



## Asociatia Româna pentru Transfer Tehnologic si Inovare

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### De la idee, brevet si inovare prin transfer tehnologic si servicii la unitati puternice inovative cu activitate bazata pe valoare adaugata ridicata

#### Transfer, Innovation and Research Commercialization Process, Intellectual Property

We recognize the vital importance technology transfer and intellectual property professionals play in the research commercialization process. We search to go behind the scenes to bring you detailed, actionable information, best practice and advice with a very specific and single-minded goal: to help you find, develop, license, and bring to market your organization's (or your client's) valuable intellectual property.

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#### **Ohmedics spun out of Strathclyde U to commercialize wound monitor**

Researchers at the University of Strathclyde in Glasgow, Scotland, have created the spinout company Ohmedics, Ltd., to commercialize their wound management product. The wound monitor allows doctors and nurses to check whether a wound is moist -- the optimum condition for healing -- without removing the dressing. The technology uses a tiny, disposable sensor attached to the gauze of a dressing. A ... [continue reading >>>](#)

#### **Scientists oppose UK plan to fund research according to economic value**

Hundreds of scientists, including six Nobel prize winners, are campaigning against plans in the U.K. to rate and fund university research according to its potential economic impact. The researchers say that many groundbreaking discoveries achieved in the past would not have survived the new test set in the plan, known as the Research Excellence Framework (REF), which was recommended by the Higher ... [continue reading >>>](#)

#### **Delft researchers improve bioethanol production from agricultural waste**

With the introduction of a single bacterial gene into yeast, researchers from Delft University of Technology in the Netherlands achieved three improvements in bioethanol production from agricultural waste material: more ethanol, less acetate, and elimination of the byproduct glycerol. Bioethanol is produced by the yeast *Saccharomyces cerevisiae* from sugars obtained from plant biomass. The same ... [continue reading >>>](#)

#### **Hebrew U develops T-ray lasers for imaging, inks collaboration with Roche**

Researchers at the Hebrew University of Jerusalem have invented a TeraHertz-ray, or T-ray, laser that uses nanostructures based on semiconductors with special properties. The new device will provide 400 times higher gain than THz quantum cascade lasers -- the only functional T-ray technology -- allowing practical use of T-ray-based cameras and spectrometers for security and medical imaging. T-rays ... [continue reading >>>](#)

#### **U-Manchester licenses 'exciplex' diagnostic probe technology**

The University of Manchester (U.K.) Intellectual Property Limited (UMIP) -- the university's commercialization arm -- has inked an exclusive license with Link Technologies Ltd. of Bellshill, Scotland, for "exciplex" technology developed at the university. Although detection of DNA by fluorescent labels is widely used, one challenge of these systems is to reduce the background fluorescent signal to ... [continue reading >>>](#)

#### **Singapore-French nanotechnology laboratory opens**

Two months after the Nanyang Technological University (NTU) signed a Memorandum of Understanding in Paris with the National Center for Scientific Research (CNRS) and the Thales Group of Companies to set up a joint research laboratory, the three parties are inaugurating the CNRS-International-NTU-Thales Research Alliance (CINTRA) Laboratory at NTU. The CINTRA Laboratory aims to ... [continue reading >>>](#)

#### **Open innovation strikes chord in Ireland**

During a recent InterTradeIreland Innovation lecture and masterclass at Queen's University, Professor Henry Chesbrough, director of the Center for Open Innovation, University of California, Berkeley, shared his thoughts with the local business community -- and apparently found a receptive audience. "Useful knowledge is no longer concentrated in a few large organizations -- business leaders ... [continue reading >>>](#)

#### **Aberdeen University licenses synthetic bone technologies to ApaTech**

Scotland's Aberdeen University has signed a license agreement with ApaTech, a global orthobiologics company, for three technologies in the field of synthetic bone. ApaTech plans to refine and commercialize the early-stage technologies into products for orthopaedic, spinal, and dental surgical procedures to repair and regenerate damaged bone. The agreement allows the company to exploit ... [continue reading >>>](#)

### **Hebrew U researchers develop environmentally friendly method to prevent biofilm**

Researchers at the Hebrew University of Jerusalem have developed an environmentally friendly method to prevent biofilm that uses heterocyclic compounds to disrupt cell-to-cell communication, interfering with biofilm formation. Unlike the use of antibiotics, which often induce formation of resistant strains, the compounds do not need to kill the microorganisms that cause the ... [continue reading >>>](#)

