

Minutes
Board of Governors Recruitment and Retention Committee
Meeting with the Communications Team
9:30 a.m. October 8, 2010

In Attendance: Mr. Kris Casdorff, Mr. Tom Sussman, Mr. Eric Hicks, Dr. Hazo W. Carter, Jr., Ms. Gheymane Woodson, Mr. Todd Beane, Ms. Patricia Dickinson, Dr. Greg Epps, Mrs. Amanda Downs, and Ms. Crystal Walker.

Mr. Sussman spoke:

Marketing - integrated marketing communications: When you communicate with the public, the images and communications should be a unified message. There should be a common theme and a common look.

We are competing with other institutions for students, donations, grants, and faculty.

Our message will determine how well we recruit students.

We need to attract more out-of-state students.

We need to stress how we are seen in the community - how valuable our degrees are to employers.

We need to be the third research university.

We need to recruit students. Build the institution.

Joe Stephens has the media center which is a satellite truck. For a fee, he can come and beam footage up to television stations.

We need to send news release to the weekly papers - Boone, Clay, etc.

The question was asked

What is the goal of Extension Matters? Who is it sent to?

Mr. Beane replied that it is by subscription. There is a sign-up sheet at events for people who are interested. About 85% is distributed in-state.

Dr. Epps explained the The Tower goes to alumni and friends.

Dr. Carter mentioned our diversity. He says that there is an Higher Education Policy Commission mandate that will be coming out.

Someone suggested that we run the 30 second TV spot on State Today.

Mr. Sussman said that we need to target high school guidance counselors. We need to

come up with a marketing plan to reach them.

The next meeting will be October 29 at 9:30.

We will discuss admissions communications - - recruitment, non-traditional students, veterans.

We need to increase how we integrate communications across the campus.

Mr. Hicks asked what is the business plan for the Communications Team. How are we reaching our goals. Outcomes. Target market.

They would like to see an organizational chart of communications - - who does what, etc.

Minutes
Meeting of the BOG Recruitment and Retention Committee
and the Communication Team
9:30 a.m. Thursday, October 29, 2010

In attendance: Mr. Eric Hicks, Mr. Tom Sussman, Dr. Gregory Epps, Mr. Chris Jackson, Mr. Mark Fuller, Mr. Phil Bright, Ms. Pat Dickinson, Ms. Crystal Walker, Mrs. Amanda Downs, Mr. Todd Beane, and Ms. Gheymarne Woodson.

Mr. Chris Jackson provided information on the organization of the Recruitment and Admissions Office. He explained that there is no recruitment plan on paper. He said that there are two enrollment committees - - both out of the framework of the Recruitment and Admissions area.

Mr. Jackson further stated that his office is trying to be more thorough with follow-up. Americorps volunteers are assisting. He explained that WVSU is a part of the College Day Road Runners Tour. They have been for more than half of the counties in WV.

Dr. Epps explained the problems we have had with the department in the past - - personnel, focus, and the need for the KVCTC to have their own recruiter.

Ms. Dickinson informed that we do not do pre-marketing in the areas where the recruiters will be recruiting. Mr. Hicks said that we need a true marketing and admissions plan. We can then look at results to determine how successful we have been.

Mr. Hicks asked if we have a database of counselors. Mr. Jackson said that we do. Mr. Hicks said it is important to develop relationships with counselors.

Mr. Jackson said that there is a plan to hold open houses for counselors next semester. Mr. Sussman asked Mr. Jackson to survey the other schools four-year public colleges and universities in WV to determine how many recruiters they have. He will share this information at the next Board of Governors meeting.

Mr. Bright mentioned that the alumni want to assist in recruiting. There are 35 active alumni chapters across the country.

Mr. Sussman asked Mr. Jackson Mrs. Sweeney to also develop a flow chart for the admissions process that includes what happens when an application comes is received. They also requested that they create a "wish list" of what they feel they need to be more successful.

Mr. Sussman said that we need to focus on the HBCU status and the land-grant status. He also asked what is the capacity of our residence halls.

Next meeting will be on November 9, 2010, prior to the BOG meeting.



**BOARD OF GOVERNORS
MINUTES OF
FINANCE COMMITTEE
SEPTEMBER 23, 2010**

Chair L. Vincent Williams called the Finance Committee, which was meeting in the Weisburg Lounge of the Erickson Alumni Center on the campus of West Virginia State University, to order at 12:10 P.M. Members present were: Chair L. Vincent Williams, Mrs. Millie Booker and Mr. Larry Salyers. Guests present were: Dr. Joseph L. Badgley, Mrs. Robin Baldwin, Mrs. Brunetta Dillard, Mrs. Lori Elliott, Dr. Gregory Epps, Dr. Tom Guetzloff, Dr. Barbara Ladner, Mr. Joseph Oden, Mr. Robert Parker, Mrs. Carmen Parrish, Dr. Barry Pelphrey, Mr. William Porterfield, Mrs. Patricia Shafer, Mr. Lawrence Smith, Dr. John Thralls, Dr. Cassandra Whyte and Mrs. Kristi Williams.

