information and Communication Technology Office</p>	<p>Computer s; servers; complete IT system; Office supplies;</p>	<p>July-Aug 2018</p> <p>November 2018</p> <p>October – Dec 2019</p> <p>August – Dec 2018</p>
<p>4. To promote creativity and innovation among university researchers,</p>	<ul style="list-style-type: none"> ➤ KTTO-N website developed ➤ KTTO-N website functional ➤ Number of proposals submitted for funding ➤ Number of proposals approved 	<ol style="list-style-type: none"> 1. IP staff trainings and development programs 2. Continuing research fora for faculty and students 3. Continuing write shops 	<p>KTTO staff; Extension Office; Research Division</p>	<p>Computer system; internet service</p>	<p>August 2018 and onwards</p>



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including the students;	<ul style="list-style-type: none"> ➤ Number of projects implemented ➤ Accomplished target on number of patents, trademarks and copyrights processed 	<ol style="list-style-type: none"> 4. Workshops on IP processing 5. Industry Linkages <ul style="list-style-type: none"> - Establish linkages with private organizations - Scout Industry Collaboration research projects 			
5. To protect the intellectual property rights of the University constituents;	<ul style="list-style-type: none"> ➤ Number of patents, trademarks, and copyrights <i>processed</i> ➤ Number of patents, trademarks, and copyrights <i>approved</i> ➤ Outputs published and protected in some other forms 	<ol style="list-style-type: none"> 1. Continuing orientation on IPRs 2. Workshops for researchers on processing IPRs for submission to IPOPHIL 3. Continuing assistance to researchers processing IPRs 	KTTO staff; Office of Research Director	Funds for IPR processing ;	July, 2018 onwards
6. Ensure proper use and exploitation of the University's intellectual properties;	<ul style="list-style-type: none"> ➤ Inventory of research outputs ➤ Number of research outputs in different protection categories ➤ Incentives received by researchers ➤ Incentives plowed back to the university 	<ol style="list-style-type: none"> 1. Research Output Inventory <ul style="list-style-type: none"> - Commerciality Assessment/ Evaluation of previous research outputs - Creation of Research Outputs Database 2. Orientation on disclosures and benefits of IPR protection; 3. Initiation of Innovation Hub <ul style="list-style-type: none"> - Fund sourcing - Industry scanning - Marketing program creations - Commercial opportunities assessment in each research project 	KTTO staff; Finance Division; Research Division; Office of Extension Division	Computer system;	June, 2018 onwards



		- Researches and laboratories hub			
7. Establish a fair and equitable incentive scheme for research and for creation of new knowledge	<ul style="list-style-type: none"> ➤ Approved incentive scheme for IPRs ➤ Monetary returns to researchers ➤ Number of researchers enjoying monetary incentives 	<ol style="list-style-type: none"> 1. Participatory crafting of incentive scheme for IPRs 2. Fund sourcing for incentives to researchers writing proposals 	KTTO staff; Finance Division; Office of Research Director;	Computer; office supplies for bookkeeping;	Starting January, 2019 onwards
8. Facilitate collaborative projects with industry and other agencies in the development and utilization of technologies, and plow back the benefits to the University.	<ul style="list-style-type: none"> ➤ Number of licensing ➤ Number of spin-offs ➤ Number of industry links for technology transfer ➤ Number of agreements forged with industry partners 	<ol style="list-style-type: none"> 1. Orientation/Seminar on licensing, spin-offs, technology transfer and others 2. Write shops on technology proposals to business entities 3. Collaborative crafting of Memorandum of agreement 	KTTO staffs; Researchers; Office of Research Director; IP owner; Business entities; Investors	Seminar venue; Funds for IPR processing ; Office supplies; computer system	Jan. 2019 – Dec 2022

ORGANIZATIONAL STRUCTURE

The Intellectual Property Management Unit, to be named as Knowledge and Technology Transfer Office of the Mindanao State University at Naawan (KTTO-N) shall initially be lodged with the Office of the Chancellor. It is still in its birth process hence it is very strategic to initially put it under the Office of the Chancellor so that coordination of the different offices which shall contribute to the operationalizing the unit would be facilitated. Once established, it is envisioned to be a separate unit and shall have its own organization, reflected in the organizational chart as follows.

