2025

STRATEGY OF THE

TECHNOLOGY TRANSFER CENTRE

TOMAS BATA UNIVERSITY IN ZLÍN

SUMMARY

I. ROLE, ACTIVITIES AND INTEGRATION OF THE TECHNOLOGY TRANSFER CENTRE AT TBU IN ZLÍN

The Technology Transfer Centre (hereinafter referred to as TTC) was established at Tomas Bata University in Zlín (hereinafter referred to as TBU) on 1 January 2008 as a specialized unit for cooperation with the application sphere and the transfer of research and development (R&D) results. It is integrated into the organizational structure of TBU, forming a platform for targeted creation of R&D results based on practical needs and requirements - (fostering of) active collaboration between research and industry.

Knowledge transfer into practice is carried out through cooperation with businesses and occurs simultaneously on two levels:

a) contractual and collaborative research, which verifies and develops cooperation with the business sector;
b) applied research and experimental development projects, mainly supported by national providers, where knowledge transfer is included into the agreement regarding using of project results.

The transfer of knowledge into practice is based on the Bata business principles within the development of the technology transfer process, based on the cooperation and strengthening all ties between universities, businesses, and regional self-government.

The TTC's activities focus on comprehensive services in the field of intellectual property protection and on the commercialization of results with the potential for industrial property protection, on the registration and commercialization of unprotected results (know-how, functional samples, verified technologies) and on consulting and information activities related to copyright and licensing. The Technology Transfer Centre also supports the commercialization of R&D results by participating in the implementation of transfer projects at the national and international level. In addition, the TTC directly represents the university in matters of industrial rights before the Industrial Property Office of the Czech Republic (IPO CZ), the European Patent Office (EPO), the European Union Intellectual Property Office (EUIPO) and the World Intellectual Property Organization (WIPO) and assures the

representation of TBU before the national offices of individual countries, as well as advisory and consulting services in the field of intellectual property.

Internal connections of the TTC within TBU, as well as relations with commercial entities and other external organizations, are clearly illustrated in Fig. 1.

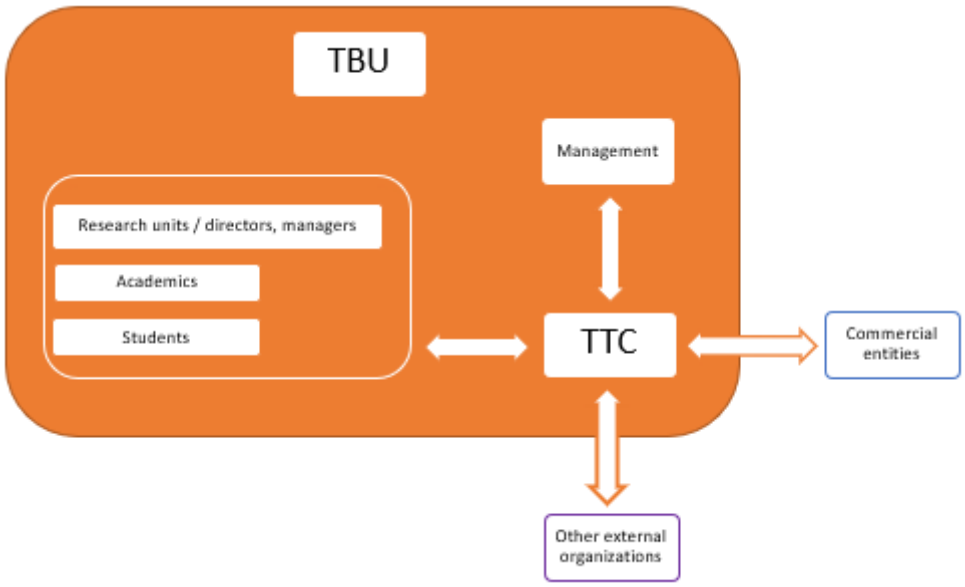


Fig. No. 1: Scheme of TTC connections within TBU and commercial entities

II. COOPERATION OT THE TTC WITH OTHER TBU UNITS IN IDENTIFYING R&D RESULTS WITH HIGH COMMERCIALIZATION POTENTIAL

A. DESCRIPTION OF COOPERATION IN ASSESSING R&D RESULTS

a) **Obtaining information about the technologies being announced,** information from meetings, information from the project leaders);

