



## Asociatia Româna pentru Transfer Tehnologic si Inovare

str. Stefan cel Mare nr 12, Craiova, jud. Dolj, Romania  
tel: +40-251-412775; Fax: +40-251-418882;  
e-mail: [office@ipacv.ro](mailto:office@ipacv.ro); web site: [www.arott.ipacv.ro](http://www.arott.ipacv.ro)

### 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.

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#### UMass Medical School receives EPO nod for Tuschl I patent covering RNAi technology

The University of Massachusetts Medical School (UMMS) in Worcester has been granted European Patent EP 1,309,726 in the Tuschl I patent series by the European Patent Office (EPO). The newly granted patent is based on one of the earliest applications in a UMMS portfolio covering the research of Phillip D. Zamore, PhD, a Howard Hughes Medical Institute investigator and the Gretchen Stone Cook chair of ... [continue reading >>>](#)

#### U-Edinburgh start-up signs major Chinese deal

In another sign of China's emergence as a hot market for technology partnerships, a biotech company launched through the University of Edinburgh (Scotland) has signed a multi-million pound deal to sell its products in China. Burdica Biomed, a Fife-based firm that develops personal lubricant products, has reached a partnership agreement with Sinopharm, China's largest pharmaceutical and medical ... [continue reading >>>](#)

#### Multi-TTO collaboration leads to license agreement for new therapy

Germany's Georg-August-Universitat Gottingen and University of Regensburg have inked exclusive licenses with the U.K.'s Medical Research Council Technology (MRCT) to develop a therapy for inflammatory and immune diseases based on the depletion of inflammatory monocytes. The first targets will be rheumatoid arthritis (RA) and multiple sclerosis (MS). MBM ScienceBridge GmbH, the TTO of the ... [continue reading >>>](#)

#### Avoid these eight types of angel investors

In his blog (Startup Professionals Musings), Martin Zwilling, CEO and founder of Startup Professionals, Inc., and board member and executive in residence at Callaman Ventures, warns entrepreneurs to validate the character and reputation of prospective angel investors. "The entrepreneur's tendency to be in a huge hurry to obtain funding can end up being disastrous, and play into the hands of less ... [continue reading >>>](#)

#### Keep your eye on the option pool during initial valuation

Successful negotiation of start-up funding leaves most new entrepreneurs flush with excitement. But investors will almost always slip an option pool into the equation, which means the share value to the founding group can sink in a flash. It can be a throttling experience for the uninitiated. Depending on the number and caliber of upper-echelon hires a new company must make, it's critical to provide an option ... [continue reading >>>](#)

#### Yissum introduces system to track, analyze human spatial behavior

Yissum Research Development Company Ltd., the TTO of the Hebrew University of Jerusalem, has introduced a method for tracking, recording, and analyzing human traffic patterns for tourism, town planning, and health care applications. Noam Shoval and Michal Isaacson, researchers in Hebrew-U's department of geography, developed the technology. Human behavior depends on countless variables, with ... [continue reading >>>](#)

#### The 8 essential components of an effective business plan

Much has been written about the messages you must communicate to potential investors in your business plan, but not as much attention has been paid to what it should actually look like. Jason Kay, a professional business plan writer, says there are eight necessary components of an effective business plan ... [continue reading >>>](#)

#### Ex-employee says Seagate pilfered MIT spinout's IP

A decade-long lawsuit pitting the tiny company Convolve and the Massachusetts Institute of Technology against giant Seagate Technology has taken an unexpected turn after a whistle-blower claimed that Seagate appropriated Convolve

technology and later destroyed evidence in the case. The whistle-blower, a former Seagate employee named Paul A. Galloway, has provided what is described as “an ... [continue reading >>>](#)

### **Ranking cites top 10 universities for cleantech technologies**

Shawn Lesser, president and founder of Atlanta-based Sustainable World Capital, which raises funds for private equity cleantech funds and private cleantech companies, peeked inside U.S. university labs and reports the best examples of collaboration among academics, businesses, and investors focused on clean technologies. “While many dotcom companies were started by students out of their ... [continue reading >>>](#)

### **UC-Santa Cruz, Johns Hopkins ink deals for nanotech innovations**

A pair of unrelated developments across two continents illustrate the continues steady movement of nanotech innovations toward commercialization. The U.K.'s Oxford Nanopore University Technologies Ltd inked an exclusive license agreement to develop technology developed at the University of California, Santa Cruz in the labs of David Deamer, PhD, professor emeritus of chemistry, and Mark Akeson ... [continue reading >>>](#)

