



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
Useful links: [DG Enterprise EU law EU-Services Cordis USA-EU-Match Your-Europe-Your-Business Portal-for-SMEs Europa-EU-Portal Executive-Agency-for-Competitiveness&Innovation-EACI SME Portal's funding tool](#)

Survey offers a peek at salaries, incentives for U.K. university TTOs

U.K. tech transfer association Unico has published the first survey of salaries and incentives for tech transfer staff at U.K. universities. While nearly one-third of the country's universities have developed incentive programs to support the tech transfer profession, the Unico Salary and Incentives Survey concludes that better defined career paths are needed for staff involved in the country's knowledge transfer ... [continue reading >>>](#)

Two technologies aim to improve efficiency, reduce costs of solar power

The Biofuels and Energy Saving Systems group at the University of Jaén, Spain, has developed a system to optimize the amount of sunlight captured by photovoltaic panels by rotating them towards the sun. The technology has resulted in patents for a monitoring system for solar energy capture using photovoltaic panels and for a solar radiation sensor. The Andalusia region in general, and Jaén in particular, have ... [continue reading >>>](#)

Unico, Praxis merge to form stronger knowledge transfer organization

In more news from Unico, the organization is merging with Praxis -- a national training program based in Cambridge, U.K., serving tech transfer professionals in universities, research institutions, and industry. The merger will result in "significant added value for members and customers by creating a clearly identified organization which serves the technology and knowledge community," according to ... [continue reading >>>](#)

University of Oxford researcher pursues new generation of turbines

John Gregg, professor of physics at the University of Oxford, U.K., is an expert in the fields of spin electronics, spintronics, and magnetic instrumentation but has designed and built a practical device for homeowners: a wind turbine that uses a standard induction motor to generate electricity. Gregg was puzzling over a student's question about how an induction motor might work as a generator when ... [continue reading >>>](#)

Ten tips to improve your direct marketing

The term "direct marketing" may seem a bit passé in a marketing world increasingly dominated by cyber communications and social media, but it can still be quite effective -- and does, in fact, have its own 21st century applications such as email blasts. Les Wilcock, a director of the U.K.-based Opening Doors marketing agency, offers these ten tips for beating "spam fatigue" and running a ... [continue reading >>>](#)

P&G, Reckitt convey value of marketing in annual reports

If you want to optimize the marketing value of your annual reports, follow the lead of Procter & Gamble and the U.K. firm Reckitt Benckiser. According to a new global survey by the Institute of Practitioners in Advertising (IPA) in the U.K., they are the only two firms that have figured out how to effectively use their annual reports to communicate the bottom-line importance of brand — and using marketing to ... [continue reading >>>](#)

Israeli researchers scale up reverse osmosis model for desalination plant

Researchers at the Ben-Gurion University of the Negev are using grants from the NATO Science for Peace program and the Middle East Desalination Research Center (MEDRC) to scale up a method to achieve high recoveries in desalination by reverse osmosis (RO). Jack Gilron, senior scientist and adjunct professor in the environmental engineering unit of the Zuckerberg Institute for Water Research ... [continue reading >>>](#)

U of Houston hopes to 'stimulate' growth in energy IP

Ever since the Obama administration announced its stimulus package, TTO leaders have been scrambling to get in on the action and bring much-needed funding to promising early-stage research. The University of Houston (TX) is hoping its recent application will have even more long-lasting effects, helping to launch the school's plans to become an alternative energy research hub. University president Renu ... [continue reading >>>](#)

Will TTOs become 'Wikitive'?

It's much too early to tell if it's going to catch on with IP owners, but the creators of a service called 'Wiktive' describe it as a "revolutionary innovation market platform, designed to reveal and model the commercial prospects of new innovation." A combination of wikis and information markets, Wiktive accesses a pool of 'traders' and uses a predictive model to determine the optimal commercial ... [continue reading >>>](#)

Successful media relations strategy relies heavily on e-mail promotion

Exploit Technologies Pte Ltd., the leading tech transfer company in Singapore, employs a wide array of marketing strategies to spread the word about its activities, but many are in targeted media relations efforts, reinforced by a steady flow of e-mail promotional pieces. This approach is clearly paying off, according to Boon Swan Foo, Exploit's executive chairman. "Media coverage of news has been ... [continue reading >>>](#)

Global marketers should consider multi-lingual websites

Anton Stoutjesdijk, CEO of New Frontier Marketing, says multi-lingual website marketing has become a very popular business strategy, because "by being able to promote your products in several different languages you are increasing the number of potential customers dramatically." When people search the web, 93% typically use their native language to find information they want, Stoutjesdijk says, so "they ... [continue reading >>>](#)

