

cost to each member. It also reduces R&D duplication because companies share information on common problems.

2.3 LICENSING TO INDUSTRY

Licensing technologies developed at national laboratories and universities to industry has increased in frequency as a method of transferring publicly-developed R&D. In order to license a technology and preserve its commercial value, it must first be protected as a patented invention, copyrighted material, or technical data. All of the DOE laboratories conducting OBCS-supported research have their own technology transfer programs and have the capability to license once a patent or copyright waiver is obtained from DOE. The choice between exclusive and nonexclusive licensing must be made and appropriate licensee(s) found. Exclusive licensing is often necessary to interest private industry. Nonexclusive licensing is more appropriate when the potential market for a technology is large enough to accommodate many firms, or when there are many potential direct or spinoff applications of a technology.

2.4 INFLUENCING KEY DECISION-MAKERS

The goal of this strategy is to increase the application and adoption of R&D results by carefully identifying key industry decision-makers. Targeting information and incentives for key decision-makers has the potential advantage of a higher response rate relative to an untargeted approach.

This strategy involves: (1) identifying the key decision-makers who are inhibiting the use of a particular technology, (2) conducting market research to determine why there is resistance and how to reduce it, and (3) implementing a technology transfer program aimed at influencing these key decision-makers. In the buildings industry where there are so many