With the correction of the spelling of Dr. Badgley's name, it was moved and seconded that the minutes of the June 10, 2010 meeting be approved.

Mr. Parker introduced the new Comptroller. Her name is Mrs. Lori Elliott and all welcomed her onboard.

Mr. Parker explained the difference between Year-to-Date and Current expenses and revenues. We exceeded projected revenues last year by \$1,276,561.50. Mr. Parker distributed copies of various financial reports and there was discussion and explanation about each of them. There was a Comparative Budget Report for 2009-2010 which showed in detail the comparison of expenses and revenues for that period for each individual spending unit.

Mr. Williams questioned getting reports that show the amount of accounts receivable. Mr. Parker explained that one of our goals is to get everything switched over to the Banner System which will give us reports on the accrual basis. We are making this change incrementally. When this goal is accomplished, we will be able to provide up-to-date balance sheets that provide all the requested information.

There was much discussion about the financial status of the Daycare Center. They consistently operate at a deficit. Some of this problem may be eliminated by seeking federal grants. The group was assured this would be taken into consideration as well as combining with the Land Grant programs in some aspect.

There have been major repairs and renovations that are charged to the Physical Facilities account that have not been charged to the correct account yet, causing that account to seem to be operating at a deficit.

The budget has been reduced by 2½% for next year and was approved by the Board of Governors at their last meeting as was recommended by the Finance Committee.

The Charge back Agreement has not been settled as of this date. However, there are some funds being collected by the Kanawha Valley Community and Technical College that should be coming to us in the near future. For instance, charges for the Health Center are being collected by the KVCTC but have not yet been transferred to us.

Dr. Whyte commented that Dr. Carter had a committee look at the feasibility of a Phase Retirement program. They gathered data to see what would be better for the university and they reported back to Dr. Carter. He asked for more information about what would be most financially feasible for the university and the faculty. There has been no action on it as of this date. Legally the name of it should be "Early Severance".

Mrs. Booker asked if there would be funds for pay increases for the faculty and staff this year and was told that at this point our main goal is to break even and there are no plans for increases for faculty and staff this year.

Mr. Williams asked if there was a Mission Statement for the Finance Department. Mr. Parker said that he thought that would be a good idea. Dr. Epps added that a strategic plan is in the works and that the Board of Governors will have input when it is written.

With there being no further business, the meeting was adjourned.

Respectfully submitted,

Mary Flores
Mary Flores

from West Virginia State University, and/or who use West Virginia State University facilities or materials in the process of conceiving, and/or developing an idea, invention, or discovery.

SECTION 5. ADMINISTRATION

- 5.1 The President of West Virginia State University delegates the fiscal administration of this policy to the West Virginia State University Research and Development Corporation (WVSU R&D Corporation). Thus, the WVSU R&D Corporation's Executive Director will be the fiscal administrator of this policy and will be responsible for the fiscal accountability of all processes related to this policy (including, but not limited to, the tracking of all expenditures and revenues generated by these activities).
- 5.2 The in charge Vice President will assume the primary responsibility for the overall operational administration of this policy. The in charge Vice President, in turn, has the authority to appoint an officer who will assume the daily operational administration of the policy.
- 5.3 The in charge Vice President, or his designated officer, will administer this policy campus-wide until which time the President establishes an exclusively dedicated administrative unit (e.g. Research and Outreach Unit) for the management of this policy and all activities implicated therein.
- 5.4 At that time, the President shall also designate the main officer responsible for the administration of this policy. In the event of a vacancy, or for any other reason, the President shall appoint another individual to carry out the responsibilities of this policy.

SECTION 6. COUNCIL FOR INTELLECTUAL PROPERTY MANAGEMENT

- 6.1 The Council for Intellectual Property Management (Council) will advise and assist with coordination of activities the in charge Vice President, review current procedures and make recommendations for policy development.
- 6.2 The Council has the responsibility for resolving conflicts and interests that involve intellectual properties or any commercial involvements



or consulting arrangements of West Virginia State University personnel. The Council is also responsible for dispute resolution.

6.3 The Council has the responsibility for reviewing disclosed intellectual property and for advising the in charge Vice President on the priority for commercialization.

6.4 The president shall appoint a council for intellectual property management consisting of a minimum of five members with three members selected from the faculty and two from the administration.

6.5 The Council is chaired by the in charge Vice President (and co chair by its designee) chairman shall be designated by the president of the university. and should include administrative and non-administrative members of various key areas of the University (e.g. Administrative Affairs, Business and Finance, Deans and Faculty members of different Colleges, etc.).

6.6 The President of the University may make additional appointments and may designate another individual to serve in the event of a vacancy in one of the aforementioned positions.

