

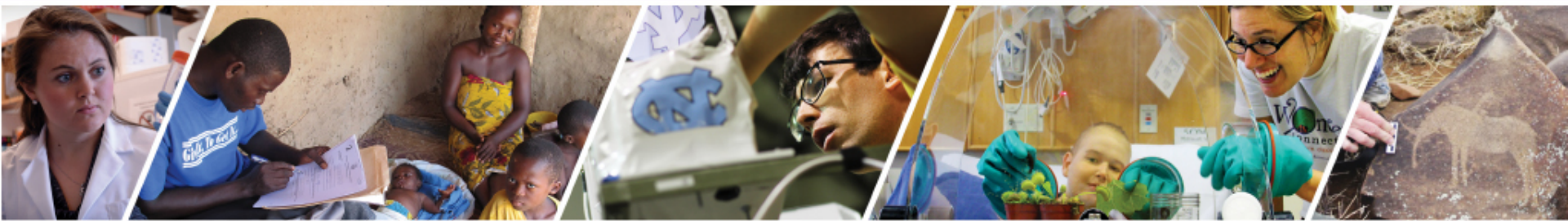
# How to Work with Industry

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*Office of Sponsored Research*



2019

UNC SYMPOSIUM

*for*

RESEARCH ADMINISTRATORS

Thursday, August 15, 2019

UNC Friday Conference Center

# Introduction

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- Non-clinical (no human subjects), sponsored research
  - Work that is parallel, or complimentary, to the lab's regular work, including federally funded work
  - A commercial application or extension of previously funded work
- NOT consulting
- NOT SBIR/STTR
- OSR/UDO roles in working with industry
- Departmental and PI roles in working with industry
  - Not a typical proposal process



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# Considerations

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## Budgeting

- Budget format
  - Detailed v. total
- F&A (indirect rate)
  - 55.5% v. 36%
- Billing mechanism
  - Fixed price v. cost reimbursable



# Considerations

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## Other Funding

- What types of other funding does the PI have?
  - Federal government
  - State and local government
  - Foreign governments
  - Industry (domestic/foreign)
  - Non-profit organizations (domestic/foreign)
  - Donors



# Considerations

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## Intellectual Property (IP)

- Does the PI have ROIs filed with the Office of Technology Commercialization (OTC)?
  - Background IP
- Is IP expected to be generated during the course of performance?



# Considerations

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## Additional Contract Provisions

- Publication
  - Cannot accept publication restrictions but review period is acceptable
- Confidentiality
  - CDAs – to protect UNC's know-how and ideas
- Scope of work
- Indemnification and warranties



# Considerations

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## Endorsements/Use of names

- Is UNC receiving and/or testing an industry product?
- Is the industry partner asking the PI to endorse a product?
- Is the industry partner asking to use our logos or names of PI?



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# Considerations

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## Communication

- Relationship management
  - UDO
    - Industry Relations/Corporate & Foundation Relations
  - Unit development offices
- Managing expectations



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# Considerations

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## Gifts

- Is it a sponsored research agreement disguised as a gift?
  - Industry partner wants to give a PI a gift, but wants a report on the research
  - Research gift
  - <https://research.unc.edu/2017/05/12/gift-vs-sponsored-project/>
- There can be both sponsored research funding and a gift
  - Ex: sponsored research agreement for a specific project and a gift for a professorship to be decided by the dean



# Considerations

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## Compliance Issues

- Conflict of Interest (COI)
  - Improper management of compliance may cause significant consequences to individuals, the University, and the industry partner
- Export control



# Key Takeaways

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- Choose the most appropriate F&A rate (usually 55.5%)
- A gift can be a part of the sponsored research discussion
- Work with Joon (UDO) and Liz (OSR) to structure the engagement properly



# Questions?

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