

## II. APPROACH

At the time of this report, DoD Service laboratories (not including DoD agencies) had a total of 230 active PLAs (see page 13). This study is not meant to be comprehensive. Since it was not practical to evaluate all PLAs currently active in DoD, each Service was asked to provide candidate PLAs for this study. The Navy and Air Force provided candidate PLAs through their Offices of General Counsel while the Army Technology Transfer Service Manager provided a target list of facilities to contact individually. The candidate PLAs should not be viewed as exemplary in nature by their nomination, but rather selected based on factors such as the accessibility of the inventor, whether royalty income is being generated, and that the PLA is currently active.

Summaries of the 16 PLAs used in this study are provided in the appendices. These summaries are based on background information gathered from the patent databases, company web sites, original source materials, as well as interviews and correspondence with the points-of-contact. Information in the summaries and interviews were drawn upon to support the benefits, findings and insights associated with patent marketing and licensing.

A selection of ORTAs was chosen from each of the Services to be interviewed on their respective patent marketing efforts and patent prioritization methodologies. The selection of ORTAs for this portion of the study was based on information provided in the various DoD laboratory technology transfer business plans as well as recommendations by the Technology Transfer Service Managers. Select non-DoD patent portfolio marketing models were also evaluated. This selection was based upon availability of points-of-contact as well as those considered to be leaders in this area by their peers. Information gathered in the interviews was used to support the benefits, findings and insights.

The interviews and analysis conducted for this study were performed from September 2000 through February 2001. Interview guides were used to conduct telephone and in-person interviews with both the inventors, licensees, ORTAs, and non-DoD points-of-contact. In some cases, the licensee was not available to be interviewed (i.e. foreign partner). The interviews were open ended in order to gain a better understanding of organizational motivations and salient issues. A copy of the interview guides are included in Appendix D.