



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

Technology 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.

Enterprise Europe Network **What is a Network Partner? Looking for a Commercial or Technology partnership**
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Look to outside technologies, and beyond licensing, to ramp up tech transfer profits

Nicholas Webb, president of the management consulting firm Lassen Innovation, argues that one of the biggest challenges facing TTOs is their inherent difficulty adopting a cohesive, single vision for their organization. That vision is often fragmented, he contends, by the discomfort associated with being viewed as profit-minded in an environment dominated by high-minded academics. "You need to ... [continue reading >>>](#)

ORNL research could lead to new Parkinson's treatment

By miniaturizing a device that monitors the delivery of healthy cells, researchers at the Department of Energy's Oak Ridge National Laboratory are developing an instrument that physicians can use to treat patients with Parkinson's disease, brain tumors, and other diseases. While cell replacement therapies can be effective, the challenge is to deliver a sufficient quantity of healthy cells, says Boyd Evans III, a ... [continue reading >>>](#)

UC Riverside releases new citrus variety

Researchers at the University of California, Riverside (UCR) have released a new mandarin (or tangerine) for commercial production. Named 'DaisySL' for Daisy seedless, the fruit is finely textured and juicy and the rind is smooth and thin with a deep orange color. "We are extremely enthusiastic about this fruit, which distinguishes itself by being very low-seeded and moderately easy to peel," says ... [continue reading >>>](#)

Wanted: 'Rising Stars' for new San Francisco incubator

A veteran software engineer and a patent attorney have teamed up to create an incubator called sfCube in San Francisco. "We want to work with the rising stars," says Dylan Rosario, a co-founder of sfCube, who has launched several successful start-ups and who spent years building search engines for IBM Corp. "During hard times, innovation improves. People come up with all kinds of ways to do things ... [continue reading >>>](#)

Feds' grip on health care system could strangle biotechs

As lawmakers hotly debate the future of the U.S. health care system, some biotechnology executives fear federal legislation could cut off the cash supply for start-up life sciences companies. "The issue is very important," says Aris Melissaratos, a senior adviser at Johns Hopkins University who supervises the tech transfer office. "It could have a significant impact on pharma and biotech." For ... [continue reading >>>](#)

Tennessee awaits approval for stimulus-funded UT solar project

When Tennessee applied in May for \$62 million in federal stimulus money for solar power generation and research, Gov. Phil Bredesen hoped for quick federal approval. Three months later, he's learning about the downside of using federal stimulus funds to commercialize university technologies. The state has had to revise its lengthy application package twice and hasn't yet won federal approval ... [continue reading >>>](#)

IG questions DOE's tech transfer program

The U.S. Department of Energy (DOE) must be more transparent in how it transfers to the private sector licensing rights to technologies developed by national laboratories, the department's watchdog said in a 22-page report. Energy Inspector General Gregory Friedman found the government-owned, contractor-operated Argonne National Laboratory in Illinois gave the appearance of a conflict of interest ... [continue reading >>>](#)

U of Kentucky launches private company to market health care innovations

The University of Kentucky has launched a for-profit company, Therix Medical, that will work with the university to commercialize its clinicians' biomedical innovations. Therix, which UK expects to be fully operational by the end of the year, is seeking private funding and employees with business development experience. Initially, the company will focus on diagnostics and medical devices ... [continue reading >>>](#)

Nanobees deliver deadly sting to tumors

Researchers at Washington University School of Medicine in St. Louis have harnessed the toxin in bee venom to kill tumor cells by attaching the major component of bee venom to nano-sized spheres that they call nanobees. In mice, nanobees delivered the bee toxin melittin to tumors -- causing them to stop growing or shrink -- while protecting other tissues from the toxin's destructive ... [continue reading >>>](#)

Texas Tech grants Bayer CropScience exclusive license to cotton technology

The Texas Tech University System Office of Technology Commercialization and Bayer CropScience have signed an exclusive licensing agreement involving a cotton technology invented at the university's International Center for Excellence in Agricultural Genomics and Biotechnology. When fully developed and integrated into commercial cotton seed lines, the technology is expected to significantly improve ... [continue reading >>>](#)

Rutgers creates its own exit strategy for spinoffs

Just because the economy has been stalled doesn't mean the flow of innovation stops at universities. But with little funding available, Rutgers University has come up with a new, more proactive system designed to keep the wheels turning. The Rutgers Business, Engineering, Science and Technology (BEST) Institute was created to accelerate commercialization of Rutgers' IP and to train students and ... [continue reading >>>](#)