### **U of Washington start-up Nanocel seeks to make computers cooler**

Last may, the Seattle start-up Nanocel won the University of Washington's annual business plan competition. Now the company -- founded by UW mechanical engineering PhD student Dustin Miller and recent UW MBA grad Daniel Rossi -- is gearing up for a big 2010. Their planned first products -- affordable fluid-based cooling systems for computer chips -- will fill a large void in the market, the ... [continue reading >>>](#)

### **U-Michigan spinoff secures \$11 M to develop histotripsy for prostate treatment**

Inventors at the University of Michigan have secured \$11 million to launch Ann Arbor-based HistoSonics, Inc., which will develop a medical device that uses tightly focused ultrasound pulses to treat prostate disease. The company's histotripsy technology, licensed from U-M and developed by scientists in the departments of biomedical engineering and urology, is a noninvasive, image-guided system that ... [continue reading >>>](#)

### **Martell Biosystems seeks investors to develop UPenn's noninvasive breast cancer Dx**

Early-stage *in vitro* diagnostics company Martell Biosystems is seeking approximately \$3 million in venture capital to help set up shop in downtown Rochester, MN, to develop a noninvasive, DNA amplification-based blood test to diagnose breast and other types of cancer. Martell needs the funding to finalize a licensing deal for the core technology with the University of Pennsylvania, where it ... [continue reading >>>](#)

### **Use patent analytics to ID licensees and get deals done**

Finding licensees for your IP is a challenge in any environment, but in a recession it can seem more like waiting for lightning to strike -- and about as likely. The key to sniffing out deals in a down economy, according to one IP consultant, is taking a proactive approach and increasing your odds by employing patent analytics. Matt Troyer, vice president of innovation at the full-service IP firm TAEUS International ... [continue reading >>>](#)

### **Medical College of WI licenses novel imaging technology to GE Healthcare**

A molecular imaging technology aimed at rapid diagnosis of cell death in organs such as the brain and heart has been licensed by The Medical College of Wisconsin to GE Healthcare. The license allows GE to further evaluate and develop the invention and provides an option to commercialize the technology, which uses imaging probes with a radiopharmaceutical compound. The probes bind to dead and ... [continue reading >>>](#)

### **Johns Hopkins launches start-up program that pairs researchers with business execs**

The Johns Hopkins University Montgomery County campus in Rockville, MD, is starting a technology commercialization and entrepreneurship program based on a similar initiative at the University of Maryland, Baltimore County, which has led to the formation of more than 25 companies since its inception in 2005. Called “Innovate!”, the one-year program will take 15 business executives and 15 ... [continue reading >>>](#)

### **“Pipeline overviews” help market IP**

One of the most effective marketing vehicles being used by the TTO at the University of Colorado is a collateral piece they call their “pipeline overview.” Produced in print once a year and regularly updated electronically, the overview, which employs a grid-like format and color coding, gives potential investors and partners a status update on current technologies. For example, if a potential ... [continue reading >>>](#)

### **10 benefits of running Twitter polls**

Lee Odden, CEO of Minneapolis-based TopRank Online Marketing, a SEO and digital marketing services firm, says that running polls on Twitter is “effective for a variety of reasons including the real-time feedback and mass, yet relevant, reach that can be achieved.” Odden enumerates the follow ten benefits for running Tweet Polls ... [continue reading >>>](#)

### **PR strategies to boost your 2010 marketing efforts**

The winning marketing formula for 2010, according to Ellen Eason with San Francisco-based Eason Communications LLC, is to “get creative with consistent PR campaigns, integrate PR with your other marketing and e-commerce programs, and track your successes.” Due to the power of the web, she argues, “publicity is more valuable than ever.” This is especially true, she adds, for organizations with ... [continue reading >>>](#)

### **'Invitation-only' online marketplace for marketers launched**

Adam Glickman, whose most recent projects include supporting launches for BBH Labs and Nike Sportswear, has launched a marketplace for marketers called The ideaLists, an invitation-only, online service that is like an "eBay" auction site for marketing strategies. Targeted to communications professionals, the website allows members to share ideas in a protected environment and only pay for the ... [continue reading >>>](#)

