

# ***Thoughts on University / Industry Relations***

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# Our Desires from Industry

## Funding

- At level appropriate for value provided

## Connections

- Increase research relevance
- Understand real-world problems
- Work with smart & talented people

## Access to Data

- Get behind firewall

# Mechanisms

- In order of increasing complexity

## Individual Connections

- Summer internships for grad students
- Sabbaticals for faculty
- OK for connections & data. Not for resources

## Gifts

- Avoids complexity of contracts office

## Sponsored Research

- Difficult to negotiate
- Required when resource level substantial

# Intellectual Property Complexity

- Major cause of failed or delayed agreements

## Massive negotiations over unlikely outcomes

- Chances of commercially valuable IP slim
- Lawyers (on both sides) don't understand this
- Faculty don't understand regulations

## Difficult legal constraints

- Universities cannot do work for hire
  - Must retain ownership of IP
- Varied interpretation about rules regarding use of buildings funded by tax-exempt bonds
- Rights of faculty

# Other Pain Points

## Warranties

- We don't give them

## Indemnification

- We don't do it
- We want company to indemnify us

# Successful Mechanisms I

## Intel Open Collaborative Initiatives

- **Lablets and Intel Science & Technology Centers**
- **All sides give up their IP rights**
  - Company, university, faculty
  - All code put into open source
  - All work published
- **Maximizes free flow of ideas & information**
- **Mechanisms in place to foster spin-out companies**

# Successful Mechanisms II

## Graduate Fellowships

- IBM, Yahoo, Google, Facebook
- More targeted to specific students

## Yahoo Data Sets

- Anonymized data sets in ~40 different areas
- User agreement to guard against inappropriate use

## Cloud Computing Services

- Yahoo M45
- Discounts on Amazon EC2
- Google / IBM resource via NSF