SECTION 7. WORKS SUBJECT TO INTELLECTUAL PROPERTY PROTECTION

7.1 Works subject to intellectual property protection are divided into two categories: (1) technical works or technology and (2) creative works.

7.2 Technical works include works that are generally of a scientific, engineering, or technical nature – such as patentable or unpatentable inventions, devices, machines, processes, methods, compositions, and computer software. All computer software is included in technical works except that which is clearly developed for entertainment or for instructional purpose, e.g. electronic textbooks and textbook supplements, classroom and self-study tutorials. Technical works may include, but is not limited to: prototype devices, novel biological materials, new chemical compounds, materials having novel optical or electronic characteristics, software and programming code, and/or business methods.



7.3 Creative works include works not covered in technical works that are of an artistic, scholarly, instructional, assessment, or entertainment nature. Examples of creative work might include creative productions, such as works of art or design, musical scores, books, poems, plays, short stories, essays, novels, memoirs, screenplays, and other types of scholarly or creative writings, such as films, video and audio recordings, and instructional materials, such as textbooks and multimedia programs.

7.4 Creative works and traditional academic publications that are produced as a normal outcome of scholarly work and have minor commercial possibilities are not included except under specific and unusual circumstances as determined by the in charge Vice President. Those publications would include professional papers published in scholarly journals, scholarly books of limited use, or supplementary texts and similar materials. Likewise, juried artistic creations or performances that are the academic, noncommercial equivalents of such scholarly publications are not included.

SECTION 8. DEFINITIONS

8.1 For the purpose of this policy, the following terms are defined as indicated below:

8.1.1 Biological materials – shall include, but are not limited to, chemical compounds of biological origin, drugs, mutants, genetically engineered organisms, antibodies, hybridomas, cell lines, sera, supernatants, vectors, antigens, Recombinant Deoxyribonucleic Acid (cDNAs), Expressed Sequence Tags (ESTs), Single Nucleotide Polymorphisms (cSNPs), and chemical compounds including enzymes and derivatives thereof.

8.1.2 Copyrighted materials – shall include books, journal articles, texts, glossaries, bibliographies, study guides, laboratory manuals, syllabi, tests, and proposals, lectures, musical or dramatic compositions, unpublished scripts, films, filmstrips, charts, transparencies, and other visual aids, video and audio tapes or cassettes, live video and audio broadcasts, programmed instructional materials, mask works, software, and other subject matter of works which qualify for protection under the copyright laws of the United States (see 17



U.S.C. § 102 et seq.) or other protective statutes whether or not registered there under.

- 8.1.3 Creator – means the individual or group of individuals who authored, or were otherwise responsible for the production of the intellectual property.
- 8.1.4 Intellectual property – shall be deemed to refer to patents, copyrights, trade secrets, and technical data corresponding to technical works and creative works. Trademarks are excluded from this definition.
- 8.1.5 Net equity – means the value of the equity received by the University as a result of transferring rights in the intellectual property less the University’s out-of-pocket expenditures (including legal fees) directly attributable to protecting, developing, and transferring that intellectual property.
- 8.1.6 Net income – means the gross monetary payments the University receives as result of transferring rights in the intellectual property less the University’s out-of-pocket expenditures (including legal fees) directly attributable to protecting, developing, and transferring intellectual property.
- 8.1.7 Novel plant variety – means a novel variety of sexually reproduced plant. (See 7 U.S.C. § 2321 et seq.)
- 8.1.8 Patentable inventions – shall be deemed to refer to subject matter (a new, non obvious, useful process, machine, manufacture, composition of matter or improvement) which reasonably appears to qualify for protection under the patent laws of the United States or other protective statutes, including novel plant varieties and patentable plants, whether or not patentable there under.
- 8.1.9 Patentable plant – means an asexually reproduced distinct and new variety of plant. (See 35 U.S.C. § 161.)
- 8.1.10 Scholarly work – means books, articles, and other publications, artistic creations, literary manuscripts, visual and auditory creations, and musical works, irrespective of their medium of storage or presentation. The former items are meant to include software,



computer programs, and databases, but only if they are accessory to or part of a scholarly text. Textbooks and related software developed as a specific University assignment are not considered scholarly work for the purpose of this definition.

8.1.11 Significant use of University resources – is the use of University resources that is over and above the normal usage of library resources, secretarial help, word processing equipment, or other support services. Prior to completion of the creation of intellectual property, or as early as possible in the creation of intellectual property, the creator shall seek a determination of whether this definition applies to the intellectual property by fully and openly disclosing the facts surrounding the creation of intellectual property to the creator’s department chair or director, who shall issue a written opinion. The creator may appeal this decision, in writing, to the in charge Vice President.

8.1.12 Software – shall include one or more computer programs existing in any form, or associated operational procedures, manuals, or other documentation, whether or not protectable or protected by patent or copyright. The term “computer program” shall mean a set of instructions, statements or related data that, in actual or modified form, is capable of causing a computer or computer system to perform specific functions.