### **Words of wisdom for start-up entrepreneurs**

Many scientists with promising inventions dream of launching "the next Microsoft" and reaping huge financial benefits. But as IP marketing experts will tell you, selling an idea requires an entirely different skill set than creating one. In a recent interview, serial entrepreneur Harley Finkelstein shared his advice on how to succeed as the head of a start-up company. Would-be entrepreneurs, as well as ... [continue reading >>>](#)

### **Start-ups: Follow these tips to speak 'the language of the angels'**

Angel investors fund more companies than any other source of capital for start-up ventures -- except for entrepreneurs themselves, their friends, and their families. Not surprisingly, angels tend to invest in new ventures in business sectors they understand, says Bill Payne, the 2010 Bank of New Zealand University of Auckland entrepreneur-in-residence at The ICEHOUSE, an Auckland-based business incubator ... [continue reading >>>](#)

### **Hot Topic Intellectual Property programs at the NYC Bar**

From "Ethics in the Electronic Age" to "Trademark Basics & Beyond," take advantage of our hot topic CLE programs, available Live, on Video Replay, CD/DVD or Online. For more information, please [click here](#).

### **WARF wins appeal in patent battle with Xenon**

The Wisconsin Alumni Research Foundation (WARF) has won an appeal in federal court against Canadian drug company Xenon in a case clarifying that co-ownership of patents is controlled by contracts, when they exist. The lawsuit brought by WARF dealt with Xenon's handling of patent rights to an enzyme that can lower cholesterol levels. Researchers at the University of Wisconsin discovered the enzyme in 1999 ... [continue reading >>>](#)

### **Singapore's A\*STAR unveils adaptive audio streaming technology**

Singapore's Agency for Science, Technology, and Research (A\*STAR) and the Institute for Infocomm Research (I2R) have developed MPEG4-SLS (scalable-to-lossless coding), the world's first adaptive audio streaming technology using the MPEG-4 SLS audio standard. The technology was unveiled at the 2010 International Consumer Electronics Show (CES) by Exploit Technologies, the commercialization ... [continue reading >>>](#)

### **LSU professor develops technology to take mystery out of fishing**

Fishing can become a frustrating series of near misses and lost chances for the recreational sportsman. But John Caprio, PhD, George C. Kent professor in the department of biological sciences at Louisiana State University, has developed and licensed technology that takes the mystery out of reeling in the big one. Caprio, a specialist in aquatic vertebrate taste and smell systems, studies the chemosensory ... [continue reading >>>](#)

### **U-Michigan technology uses paper strips to detect toxin in drinking water**

Engineers at the University of Michigan have developed a biosensor consisting of a strip of paper infused with carbon nanotubes that can quickly and inexpensively detect a toxin produced by algae in drinking water. The paper strips perform 28 times faster than the method most commonly used to detect microcystin-LR (MC-LR), a chemical compound produced by cyanobacteria, or blue-green algae ... [continue reading >>>](#)

### **NYU inks exclusive license with Proteostasis Therapeutics for cell biology IP**

New York University has entered into an exclusive license with Proteostasis Therapeutics of Cambridge, MA, for IP related to discoveries from the laboratory of David Ron, MD, professor of medicine and Julius Raynes professor of cell biology at NYU Langone Medical Center's Skirball Institute of Biomolecular Medicine. Ron's research focuses on the unfolded protein response (UPR), and his laboratory ... [continue reading >>>](#)

### **Glycerin goes from soapy bubble to biofuel hero using Rice-U technology**

A thick, gooey tide of glycerin is overwhelming the fledgling biofuels industry, but an innovation from Rice University may offer a solution. Though high-grade glycerin is used to make products like soaps, cosmetics, foods, and pharmaceuticals, vast quantities of crude glycerin are simply disposed as waste in the biofuel recovery process. Rice researchers have developed glycerin-gobbling microorganisms that ... [continue reading >>>](#)

### **Alberta ag research moved to new innovation agency**

Agriculture, biotech, and bovine spongiform encephalopathy (BSE) research in Alberta, Canada, have been integrated through one of four new provincial corporations as part of the Alberta Innovates support structure for scientific research. Alberta Innovates officially launched January 1 as the province's Research and Innovation Act came into force, realigning what previously were 10 provincially ... [continue reading >>>](#)