### **Tel Aviv U drug may slow central nervous system disorders**

Working like an architect, Hagit Eldar-Finkelman, a professor in the department of human molecular genetics and biochemistry at Tel Aviv (Israel) University's Sackler School of Medicine, is "building" a new drug -- L803-MTS -- to treat central nervous system (CNS) diseases such as Alzheimer's. In preclinical studies, the compound also shows promise against Parkinson's, Huntington's, and diabetes. L803-MTS is ... [continue reading >>>](#)

### **Tel Aviv U researcher packs dissolving dressing with infection-fighting antibiotics**

Seventy percent of individuals with severe burns die from related infections, but a wound-dressing technology from Israel's Tel Aviv University could cut that figure dramatically. Meital Zilberman, a professor in TAU's department of biomedical engineering, has developed soluble fibers that can be used to deliver infection-fighting antibiotics and dissolve when the job is done. Now in clinical trials on ... [continue reading >>>](#)

### **U-Limerick strikes licensing deals for micro cooler technology**

The University of Limerick, Ireland, has struck two license agreements worth more than US\$1 million for micro cooler technology developed at its Stokes Institute. The technology is used to cool devices in the computer and electronics industries. U-Limerick granted Sunnyvale, CA-based Advanced Micro Devices (AMD) a development license to customize the micro cooler technology for its ... [continue reading >>>](#)

### **UC Dublin spinout developing genetic tests for thoroughbred horse industry**

Irish biotech venture Equinome, set to launch commercially in 2010, is developing genetic tests to optimize decision-making in the breeding and racing of thoroughbred horses. Although thoroughbred horse breeding is an international, multi-billion-euro business with more than 100,000 thoroughbred foals registered globally each year, breeding techniques have remained relatively unchanged for ... [continue reading >>>](#)

### **Green carbon-based heating from U of Warwick could be commercially available within three years**

Research conducted at the University of Warwick, U.K., could accelerate the commercial development of technology that uses waste carbon for "green" domestic heating products and automobile air conditioning systems. Adsorption technology, which uses heat from a gas flame or engine waste to power a closed system that contains only active carbon and refrigerant, has long been considered a ... [continue reading >>>](#)

### **Spinoff activity collapses at British universities**

The number of cutting-edge British technology companies created from universities has collapsed in the last year, and many start-ups that did form were forced to turn to foreign investors, according to a report in the British newspaper *The Telegraph*. Between 2005 and 2008, on average 210 start-ups were formed each year based on academic research in university labs. However, the rate likely dropped to fewer ... [continue reading >>>](#)

### **Deal joins two public tech transfer firms in U.K.**

Across the pond, where public companies have taken a much larger stake in tech transfer activity than they have in the U.S., a deal between two firms may signal industry consolidation. London-based tech transfer company IP Group will take a 20% stake in the much smaller Fusion IP in a £3.2 million (\$5.7 million) agreement. A co-investment provision for the larger company will allow IP Group to take a share ... [continue reading >>>](#)

### **10 tips for generating more leads in a recession**

Marketing is always a numbers game, whether you're looking to sell a product or license IP, and generating those numbers -- or leads -- is more difficult in a recession. Liz Jackson, founder and managing director of Great Guns Marketing, offers these 10 tips for generating leads in a recession: 1. Define your customer. It is essential to define the profile of your ideal ... [continue reading >>>](#)

### **Start-ups have to be 'willing to fail'**

Talking to customers is not enough to guarantee success for a start-up, says Brant Cooper, an independent consultant specializing in marketing and product management. "What start-ups need is a change of intent," he says. "In order to succeed, you have to be willing to fail." Cooper concedes this concept runs contrary to the nature of an entrepreneur, "But assuming you're working to create ... [continue reading >>>](#)

### **Serial entrepreneur's new venture to focus on nanotech IP**

Asserting that "I've seen too much valuable IP die on the vine or get hijacked because the brilliant people who developed the science weren't focused on or perhaps skilled at maximizing the commercial potential of their ideas," high-tech serial

entrepreneur Michael R. Drapp has formed nanoEdge Technologies. He describes the new firm as “a business development and intellectual property ... [continue reading >>>](#)