8.1.13 Specific University assignment – means intellectual property specifically ordered or commissioned pursuant to a written, signed agreement between the University and the creator.

8.1.14 Trademarks – shall include all words, seals, symbols, designs, slogans, or logotypes developed by or associated with the University and used for the purpose of identifying the source or origin of the goods or services being provided.

8.1.15 Trade secrets – means information including, but not limited to, technical or non-technical data, a formula, a pattern, or compilation, a program, a device, a method or process, a list of actual or potential customers or suppliers which: (1) derives economic value, actual or potential, from not being generally known to, and not being readily ascertainable by proper means by, other persons who can obtain



economic value from its disclosure or use; and (2) is the subject of efforts that are reasonable under the circumstances to maintain secrecy.

SECTION 9. DISCLOSURE

- 9.1 All members of the West Virginia State University community who are covered by this policy shall disclose the nature and detail of their anticipated invention or discovery in writing to the in charge Vice President at the earliest possible date, preferably within 30 days of (after) making the invention or discovery, using the West Virginia State University Intellectual Property Disclosure Form.
- 9.2 The invention or discovery shall be disclosed to the University prior to disclosing the invention or discovery to the public.
- 9.3 Within a reasonable time, in no event longer than a year from the date of disclosure, the in charge Vice President shall notify the inventor in writing whether it is West Virginia State University's intention to retain its interest and to acquire assignment of all ownership rights of the invention or discovery. If such notification cannot be made during that time period, the inventor shall be notified as to the reason for the delay and the additional time necessary to make such determination.

SECTION 10. INTELLECTUAL PROPERTY SUBJECT TO CONTRACTUAL AGREEMENTS (E.G. SPONSORED RESEARCH AGREEMENTS)

- 10.1 In the case of inventions and copyrightable works developed in the course of research funded by a sponsor pursuant to a grant or research agreement, or which is subject to a materials transfer agreement, confidential disclosure agreement, or other legal obligation requiring disclosure, the disclosure of such intellectual property will be governed by the terms of such grant or agreement, as approved by the in charge Vice President, if such terms differ from the policy.



SECTION 11. GUIDELINES REGARDING PUBLIC DISCLOSURE OF INVENTION

- 11.1 Internal disclosure of an invention or creative work will not interfere with the ability to patent the invention or copyright the creative work. However, public disclosure of an invention prior to filing for a patent could preclude the availability of patent protection in most countries outside the United States. This rule applies to any non-confidential written or oral disclosure that describes the intellectual property (e.g. at a scientific meeting, in a journal, or even in an informal discussion with colleagues). Similarly, certain damages for copyright infringement can be forfeited as a result of failing to apply for a copyright registration of a creative work within a prescribed time period.
- 11.2 Accordingly, West Virginia State University requires inventors to disclose intellectual property to the in charge Vice President as soon as possible, and to delay public disclosure of the intellectual property until the evaluation process is completed and a patent or copyright application is filed if deemed necessary. In no event shall the university require the inventor to delay public disclosure for longer than three months after notification of the in charge Vice President.
- 11.3 During this interim period, an invention may safely be disclosed outside of West Virginia State University under the protection of a confidential disclosure agreement, because disclosures made under an agreement are not considered public disclosures.
- 11.4 West Virginia State University requires that all inventors consult with the in charge Vice President (or designee) for consultation if they wish to disclose an invention to an outside researcher associated with a company or other organization.
- 11.5 Inventors should be aware that public disclosure of an invention prior to completion of the evaluation process and filing of a patent or copyright application will adversely affect the commercial value of the invention and therefore may decrease the likelihood that West Virginia State University will proceed with commercialization of that invention.



SECTION 12. RECEIVING CONFIDENTIAL INFORMATION FROM OUTSIDE RESEARCHERS

- 12.1 If an inventor receives confidential information from an outside researcher or organization (non-profit or commercial) in relation to research performed by the inventor at West Virginia State University, the other organization or researcher may impose serious non-disclosure and non-use obligations on the confidential information and may claim an ownership interest in inventions, copyrightable works, or materials that arise in the course of research performed with such confidential information.
- 12.2 For this reason, only the in charge Vice President is authorized to approve and sign confidential disclosure agreements from other researchers or organizations on behalf of West Virginia State University.

SECTION 13. OWNERSHIP RIGHTS

- 13.1 Ownership in intellectual property will be determined in accordance with the following categories of creation:
- 13.1.1 Individual Effort
Ownership rights to intellectual property in creative works ("Work" or "Works") shall reside with the creator of such Work if:
- 13.1.1.1 The Work is course material developed at the University by faculty or other employees. The University shall retain a non-exclusive, royalty-free license to use such material for educational purposes for up to twelve (12) months following the termination of the creator's employment at the University.
- 13.1.1.2 The Work was created by a student, not employed by the University, solely for the purpose of satisfying a course requirement. This does not apply if the transfer of ownership rights is made a condition of participation in the course.
- 13.1.1.3 The Work is scholarly work, unless the scholarly work was developed by the creator as a specific University assignment or was developed using significant use of University resources.



