

F i n d t h e I n v e n t o r I n Y o u



Goddard **Invents**

C A M P A I G N

Sponsored by the Innovative Technology Partnerships Office (ITPO) – Code 504

Goal: Reach 300 inventions submitted for FY13 (currently at 125)

Campaign At A Glance

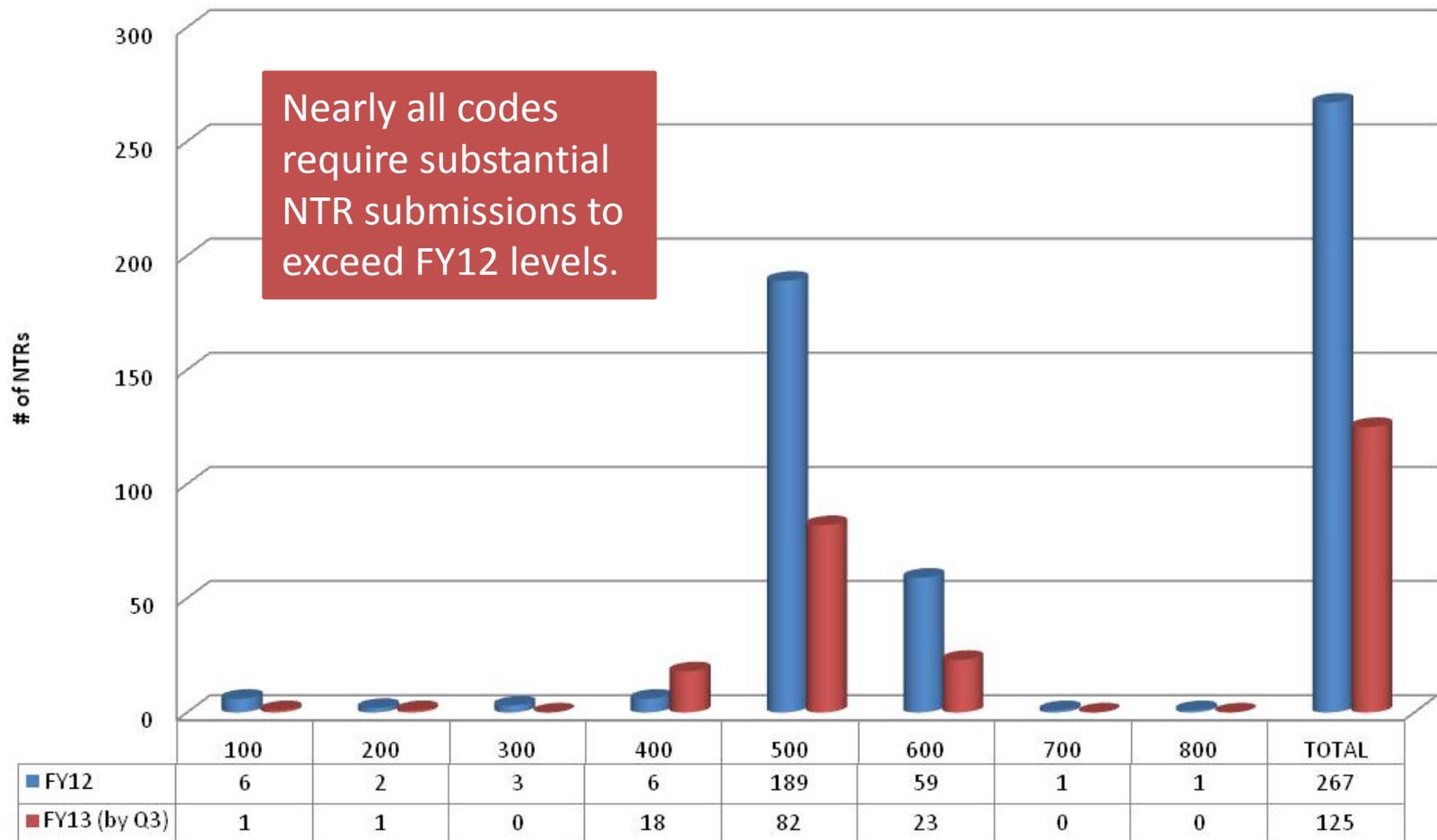


Who	Everyone serving Goddard (e.g., civil servants, contractors, and collaborators)
What	Submit a New Technology Report (NTR) using NASA Form 1679 for <u>each</u> of your inventions (any new device, process, system, material, software, tool, etc.)
When	Now through September 30
Where	Inventions are found everywhere, including IRAD projects (funded or unfunded), missions (past or current), and everyday work (from new discoveries to incremental improvements)
Why	<ul style="list-style-type: none">✓ It's the law and NASA policy to report all inventive ideas funded by the federal government✓ Inventor team shares in ~25% of any licensing income and can earn additional awards✓ Goddard ranked #2 behind JPL last year in # of inventions disclosed (we currently rank #4)✓ Potentially catalyze a partnership that will increase the TRL of your technology✓ Help society, the US, NASA, and your resume
How	<ol style="list-style-type: none">1. Complete NASA Form 1679: http://itpo.gsfc.nasa.gov/downloads/nf1679.docx2. E-mail completed form to techtransfer@gsfc.nasa.gov <p><i>Need help? Contact the ITPO at 301-286-5810 or techtransfer@gsfc.nasa.gov</i></p> <p><i>(Staff will answer any questions and even assist in completing the 1679 form)</i></p>