Sensor offers 'electronic tongue' with a taste for sweets

In a new approach to an effective "electronic tongue" that mimics human taste, scientists at the University of Illinois at Urbana-Champaign have developed a small, inexpensive, lab-on-a-chip sensor that quickly and accurately identifies sweetness -- one of the five primary tastes. The device can identify with complete accuracy the full sweep of natural and artificial sweet substances, including 14 common ... [continue reading >>>](#)

Stanford licenses hepatitis technology to spinout

Stanford University spinout Eiger BioPharmaceuticals Inc. has licensed exclusive worldwide rights to a hepatitis C virus (HCV) technology developed in the lab of its founder, Jeffrey Glenn, MD, PhD, associate professor of medicine, gastroenterology, and hepatology and director of the Center for Hepatitis and Liver Tissue Engineering at the Stanford School of Medicine. Terms of the deal were not disclosed. The privately ... [continue reading >>>](#)

Invotex Group doubles size of Royalty Connection licensing database

Baltimore, MD-based Invotex Group has more than doubled the number of records in its licensing database Royalty Connection and continues to add records daily. Royalty Connection provides 24/7 online access to royalty and license information for technology, patents, and trade secrets in industries ranging from semiconductors to computer hardware and from pharmaceuticals to medical ... [continue reading >>>](#)

What are the keys to an effective value proposition?

The value proposition is one of the most critical elements in an IP marketing campaign: It tells prospects why they should license from you or partner with you, as opposed to another university with a similar technology. "A value proposition is a clear statement of the tangible results that a customer gets from you," explains Rick Smith, of 10th Degree.com, an online marketing agency ... [continue reading >>>](#)

'Valorization' helps Canadian universities market IP

Universities in the U.S. have access to any number of outside organizations that can help them market their IP and move their technologies closer to commercialization; these vendors are independent organizations that are free to provide their services to any number of clients. In Canada, however, a small number of universities are served by affiliated organizations that perform many of the same functions ... [continue reading >>>](#)

Five key marketing priorities for a start-up

When you're in the midst of launching a start-up, prioritizing your marketing time and resources can be a daunting task, says Scott Olson, a serial entrepreneur and president of MindLink Marketing, which provides strategic marketing services to new ventures. In general, he says, your marketing efforts should have two goals: Reach potential customers and help them find you. If you can successfully navigate ... [continue reading >>>](#)

Drive traffic to your website with off-line strategies

Having created a wonderful website to inform prospective licensees and partners about your IP, it's only natural that you'll look to other online vehicles to draw attention to the site, such as blogs, Facebook, Twitter, and other social networking tools. But Stacy West Clark and Jason P. Lisi of The Legal Intelligencer say there are a number of offline strategies that can be equally effective in driving traffic to ... [continue reading >>>](#)

Arizona State's 'war room' coordinates battle for stimulus cash

Arizona State University in Tempe has established a "war room" where officials meet three or four times a week and plot strategies to grab as much economic stimulus money as possible for research. The ASU experts include scientists such as Jon Harrison, a professor in ASU's School of Life Sciences, who envisions building six "miniworlds" atop an ASU parking structure. The miniworlds would be ... [continue reading >>>](#)

Colorado U options bioelectric power technology, partners with U-Vermont to license cancer therapy

The University of Colorado at Boulder (CU-Boulder) has executed an option agreement with Biotricity Medical Inc. to develop technology for implantable biogenerators, which would provide a potentially inexhaustible power supply to implanted medical devices such as pacemakers and insulin pumps. The underlying technology was developed in the lab of Simon Rock Levinson, professor of ... [continue reading >>>](#)

Maple spout developed at U-Vermont will double sap production

Meanwhile, back at U-Vermont, a maple spout developed in the Proctor Maple Research Center will increase sap yields by 50% to 90% per tree, with a commensurate increase in maple syrup production. Progressive Plastics in Williamstown, VT, has begun commercial production of the device, called a check valve spout. Progressive Plastics is manufacturing the spout for Leader Evaporating ... [continue reading >>>](#)

Light-emitting biomaterial has applications in tumor imaging, green products

A new material that couples a light-emitting dye with a biopolymer has been shown to simplify the imaging of oxygen-deficient regions of tumors, which are associated with increased cancer aggressiveness and are particularly difficult to treat. The light-emitting material serves as an oxygen nanosensor, representing a class of new research tools that may also be used to diagnose and detect diseases and to ... [continue reading >>>](#)

U of Georgia, U of Puerto Rico license portfolio of long-persistence glow materials