Say it with a business greeting card

Whether you are saying "Thank you for your business" or "Congratulations on your licensing deal," an effective business greeting card strategy can strengthen relationships with customers, prospects and employees. According to a recent independent survey conducted for Hallmark Business Expressions, 55% of the respondents found business greetings were valuable in building and strengthening ... [continue reading >>>](#)

New or not? UC-San Diego tool decodes natural compounds

Researchers at the University of California, San Diego have invented computational tools to decode and rapidly determine whether natural compounds collected in oceans and forests are new or previously described and, therefore, not patentable. The advance will enable scientists to rapidly characterize ring-shaped nonribosomal peptides (NRPs) -- a class of natural compounds that has generated interest due to ... [continue reading >>>](#)

Cellular Dynamics licenses IUPUI technology to improve stem cell pipeline

Madison, WI-based Cellular Dynamics International, Inc. (CDI) has exclusively in-licensed a U.S.-issued patent portfolio on optimizing the stem cell differentiation selection process and on using heart cells in drug testing from Indiana University-Purdue University Indianapolis (IUPUI) and researcher Loren J. Field, professor of medicine at Indiana University's Krannert Institute of Cardiology. Terms of the ... [continue reading >>>](#)

University Funds offers new VC model to commercialize technology

In the wake of a dramatic pullback by venture capital funds in early-stage financing, the arrival of The University Funds, LLC (UFunds) is a welcomed new approach to commercializing intellectual property. Launched in May by serial entrepreneurs Jim Torina, who serves as president and CEO, and Pat Murphy, MBA, chief operating officer, the Bellevue, WA-based firm aims to combine the entrepreneurial expertise ... [continue reading >>>](#)

ASU spinout markets product to quickly detect bacteria in water

A Phoenix company spun out of Arizona State University is beginning to market its system to detect bacteria and other deadly pathogens in drinking water. BioSense International Inc. employs six people and could add 50 more once production ramps up, says Ali Shambayati, the company's chief technology officer. While other systems on the market can detect bacteria such as E. coli in water within a few ... [continue reading >>>](#)

Georgia Tech works on digital convergence, develops heat transfer material to boost radar electronics

Can you imagine watching your favorite TV show and talking about it with one friend on the phone while trading messages with others on Twitter and e-mail? A research team from the Georgia Institute of Technology in Atlanta has received a \$9 million contract through the 2008 KORUS Tech Program -- an initiative of the Korean Industrial Technology Foundation -- to develop the next generation of digital ... [continue reading >>>](#)

Hong Kong multinational invests in Oxford bioengineering spinout

Zyoxel, a spinout company of Isis Innovation -- the University of Oxford's commercialization arm -- has secured a £1 million investment from Hong Kong multinational CN Innovations Holdings to advance its TissueFlex microreactor. The technology is designed to improve drug discovery and stem cell culture by enabling cells to grow as three-dimensional tissues instead of conventional single ... [continue reading >>>](#)

Synchronized light bursts may control jet lag

Traveling across multiple time zones can produce jet lag, a condition that reflects desynchronization between the body's internal time clock and local environmental cues. Researchers at Brigham and Women's Hospital in Boston and the University of Michigan have developed a software program that re-synchronizes the body with its new environment using timed light exposure, a well-known synchronization ... [continue reading >>>](#)

Toxin detection may be as close as an inkjet printer

Technology similar to inkjet printers may soon be used to develop paper-based biosensors that can detect harmful toxins in the air or in food. In a paper published in *Analytical Chemistry*, John Brennan and colleagues at McMaster University, working with the Sentinel Bioactive Paper Network, describe a method for printing a toxin-detecting biosensor on paper. The researchers demonstrated the concept on ... [continue reading >>>](#)

Commerce Dept. site links research with investors

The U.S. Commerce Department has unveiled the USA National Innovation Marketplace -- the equivalent of an online dating service for researchers and inventors looking for investors or small and mid-sized manufacturers interested in their technology. Arkansas, Kansas, Maine, and Vermont also have created their own state-centric versions of the web-based Marketplace to try to boost local ... [continue reading >>>](#)

What's the best model for a TTO?

