Introducing Resources to Help Move JMU Innovations to Market

The Office of Technology Transfer (OTT) serves faculty, staff, and students by helping to identify and promote innovations developed at JMU. James Madison Innovations, Inc. (JMI), is JMU’s mechanism for licensing inventions to ensure effective commercialization of the innovation with a high level of service to the inventor.

When you develop something innovative at JMU, including technology, software, or written material other than textbooks, you should know more...

...licensing allows your innovation to have broad commercial impact, and brings royalties and recognition to you, your department, and JMU...commercialization success supports future research and innovation development endeavors. JMI, through its patents and licensing holdings, supports start-up activities and further commercialization of innovations to make the world a better place. In some departments, discovery and commercialization efforts including patents may be considered for promotion and tenure.

...how you get started...the Office of Technology Transfer (OTT) at JMU works with researchers to identify, protect, and commercialize their intellectual property (IP), such as inventions, discoveries, software, copyrightable works, etc. The IP Disclosure Form should be completed and submitted to the JMU Intellectual Property Committee through OTT prior to public disclosure through a presentation or publication, or at a minimum, contact OTT prior to making a public disclosure. The form can be found on the Documents and Policies tab of http://www.jmu.edu/ott.

...how ownership is determined...the JMU Intellectual Property Committee reviews the Disclosure to determine ownership. JMU claims joint ownership if the IP was created using university resources of $10,000 or greater, or if the product was a work for hire. For jointly-owned IP, the majority of net royalties (70-80%) are shared with the inventors and their departments according to University Policy #1107. If university resources are not used in the development of the IP and the product was not a work for hire, then the inventor will receive a letter that the IP is his or her private property.

A discovery in the lab or an innovative idea is just the first step in the process of bringing a new product to market. The Office of Technology Transfer at JMU provides a value-added service that can guide you through the commercialization process protecting your intellectual property and securing licensing agreements.

-- Bob McKown, Ph.D.
Professor of Integrated Science and Technology - Biosystems

OTT and JMI provide the knowledge, connections, and most importantly the logistical support to move my ideas towards commercialization. Plus, our IP policy is extremely inventor friendly!

-- Kevin Minbiole, Ph.D.
Associate Professor of Chemistry and Biochemistry

...how inventions can be patented...for jointly-owned IP for which the inventor has assigned rights to the university...JMI can invest time and resources to work with law firms to file patent applications for IP if the product is considered to be commercially viable.

...how IP can be licensed...for jointly-owned IP for which the inventor has assigned rights to the university...JMI can invest time and resources working with inventors and finding licensees for the product. For early stage research showing promise, there may be opportunities to collaborate with small companies through grants and licensing, providing inventors with professional recognition for jointly-owned IP where the market is viable.

See results of JMI licensing to start new businesses, create jobs, and market products created at JMU:

• Madison Assessment, LLC created by entrepreneurs licensing CARs tests www.madisonassessment.com/
• James Madison Partners for Education, Inc. created by entrepreneur licensing NETsI work from the College of Education www.jamesmadisoneducation.com/

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Accelerating innovation by connecting researchers and industry
Madison Assessment LLC Announces Licensing Agreement with James Madison Innovations, Inc.

WASHINGTON, Feb. 16 /PRNewswire/ -- Madison Assessment LLC announces an exclusive Licensing Agreement with James Madison Innovations, Inc. (JMI) to distribute and administer computer-based assessment testing instruments created by the Center for Assessment and Research Studies (CARS) of James Madison University. Under the terms of the Agreement, Madison Assessment initially is offering an Information Literacy Test, a Quantitative Reasoning Test and a Scientific Reasoning Test. These tests are designed to enable higher educational institutions to measure, monitor and enhance the strengths and the overall efficacy of general education programs.

Mary Lou Bourne, JMI’s Director of Technology Transfer, stated, “We are delighted that JMU’s first spin-out company is Madison Assessment. We believe that their experienced leadership team, collaborating with JMU’s internationally recognized CARS organization, will result in a successful outcome for JMU, Madison Assessment and their clients.”

Richelle Burnett, Chief Executive Officer of Madison Assessment, noted, “This Agreement provides Madison Assessment with the capability to offer student assessment tests at an unparalleled combination of high quality and low cost. In these fiscally challenging times, this is a win-win for Madison Assessment and for our higher educational institution colleagues.”

Many of the JMU Center for Assessment and Research Studies (CARS) faculty spent years creating and revising several assessment instruments for JMU use. We discovered that many other institutions were interested in purchasing our tests. We tried to market and sell the instruments, but we really weren’t trained for this kind of work. Technology Transfer worked to identify individuals with the skills and talents we lack. We have been very pleased with Madison Assessment and can now devote our time to what we do best.

-- Donna Sunderland
Professor of Graduate Psychology; Executive Director, Center for Assessment and Research Studies (CARS)

Madison Assessment LLC was founded in December 2009 by Richelle Burnett, CEO and Loren Burnett, Chairman. It is a women-owned and operated business headquartered in Washington DC that is dedicated to supporting accreditation, accountability and measurement of undergraduate academic programs.

Visit Madison Assessment, LLC at www.madisonassessment.com/

Let us know when you develop something unique at JMU, including technology, software, or written material other than textbooks. Licensing through JMI allows your innovation to have broad commercial impact and brings royalties and recognition to you, your department, and JMU.

Contact us to learn more.

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