13.1.2 University – Assisted Effort

13.1.2.1 Ownership rights to intellectual property in Works developed by individuals with significant use of University resources shall reside with the University. Proceeds from the commercialization of intellectual property will be shared in accordance with the distribution of proceeds portion of this policy as an incentive to encourage further development of intellectual property.

13.1.3 University-Assigned Effort

13.1.3.1 Ownership rights to intellectual property in Works developed as a result of a specific University assignment shall reside with the University. Proceeds from the commercialization of intellectual property will be shared in accordance with the distribution of proceeds portion of this policy as an incentive to encourage further development of intellectual property.

13.1.4 Sponsor-Supported Effort

13.1.4.1 Ownership rights to intellectual property in Works developed as a result of a grant or contract with the University or the West Virginia State University Research and Development Corporation (WVSU R&D) shall reside with the University or WVSU R&D unless the terms of the grant or contract provide otherwise, in which case ownership of the intellectual property will be determined by the terms of the grant or contract.

13.1.4.2 Proceeds from the commercialization of intellectual property will be shared in accordance with the distribution of proceeds portion of this policy as an incentive to encourage further development of intellectual property.

13.1.5 Other Effort

13.1.5.1 Ownership rights to intellectual property in Works developed under any circumstances other than those listed shall be determined on an individual basis in consultation with the in charge Vice President and any institutional oversight committee (if and when applicable).



13.1.6 Student Ownership

Students who independently develop a Work arising out of their participation in programs of study at West Virginia State University, such as theses, dissertations, research reports, will usually retain ownership of the intellectual property rights to such Work unless:

13.1.6.1 It makes substantial use of West Virginia State University property, personnel, or facilities.

13.1.6.2 It is supported by a direct allocation of funds through the University (grant, contract, fellowship, scholarship, wage, stipend, etc.).

13.1.6.3 It is commissioned by the University.

13.1.6.4 It is otherwise subjected to contractual obligations such as a sponsored research agreement.

13.1.6.5 If any of the above conditions are met, students will be treated in the same manner as similarly situated West Virginia State University's personnel. Students must promptly disclose to the in charge Vice President any Works capable of intellectual property protection which they have developed and in which West Virginia State University may have ownership rights.

13.1.6.6 Any student engaging in research or development of intellectual property under the supervision and direction of a faculty or staff member in connection with a program or activity subject to this intellectual property policy, shall have no ownership interests in the resulting intellectual property, but may be eligible to participate in the income and/or equity distribution established in this policy.

13.1.6.7 Faculty and staff who supervise or direct students shall have the Students sign an Assignment of Ownership Agreement form as well as a non-disclosure form.

13.1.7 No Ownership Rights of West Virginia State University

13.1.7.1 The ownership rights to a discovery or invention and any resultant intellectual property are considered to be exclusive property of the inventor only if West Virginia State University has no interest in



pursuing such ownership rights, or West Virginia State University has not contributed to the conception or development of the discovery or invention in the way of funds, space, materials, reassigned time, or facilities and the discovery or invention was conceived and developed by the inventor on his/her own time without the use of the University facilities or staff.

13.1.7.2 It is recognized that when the invention is within the specific subject area of the inventor's current and ongoing university research activities, disputes may develop concerning whether the work was conducted by university employees wholly on their own time and without use of university funds or facilities.

13.1.7.3 In order to reduce the possibility of such disputes, it shall be the responsibility of the employee to provide his departmental chairman notice that he is engaging in research activities independently within the subject area of his current university research, and describe in such notice the focus of these independent research activities, with a copy to the in charge Vice President.

13.1.8 Release of Ownership Rights

13.1.8.1 West Virginia State University, at its sole discretion and subject only to the restrictions of a sponsoring agency or licensing agreement, may determine to release its patent rights or copyrights to the inventor/author of the invention/work. In doing so, West Virginia State University may require the recovery of any direct costs incurred in pursuing intellectual property protection for the invention/work as well as expenses incurred in subsequent efforts to promote the invention or work.

13.1.8.2 The transfer of rights must be approved by the In charge Vice President (with the full consent of the President), in which case the University will execute any and all documents reasonably necessary to effect the transfer.

13.1.8.3 In the event West Virginia State University transfers its patent rights or copyrights under the terms of this paragraph, the University will retain a royalty-free, non-exclusive license to any such inventions or copyrightable works for academic research and teaching.



13.1.9 Ownership Rights in Sponsored Programs

13.1.9.1. In the case of programs sponsored by government agencies or private firms with which West Virginia State University has negotiated a particular agreement regulating patents, inventions, licensing, etc., those regulations will govern.