b) **Request for industrial property protection (hereinafter referred to as IPP)**, carrying out a patent search with regard to the novelty of the R&D result and its future market exploitability;

c) **Market applicability mapping of the result in practice**, initial negotiations with the application sector, non-disclosure agreements (NDA);

d) **Completed and submitted IPP offer**, steps to ensure industrial property protection;

e) **More detailed negotiations with industrial partners**, creating of commitment preferably via a pre-license agreement or a common agreement regarding future cooperation;

f) **Specification of the technology** aimed at enhanced practical applicability, confirmation of the cooperation using contractual form (**signing of the Technology Transfer Agreement)**;

g) **Extended offer of cooperation with the contractual partner** based on TBU portfolio of R&D results, as well as events and conferences being organized by TBU;

h) **Continuous communication with the contractual partner** regarding the ensuring and maintenance of industrial property protection;

i) **Parallel communication with the** relevant TBU unit regarding steps necessary for industrial property protection and for actual phase of cooperation with the contractual partner.

The principle of cooperation between TTC and TBU units in identifying research directions with high commercialization potential is graphically illustrated in Fig. 2.

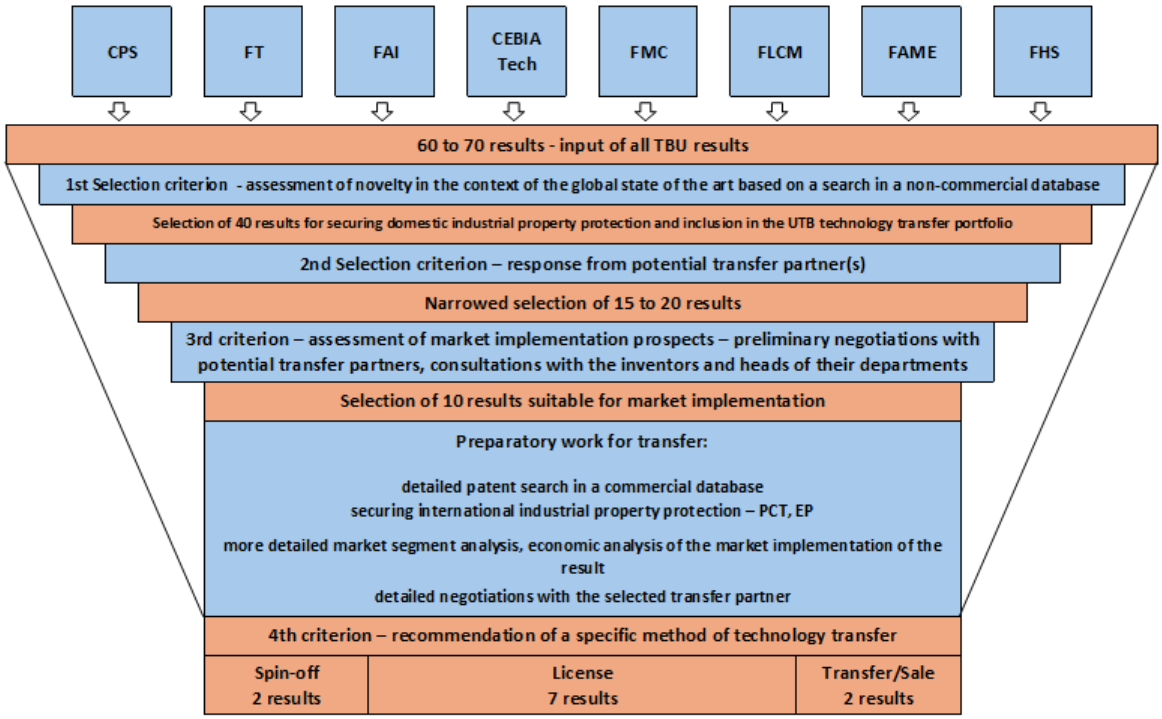


Fig. No. 2: Principle of cooperation between TTC and TBU units

B. DESCRIPTION OF INDUSTRIAL PROPERTY PROTECTION OF R&D RESULTS AT TBU

A description of ensuring industrial property protection of R&D results is clearly shown in Fig. No. 3.

