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Argonne National Laboratory  
Intellectual Property Commercialization Plan Worksheet

# A. Purpose

The Laboratory requires a commercialization plan from all its prospective licensees before licensing its intellectual property. The plan better enables the Laboratory and the prospective licensee to determine and characterize the business fit between their interests. The commercialization plan also provides information for the Laboratory to use in assessing the prospective licensee’s intent and plan to achieve commercial use of the Laboratory Intellectual Property. Finally, the plan provides the Laboratory input on its calculation of value of the intellectual property to both Parties. If a commercialization plan has already been developed, and contains the information requested below, then that plan may be submitted. If no commercialization plan has been developed, then the following worksheet will be of value in defining the commercialization plan. All information provided is considered business proprietary and not available to the public.

This Commercialization Plan Worksheet is intended to aid in the development and understanding of the Commercialization Plan. This worksheet has three sections: 1) General Company Information, 2) Product Licensing and Sales Information, and 3) Equity Licensing Information. The intent of the questionnaire below is to have the business partner provide as much information as possible Not all questions may be applicable.

# B. General Company Information:

* 1. Principal Contact (provide multiple names if appropriate)

1.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Telephone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Fax: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

E-mail: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2. Principal Contact

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Telephone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Fax: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

E-mail: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* 1. Company Name and address:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* 1. State of Incorporation If foreign (provide country)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* 1. Headquarters (if different from address provided above)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* 1. Number of full-time employees Number of part-time employees

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* 1. Age of company

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* 1. Approximate volume of company sales (in dollars)

$\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# C. Product Licensing and Sales Information

a. What **License Rights** are desired?

What is the Argonne intellectual property of interest?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Please check the ones desired: Exclusive? \_\_\_ or Nonexclusive? \_\_\_

If exclusive, please specify a Defined Field(s) of Use: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Geographic Territories? \_\_\_ If checked, please specify \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Specific Term (duration)? Please specify \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Is the technology export controlled, classified, or related to homeland security?**

Yes \_\_\_\_\_ No \_\_\_\_\_\_ (If “Yes”, please elaborate below)

1. Is additional R&D necessary to further develop or complete the product?

Yes \_\_\_\_\_\_ No \_\_\_\_\_\_\_ (If “No”, skip to C.e)

What type of technical assistance, if any, does the prospective licensee wish from the Laboratory in commercializing the licensed Intellectual Property? (Attach a separate sheet if necessary.)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What is the estimated cost of this development, to Argonne? \_\_\_\_\_\_\_\_\_\_\_\_\_

What is the estimated cost of this development, to the company? \_\_\_\_\_\_\_\_\_\_\_\_\_

Estimated time frame for completion? \_\_\_\_\_\_\_\_\_\_\_\_\_

NOTE: A separate sponsored research agreement will be executed for this assistance.

c. If appropriate, elaborate on the **Testing Program** that will be conducted. Please include identification of which tests will be conducted, how many, over what period of time and an estimate of the cost of the program.

d. If appropriate, elaborate on what **Product Development** activities will be accomplished to produce and roll out New Products which incorporate the Laboratory’s Intellectual Property?

1. If appropriate, please list the applications or uses of the New Products, the competing products for the application or use and the advantages of the New Products.

|  |  |  |
| --- | --- | --- |
| **New Product Application / Use** | **Competing**  **Product / Material** | **New Product**  **Advantages or Value** |
| 1. |  |  |
| 2. |  |  |
| 3. |  |  |

1. What **Markets** will the products incorporating the Intellectual Property be sold into? What is the size and growth of each?

|  |  |  |
| --- | --- | --- |
| **Market** | **Size (units/$)** | **Growth (%/yr)** |
| 1. |  |  |
| 2. |  |  |
| 3. |  |  |

1. What are the expected or estimated annual **Sales** of the new products for the first five years of the license?

|  |  |  |
| --- | --- | --- |
| **Year** | **Number of Units** | **Sales in $** |
| Year 1 |  |  |
| Year 2 |  |  |
| Year 3 |  |  |
| Year 4 |  |  |
| Year 5 |  |  |

1. Where will the prospective licensee **make or practice** this product, process, service, etc? For example, the prospective licensee plans to manufacture the licensed ceramic material in our plants in Ohio and Texas.

In the U.S.? Yes \_\_\_\_ No \_\_\_\_\_\_

If in the U.S., where? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

If outside the U.S., where? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

If outside the U.S., what percentage of components will be U.S.? \_\_\_\_\_\_\_\_\_

Other comments:

1. Please complete add any additional information that would support the business case for this license.
2. Have you thought about licensing terms and conditions? Yes \_\_\_\_\_ No \_\_\_\_\_\_\_

If Yes, please fill out your initial offer

Up-front fee \_\_\_\_\_\_\_\_\_\_\_ Running royalty rate \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Diligences on sales: Year 1 \_\_\_\_\_\_\_\_\_\_\_

Year 2 \_\_\_\_\_\_\_\_\_\_\_

Year 3 \_\_\_\_\_\_\_\_\_\_\_

Year 4 \_\_\_\_\_\_\_\_\_\_\_

Year 5 \_\_\_\_\_\_\_\_\_\_\_

Other licensing considerations: (Milestones, time-to-first sale, split up-front fees, service royalty rates, product listed in catalogue, etc.)

# D. Equity Licensing Information

The following information and section is to be completed if equity is to be provided as part of the licensing agreement.

* 1. What is the company incorporated as: (Limited partnership, 503 C, S Corp., etc.)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* 1. What products (name only the top 3) are currently being sold and their estimated cash flow over the last three years.

| **Product** | **Sales Volume ($)/year** |
| --- | --- |
| 1. | Yr. 1  Yr. 2  Yr. 3 |
| 2. | Yr. 1  Yr. 2  Yr. 3 |
| 3. | Yr. 1  Yr. 2  Yr. 3 |

* 1. What is the estimated value of the company? If a third-party evaluation is available please attach documentation.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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* 1. Amount of cash on hand? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
  2. Current debt load? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
  3. How many shares have been created, and who are the top two owners

Total number of shares: Preferred \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Common \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Owner 1 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Owner 2 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* 1. What is the current value of a share of stock? What is the equity position, in dollars and shares, provided in exchange for the license (or upfront fee)?

Preferred \_\_\_\_\_\_\_\_\_\_\_\_\_\_ Common \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* 1. Would you provide an ANL member a seat of the Board of Directors?

Yes \_\_\_\_\_\_ No \_\_\_\_\_\_

Voting \_\_\_\_\_\_\_ Non-voting \_\_\_\_\_\_\_

* 1. What is the exit strategy for the company, if any? (IPO, Maintain as private, etc.)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* 1. Is there an estimated time frame for acquisition, IPO, etc. (in years)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* 1. If an acquisition is the exit strategy, who are likely candidates?

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\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Are discussions for acquisition currently underway?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* 1. Is the company currently or in the near future seeking additional capital?

Yes \_\_\_\_\_ No \_\_\_\_\_\_\_\_

If Yes, from who? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

If Yes, amount of capital \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_