### ***Exciting entrepreneurial culture lures top faculty***

The importance of creating an “entrepreneurial culture” on campus extends not only to generating disclosures and new IP, it can also draw other talented researchers to your campus. Take the case of William F. Hanks, and his wife, Jennifer Johnson-Hanks, both anthropologists, who were lured away by the University of Texas from the University of California-Berkeley this year, according ... [continue reading >>>](#)

### ***‘Entrepalooza’ exposes students to ins and outs of creating a business***

Even the catchy name, a play on “Lollapalooza” and other modern rock festivals, is geared toward an audience of students. And after 10 years of drawing business-oriented students to their event, the sponsors of ‘Entrepalooza’ hope they’ve enabled many of them to pack a more powerful punch as they seek to launch their start-ups. The co-presenters of the annual campus event -- the University of ... [continue reading >>>](#)

### ***India-based CRO, UAB, Southern Research enter drug discovery J/V***

Jubilant Organosys Limited of Noida, India, the University of Alabama at Birmingham (UAB), and Birmingham-based Southern Research Institute have entered a joint venture that will leverage their collective innovation and enabling technologies in oncology, metabolic disease, and infectious diseases. According to a memorandum of understanding signed by the parties, key components of the ... [continue reading >>>](#)

### ***U of Utah scientists develop method to clean oil sheen, other pollutants from water***

Small amounts of oil leave a fluorescent sheen on polluted water that’s hard to remove -- even when the water is aerated with ozone or filtered through sand. Now, a University of Utah engineer has developed an inexpensive new method to remove oil sheen by repeatedly pressurizing and depressurizing ozone gas, creating microscopic bubbles that attack the oil so it can be removed by sand filters. “We are not ... [continue reading >>>](#)

### ***How do you create a unique value proposition?***

The creation of a unique value proposition, or UVP, is not as simple as you might think, says Natalie Hart, a conversion analyst with FutureNow, Inc., a provider of software-as-a-service that monitors websites and searches for reasons why visitors fail to buy or register. Hart says she has recently taken on a few new clients who had no UVP at all, and were having a difficult time creating one. To help them and ... [continue reading >>>](#)

### ***DOE to provide bridge funding for cutting-edge research***

The Department of Energy (DOE) is awarding 37 research grants totaling \$151 million for cutting-edge concepts such as bacteria that will produce gasoline, enzymes that will capture carbon dioxide to counter global warming, and batteries cheap enough to power solar energy through the night. Most of the radical proposals will probably fail, but a few could have “a transformative impact,” according to ... [continue reading >>>](#)

### ***Ten tips for start-up valuation***

When selling a start-up to potential investors, you naturally have to get them excited about your team, your product, and your company. But eventually they will ask a question that often stumps the inexperienced entrepreneur: “What is your company’s valuation?” To answer that question, Martin Zwilling, CEO & founder of Startup Professionals, Inc., and Managing Partner of Southwest Software Ventures ... [continue reading >>>](#)

### ***State innovation agency’s web site offers useful model for TTOs***

The Oklahoma Center for the Advancement of Science and Technology (OCAST), a state agency, was established to foster innovation in existing and developing businesses, support basic and applied research, facilitate technology transfer, and provide seed capital for innovative firms and their products. Though it is not a TTO per se, the center’s recent revamp of its website -- a key part of its marketing and ... [continue reading >>>](#)

### ***ORNL licenses technology to analyze automotive engine oil***

Oak Ridge National Laboratory (ORNL) has licensed a technology for analyzing automotive engine oil to Da Vinci Emissions Services Ltd., a San Antonio, TX, firm that specializes in a suite of combustion engine lubrication and emissions testing services and equipment. UT-Battelle, which manages ORNL for the U.S. Department of Energy, facilitated the agreement. Researchers James E. Parks and William P. Partridge ... [continue reading >>>](#)

### ***Start-up’s success shows value of incubation***

In September 2009, Dynamics Inc., a company founded in 2007 by its CEO Jeff Mullen while attending the MBA program at Carnegie Mellon University’s Tepper School of Business, announced \$5.7 million in Series A funding led by Adams Capital Management, which not only signaled a big step toward the commercialization of its technology, but, according to Carnegie Mellon officials, demonstrated the value of ... [continue reading >>>](#)

### ***Cell phone technology wins U of Maryland venture fair competition***

What does it take to garner first place in a venture fair? Perhaps a technology that addresses a clear need. That certainly seemed to be the case when a new technology that measures the radiation absorbed into the human body from cell phones faster and for far less money than current methods was awarded first prize at the University of Maryland Electrical and Computer Engineering Research Review ... [continue reading >>>](#)

### ***Tips for getting your Facebook Fan Page found***

Proactively setting up your Facebook Fan Page will help users find you, says Gregg Finn, director of Internet Marketing for 10e20, a publicity company that specializes in social media and search marketing services. Whether you are setting up your first page or tweaking an old one, says Finn, the following tips can help you rise to the top of the search results ...