NTR Submissions by Goddard Codes



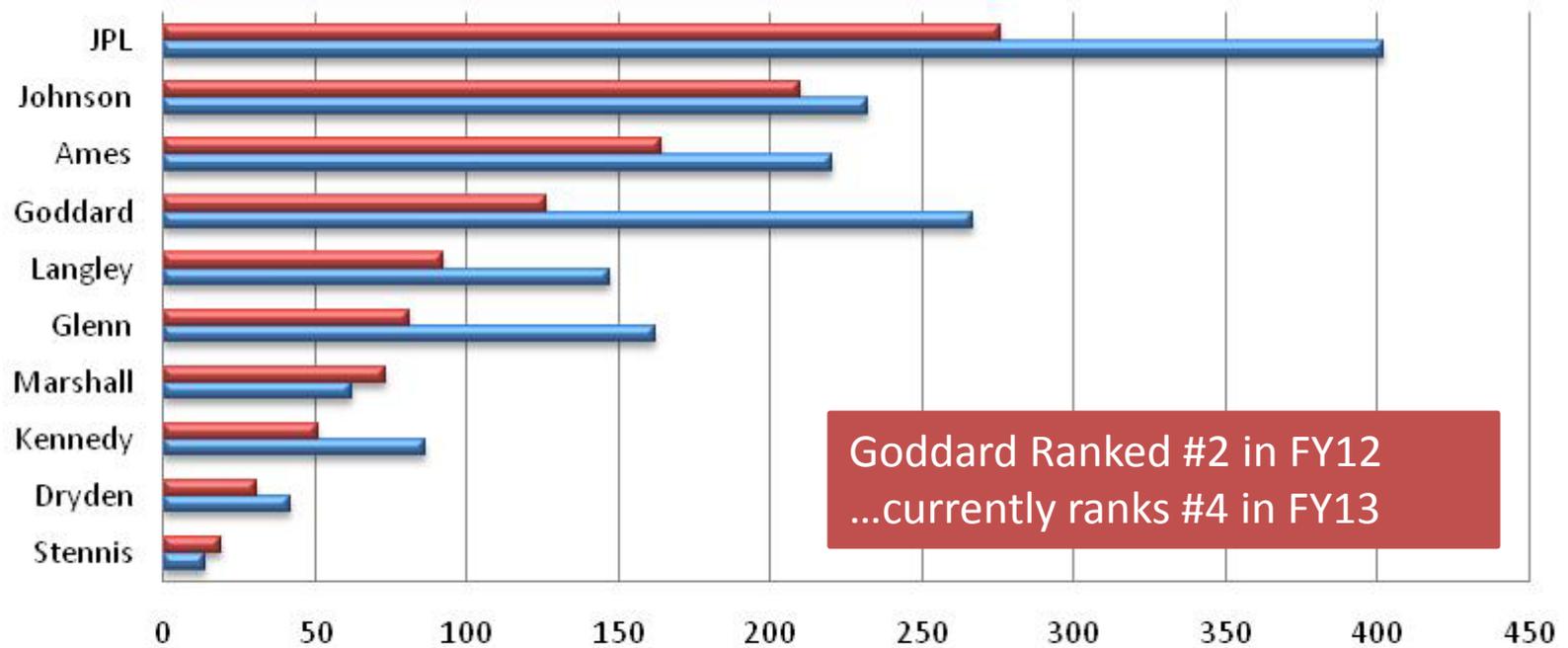
Goddard NTRs: Comparing FY12 & FY13



NTR Submissions by NASA Center



NASA NTRs: Comparing Centers Across FY12 & FY13



Goddard Ranked #2 in FY12
...currently ranks #4 in FY13

	Stennis	Dryden	Kennedy	Marshall	Glenn	Langley	Goddard	Ames	Johnson	JPL
■ FY13 (by Q3)	19	31	51	73	81	92	126	164	210	276
■ FY12	14	42	86	62	162	147	267	220	232	402

Success Story – Code 500



Navigator GPS: A Tech Transfer Success Story

Original Research: NASA Goddard's Navigator team developed a new receiver that allows spacecraft to quickly acquire GPS navigational signals in weak signal areas.

NTR Submission: Inventors submitted NASA Form 1679 to the ITPO.

Fit With Commercial Problem: Aided by the ITPO, NASA began working with BroadReach Engineering who expressed interest in using the technology to meet NASA and non-NASA applications.

Commercial Success & TRL Advancement: NASA licensed the technology to BroadReach in 2010 who designed a compact, high-performance product for the AFRL-ANGELS mission (with other products to follow).



Navigator GPS Team (Code 596) – Bill Bamford, Steve Sirotzky, Greg Heckler, Luke Winternitz, and Rich Butler.



