



Corporate Affiliate
Partnership Program

**Plant & Seed Sciences
Partnership Program**



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PSSP CAPP Objectives

- Bring science to market faster by strengthening university-industry partnerships.
- Facilitate basic and application-driven research collaborations that respond to industry needs.
- Facilitate intellectual property & technology transfer.



Seed CentralSM & its Members

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PLANT & SEED SCIENCES PARTNERSHIP PROGRAM

Tier 1
Educational, Networking, & Corporate Relations
Education Programs, Network Events, Single Point Access to Corporate Relations
Gift Fee, currently 6%

Tier 2
Research Consortia
Co- or Non- Exclusive IPR Option
20% Indirect Costs
Administration Fee (minimum \$5,000 or 5%)

Tier 3
Sponsor Research
Exclusive IPR Options
UC Davis Indirect Costs
Administration Fee (minimum \$5,000 or 2%)

PSPP: BENEFITS

TIER 2: RESEARCH CONSORTIA

Consolidation of funding to support research in areas of interest to Seed Central and its members

- Seed Central and its members collectively decide project objectives and R&D Plan.
- Pre-publication access to research resulting from the consortia projects.

Pre-negotiated intellectual property rights benefits

- Technology jointly developed by UC Davis and Tier 2 industry members will be **jointly owned**.
- Pre-negotiated intellectual property rights.
- Shared rights to **co-exclusively license** technologies developed under the aegis of the PSPP consortium.
- In some cases **non-exclusive**, royalty-free license options.

Costs

- **Reduced indirect cost** rate, currently **20%**
- Administration fee \$5,000 or **5%** of total direct costs

PSPP: BENEFITS

TIER 3: SPONSORED RESEARCH

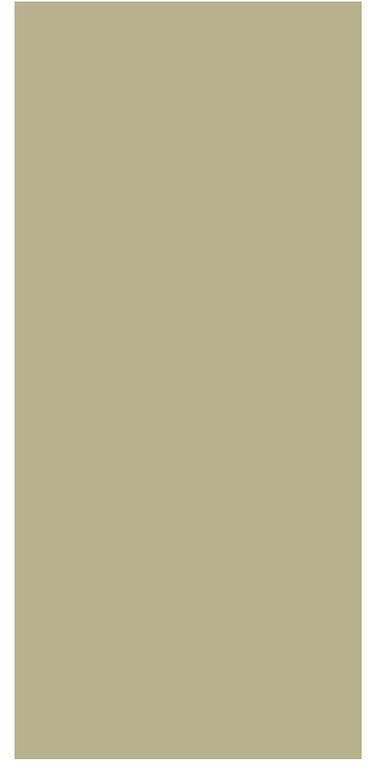
Project-specific research sponsorship agreements with individual sponsors.

Pre-negotiated intellectual property rights benefits

First option to negotiate an **exclusive or non-exclusive license** (at the sponsor's choice) to new intellectual property developed through the specific sponsored project.

Costs

- UC indirect cost rate, currently **54%**
- Administration fee \$5,000 or 2% of total direct costs



Spinach Sequencing Research Consortium

Established October 2012

Principal Investigator:

Allen Van Deynze avandeynze@ucdavis.edu

Research Consortia: Strategies for Improving Fruit Quality

- **Soluble Solids**
 - U Gene
 - Invertase Expression
- **Flavor**
- **Pigments and Antioxidants**
- **Postharvest Properties**
- **Fruit Disease Susceptibility**

Seed Central
Keynote
Presentation:

Linking plant
genomes to
food quality –
making a better
tomato

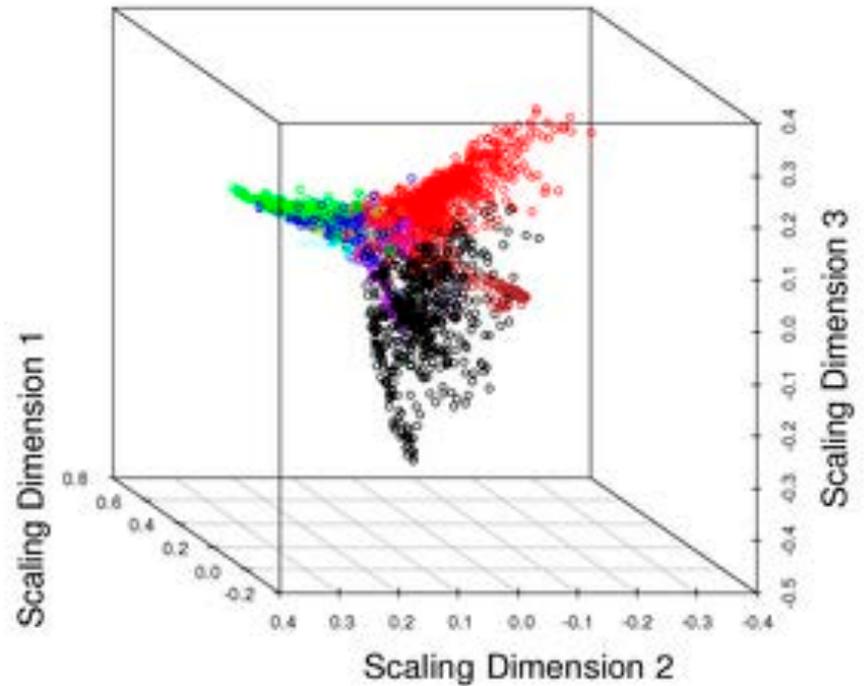
Alan B. Bennett



Bioinformatics for Breeders

Richard Michelmore & Dawei Lin
UC Davis Genome Center

Kent Bradford & Allen Van Deynze
Seed Biotechnology Center



Principal Investigator: David Tricoli

Tissue Culture



- Embryogenesis
- Induction Somatic Embryo
- Conversion of Somatic Embryo into Plants.
- Tradition Double Haploid Approaches

Tier 2 Research Consortia Ideas:



Collaborative Research Lab:

Focused pre-competitive research in cell biology (e.g., doubled haploids, tissue culture, transformation), bioinformatics and other topics of interest.

Molecular Markers for Breeding:

DNA sequencing and development of DNA markers associated with an array of traits (e.g. disease resistance, quality, nutrition) in diverse crops.

Biotechnology Services:

Opportunity to access transformation services and segregate conventional and transgenic research at different sites.

Foods for Health:

Interdisciplinary research focused on technologies to improve the nutritional content of foods and their ability to promote health.

*December Seed Central Event
Bruce German, Foods for Health Institute*

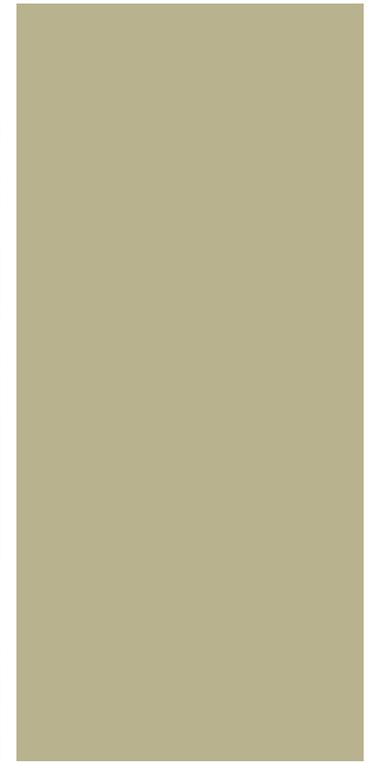
Customized Consortia:

Tailored research focusing on industry needs.

TILLING Resources for Tomato

Junda Jiang, Allen Van Deynze, Roger Chetelat, & Luca Comai





DEVELOPING A DOUBLE HAPLOID SYSTEM FOR PLANT BREEDING

Simon Chan, discovered how to breed plants with genes from only one parent, making it possible to "breed true" without generations of inbreeding.

Steve Yeater/photo, UC Davis News



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For additional information contact:

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