The University of Georgia Research Foundation, Inc. (UGARF) and the University of Puerto Rico have taken their phosphorescence technology to the next step, granting an international, non-exclusive license for a portfolio of glow-in-the-dark pigments that can be designed to emit light in any color of the visible spectrum for nearly a day. Privately held Performance Indicator (PI), LLC, of Lowell, MA, acquired the ... [continue reading >>>](#)

UMBI spins out company to commercialize metal-enhanced fluorescence tech

In yet another use of luminescence materials, the University of Maryland Biotechnology Institute has exclusively licensed a portfolio of patents covering metal-enhanced fluorescence (MEF) to spinout company Plasmonix, which hopes to commercialize the technology for life science and other applications. The deal comes as UMBI, a campus of the University System of Maryland, restructures to ... [continue reading >>>](#)

Patent litigation: Sometimes it's a risk worth taking

If there was any doubt about a jury's willingness to take patent infringement seriously, the record \$1.67 billion verdict returned against Abbott Laboratories in early June should go a long way toward erasing such concerns. Centocor Ortho Biotech, Inc. and co-plaintiff New York University argued that their patents covering antibodies against tumor necrosis had been infringed by Abbott's ... [continue reading >>>](#)

Students embed stem cells in sutures to enhance healing

A team of 10 biomedical engineering undergrads at Johns Hopkins University has demonstrated a practical way to embed a patient's own adult stem cells in the surgical thread that doctors use to repair orthopedic injuries such as ruptured tendons. The goal is to enhance healing and reduce the likelihood of re-injury without changing the surgical procedure itself. "Using sutures that carry stem cells ... [continue reading >>>](#)

U-Minnesota scientists develop product to treat hemorrhagic shock

Scientists from UMD -- the University of Minnesota Medical School Duluth and the University of Minnesota Medical School Minneapolis -- have designed a low-volume resuscitation fluid that may increase survival rates from hemorrhagic shock. The product, called Tamiasyn, potentially will allow the human body to endure severe blood loss for an extended period of time and inhibit human organ damage during ... [continue reading >>>](#)

To boost growth in Midwest, IP attorney makes TTO partners an offer they can't refuse

Matt Storms, president and founder of AlphaTech Counsel, a Madison, WI-based law firm that works primarily with high-growth companies in the Midwest, made an interesting offer in a guest column for the Wisconsin Technology Network. Storms, whose firm specializes in entrepreneurs and emerging companies, cited the University of Utah's accomplishment in spinning out 23 companies last year despite ... [continue reading >>>](#)

Sponsor-A-Scientist: Bidding on eBay for a named fellowship

Here's a twist on "sponsored" research: The Sbarro Health Research Organization (SHRO), a nonprofit center for cancer, cardiovascular, and diabetes research co-located at Temple University in Philadelphia and the University of Siena, Italy, has launched a program that allows individuals to bid on eBay for a named fellowship to support a scientist for one academic year. Sponsor-A-Scientist, which ... [continue reading >>>](#)

UMass Amherst licenses catalytic fast pyrolysis technology to startup Anellotech

The University of Massachusetts Amherst has granted exclusive global rights to New York City-based biofuels start-up Anellotech for catalytic fast pyrolysis (CFP) technology to produce renewable biogasoline and other biohydrocarbon fuels. The patent-pending technology, developed by chemical engineer and UMass Amherst faculty member George Huber, offers a low-cost, single-step process to turn ... [continue reading >>>](#)

Ohio State scientists hike butanol biofuel production

Meanwhile, engineers at Ohio State University have found a way to double production of the biofuel butanol -- another prospect to replace gasoline in automobiles. The OSU researchers say their process improves on the conventional method for brewing butanol in a bacterial fermentation tank. Normally, bacteria could only produce a certain amount of butanol -- perhaps 15 grams of the chemical ... [continue reading >>>](#)

Northwestern signs exclusive license with Catalyst Pharmaceutical Partners

Northwestern University has executed a license agreement with the biopharmaceutical company Catalyst Pharmaceutical Partners of Coral Gables, FL, to commercialize GABA aminotransferase inhibitors and derivatives of vigabatrin discovered by a team led by Richard B. Silverman, the university's John Evans professor of chemistry. The compounds may have applications in a broad range of ... [continue reading >>>](#)

Techulon raising funds to commercialize Virginia Tech IP

Techulon Inc., a company formed last year to acquire licenses and commercialize products based on IP developed at Virginia Tech, has raised about \$400,000 from alumni who also belong to school's Science Advisory Council. The company has selected several IP assets to pursue and is securing licensing rights from Virginia Tech Intellectual Properties (VTIP), the school's TTO, according to Frank Akers ... [continue reading >>>](#)