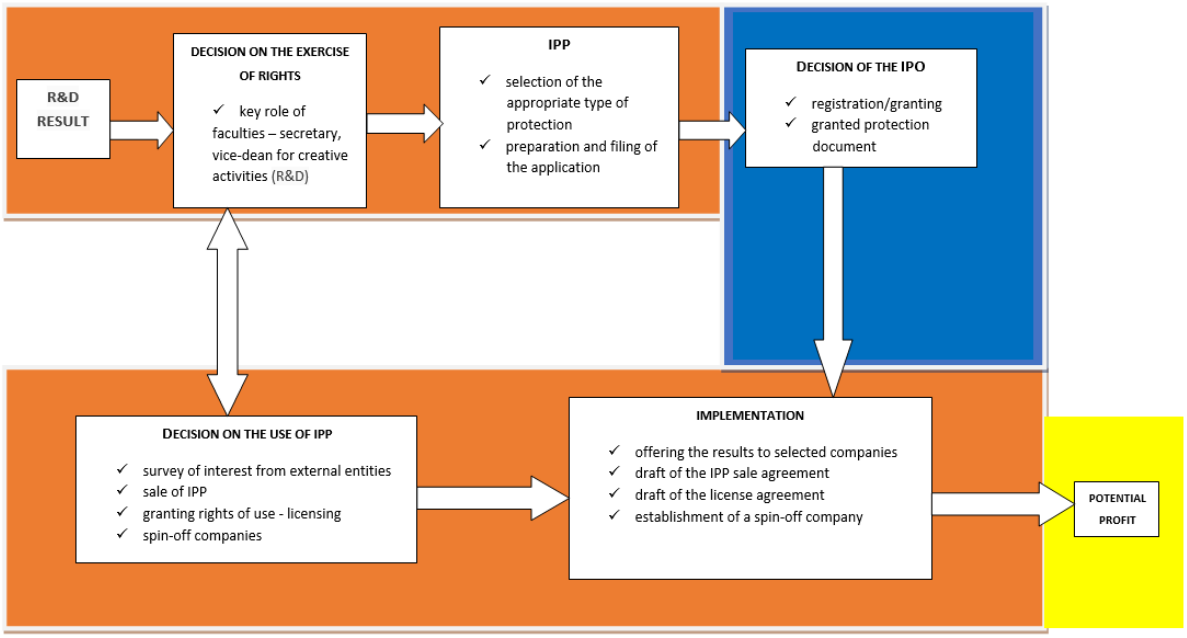


Fig. No. 3: Scheme of ensuring industrial property protection at TBU

C. DESCRIPTION OF COOPERATION IN COMMERCIALIZATION OF PROOF-OF-CONCEPT TRANSFER PROJECTS

a) **Internal acceptance of projects at TBU**, transfer of information to the relevant TBU units;

b) **Organization of information seminars and working appointments** with future project leaders within the framework of accepted projects;

c) **Announcement of individual sub-projects** including transfer of information to all TBU units;

d) **Selection of individual sub-projects** with the greatest chance of market applicability and with regard to the total amount of allocated financial resources;

e) **Establishment of cooperation with the commercial sector already during the project implementation**; market research and assessment of applicability potential of the R&D result in practice;

f) **Industrial property protection** of the final outputs of individual sub-projects;

g) **Pre-license agreement with interested parties** from the commercial sector during the implementation of individual sub-projects;

h) **Technology transfer agreement** after the finalization of the output of the sub-project and the end of the calendar year in which the sub-project was completed;

i) **Increasing and developing of the established cooperation with companies** based on further mutual communication.