13.1.9.2 In order to expand public use of inventions and in recognition of the need for establishing government-wide policies for the allocation of rights to Federally supported inventions, Section 6 of Public Law 96-517 dealing with the disposition of rights to inventions made with Federal assistance was adopted and became effective on July 1, 1981. That section of the law provides, in general, that universities have the first right to take title to inventions resulting from research supported by Federal funding.

13.1.9.3 The policies and regulations emanating from PL 96-517 are contained in OMB Circular A-124

13.1.10. Obtaining a Patent or Copyright

13.1.10.1 In the event West Virginia State University determines that it will not file for a patent or copyright, or if West Virginia State University decides to terminate the application for a patent or copyright, the inventor shall be notified as soon as possible and he/she may proceed to obtain his/her own patent or copyright, at his/her own expense.

13.1.11 Determination of Ownership Rights

13.1.11.1 In a case where there is a disagreement between the inventor and West Virginia State University, as to ownership rights or the retention of such rights by West Virginia State University, the Vice President of Planning in Advancement guided by the Council for Intellectual Property Management shall recommend to the President what further action West Virginia State University should take. The decision of the President shall be final.



SECTION 14. COMMERCIALIZATION OF UNIVERSITY – OWNED INTELLECTUAL PROPERTY

- 14.1 The in charge Vice President shall have the responsibility for protection, commercial development, and administration of all University-owned intellectual property. As it is the case with all major tangible assets, all university-owned intellectual property shall be titled to the West Virginia State University Board of Governors.
- 14.2 This commercial development will normally occur through licensing of inventions, copyrightable works, or tangible research materials to a company.
- 14.3 The in charge Vice President will regularly consult with the University and Corporation’s legal counselors, seek the advice of the Council for Intellectual Property Management, and inform the inventor or creator of the intellectual property throughout the commercialization process.
- 14.4 West Virginia State University recognizes that the continued involvement of the creator or inventor is essential for the successful commercialization of intellectual property.

SECTION 15. EVALUATION OF COMMERCIAL POTENTIAL

- 15.1 In the case of an intellectual property that the inventor discloses for possible commercialization by West Virginia State University, the in charge Vice President will determine its commercial potential.
- 15.2 To assist in this determination, the Vice President (or designee) may consult with patent or copyright counsel and outside experts in particular fields.
- 15.3 In addition to these resources, the Vice President may seek the advice of various evaluation committees with expertise in various fields of research, which the in charge Vice President shall have authority to establish at his/her discretion.



SECTION 16. ADMINISTRATIVE PROCEDURES

- 16.1 Once the in charge Vice President has received the Intellectual Property Disclosure Form from the creator, the University's interests in patenting and/or licensing shall be determined in a timely manner.
- 16.2 After preliminary evaluation by the Vice President and/or designee, in consultation with the Council for Intellectual Property Management, the Vice President (and/or his designee) will initiate one or more of the following actions:
 - 16.2.1 Initiate an external evaluation of the disclosed intellectual property.
 - 16.2.2 Develop and manage the disclosed intellectual property through the West Virginia State University Research and Development Corporation.
 - 16.2.3 Submit the disclosed intellectual property to the Council for Intellectual Property Management for its evaluation and recommendation.
 - 16.2.4 Comply with the terms of the grant or contract, if rights in the disclosed intellectual property are subject to terms of a grant or contract.
 - 16.2.5 Assign title to the disclosed intellectual property to the creator.
- 16.3 If the disclosure is referred to the Council for Intellectual Property Management for a recommendation, the Council shall review the disclosure and, if appropriate, hear an oral presentation by the creator, supported with visual material as needed for clarity.
- 16.4 The Council should exert an interest in the intellectual property, based on a determination that the disclosed intellectual property is novel, useful, non-obvious, and/or has commercial potential.
- 16.5 The Council will make a recommendation to the in charge Vice President as to whether the University should pursue development of the intellectual property.
- 16.6 The in charge Vice President will consider the recommendation of the



Council and respond to the creator, in writing, whether the University intends to pursue development of the intellectual property.

- 16.7 If the in charge Vice President decides that the University will not pursue development of the intellectual property, the University shall transfer its rights to pursue development of the intellectual property back to the inventor/author, and the University will retain royalty-free license rights to the intellectual property. The University shall make such determination within a reasonable time, in no event longer than one year from the date of disclosure.

SECTION 17. DISTRIBUTION OF PROCEEDS

- 17.1 Criteria for Income Distribution
- 17.1.2 The University shall share revenue with the inventors received from patents or inventions.
- 17.1.3 Within the context of this policy, revenues may be either monetary in nature or any tangible property of value when provided by an external source, under formal agreement with the University, with the explicit expectation of an immediate or future consideration as related to an invention or trade secret of the University.
- 17.1.4 Revenues the University receives from such inventions may also be exclusive of payments of royalty shares to sponsors or contractors when specified by the provisions of grants or contracts governing the rights and revenue distribution regarding inventions made in connection with sponsored research.
- 17.1.5 It shall be expected that University's contracts with outside persons or organizations for the obtaining, managing and defending of patents, and any royalty shares of expenses contractually committed to such persons or organizations may be deducted before revenues accrue to the University.
- 17.1.6 In addition, the University may incur other expenses in completion, licensing, or other business arrangements related to the development of the intellectual property.



