



VISAYAS
STATE UNIVERSITY

OFFICE OF THE
PRESIDENT



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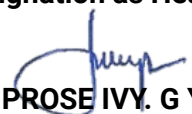
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MEMORANDUM NO. 1019

Series of 2024

TO: **Ms. Julie Bee M. Aguinaldo**

RE: **Designation as Head, Knowledge Product and Commercialization Office**

FROM: 
DR. PROSE IVY G. YEPES
University President

DATE: **December 27, 2024**

In the interest of government service and by virtue of the authority vested in me by the VSU Board of Regents, you are hereby designated as **Head, Knowledge Product and Commercialization Office**. As such, you will perform the following duties and responsibilities in addition to your regular functions:

1. Lead the development and refinement of knowledge-based products derived from VSU research, ensuring relevance and marketability.
2. Design and implement strategies for the commercialization of knowledge products, including branding, pricing, and marketing plans.
3. Establish partnerships with industry stakeholders, businesses, and other institutions to facilitate the adoption and sale of knowledge products.
4. Ensure that all knowledge products comply with intellectual property (IP) guidelines and are adequately protected before commercialization.
5. Identify revenue-generating opportunities from knowledge products and oversee the allocation of resources to maximize returns.
6. Conduct training and workshops for faculty and staff on developing, packaging, and marketing knowledge products.
7. Formulate and enforce policies related to the development, protection, and commercialization of knowledge products.
8. Monitor the performance and market impact of knowledge products to refine and improve offerings.
9. Maintain a database of all knowledge products, including their status, market performance, and associated intellectual property rights.
10. Perform other tasks assigned by the Vice President for Research, Extension, and Innovation or the University President.

OFFICE OF THE PRESIDENT

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V05 06-06-2024
No. 24-1019

As Head, you are entitled to the privileges granted and the responsibilities attached to the position subject to pertinent policies. This designation will take effect **January 2, 2025 until December 31, 2025** or unless sooner revoked.

Please be guided accordingly.