Use proactive measures to prevent contentious IP disputes with researchers

Most tech transfer professionals have experienced at least some degree of contentious wrangling between their university and inventors over IP ownership, but thankfully pitched legal battles over IP remain the exception. Even in those cases, experts say, the events that lead to the courtroom steps are rife with missed opportunities to solve a dispute amicably. Using the current lawsuit between ... [continue reading >>>](#)

Columbia-U inks license with Vimta for MassTag PCR tech

Contract research organization (CRO) Vimta Labs of Hyderabad, India, aims to lower the cost of diagnostic services by developing new panels using MassTag polymerase chain reaction (PCR) technology licensed from Columbia University. Financial terms of the deal were not disclosed. Vimta plans to use the MassTag PCR technology to develop clinical diagnostic panels to test for a variety of diseases ... [continue reading >>>](#)

Budget bill allows Ohio's public universities to take start-up equity

Ohio's public universities could transfer more of their research discoveries through start-up companies under an amendment that was part of the state's recently passed budget bill for the 2010 fiscal year. The amendment enables the state's 14 public universities and colleges to accept stock or other ownership stakes in companies that are created to develop and commercialize their discoveries. The ... [continue reading >>>](#)

USF creates 'academy' to promote patenting success

The University of South Florida in Tampa has created the USF Academy of Inventors to give researchers more recognition and spur commercialization. The brainchild of research Paul Sanberg, the Academy will offer a forum for inventors to network and enhance their interaction with the community, Sanberg notes. At USF, even if a discovery is "novel" and "nonobvious" -- prerequisites for passing muster with the ... [continue reading >>>](#)

New Zealand angel investment network launched

A national angel investment network, AngelLink, has been launched to back high-growth technology ventures in New Zealand, with an emphasis on life sciences, engineering, and information and communication technologies (ICT). AngelLink aims to connect active angel investors with IP-based deal flow to facilitate early stage investment. AngelLink has partnered with the NZ Venture Investment Fund ... [continue reading >>>](#)

Chinese universities urged to adapt lessons of Google's success

A Chinese patent law firm is urging the nation's universities to emulate TTOs at large U.S. research universities, offering up the lessons of Google's wild success as a way to stimulate tech transfer. It may be a sign of things to come. A press release issued by Lehman, Lee & Xu -- a trademark and patent firm with offices throughout the country -- recounts the story of Google, which started as a garage ... [continue reading >>>](#)

Entrepreneur markets NASA technology to athletes

How did a Longmont, CO, entrepreneur come to market a product that was patented by a NASA scientist to solve the problem of dehydration in astronauts? NASA sells licenses to private individuals and companies seeking to commercialize its inventions, but typically those licenses are used in industrial applications, says Jeffrey Smith, deputy chief of the entrepreneur initiatives division at NASA's Ames ... [continue reading >>>](#)

Could you 'crowdsource' for your next great marketing idea?

No one has a monopoly on great marketing ideas, and some pretty sophisticated corporations are beginning to use crowdsourcing to open up their creative efforts to 'the world' -- a strategy IP marketers might want to consider. For example, Unilever has decided to crowdsource the next Peperami TV ads via Idea Bounty, with a prize of \$10,000 up for grabs. "What we really wanted was some fresh eyes ... [continue reading >>>](#)

Don't just manage your IP -- market it

Focusing on marketing IP -- as opposed to managing it -- is the key to maximizing commercialization opportunities, says Mark E. Coticchia, vice president of Case Western Reserve University's Office of Research and Technology Management. If you look at his track record it's hard to argue with his strategy; the office set a record for new licensing revenues during the fiscal year ended June 30 -- \$16.3 million ... [continue reading >>>](#)

Does your start-up have a clear strategy?

Soong Moon Kang of University College London, who specializes in the management of technology and innovation, says that businesses -- including start-ups -- do not have to rely on a complex set of theatrics and tricks to quash the competition and ensure business success. Rather, he says, they need a clearly defined strategy. "Business strategy articulates a venture's long-term goals, the scope of its ... [continue reading >>>](#)

Anheuser-Busch 'Fan Cans' campaign begs the question: Are school colors protected IP?