- 17.1.7 Any royalty shares or expenses committed to such external persons or organizations will be deducted before revenues accrue to the University.
- 17.1.8 The Office of the in charge Vice President and the West Virginia State University Research and Development Corporation will be reimbursed for any direct out-of-pocket expenses incurred in managing, obtaining and maintaining patent or copyright protection for a specific item of intellectual property, and in evaluating and marketing such intellectual property.
- 17.1.9 Thus, the revenues (net, if applicable per the preceding paragraph) which the University receives from a patent or invention will be applied first to reimburse the University for any incremental expenses incurred by in obtaining and maintaining patents and/or in marketing, licensing and defending patents or licensable inventions.
- 17.1.10 When the intellectual property is the result of joint efforts (co-inventors or multiple creators), the creator's share of the net income or net equity will be divided equally among the creators (or the University in its sole discretion will determine a different share to be appropriate), unless a written agreement signed by all of the creators provides a different distribution and is filed with the University.
- 17.1.11 Applicable laws, regulations or provisions of grants or contracts may, however, require that a lesser share be paid to the inventor. In no event shall the share payable to the inventor or inventors in the aggregate by the University be less than 15% of net royalties received by the University. Therefore, if more than one inventor is involved, all inventors will be require to provide, in writing, to the in charge Vice President a signed agreement on the split of the inventor's share.
- 17.1.12 This agreement is to be submitted with the invention disclosure or prior to the first distribution of net income or net equity. Furthermore, if several patents are involved, revenue will be allocated to each patent by the in charge Vice President, based on input from the licensor, or business partner.
- 17.1.13 In the event multiple colleges/schools or programs are involved, their shares will be distributed in the same manner as the distribution to



the inventors or creators within such colleges/schools or programs, unless agreed to otherwise in writing by the colleges/schools or programs.

17.1.14 The in charge Vice President, in consultation with the Council for Intellectual Property Management, and the Deans of the appropriate college(s), may modify the distribution of net income or net equity to the creators department and or college, if necessary, due to organizational changes or structures at the University.

17.1.15 It is understood that with involvement of more than one college/department or other situations of equity, the revenues shared by the college/department shall be subject to regulation.

17.1.16 In the event of multiple claims by entities of the inventor's "college or school or program," the President of the University shall make the final determination of distribution amounts to those entities.

17.2 Net Income Distribution

17.2.1 The revenues, which are derived by the University from a patent or invention, as aforementioned, will be applied first to reimburse the University for any direct, incremental expenses incurred by it in investigating patentability, obtaining and maintaining the patent and in the marketing, licensing and defending the patent or licensable invention.

17.2.2 After said expenses have been reimbursed to the University, all subsequent revenues (net revenues) earned by the University will be shared as follows:

	First \$20,000 accumulated	\$20,001 - \$100,000	\$100,00 - 500,000	Over \$ 500,000
<i>Inventor/Creator(s)</i>	100 %	40 %	35 %	30 %
<i>Inventor/Creator's Department/Division</i>	0 %	10 %	10 %	10 %
<i>Inventor/Creator's College/School</i>	0 %	10 %	10 %	10 %
<i>WVSU Research & Development Corp.</i>	0 %	15 %	15 %	15 %
<i>WVSU Office of Patents &/or Technology Transfer</i>	0 %	20 %	20 %	20 %
<i>General University Patent & Research Fund</i>	0 %	5 %	10 %	15 %



- 17.2.3 As an institutional reward and incentive, the inventor/creator will receive a 100% of the first \$20,000 proceeds in net revenue. Thereafter, the inventor shall receive 40, 35, and 30% of the net revenues according to the proceeds as indicated in the table above.
- 17.2.4 The inventor's Department/Division and College/School will receive 10% each, of the net revenues.
- 17.2.5 The WVSU Research and Development Corporation shall receive 15% of the net royalty for fiscal services provided to the University with regard to intellectual property matters.
- 17.2.6 The Office of Patents or Technology Transfer (under the auspices of the Vice President in charge) shall receive 20% of these proceeds to cover the cost of operational expenses incurred in the management of intellectual property matters.
- 17.2.7 To the extent practicable, and consistent with State and University budget policies, the remaining revenue received by the University on account of an invention will be reinvested for institutional research (or teaching and outreach) purposes, including research in the inventor's department or center, if approved by the President upon recommendation of the in charge Vice President.
- 17.3 **Acceptance of Equity**
- 17.3.1 West Virginia State University through the West Virginia State University Research and Development Corporation may accept an equity interest in a company, provided that before West Virginia State University agrees to accept equity, it must receive the approval of the President, in charge Vice President, and the Council for Intellectual Property Management.
- 17.3.2 An inventor must choose either of the following approaches when negotiations commence between West Virginia State University and the company, but the choice is final once selected. If a transaction is completed before the inventor makes a choice of these approaches, Approach Two shall apply.



