

**MUNI  
TTO**

**Technology  
Transfer  
Office**

**Services for Private and  
Public Sector**

# Services for Private and Public Sector

*The Centre for Technology Transfer (TTO) is an expert office of Masaryk University dealing with the protection and utilisation of intellectual property being created at the university. It focuses on connecting scientists with the private and public sectors and facilitating their cooperation; it offers legal consulting and spin-off support. TTO owns the Tested in Antarctica trademark and is the only office in the world that tests the durability of commercial products in extreme polar conditions.*

TTO offers expert consultations and other professional support and services in the field of technology and knowledge transfer. This brochure provides an overview of our services.

By building relationships and establishing collaborations between the commercial and scientific communities, it is possible to bring to market new technologies and knowledge that have the potential to succeed and be useful to both professionals and the general public.

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**200+**

companies and external  
entities cooperating  
through TTO

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**180+**

patented technologies,  
registered utility models,  
and registered trademarks

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**1 700+**

collaborations  
on both Czech  
and foreign contracts

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**20**

Masaryk University  
spin-off  
companies

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**1,3**

mil. EUR

unique investment into the MU  
spin-off CasInvent Pharma

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**40**

mil. CZK in 2021

of funding obtained by MU  
from contracted research

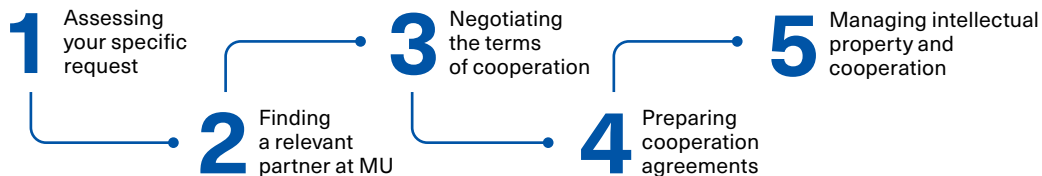
# Basic Models of Cooperation with TTO

*Are you in business? Do you invest? Are you active in the field of science, research, and innovation? Are you interested in the latest scientific methods and inventions? Are you looking for specific know-how? Do you want to take your activities to the next level? Would you like to build your brand among MU students? Cooperate with Masaryk University!*

## Finding opportunities for collaboration between scientists and commercial partners



## Finding a scientist “tailored” to your needs



# Make Use of Our Expertise in the Field of Technology Transfer

## Technology and Knowledge Transfer

- Want to keep up to date with what is happening in research and development?
- Are you interested in new technologies being developed at MU?
- Are you looking for a partner in a joint scientific project?
- Do you need to take measurements on instruments that are unavailable to you?
- Are you looking for MU scientists who excel in your field?

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### In the field of technology transfer, we can provide you with:

- ✓ **Licensing of technologies and knowledge**
  - ✓ **Finding partners for contractual and collaborative research**
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## Consulting

- Are you interested in intellectual property protection through a patent application, registered trademark or anything else related to this issue?
- Do you need help with issues related to commercialisation of intellectual property such as licensing, copyright law, including software databases, public support or Open Science?
- Do you need help with IP management in grant titles?
- Do you need to set up processes related to intellectual property protection in your start-up?

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### We provide consulting and advice in the following areas:

- ✓ **Intellectual property and its protection (patents, utility models, registered trademarks)**
  - ✓ **Licensing and other forms of commercialisation of intellectual property**
  - ✓ **Business Development**
  - ✓ **Legal issues related to the above-stated topics**
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## Courses, Workshops and Conference Speakers

- Would you like to organise a training course or workshop for your employees in the field of intellectual property or commercialisation? Are you looking for lecturers or speakers?
  - Would you like to participate in expert meetings organised by TTO and receive invitations to our events?
  - Are you interested in technology transfer internships?
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### **We provide courses, workshops and conference speakers in these areas:**

- ✓ **Technology and Knowledge Transfer**
  - ✓ **Commercialisation of Intellectual Property**
  - ✓ **Business Development**
  - ✓ **Legal issues related to the above-stated topics**
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*Some services may be subject to charges.*



## Čeho si CTT nejvíce cení v posledních 2 letech

- Založení první spin-off platformy v České republice
- Získání ceny NF Neuron za mimořádné propojení vědy a byznysu
- Vznik právé spin-off společnosti CasInvent Pharma (MU vlastní 35% podíl)
- Uzavření licenční smlouvy se spol. BioVendor
- Zavedení ocenění MUNI Innovation Award

MASARYKOVA  
UNIVERSITA

# Build Your Corporate Brand Among Masaryk University Students

*Build your brand among Masaryk University students through TTO. Would you like to support a competition for enterprising students that takes place regularly at the university? Would you like to help students embark on their business careers? Cooperate with us and get the opportunity to reach all ten faculties. Choose one of the three cooperation bundles that suits you best:*

