





The Harvard method in IP transfer¹ (IP transfer fast track)

Negotiation process in IP transfer in 12 weeks with the Harvard method

- Introduce Team
- SI*: Designate fixed contact persons, schedule 12-week meetings
- SO*: Propose transfer model
- SO: Present business case and IP data
- SO: Prepare patent analysis

Weeks 1-3 (IP-Score

- Analyze and document IP score facts
- Result: Amount of the virtual participation and conditions of the license agreement

Work

- Present influencing factors and evaluation of the IP and disclose results
- Identify conflict issues
- Reference by SO to the TermSheet of WE

Weeks 5-7

- Clarify conflicts through additional analyses
- Changes to the term sheet are discussed and consolidated (determine reference prices, base price valuation on IP score)

Week 8 Agreement term

- Clarify disputed issues through expert opinions or subsequent improvements
- SO: Prepare the draft term sheet
- SI: Check and sign the draft term sheet

Weeks 9-12 (contractual implementation

- SO: Perform legal implementation of the term sheet
- SI: Accompany legal implementation of the term sheet
- Signing of 2 contracts: virtual participation agreement and license agreement

*SI = Scientific Institution

*SO = Spin-Off

The Harvard method in IP transfer:

https://cms.system.sprind.org/uploads/Harvard_Methode_im_IP_Transfer_08012025_81e265ee99.pdf

¹ Sources:







The Harvard Method was developed for scientific institutions and spin-offs for successful and sustainable IP transfer.

- **Objective**: Win-win negotiations through objective and structured approaches.
- Challenges:
 - o Assessment of IP value and market potential.
 - o Spin-offs without negotiating experience with institutional partners.
 - o A lack of transparency and time pressure lead to inefficiency.
- **Solution**: Cooperation and focus on common interests instead of pure price negotiations.

Successful negotiation with the Harvard method

The Harvard method focuses on interests instead of interests. This means that negotiating partners do not stick to rigid demands, but instead disclose their actual needs and goals. This approach can create sustainable solutions that benefit both sides.

Important principles of the Harvard method for avoiding negotiation problems:

- Focus on interests rather than positions: Consider the needs of all parties in order to develop sustainable solutions.
- **Separation of people and problems:** Clear communication and objective argumentation ensure a constructive atmosphere.
- Transparency through objective criteria: Use of standardized evaluation models (e.g. IP scorecards) to create a comprehensible basis for decision-making.
- Developing creative options: Developing solutions that benefit both sides.

Challenges in negotiations:

- Loss aversion: Fear of losses is weighted more heavily than potential gains.
- **Zero-sum thinking:** The perception of the negotiation as a pure distribution battle prevents creative solutions.
- Fixation on one solution: A limited perspective prevents alternative solutions.
- Anchor effect: Setting a price early on makes objective negotiations more difficult.







By consciously applying the Harvard method, these challenges can be avoided and a constructive, fair negotiation made possible.

Conclusion

- The Harvard method enables objective, fair and efficient IP negotiations.
- Clear structures, transparent criteria and a focus on common interests create sustainable solutions.
- Scientific institutions and spin-offs benefit equally from a partnership-based approach to technology transfer.