17.3.2.1 Approach One: Inventors may elect to receive thirty percent (30%) of the equity that West Virginia State University would otherwise receive in connection with the commercialization of intellectual property, in which case the inventor agrees not to receive any other equity interest from the business enterprise ("the enterprise"). The inventor may waive this restriction in his or her discretion. West Virginia State University will not receive or hold this equity on behalf of an inventor, but will instruct the enterprise to issue the equity directly to the inventor. Inventors must sign any documents required by the enterprise (e.g., stock restriction agreements) and must agree to comply with any restrictions placed on the stock by it. If the enterprise refuses to issue the stock directly to the inventor, or if the inventor does not sign the necessary documentation, West Virginia State University will instruct the enterprise to issue the equity directly to West Virginia State University. In such event, the inventor may still receive equity independent of West Virginia State University.

17.3.2.2 Approach Two: Inventors may elect to receive equity directly from the enterprise independent of West Virginia State University, in which case the inventor agrees not to receive any share of equity that West Virginia State University may receive in that transaction. Inventors selecting this approach may negotiate with the corporation to receive equity by means of, for example, a consulting agreement or founders stock.

17.4 Distribution of Equity Derived from Commercialization

17.4.1 If a creator receives extraordinary compensation from or has significant equity ownership interest in the business enterprise to which the intellectual property is licensed, then such creator shall not participate in any distribution of proceeds.

17.4.2 Standard consulting fees shall not be deemed to be extraordinary compensation under this section, but shall be disclosed to appropriate University officials in accordance with the University's Conflict of Interest Policy.



17.4.3 West Virginia State University will not receive and hold equity on behalf of an inventor until liquidation. Instead, an inventor may receive equity directly from a business enterprise. Thus, when the equity received by West Virginia State University in connection with the commercialization of intellectual property is liquidated, the proceeds shall be distributed solely within the University.

17.4.4 First, to the extent the in charge Vice President and the West Virginia State University Research and Development Corporation is not fully reimbursed for out-of-pocket expenses pertaining to the intellectual property from non-equity revenue, they will be reimbursed for any remaining out-of-pocket expenses incurred in administering, obtaining and maintaining patent or copyright protection for a specific item of intellectual property and in evaluating and marketing such intellectual property.

17.4.5 The remaining proceeds from equity liquidation will be distributed as follows:

	Net Revenue Derived from Equity
<i>Inventor/Creator's Department/Division</i>	10 %
<i>Inventor/Creator's College/School</i>	10 %
<i>WVSU Research & Development Corp.</i>	15 %
<i>WVSU Office of Patents &/or Technology Transfer</i>	25 %
<i>General University Patent & Research Fund</i>	35

17.4.5.1 10% to the College/School that provided the resources for development of the intellectual property, to fund research and scholarship. The President of the University will determine appropriate distribution amounts if multiple schools, colleges, or programs are involved.

17.4.5.2 10% to the Department/Division that provided the resources for development of the intellectual property, to fund research and scholarship. The President of the University will determine appropriate distribution amounts if multiple schools, colleges, or programs are involved.

17.4.5.3 15% to the WVSU Research and Development Corporation to support the fiscal administration of patents and operations.



17.4.5.4 25% to the Office of the in charge Vice President to support patents and operations.

17.4.5.5 35% to West Virginia State University to fund research and scholarship.

SECTION 18. CONFLICTS OF INTEREST

18.1 Any conflicts of interest arising from commercial development of the invention (e.g. an inventor having equity ownership in a company in which the intellectual property is assigned) will be applicable to the West Virginia State University Conflict of Interest Policy.

SECTION 19. USE OF NAME AND LOGO

19.1 Use of West Virginia State University's name and logo in any commercial setting requires prior approval from the in charge Vice President.

SECTION 20. INTERPRETATION OF POLICY EXCEPTIONS

20.1 The in charge Vice President (and/or his designee) shall administer this policy in regular consultation with the Council for Intellectual Property Management.

20.2 The President shall have authority to interpret this policy and, upon recommendation of the Council for Intellectual Property Management, may grant exceptions to the policy in appropriate cases.

SECTION 21. CHANGES IN POLICY

21.1 This policy will be reviewed and amended, as appropriate, by the Council for Intellectual Property Management at least every two years. This policy may be changed by the President, on the recommendation of the Council for Intellectual Property Management through the in charge Vice President. Such changes shall not affect rights accrued prior to the date of such action.

