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### **Profile – James A. Severson**

Jim Severson is the owner and principal of Pinnacle Reach LLC. He is an expert in the identification, protection, and commercialization of early-stage discoveries. He has worked effectively at the interface between scientific discovery and business. He has extensive experience in academic technology transfer where he led programs in both public and private universities. He also has held boundary-spanning positions in companies dealing with the recognition, assessment, and commercialization of early-stage discoveries. He is an experienced and skilled professional who understands the needs and perspectives of both academic institutions and corporate partners.

Jim held positions in new technology assessment and pharmaceutical market development at Amersham Corporation.

Previously Jim was the Vice Provost for Intellectual Property and Technology Transfer at the University of Washington. Jim led a turn around of the technology commercialization operations at the UW and under his leadership all significant performance metrics showed marked improvement.

In addition, Jim was the President of the Cornell Research Foundation where he was responsible for technology transfer from both Cornell's Ithaca campus and the Weill Medical College of Cornell University in New York City, and he held technology transfer positions at the University of Minnesota.

He is currently a member of the board of directors of Golden Pine Ventures, a venture capital firm that invests in early-stage life sciences companies.

Jim is a Past President of the Association of University Technology Managers (AUTM), an international organization of academic technology transfer professionals. Jim also served as member of the Board of Directors of the Council on Governmental Relations (COGR), a Washington-based association of over 170 research universities and research institutes that focuses on the policies and issues of federally sponsored research programs at universities, and he chaired its Contracts and Intellectual Property Committee.

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# Developing an Innovation Program for King County

James A. Severson  
Pinnacle Reach LLC  
December 10, 2013

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Device, software program, or other protectable idea developed by a County employee.

Outreach and education.

Report invention.

Assessment: Ability to protect. Commercial viability.

Commercialization strategy.

Intellectual property protection.

Interaction with companies that might be partners.

Licensing negotiations.

Commercial Development

Development and sales of products based on County invention or software.

Fees and royalties returned to County.

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## Needs

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- A policy that describes the initiative, establishes obligations, and describes how new ideas will be evaluated and how revenues will be distributed.
  - Education and outreach to relevant department heads and staff
    - The initiative, what can be protected, how to report a new idea.
  - A procedure to report new ideas.
  - Procedures and personnel to:
    - evaluate new ideas.
    - market and license new ideas to corporate partners.
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