Should a university TTO be a wholly owned subsidiary of the university rather than a branch of the research office? Yes, says Tom Hockaday, managing director of Isis Innovation Ltd, the wholly owned subsidiary of Oxford University. Other models -- such as internal TTOs and strategic partnerships with technology commercialization organizations -- also can work, but "business people prefer interacting with a ... [continue reading >>>](#)

Fight between UGA, former researcher featured in TV news "investigative report"

Atlanta's WSB-TV has recounted the story of Renee Kaswan, DVM, founder of Georgia Veterinary Specialists and inventor of the billion-dollar drug Restasis, in a special investigative report. (To see the segment, click here.) In a story covered earlier in Tech Transfer eNews and Technology Transfer Tactics, the original licensing deal Kaswan structured for the University of Georgia with pharmaceutical ... [continue reading >>>](#)

U-Toledo biotech spinout develops new medical treatment

ADS Biotechnology Ltd., a biomedical spin-off company of the University of Toledo (UT), is seeking to commercialize a product to treat capillary leak syndrome (CLS), which endangers patients with accident or battlefield injuries, including traumatic brain injury (TBI) and significant burns. Capillary leakage causes dangerously low blood pressure and volume when blood leaks into surrounding tissue. The condition ... [continue reading >>>](#)

Eye-popping compensation levels invite scrutiny, debate

Attracting and keeping talented staff is an ever-present challenge in the technology transfer arena. Hemmed in by what taxpayers and legislators consider to be adequate salaries for employees at non-profit institutions, university administrators often have great difficulty recruiting personnel with the kind of industry experience that is so crucial to landing lucrative licensing deals. One way ... [continue reading >>>](#)

NC State researchers building a better battery

Current batteries used in hybrid and electric vehicles are large, expensive, and not entirely practical for high-power vehicles or for driving on longer trips. Xiangwu Zhang, assistant professor of textile engineering, chemistry, and science in the College of Textiles at North Carolina State University, and his research team are using a technique called electrospinning to combine lithium alloy and carbon into ... [continue reading >>>](#)

Music powers new U of Michigan lab-on-a-chip device

Music, rather than electromechanical valves, can drive experimental samples through a lab-on-a-chip in a new system developed at the University of Michigan. The development could simplify the process of conducting experiments using microfluidic devices. Researchers often use dozens of air hoses, valves, and electrical connections between the chip and a computer to move, mix, and split ... [continue reading >>>](#)

Nanotechnology used to pack more punch in oral drugs, deliver isotopes to cancer cells

Decades of nanotechnology research are beginning to spawn new clinical technologies, as demonstrated by discoveries in the U.S. and Israel. Researchers at Johns Hopkins University in Baltimore have designed nanoparticles that can carry cancer-treating radioisotopes through the body and deliver them selectively to tumors. The nanoparticles are fabricated with liposomes modified with antibodies ... [continue reading >>>](#)

Oregon universities launch collaborative IP marketing website

If you're a research university looking to garner your share of venture capital and industry support, you might tend to look at other universities as "the competition." But a number of public universities in Oregon have decided that joining forces may increase the chances of commercialization for all of them. Four research universities -- Oregon Health & Science University, Oregon State University, Portland State ... [continue reading >>>](#)

'One-stop shop' for marketing creative works launched

A new IP marketing website with the unlikely name of MyPayCut.Com has been launched, promising users a place to market their intellectual property such as photos, videos, music, writings, inventions, musical groups, and even news stories to prospective buyers. The MyPayCut.Com business model is designed to provide a site for writers, journalists, inventors, artists, and musicians to market and ... [continue reading >>>](#)

Investors want partners who have done their homework

While many entrepreneurs approach Angel groups and VCs with novel technologies and strong technical teams, they often "forget" to conduct any meaningful marketing research, mainly because they don't understand how to do it, says consultant Andrea Beltz, PhD. "Even worse, technical teams with strong resumes may attract plenty of funding, but eventually they may hit the wall (at investors' expense) once ... [continue reading >>>](#)

Program helps young entrepreneurs lay foundation for success

A collaborative group of Canadian academic and economic development centers is launching a project at the University of Windsor aimed at helping young entrepreneurs conduct market research, investigate cross-border and online business issues, and prepare business plans for new ventures. The program -- developed in partnership with the Odette School of Business, the University of ... [continue reading >>>](#)

Can a once-successful brand be resurrected?