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### ***TTOs report successful faculty outreach with "entrepreneur office hours"***

Faculty members with novel ideas for inventions or companies are busy people with packed schedules. So as technology transfer professionals plan faculty outreach efforts, talking a decidedly informal approach -- rather than attempting to cajole researchers into scheduled meetings -- may improve your results. Several universities have reported successful outcomes with Entrepreneur Office Hours ...

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### ***TAXIS Pharmaceuticals licenses antimicrobial technology from Rutgers, UMDNJ***

TAXIS Pharmaceuticals, Inc., Rutgers University, and the University of Medicine and Dentistry of New Jersey (UMDNJ) have signed an exclusive license for worldwide rights to develop and commercialize antimicrobial technology that addresses multidrug-resistant (MDR) bacterial infections. The rise in the number of MDR bacterial pathogens in recent years has dramatically reduced the utility of the ...

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### ***Carnegie Mellon start-up achieves success through business incubation process***

The developer of breakthrough technology using the first fully programmable magnetic strip expects the innovation to enable the next-generation of credit and debit cards, providing added security for consumers while protecting retailers and financial institutions from fraud-related losses. The technology was invented by Dynamics, Inc., a Pittsburgh-based company founded in 2007 by CEO Jeff Mullen ...

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### ***Carnegie Mellon carving out solid niche with computerized language technology***

Researchers at Carnegie Mellon University have spun out nearly two dozen companies that use computer technology to convert text to synthesized speech or human speech to text, sort vast amounts of text, and even translate human speech into synthesized speech of another language. One of the newest technologies to hit the market was developed by Alex Waibel, CMU professor of computer science and ...

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### ***U of Florida center wins award for excellence in technology commercialization***

UF Tech Connect, a program of the Office of Technology Licensing at the University of Florida in Gainesville, has received the Award of Excellence in Technology Commercialization from the University Economic Development Association. The award recognizes the center's role in creating high-tech companies, jobs, and private investments in Florida. During its 2008 fiscal year, UF Tech Connect helped ...

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### ***Case Western licenses eye imaging technology, takes equity in licensee***

Case Western Reserve University, its affiliated hospital and Bioptigen, of Research Triangle Park, NC, have inked an exclusive IP licensing agreement for Fourier domain optical coherence tomography (FDOCT), an imaging technology developed from research at the university's Department of Biomedical Engineering. In cooperation with Case Western and Duke University, Bioptigen had previously ...

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### ***Re-united VC pioneers to aid local firms***

Two pioneers of angel investing in Southeast Michigan are joining forces to help budding entrepreneurs and local companies get money from their patents and other IP. Carl Meyering, chairman of Grosse Pointe Farms-based The Meyering Group, has recruited David Weaver back from the Pittsburgh Life Sciences Greenhouse, a top incubator for life sciences companies, as executive-in-residence. Weaver, founder ...

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### ***BIO study shows university/industry partnerships critical to US economy***

A study by the Washington, DC-based Biotechnology Industry Organization (BIO) provides first-of-its-kind data on the value of university/industry research and development partnerships to the U.S. economy. "The Economic Impact of Licensed Commercialized Inventions Originating in University Research, 1996-2007" shows an \$82 billion dollar impact on the U.S. gross domestic product and a \$196 billion ...

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### ***Angel investor market: more deals but fewer dollars in 2009, study finds***

Angel investors committed fewer dollars but increased the number of investments during the first half of 2009, according to "The Angel Investor Market in Q1Q2 2009: A Halt in the Market Contraction" by the Center for Venture Research at the University of New Hampshire. Total investments in the first half of 2009 were \$9.1 billion, a decrease of 27% over the first half of 2008, the study reports. However, 24,500 entrepreneurial ...

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