



Commercialization Mandate Policy Framework

Annual Commercialization
Plan – Year 2 (April 1, 2023-
March 31, 2024)

IP Development and Commercialization Successes

The overall goal of the CMPF is to help postsecondary institutions become more intentional in the generation, management, protection and commercialization of IP for the benefit of Ontario's economy and long-term competitiveness.

For the purposes of this document, "IP development and commercialization success" is broadly defined as actions, activities and/or partnerships that can help further this goal, by:

- Improving IP capacity at postsecondary institutions through programming, training and information related to IP; and,
- Increasing commercialization opportunities for IP developed at or supported by the postsecondary institutions.

As identified in the Year 1 ACPs and summarized in IPON's report, it is clear that while each institution has a unique starting point and capacity to undertake research, innovation, and commercialization activities, Ontario's colleges and universities are making concerted efforts in their commitment to the objectives of the CMPF, regardless of whether this was previously an institutional focus. It is also evident that the sector is undertaking important work to maximize the value of the IP generated through Ontario-based research.

As noted earlier in this document, your institution is required to publish this section, supplementing the Year 1 ACP information your institution has already posted. The objective is to deepen understanding of the work underway, showcase success and inform best practices. The ministry understands that each institution will complete this section based on their own individual context, area of focus, strength, and progress and that "success" will be differently interpreted and defined on this basis.

Q. Describe your institution's greatest IP development and/or commercialization success over the Year 2 reporting period, whether it is through programmatic/policy development or a specific case study.

<Please provide clear linkages to CMPF objectives (i.e., improving IP capacity, increasing IP development and/or commercialization opportunities at/supported by postsecondary institutions). Please quantify your description, where possible. Max 500 words>

Over the 2023-2024 fiscal year, Lambton College has experienced remarkable success in implementing an IP protection, management, and commercialization strategy, significantly enhancing our innovation ecosystem. As one of the successful candidates for participating in IPON's PSE Pilot program, Lambton was able to offer our Ontario SME partners fundamental IP resources and a wide range of free support services, as well as provide internal staff, faculty, and researchers essential IP training with regards to client-driven applied research. Central to this achievement was the hiring of our IP Development Manager, whose experience and proficiency has been instrumental in advancing our IP initiatives. Over the course of the year, we provided comprehensive support to 50 different clients, helping them

navigate the complexities of IP protection, management, and commercialization. Additionally, we allocated more than \$30,000 in IP support funding for third-party engagements, which has fostered the development and market readiness of numerous innovative projects. This strategic focus has not only bolstered our reputation as a leading institution for innovation but also empowered our community of creators to translate their ideas into impactful solutions.

The following example demonstrates our adaptable IP services in action, supporting a local SME partner in their pursuit of IP protection and commercialization of innovative technology.

Case Study – Unconventional Use of Design Patent: A small tech company in Kitchener focuses on industrial lighting systems for the agriculture and horticulture industries. While collaborating with Lambton College on several projects, they sought our support for IP protection of a new fixture design with superior features. We assessed their development history, IP competency, and the technical strengths of their invention. Our investigation revealed a potentially high-value invention beyond their perception of what would ultimately be a low-value patent with very specific claims. Without our intervention, this would have been overlooked. However, a thorough prior art search by a patent agent showed that a crucial public disclosure event rendered the key patent filing unlikely to succeed. We then opted for utilizing a design patent as a proxy for utility through the integration of the key feature in design disclosure. Although an unorthodox approach to gain IP rights to a functional technology, this works if it is aligned with the commercialization strategy. Using IPON IP Services funding, we contracted a patent agent to handle the design patent process, doing so in alignment with the notion that this IP and specific design should fit with the broader IP protection and IP commercialization strategy. The CEO of our client company recognized their limitations in IP protection, management, and strategy. To support their market entry, we connected the company with a RIC for guidance on a marketing strategy to suit the needs of the design patent, ensuring a competitive advantage.