



June 18, 1979

Mr. Howard W. Bremer
 Patent Counsel
 Wisconsin Alumni Research Foundation
 Post Office Box 2037
 Madison, Wisconsin 53701

Dear Howard:

Five years ago your participation helped make our Technology Transfer Conference here in Cleveland a very meaningful and worthwhile experience for those who attended. (An additional 500 copies of the published Proceedings have since been distributed.) As you know, while quite a few problems were brought into focus and discussed, many are still with us. My reason for writing to you at this time is to solicit your opinion and advice about those problems involving the status of the university's relationship with industry.

It is my impression that a substantial gulf separates the industrial and university communities. Having worked in each for approximately the same number of years, I am keenly aware of the insularity and lack of understanding existing in both camps. While my experience tends to discourage any optimism that the gap can be easily closed, I am wondering if some useful efforts could be made to narrow it and thus improve the university/industry interface.

I am running up the flagpole an idea for a proposed national meeting labeled "Improving the University/Industry Interface". The major objective would be to explore specific means for facilitating communication and understanding and thus to catalyze a more effective working relationship between these two important communities. Such a meeting would be open to industrialists (e.g. Directors of Research, corporate attorneys and others), university administrators, as well as faculty members. Program participants could be drawn from both general categories. Specific topics and appropriate speakers would be selected and arranged by a planning and program committee. A report of the proceedings could be published as was done for our Cleveland meeting.

Is it a worthwhile idea? Would you favor and support it? I would appreciate having your frank opinion and your advice. If a sufficient number of people offer encouragement I would be willing to take the initiative to get the ball rolling. On the other hand, if there is little enthusiasm I'll let it rest. Please write to me at your convenience.

Very sincerely,

Allen C. Moore
 Director

ACM:vh

*See inclosure.

IMPROVING THE UNIVERSITY/INDUSTRY INTERFACE

Suggested Topics for Discussion:

- I. Toward a Better Understanding: Needs, Expectations and Obligations
 - A. The University Viewpoint
 1. Nature of Basic Research in Academia
 2. Goals and Purposes of Academic Research
 3. Obligations to Students and Faculty
 4. Obligations to the Federal Government and other Non-commercial Sponsors
 5. What Universities Need and Expect from Industry
 - B. The Industry Viewpoint
 1. Nature of Applied Industrial Research
 2. Goals and Purposes of Industrial Research
 3. Obligation to Stockholders and Public
 4. Need to Protect Investments
 5. What Industry Needs and Expects from the Universities
 6. Other
 - C. Open Discussion of the Two Differing Viewpoints
- II. Implementation of the Working Relationship
 - A. Specific Terms of Agreements and Contracts
 1. Publication
 2. Confidentiality
 3. Patent Rights
 4. Other
 - B. Open Discussion of the Contrasting Needs of the Two Communities Involved in these Specific Issues
- III. The Industrial Employee in the University
 - A. Visiting Staff Members
 - B. Fellowships Involving Company Employees (conflicting obligations)

IV. Case Studies of Several Successful Working Relationships:

- A.
- B.
- C.

V. Case Studies of Unsuccessful Plans and Why these Failed:

- A.
- B.
- C.

VI. Multi-Industry (cluster) Support - Advantages and Disadvantages

VII. Exploring New Areas of University/Industry Cooperation