III. TBU INTERNAL REGULATIONS FOR ENSURING INDUSTRIAL PROPERTY PROTECTION (IPP) AND COMMERCIALIZATION OF R&D RESULTS

The system of supporting the high-quality selection of R&D results with the potential for practical application, ensuring their IPP and commercialization is declared and established at TBU in Zlín through the following guidelines:

Application and protection of intellectual property rights arising in connection with the creative activities of TBU employees and students in Zlín
Respecting the related legislation currently valid in the Czech Republic, the document is provided only in Czech. If you are interested, please contact bartonikova@utb.cz

Procedure and rules for commercialization of results at TBU
Respecting the related legislation currently valid in the Czech Republic, the document is provided only in Czech. If you are interested, please contact bartonikova@utb.cz

Secure Research Data Management at Tomas Bata University in Zlín

Internal fund for supporting of innovation activities
Respecting the related legislation currently valid in the Czech Republic, the document is provided only in Czech. If you are interested, please contact bartonikova@utb.cz

Constitution of the advisory boards of TBU in Zlín
Respecting the related legislation currently valid in the Czech Republic, the document is provided only in Czech. If you are interested, please contact bartonikova@utb.cz

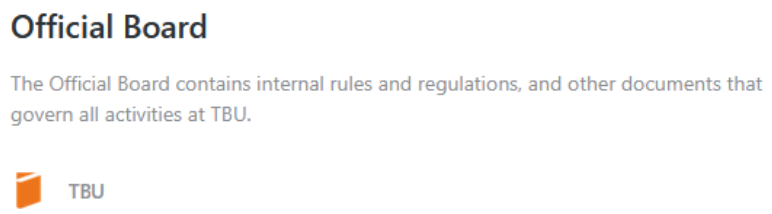
Preparing of Documents for the Establishment of Spin-Off Companies at TBU or for Establishment of Participation in Another Legal Entity for the Purpose of Commercialization of Intellectual Property Owned by TBU

Submission and Administration of Projects

Organization of GAMA projects (Quaestor's instruction)
Respecting the related legislation currently valid in the Czech Republic, the document is provided only in Czech. If you are interested, please contact bartonikova@utb.cz

Establishment of a commercialization board
Respecting the related legislation currently valid in the Czech Republic, the document is provided only in Czech. If you are interested, please contact bartonikova@utb.cz

https://www.utb.cz/en/university/official-board/



IV. APPLICATION POTENTIAL OF R&D RESULTS

a) **Support high-quality university research with future intellectual property protection IPP as an added value in the process of transferring R&D** results and their future application in practice taking into account the current business environment;

b) **Actively expand the portfolio of protected R&D results across the range of companies** cooperating with TBU and maintain their interest in current and future science and research outputs **with secured IPP** and with the potential of application in a commercial environment;

c) **Increase and develop the cooperation with the business sector** since the entering research process so as to increase the potential for practical application of high-quality protected results;

d) **Expand the number of R&D results developed on demand, including securing IPP** representing a benefit for external partners;

e) **Actively contribute to the exclusive commercialization of protected R&D results by securing IPP** before publishing the results and gain the knowledge of the business environment;

f) **Support the practical application of R&D results by effective using patent searches, so as to contribute to the active application of results with its own IPP applicable in practice**;

g) **Expand the portfolio of joint IPP applications with the business sector focused on high-quality R&D outputs** with the IPP potential;

h) **Maintain valid IPP** with a priority of applicability in the business sector;

i) **Ensure continuous education for TBU staff** in the field of intellectual property protection and provide consulting services throughout all stages of ensuring IPP.

In addition to the methodology for identifying inventions - research directions with high commercialization potential, clearly illustrated in Fig. 2 in the chapter "Strategy of TTC Cooperation *with* other TBU *Units* in Identifying R&D Results with High Commercialization Potential" (p. 4), another tool for assessing the significance of inventions, especially for selecting excellent ones, is the original model of multi-criteria expert evaluation, created at TTC TBU in Zlín.