The families who owned and operated Fortunoff before its sale to private equity firms apparently believe that the 'Fortunoff' name still has cache, and that the brand can have a second life: They have reacquired all the IP of the nowbankrupt company and are researching ways to re-launch the brand. The Fortunoff and Mayrock families, who built the iconic regional retailer over four generations, bought the property ... [continue reading >>>](#)

U.S. 'Out-markets' Europeans

European universities may produce high-quality scientific research, but they license it to industry far less than U.S. universities, according to a new survey by Annamaira Conti and Patrick Gaule. It highlights European universities' shortcomings in generating technology transfer revenue, despite their desire to do so. "It is clear that European universities are producing less research output than US ... [continue reading >>>](#)

'Speed-dating' matches inventors, partners

Speed-dating, it appears, is not reserved for singles anxious to check out potential mates. A recent event at the Science + Technology Park at Johns Hopkins introduced 12 Johns Hopkins faculty members to 13 entrepreneurs in hopes of telescoping the time it takes for inventors to find partners - and to spread the word that Hopkins is very much in the startup business. The strategy appears to have ... [continue reading >>>](#)

Booze goes digital: Southern Comfort launches media campaign

Do you think that staid, well established companies (or universities, for that matter), don't belong in cyber-marketing? Think again. Southern Comfort may be a 135-year-old brand, but it's using 21st century marketing techniques to boost sales. The liquor firm has embarked on a digitally led media plan that includes sponsorship of magazine websites and programs, video sites, and a revamped Facebook ... [continue reading >>>](#)

Expert offers advice on getting 'LinkedIn'

Donna DeClemente, a marketing professional, social media coach, and SEM consultant, recently spoke at a Rochester, NY, Chapter of the American Marketing Association networking event. which included a panel discussion on 'Recession Proof Marketing.' As an adjunct to her talk she created a handout for people to follow. Here are some of the highlights of her 'Ten tips on how to use LinkedIn to build your brand' ... [continue reading >>>](#)

University incubators becoming more than micro Silicon Valleys

Incubators located on university campuses are becoming ideal breeding grounds for companies, with ecosystems that contain technology, industry experts, scientists, researchers, business minds, entrepreneurs, research grants, and legal advice from TTOs. Consider the Georgia Institute of Technology, where the Advanced Technology Development Center (ATDC) has helped to launch more than 120 ... [continue reading >>>](#)

Technologies for the blind and deaf could have broader impact

Researchers in the computer science department at the University of Washington are using engineering and computational tools to overcome hurdles that blind and deaf individuals face when using technology such as cell phones and computers. Innovations developed for blind and deaf users may eventually lead to broader technological advancements, says Richard Ladner, UW Boeing professor in ... [continue reading >>>](#)

CU prof's iPhone app lets users snoop out surroundings

Richard Han, an associate professor of computer science at the University of Colorado-Boulder (CU) has developed an iPhone application that allows users to check out the Facebook profiles of people around them, from a new acquaintance at a bar to a conference colleague, classmates to fellow shoppers. CU and TechoShark Inc. -- a Boulder-based company started in February by Han and some of his ... [continue reading >>>](#)

TT consultant skewers risk-averse TTO culture

In a recent post on his blog, Broken Symmetry, TT consultant and attorney Mike Martin challenges the risk-averse attitude that prevails at many large research universities with respect to industry. Instead, Martin argues that "tech transfer relationships work because universities get data from industry that is as valuable to academics as the theory that industry gets from universities." Specifically, he ... [continue reading >>>](#)

South Korea to launch \$400M 'invention capital' fund

South Korea is establishing a 500 billion-won (\$403 million U.S.) "invention capital" fund to promote the local IP rights market. The state-run Korean Intellectual Property Office (KIPO) will create the fund by 2011, using capital from both state and private firms. The fund will be used to purchase and commercialize ideas from local inventors, labs, and schools and to help local businesses fight challenges from foreign non-practicing entities (NEP). "With the appearance of U.S.-based ... [continue reading >>>](#)

U-Utah spinoff helps small towns treat sewage with 'poo-gloo'

University of Utah spinoff Waste Water Compliance Systems of Salt Lake City is developing devices -- known as the "Poo-Gloo" -- that sit in the bottom of small-community sewage lagoons and accelerate the bacterial decomposition of harmful contaminants. The firm, launched in the past year, employs six full- and part-time workers. Once two northern Utah test sites are evaluated, CEO Fred Jaeger expects ... [continue reading >>>](#)

Microfluidic palette' may paint clearer picture of biological processes

The masterpieces that sprang from the talents of Rembrandt, Van Gogh, and other artists often began with the creation of a gradient of colors on a palette.... [continue reading >>>](#)