University TTO leaders understand that they have to obtain clearance to use university logos in marketing efforts, but a string of protests by universities over a beer marketing campaign indicates that some universities believe even their school colors may be protected IP. Texas Christian University and Southern Methodist University have joined a growing

list of colleges that oppose seeing their school ... [continue reading >>>](#)

Social media platform means new IP for Linked Media

Sacramento, CA-based Linked Media Group, Inc., has signed a final development contract with Rip Cloud, LLC, a social media-focused development firm in San Francisco, which will not only support clients' marketing efforts, but will also establish new IP for Linked Media. Rip Cloud is developing a customized version of its Social Media Platform, which will be marketed and sold under the Linked Media ... [continue reading >>>](#)

Use these tips to become 'investment ready'

CEOs of university start-ups should spend up to 50% of their time pitching their venture to investors, especially during the early years, according to Jeff Amerine, an officer with the University of Arkansas Technology Licensing Office and an advisor to Innovate Arkansas (IA), an initiative of the Arkansas Economic Development Commission designed to collaborate with research universities and ... [continue reading >>>](#)

China implements third revision of its patent law

After major revisions in 1992 and 2000, the latest iteration of China's patent law becomes effective October 1. The new amendments change or eliminate many provisions in the 2000 revision, according to Wenting Cheng, research associate at the Intellectual Property Development Research Center in China's State Intellectual Property Office (SIPO). Unlike the first two revisions, which were focused mainly on ... [continue reading >>>](#)

Discovery of natural odors could help develop mosquito repellents

Entomologists at the University of California, Riverside working on fruit flies in the lab have discovered a class of compounds that could pave the way to develop safe and inexpensive mosquito repellents to combat West Nile virus and other deadly tropical diseases. When fruit flies undergo stress, they emit carbon dioxide (CO₂), which serves as a warning to other fruit flies that danger or predators could be ... [continue reading >>>](#)

Ultrasensitive electronic sensor array speeds DNA detection

Scientists at Singapore's Institute of Bioengineering and Nanotechnology (IBN) have developed an electronic sensor array for rapid, accurate, and cost-efficient testing of DNA for disease diagnosis and biological research. Conventional human DNA detection uses polymerase chain reaction (PCR) -- a technique that amplifies a single piece of DNA across several orders of magnitude, duplicating millions or ... [continue reading >>>](#)

DNA-coated nanotubes help kill tumors without harming surrounding tissue

In an entirely different application of nanotechnology to DNA, researchers at Wake Forest University School of Medicine destroyed human prostate cancer tumors in mice by injecting them with DNA-coated carbon nanotubes and superheating the tubes with a laser. The procedure, which used multi-walled carbon nanotubes (MWCNTs), left only a small burn on the skin that healed within days. ... [continue reading >>>](#)

Service-based spin-off answers the demand for a unique skill set

A unique service-based spinoff at the New Mexico Institute of Mining and Technology (NM Tech) in Albuquerque suggests that when circumstances are right, this type of configuration focusing on applied research can pay off for both the university and the company. NM Tech is a bit of a neophyte at the spinoff game, with just one company beyond the infancy stage. But that company, Computational ... [continue reading >>>](#)

U-Mich researchers develop new method to conduct gene expression experiments

Two water-based liquids mingle without mixing in a new University of Michigan technology developed for biological experiments. The micropatterning method is useful in gene expression studies, which essentially turn genes on or off in cells to help researchers understand their function. "If you take a brush with watercolor paint and move it around in a dish of water, you usually just wash away the paint in ... [continue reading >>>](#)

Is pharma headed for a 'pre-competitive' approach?

Can a few 'renegade' scientists change the face of pharma marketing? It may be too early to tell, but they are definitely causing a stir. While this scientific space is not known for being generous with its data, a small group of scientists is looking to change that with a call for pre-competitive bioinformatics projects and enhanced data sharing in the industry. In an opinion piece published in this month's *Nature* ... [continue reading >>>](#)

7 keys to an effective marketing plan

Success in attracting licensees depends heavily on an effective marketing plan, but too often technology marketers give that document short shrift or fail to compose it in a way that can truly be useful as a working guide. Marketing and digital technology coach and author John Jantsch offers seven keys to making sure your marketing plan supports your efforts successfully ... [continue reading >>>](#)

At CDC, tech transfer is all about relationships

Picture this: You're standing in your booth during a major trade show and one of your researchers approaches with a gentleman in tow. "I'd like you to meet Mr. 'X,'" he says. "He may be interested in licensing the potential vaccine I'm developing." Such an occurrence is a TTO executive's dream, but it's apparently not that unusual for the TTO at the Centers for Disease Control and Prevention ... [continue reading >>>](#)

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