1. Criterion: Degree (level) of the technical problem solved – weight 1.0

Aim: This criterion is intended to express the extent of the given issue (thematic area or sub-area of technology) which is solved by the invention. It should also reflect the scope of the solution in terms of the proportion between "new" and "known" features.

Tab. No. 1: Evaluation Levels of Substances and Mixtures

Evaluation level	Material (product defined by material and composition	
	Substance as such	**Mixture of substances**
1	-	new auxiliary substances (additives to mixtures) as such
2	chemically or physically modified known substance	overall composition of mixtures using new additives (without specific interaction)
3	as in (2), but with a substantial change in properties	as in (2), but with interaction between individual components – resulting in a new, unexpected effect
4	a new substance belonging to a known group of substances	a new basic substance of a mixture (within a known broader group of substances); new mixture compositions using basic substances
5	a new group (type, class) of substances	a fundamentally new class of mixtures or novel basic substances intended for mixtures

Tab. No. 2: Evaluation Levels for Equipment, Machine, Products

Evaluation level	Device, machine, or product defined by its physical construction	Production method, technology
1	improvement of the structural or functional details of a familiar device (product)	improvement of individual sub-operations in production workflows
2	improvement of smaller assemblies and structural elements (nodes) of devices or products	improvement of known process stages or operation modules
3	as in case (2), but with the introduction of a novel internal relationship (principle) within the given structure	as in case (2), but with newly established links between operations in the block and the adoption of a novel operational principle
4	a comprehensive system characterized by a higher degree of innovation in its components or their interconnections	a comprehensive production approach featuring multiple new process steps or innovative linkages between known operational stage
5	same as (4), but involving a fundamentally novel approach	same as (4), but involving a fundamentally novel approach

2. Criterion: Level of Invention Exploitability – weight 0.5

Aim: This criterion shall express the extent to which the invention contributes to the advancement of the state of the art.

a) the invention relates to the improvement of an object used only from time to time

b) the invention relates to the improvement of an object commonly used in certain sectors

c) the invention relates to the improvement of an object that can be used in more technologies (technologies are used in several countries)

d) the invention has an inter-sectoral character, can be used in various branches of the national economy

e) the invention is of exceptional importance and can open-up the chance of development a new field of technology

3. Criterion: Territorial Scope of Industrial Property Protection – weight 1.0

Aim: This criterion reflects the applicant's confidence in the success (potential) of the invention

a) the invention is filed in one smaller or industrially less significant country (+Japanese patent, pre-examination applications, no further analogues)
b) the invention is filed in one larger or industrially important country
c) the invention is filed in multiple countries (international PCT application file
d) as c), however includes at least 3 of the top industrially developed countries (France, Japan, Canada, Germany, USA, United Kingdom, Russia), or an European patent application or at least 2 of these top countries + 1 further less significant country, with territorial scope of protection with impact on at least 2 continents
e) as c) but at least 3 top countries with territorial scope of protection with impact on at least 2 continents

4. Criterion: Commercialization Status of the Solution – weight 1.0

a) a cooperation agreement exists in the scope of technology related to the invention
b) cooperation is established with at least one commercial entity
c) pre-licensing (or licensing) negotiations have been initiated
d) framework conditions of a license agreement have already been agreed
e) an inland license agreement has been signed
f) a license agreement has been signed abroad or several inland license agreements with more partners have been signed

Result**:** The final score is calculated as a weighted sum of the evaluations; the higher the score, the more significant the invention.