Sanitizer automates disinfection of hospital equipment

Experts in applied physics, computer engineering, infectious diseases, emergency medicine, microbiology, pathology, and surgery from Johns Hopkins University in Baltimore have unveiled a 7-foot-tall, \$10,000 device that sanitizes, in 30 minutes, hard-to-clean equipment in the highly trafficked hospital emergency department (ED). Resembling a shower cubicle, the device can disinfect equipment of all shapes ... [continue reading >>>](#)

Wayne State helps budding entrepreneurs, boosts visibility

The short-term goal of a series of seminars being held at TechTown, a research and technology park at Wayne State University, is to help would-be entrepreneurs get their businesses off the ground and thus boosting the sagging Detroit economy. The long-term result may be an increase in tenants for TechTown. The university's tech park has so far hosted two successful conferences aimed at individuals looking to ... [continue reading >>>](#)

Student incubator shows strength in numbers

A basement in downtown Ann Arbor, MI, has become the temporary home of 11 small start-ups and 30 student entrepreneurs from the University of Michigan in a high-energy community called TechArb. They share space (all of 2,000 square feet), equipment, and ideas, and are living proof, according to the student entrepreneur whose vision it was, that the whole is greater than the sum of its parts. "It's very ... [continue reading >>>](#)

IP search engine software introduced

Buffalo-based marketing firm eXubrio Group has launched new web-based software called SeekIP Online that can interface with TTOs' patent and technology databases, enabling them to publish their licensable technologies online. According to partner Paul McAfee, 81% of Internet users find websites through search engines, but that most TTOs "fail to exploit Internet marketing fully." He adds that the new ... [continue reading >>>](#)

Scientists develop 'molecular condom' that blocks AIDS virus

Scientists at the University of Utah in Salt Lake City have developed a polymer-based gel that women can use as a "molecular condom" to block the virus that causes AIDS. Used vaginally, the gel becomes semi-solid in the presence of semen and traps the AIDS-causing virus in a microscopic mesh. "The first step in the complicated process of HIV infection in a woman is the virus diffusing from ... [continue reading >>>](#)

University of Florida to create \$13.2M 'Innovation Hub'

The University of Florida will use an \$8.2 million grant from the federal Economic Development Administration (EDA) to create the Florida Innovation Hub, a facility near UF's Gainesville campus that will link the school's technology commercialization efforts with a company incubator function. UF will contribute another \$5 million to build the 45,000 square foot facility, which is scheduled for ... [continue reading >>>](#)

Arizona State raising \$5 million for Impact Accelerator

Across the country, Arizona State University in Tempe is opting for a different approach to spawn start-ups by raising \$5 million to invest in its own technology. The initiative, called the Impact Accelerator, will help the university develop its own promising ideas for biosciences or renewable energy rather than immediately shopping projects to outside investors. "We are going to do what a venture capital ... [continue reading >>>](#)

Cleveland Clinic inks deals with FTA Therapeutics, Aspect Medical Systems

The Cleveland Clinic has taken an equity stake in FTA Therapeutics LLC, a pharmaceutical development partner of El Cajon, CA-based Pure Bioscience, which owns a patented silver dihydrogen citrate (SDC) antimicrobial compound. In July 2008, Pure and Yardley, PA-based FTA entered into an agreement to develop and license SDC-based products for dermatology, wound care, and medical biofilm ... [continue reading >>>](#)

UW-Madison partners with industry on water technology

A chemist at the University of Wisconsin-Madison is partnering with Advanced Chemical Systems Inc. of Milwaukee to develop a high-tech sensor system that would perform a rapid analysis of water quality. Advanced Chemical is paying an undisclosed fee for the exclusive right to work on the project with Peter Geissinger, an associate professor of chemistry at UWM. The goal is to develop a tool that uses ... [continue reading >>>](#)

U of Washington panel shares lessons in commercializing technologies, starting companies

Here's a thought: When a potential investor invites you to lunch to discuss a technology, order a decent meal. You'll earn his or her respect. That little tip is one of the "lessons learned" shared by three veterans of technology commercialization at the University of Washington (UW) during a forum moderated by Janis Machala of UW TechTransfer. Here are some additional take-home points shared by serial ... [continue reading >>>](#)

Automated vehicle could improve crop production

A collaboration involving researchers at Carnegie Mellon, Washington State, Oregon State, Purdue, and Pennsylvania State universities together with several private companies is developing an automated electric vehicle that could improve the production of labor-intensive crops such as apples, cherries, and other tree fruits. The vehicle, which is outfitted with sensors and software, can be programmed to ... [continue reading >>>](#)