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## **Cooperation on the Start Your Business Competition CZK 80,000 (without VAT) per year of competition**

- ✓ Logo on the competition's website
  - ✓ One vote on the committee
  - ✓ Participation in all rounds of the competition
  - ✓ Participation in the official announcement of the winners
  - ✓ The honorary "Competition Partner" title
  - ✓ Your logo on the competition poster
  - ✓ Your logo online (shared on social networks)
  - ✓ Possibility of giving the competitors your promotional materials
  - ✓ The information about your partnership in the thank you note to all competitors (direct e-mail)
  - ✓ Possibility of approaching students and arranging further cooperation
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## **Collaboration with the university-wide Entrepreneurship Agenda** **CZK 80,000 (without VAT) per year**

- ✓ Your logo on the homepage of the podnikavost.muni.cz website
- ✓ The title of “Entrepreneurship Partner” for a year
- ✓ Short introduction on the entrepreneurship website (350 characters incl. spaces)
- ✓ Your logo in the entrepreneurship presentations (for students, companies and the public)
- ✓ Invitation to an event related to the entrepreneurship agenda
- ✓ Possibility to give out promotional materials at the event related to the agenda
- ✓ The information about your partnership will be included in an e-mail related to the agenda
- ✓ Possibility of offering a mentorship programme on the Entrepreneurship website
- ✓ Sharing relevant events of the partners in the event calendar

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## **VIP cooperation (Start Your Business and the Entrepreneurship agenda)** **Special price of CZK 140,000 per 1 year of the competition** **and one year of collaboration with the Entrepreneurship agenda**

- ✓ The sum of the first two packages



Would you like to suggest any other form of cooperation? Have you thought of a topic that could be addressed by the students in the Start Your Business Competition? Would you like to support Masaryk University students? Do not hesitate to contact us by e-mail: [podnikavost@ctt.muni.cz](mailto:podnikavost@ctt.muni.cz)

# Have Your Product or Technology Tested and Get a Chance to Obtain the Tested in Antarctica Trademark

*Take the unique opportunity and have your products tested in Antarctica. Find out how resistant your product is to strong, gusty wind, rapid changes in temperature or intense UV radiation. These are but a few of the extremes materials have to withstand in Antarctica.*

Our polar explorers will test your product, and after the expedition, you will receive a report with an evaluation of all expedition members that used the product/service.



The price of testing depends on its scope, the number of testers, shipping costs and any additional work related to the testing.



If the product meets the testing requirements and is well evaluated by the scientists, you can obtain the Tested in Antarctica trademark upon your application. This trademark is a testament to the product's high quality, which can help you to communicate its competitive advantages and boost your sales.



The price of the license depends on its territorial scope. The licence can be obtained for the territory of the Czech Republic, other EU countries, Russia, Ukraine and the USA. Only products that successfully pass the testing can get the trademark.



## Testimonials

*Our company collaborated with Masaryk University on a joint project where, together with the scientists from CEITEC, we were looking for a commercial application of a system for the transduction of electrochemical signals to visual perception. We expected a professional approach and a high level of scientific cooperation, and we got both. The Technology Transfer Office MU helped us set up the cooperation. We appreciate the collaboration with Masaryk University and CEITEC, and we will be happy to develop it further.*

**MVDr. Michal Kostka** – BioVendor, cooperation with TTO and CEITEC

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*We were motivated to obtain the Tested in Antarctica trademark to verify the quality of our products and gain a competitive advantage in the eyes of the customer. The testing was really thorough, as can be expected from a scientific and academic institution. The trademark looks really good on our labels; it is prestigious, and we know it has a great effect on our customers. The testing was really worth it!*

**Ing. David Hrazdil** – IMPRE CZ s.r.o.

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*TTO pleasantly surprised us with their proactive and friendly approach when providing the ordered services related to dual licensing in the field of 3D printing. With professional thoroughness, openness and helpfulness, they guided us through the analytical part of the job. They directed us towards possible ways to address our practical licensing arrangements in this complicated area. They drew up the final report with an emphasis on its practical applicability and ease of understanding.*

**Mgr. Lucie Bartošová, Ph.D.** – University Hospital in Hradec Králové,  
Center for Transfer of Biomedical Technologies

## Interested in cooperation? Contact Us

*We will arrange an appointment during which we will evaluate your situation and set up the cooperation according to your current needs.*



**Eva Janoušková, Ph.D., LL.M.**

Director of TTO

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Centrum  
pro transfer  
technologií MUNI



CTT – Technology  
Transfer Office  
of Masaryk University