V. OPTIMALIZATION OF REVENUE FROM LICENSE SALES

a) **Support high-quality university research by protecting and transferring R&D** results with future practical applications, taking account the current corporate environment and their interest in innovation;

b) **Actively expand the portfolio of cooperating companies** that have a business interest in current and up-to-date R&D results with future application in the commercial environment;

c) **Increase and develop cooperation with the corporate sector** during the research solution with the aim of subsequent application of quality outputs in practice;

d) **Expand the number of customized R&D results** with the potential for application in external environments;

e) **Contribute to the active application of R&D results in practice** with ensuring IPP and understanding of corporate environment already during the project/research implementation;

f) **Make use of pre-licensing agreements to the highest extent during the course of research and development** to ensure the future usability of the results for external companies;

g) **Extend the portfolio of concluded licensing agreements with the corporate sector related to high-quality research and development results** with valid IPP and with the aim of transforming TBU into Entrepreneurial University, contributing to the regional prosperity and increasing revenues from license sales.

VI. FUTHER DEVELOPMENT OF THE TECHNOLOGY TRANSFER CENTRE

in accordance with the strategic plan

21+ Strategic Plan of Tomas Bata University in Zlín and Implementation Plans

a) **Maintain a high-quality personnel base** for technology transfer and intellectual property protection, with an emphasis on sufficient expert staffing for specialized services in effective communication and cooperation with industrial partners and the public sector;

b) **Implement continuous education** in the field of technology transfer and intellectual property protection for TBU employees in Zlín, including ongoing training of the TTC team in these areas;

c) **Increase and develop cooperation with the corporate sector** and extend the portfolio of external entities cooperating with TBU in Zlín through use of TBU's R&D results;

d) **Extend the application/use of TBU R&D results among industrial partners**, continue the implementation of proof-of-concept project outputs and seek further collaborations with the corporate sector through new commercialization programs based on high-quality selection of R&D results with the potential for practical use;

e) **Enhance the practical impact of the results with intellectual property protection (IPP) through all forms of technology transfer**, leading to their active application by industrial partners with an innovative and transformational goals; continuously update the portfolio of technology transfer and IPP results;

f) **Strengthen the promotion of TBU as entrepreneurial university** by active use R&D results in practice based on a high-quality selection and offer of results for commercialization;

g) **Intensify the commercialization of R&D results created at TBU through proof-of-concept activities** within the internal environment, actively contribute to measures supporting TBU's transformation into an entrepreneurial university and the building of an innovation culture based on university-business-regional government cooperation, and contribute to regional prosperity;

h) **Actively fulfill the tasks of the** Implementation Plan of the 21+ Strategic Plan of Tomas Bata University in Zlín, **Strategic goal 2.4: Continue to develop the Technology Transfer Center with a focus on strengthening the professional capacity in counselling and supporting services,** through the realization individual sub-goals;

i) **Utilize the innovation strategy of the Zlín Region for technology transfer,** taking account of the integration of TBU in the Zlín Region ecosystem, for example through relevant documents:

Smart Region – Smart Region Development Strategy of the Zlín Region 2030

Development Strategy of the Zlín Region 2030

and Regional Annex to the National RIS3 Strategy for the Zlín region

(Regional Innovation Strategy of the Zlín Region), was created by TBU together with the Zlín Region. These documents are provided only in Czech.

VII. GOAL OF THE TECHNOLOGY TRANSFER CENTRE OF THE TOMAS BATA UNIVERSITY IN ZLIN

The aim of the Technology Transfer Centre is to develop and enhance the current internal system for transferring of applied research and development results into practice, utilization their application potential and feedback from industrial partners to develop and strengthen the cooperation. Furthermore, the TTC focuses on creating a broad portfolio of transfer partners with active response to the offer of applied research result, providing valuable input for the final phase of proof-of-concept projects with the intensification of applied research in all units of the university. It means intensifying applied research across all university departments including those that, due to the current state of R&D results and their overall focus, have not yet participated in proof-of-concept projects.

The motivation of research teams – driven both by external feedback from the application sphere and by systematic support from TBU – also contributes to strengthening applied research with real practical use. The application potential is further enhanced by significant coordination of the final focus of technology transfer project outputs, reflecting impact of the feedback and needs of external partners.

In Zlín on: May 12, 2025
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