

# IP PERSPECTIVES



John W. Holcomb

John W. Holcomb of Knobbe Martens Olson & Bear LLP recently interviewed Kent Hansen of Loma Linda University Adventist Health Sciences Center (LLUAHSC). Located in Loma Linda, California, LLUAHSC is a nonprofit religious corporation that directs, sponsors, supports, and harmonizes the activities of its core and affiliate organizations, including Loma Linda University and Loma Linda University Medical Center.



Kent Hansen  
General Counsel  
Loma Linda University AHS

## Technology Advances: Stewardship Through Licensing

### What is Loma Linda's general policy toward licensing?

We would like to license whatever comes out of our research and development efforts to the extent it's commercially viable. First, we look for a return on our investment. Second, we want to responsibly shape the contributions we make into the scientific community, industry, and society.

### How important is licensing to Loma Linda's ongoing R&D efforts?

Extremely important. We're an institution in transition from a small research program to a much larger one. To pay for that and to gain the discipline and respect we need from our sponsors in industry and government, we have to have a solid licensing infrastructure.

### What types of entities are seeking to license technology from Loma Linda?

A diversity of companies. Currently, with Myriad Pharmaceuticals, it is anti-inflammatories and cancer drugs. In Johnson & Johnson's case, it is an invention that deals with the ability to stop bleeding at the site of wound or surgical incision. With Tulsa Dental we have licensed a particularly effective kind of dental cement.

### What surprises has Loma Linda experienced in pursuing its licensing strategy?

At a large university medical center, you just don't know what might come up. You really need a process of disclosure, examination, and rapid evaluation for

licensing potential. We needed a process to capture it right from the start. As we developed our research program, the surprises were in the breadth and scope of the kinds of things we needed to be concerned about.

### How do you employ the concept of stewardship?

In one example, a Congressional appropriation involved us in a pilot program to develop and build a laser that can pour cement, which is very valuable for seismic retrofit projects. In California, hospitals must retrofit their facilities by 2030. We offered, as part of our licensing arrangement, to make the machine available royalty-free to all non-profit hospitals in the State of California. The same issue is true of our proton beam accelerator. The government expected that technology to be multiplied and used responsibly. The best strategy for stewardship is to have appropriate licenses available for a fee to commercial parties, and royalty-free for non-profit research institutions.

### Do you have advice for companies who are interested in partnering with facilities such as Loma Linda?

Have a good understanding of what the institution is currently doing. Offer suggestions on commercial applications of the technology and partner appropriately to get it to the next step. That requires a long-term mindset, not a "grab and run" approach. A company can help shape an institution's program, and the institution can help shape the products.

### Does a solid licensing strategy help with future government funding?

Yes, by demonstrating a responsible approach to distributing technology, Loma Linda has received a great deal of government appropriations, and we continue to receive funding because we've been responsible and can show a useful end product that is beneficial to society at large.

### What will we see in the near future?

We're working very closely with Laidlaw, which is owned by Mercedes, Chrysler-Daimler, on an ambulance. It's an ambulance of the future, developed with Department of Defense funding in which computer-related technologies directed by physicians at a bay station can actually start the process of treatment before the ambulance returns from the field.

### What trends do you see in licensing and technology transfer in the medical industry?

One important case is the City of Hope against Genentech. It has the potential of reshaping what the relationship is between for-profit entities and non-profits. It's very difficult to translate academic research to the commercial world. Institutions like Loma Linda need to develop, and are developing commercial-friendly transfer operations to move technology into the public domain and provide an appropriate interface with the for-profit community.

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