A Navigator GPS Development Board

Success Story – Code 600



HSEG: A Tech Transfer Success Story

Original Research: Dr. Tilton developed Hierarchical Segmentation (HSEG) for Earth Science image enhancement & analysis (without any thoughts of medical applications).

NTR Submission: Inventor submitted NASA Form 1679 to the ITPO.

Fit With Commercial Problem: Working with Dr. Tilton, the ITPO's marketing efforts enabled Bartron Medical Imaging to learn about HSEG and consider its use for medical imaging analysis.

Commercial Success & TRL Advancement: Following the execution of a Cooperative Research and Development Agreement (CRADA), HSEG was licensed to Barton Medical Imaging and commercialized as MED-SEG™ for enhancing medical images. The medical imaging market in the US is projected to exceed \$9 billion in 2015.



HSEG Inventor – James Tilton, Code 606

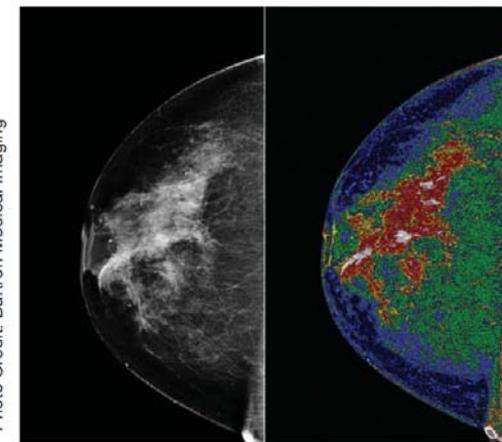


Photo Credit: Bartron Medical Imaging

Without MED-SEG™

With MED-SEG™

Don't Miss A Success Opportunity



Goddard's ITPO has seen scenarios like the following:

- **SCENARIO**

- Goddard researcher publishes a paper on R&D work but never submits an NTR
- Several years after the publication, a company approaches NASA seeking a potentially lucrative license deal to use the invention

- **PROBLEM**

- With no NTR submitted, the invention was never evaluated for commercial potential and potential patenting
- Since more than a year had passed, the technology was no longer patentable – eliminating the potential for the license deal

- **PREVENTION**

- *When you invent, submit an NTR.*
- *Not all NTRs can be patented, but NASA cannot patent if an NTR is not submitted.*

Don't Pay for R&D Twice



Goddard's legal counsel increasingly deals with scenarios like the following:

- **SCENARIO**

- Contractor conducts R&D for NASA, inventions are created, yet the contractor does NOT submit NTRs as required.
- Contractor returns to NASA and provides similar work under a different contract.

- **PROBLEM**

- NASA potentially pays for the same R&D again (twice, three times, or more)!

- **PREVENTION**

- CORs should remind contractors about their responsibility to report NTRs
- CORs should more carefully review New Technology Summary Reports (NTSRs) to ensure appropriate NTR reporting. *In the NTSR, the contractor states if inventions were created, and the COR must approve the NTSR before the contractor gets paid.*

Thanks, and Spread the Word!

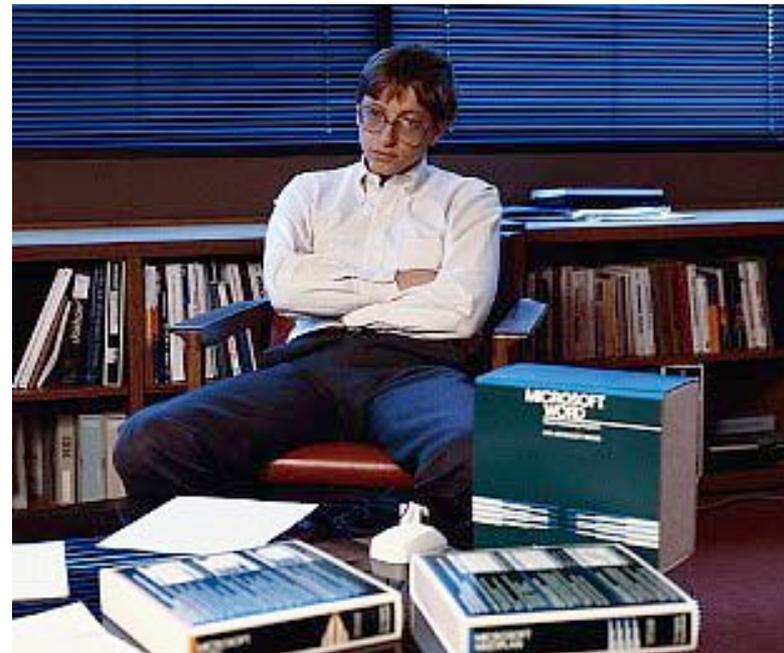


“Creativity is contagious. Pass it on.”

— *Albert Einstein*

Thank you for...

- ✓ **Submitting an NTR for each of your creative ideas**
- ✓ **Spreading the word for your colleagues to do the same**



You never know when an idea will take off!