### **Hebrew-U sanitizer cleans up against swine flu**

A researcher at Israel's Hebrew University has developed an antiviral hand sanitizer to be marketed as "EtoClean" that has been found highly effective against the swine flu virus, according to the Yissum Research Development Company Ltd., the university's TTO. Developed by Prof. Elka Touitou of the HU School of Pharmacy, the product is being commercialized by Novel Therapeutic Technologies, a Yissum ... [continue reading >>>](#)

### **Manage expectations of state lawmakers to secure long-term support for tech transfer**

Politics and tech transfer make strange bedfellows, but with jobs and revenues evaporating in many states, it's increasingly difficult for TTOs to avoid turf wars in the halls of their own statehouses. And some of the battles are getting ugly. Perhaps nowhere in the U.S. have more shots been fired across bordering states in recent months than in the upper Midwest, where the longstanding rivalry between ... [continue reading >>>](#)

### **University of Utah markets its economic contributions**

Looking for a creative way to demonstrate your TTO's value to external audiences? Why not show them what a difference you've made in the local economy. That's what the University of Utah has done through a recent study of its research spending. According to the report, every dollar spent by the university creates an additional 95 cents in gross state product (GSP), the measure of a state's overall ... [continue reading >>>](#)

### **In IP marketing, some basics never change**

Even the technological whizzes that devise and market newer and better ways to support TTO marketing efforts recognize that some things never change when it comes to effective marketing. For example, says Matt Troyer, VP of Innovation at Colorado Springs, CO-based TAEUS International Corporation, "you've got to have a good marketing title [for your technology summary]; studies show that 80% of the ... [continue reading >>>](#)

### **New marketing approach bolsters relief for Haiti by tapping into elusive Gen Y**

It's difficult to even try to mention the horrific tragedy in Haiti and marketing creativity in the same breath -- except when that creativity has yielded dramatic results in terms of financial support for the beleaguered island. Marketing expert Peter Dunn says the texting strategy the Red Cross is using has "cracked the Gen Y code for charitable giving." By allowing mobile phone users to simply text the word ... [continue reading >>>](#)

### **Web-based benchmarking tool offers searchable access to more than 6,000 license agreements**

Through a new partnership with *ktMINE*, 2Market Information, parent company of *IP Marketing E-News*, is offering hands-on access to an incredibly rich source of royalty rate data, full-text license agreements, and detailed agreement summaries. *ktMINE* is an online, interactive IP database of more than 6,000 license agreements that allows you to quickly find true market comparables using specific search criteria. Users can run unlimited searches and see unlimited results, including all royalty rates and full text agreements. Access is made available through affordable 2-day and 5-day passes, which can be activated at the user's convenience. For complete details or to order, [CLICK HERE](#).

### **Start-ups can learn a lot from Google**

While the story of Google is a legendary tale of business successes, there are many lessons that all start-ups can learn from what its leaders have accomplished, asserts a guest poster called "Ines" on the blog "seo rabbit." Many of them, it happens, have to do with marketing and branding. For example ... [continue reading >>>](#)

### **Tips for choosing a website design firm**

If you're in the market for a website design company, the first thing you should do is be clear about what your requirements are, says Mark Walters, writing at [imarketingcentral.com](#). Start by making a list of about 10 website design firms, which can be compiled by Googling "website design companies" or "website designer." When you contact the firms, Walters recommends, seek the answers to ... [continue reading >>>](#)

### **Attorneys offer advice on *Bilski*, with a side of *Mayo***

In an article posted on their law firm's web site, patent attorneys Stephen D. Harper, PhD, and Stephen J. Weed in the Valley Forge, PA, office of RatnerPrestia consider the U.S. Supreme Court's current deliberation of the Federal Circuit's decision on business methods in *In re Bilski* and possible patent protection strategies during this "period of flux." The Supreme Court is reviewing whether the ... [continue reading >>>](#)

### **Ohio University makes a bundle on sale of company**

Wilfred Konneker attended Ohio University in the 1940s and was an early pioneer in nuclear physics before founding several companies and becoming one of the university's financial benefactors. He's come through again -- big time. Diagnostic Hybrids, a company Konneker helped found in 1983 with two OU professors and the financial backing of the university foundation, was sold to a California company for ... [continue reading >>>](#)

### **Roswell Park licenses tumor imaging tech to Chinese pharma**

Roswell Park Cancer Institute's (RPCI) TTO has signed a licensing agreement with Zhejiang Hisun Pharmaceutical Co., Ltd., for tumor imaging technology developed by RPCI researcher Ravindra Pandey, PhD. Zhejiang Hisun Pharmaceutical is one of China's largest producers of oncology drugs. Additional terms were not disclosed, but Richard Matner, PhD, MBA, director of RPCI's TTO, recently spoke about the ... [continue reading >>>](#)



