

Metrics	Metric Examples
Intellectual Property	patent applications, patents awarded, copyrights (including software), trademarks, tangible property (e.g., cell lines), trade secrets & know how, germplasm protection, invention disclosures, novel data products, novel processes & procedures, installation of creative works, commissioned works.
Sponsored Research	industry sponsored activities (contracting and material transfer agreements, research, services and testing), non-profit and foundation support, government commercialization programs (e.g., STTR and SBIR grants, NSF PFI, state and/or local funding opportunities)
Use & Licensing	licensed intellectual property and technologies (e.g., database access, cultivar and software releases, novel animal models for industrial use), royalty generated, usage of product/service/methods, discipline and/or unit-specific evidence of societal impact.
Entity Creation	startup/spinout organizations (including for-profit, non-profits and foundations to allow for broad recognition of societal impact) founded on specific university intellectual property including funds raised/follow-on funding (e.g., private and public commercialization funds beyond SBIR/STTR, private equity investment), revenue/funds generated, people impacted & people employed.
I&E Career Preparation	students & researchers trained/mentored as part of the work/curriculum, student-led innovations and startups under faculty mentorship, incorporation of I&E skills into classroom, curricular development/enhancements based on I&E work.
I&E Engagement	engaging with industry, government, non-profit, foundation, community and/or other entities/individuals that can be linked to the university mission, serving in leadership role for university I&E priorities (e.g., Industry-Sponsored Institute, Industry Affiliate Program, IUCRCs, programs that foster entrepreneurialism for students).