



# Licensing Support

**RTI's Technology  
Commercialization Support**

**Get Connected**

Licensing is a contact sport. Who you know determines your success in **finding the right partner and structuring the best deals**. RTI's network of contacts spreads across multiple industries and market areas. If we don't already know the right people in your target organizations, we know how to find them.

RTI's team has **secured hundreds of licenses and partnership agreements** for government entities, research institutions, and academic and corporate clients. These agreements are **win-win deals that accurately reflect the market opportunity** for targeted applications. Specifically, RTI helps you identify potential licensees and initiate licensing discussions through our technology marketing, valuation, and negotiation support.

*From tactical to strategic, RTI  
offers a full range of services  
to meet your technology  
commercialization needs*

## Technology Marketing

Successful pursuit of a licensing partner, joint development partner, or other creative partnering arrangements depends on accurate communication of the opportunity. The challenge: how to effectively translate the science and innovation into a business or partnership proposition.

RTI has the marketing tools and experience to develop and implement innovative and effective strategies for communicating a partnership opportunity to candidate partners. RTI will put our lessons learned and expertise in partnership development and marketing to work for you.

## Valuation

Reliable valuation of a technology is vital to successful implementation of any commercialization strategy, and can be challenging. RTI's valuation service brings an unbiased look at a technology and its respective markets, helping you establish the appropriate value for the deal.

Successful valuation begins with a thorough understanding of the technology and its enabling features and distinguishing benefits. RTI quantifies the technological, economic, and strategic values of the opportunity and creates a valuation that not only is useful and realistic, but also provides a credible and defensible position to present in negotiations.

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RTI International is one of the world's leading research institutes, dedicated to improving the human condition by turning knowledge into practice. With projects in more than 40 countries and a staff of more than 2,600, RTI offers innovative research and technical solutions to governments and businesses worldwide in the areas of health and pharmaceuticals, education and training, surveys and statistics, advanced technology, democratic governance, economic and social development, energy, and the environment. For more information, visit [www.rti.org](http://www.rti.org).

RTI International is a trade name of Research Triangle Institute.

## Negotiation Support

When you're ready to negotiate, developing appropriate terms for the license agreement can be difficult, unless you're working with an organization like RTI. Our experts in deal structuring and negotiation assist clients with the process of compiling a term sheet for the subject technology, negotiating the license, reviewing the license applications, and advising you on modifications that will enhance the value you receive from the license agreement.

RTI provides unbiased insight to help you structure the best deal. Put us in your corner to help make the most of what you have to offer.



Contract Date:  
Signed:  
Witnessed by:

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