### **U-Utah research dollars provide double impact on state's economy**

The University of Utah pumps millions of dollars and thousands of jobs into the Utah economy, according to a new study. "The Economic Impact of Sponsored Research at the University of Utah" clearly illustrates the financial impact of research spending, which is increasingly important to TTOs as their missions become intertwined with local economic development. According to the independent ... [continue reading >>>](#)

### **Start-up that restores hearing achieves sound success**

A runner-up at Ireland's 2009 BT Young Scientist and Technology Exhibition has evolved into a web-based company that is a corporate exhibitor at this year's show. The Sound of Silence project, developed by students and a physics professor at Ursuline College Sligo, investigated a therapy for people suffering from temporary tinnitus, or ringing in the ears. After the project won the Health Research Board's ... [continue reading >>>](#)

### **Access Metrics Initiative invites TTO participation**

Although most university TTOs acknowledge their mission of advancing academic research to benefit society and ensuring public access to university innovations, there is currently no effective measure of licensing success that gauges this central aspect of research effectiveness. The Access Metrics Initiative, developed by Universities Allied for Essential Medicines (UAEM) in Berkeley, CA, seeks to change ... [continue reading >>>](#)

### **UTEK, Patents.com form partnership**

In an attempt to provide an easier path for finding IP partners, Tampa-based UTEK Corporation and Sterling, VA-based Patents.com have announced a partnership agreement. UTEK is an IP licensing and innovation services company, and Patents.com is a comprehensive source of patent data. In their new relationship, UTEK will provide in-licensing, out-licensing and analytics services to Patents.com's ... [continue reading >>>](#)

### **Common mistakes impede successful IP marketing**

"The value of your IP is not ultimately determined by the brilliance of your science; the value of your IP is determined by what the market will pay for it -- and the more leveraged value you can create from your core IP, the more the market will pay," asserts serial entrepreneur Michael R. Drapp. Drapp recently formed nanoEdge Technologies, which he describes as "a business development and intellectual ... [continue reading >>>](#)

### **Is Olympic organizer overreacting to 'ambush marketing'?**

Sponsors of mega-events have to constantly be on guard against 'ambush marketing,' but overreacting can have its own negative brand impact. VANOC, the organizing committee of the winter Olympics, has sought damage control by steadily pursuing those they charge are capitalizing off the largest sporting event in Canada by misleading consumers into believing they're affiliated. But VANOC's ... [continue reading >>>](#)

### **Proposed 'distributed partnering' model addresses the innovation Valley of Death**

Writing in *Xconomy San Diego*, CONNECT CEO Duane J. Roth describes a new funding model for innovation. The Distributed Partnering Model, which Roth co-developed with Pedro Cuatrecasas, former president of pharmaceutical research for Parke Davis Warner Lambert Co. and adjunct professor of pharmacology and medicine at the University of California San Diego, is designed to advance life ... [continue reading >>>](#)

### **U-Washington TTO changes name, adds heavy hitters to team**

The overhaul of the University of Washington's tech transfer department continues under the leadership of vice provost Linden Rhoads, and the latest move is about branding. The department -- which manages and licenses technology from the state's largest public university -- has changed its name to The University of Washington Center for Commercialization, or UWC4C. "A name can imply a lot ... [continue reading >>>](#)

### **U-Rochester expands staff to speed commercialization**

The University of Rochester (NY) also is stretching its commercialization efforts by making a key staffing change. U-Rochester has created a new position -- vice-provost for technology transfer policy -- as part of a multi-year effort to increase the number of science and engineering discoveries that can be developed by entrepreneurs and turned into commercial technologies. Gail Norris, former ... [continue reading >>>](#)

### **AutoPort to roll out first cars equipped with U-Delaware technology**

A University of Delaware technology that could change the energy world is on a roll. The university has signed the first license for its vehicle-to-grid (V2G) technology with AutoPort, Inc., a vehicle processing and modification facility in New Castle, DE. Under terms of the licensing agreement, AutoPort has been granted non-exclusive rights in the area of commercial fleet vehicles. The agreement ... [continue reading >>>](#)

### **U of Alabama scientist on the trail of a new food preservative**

Julie Olson, PhD, wants to help your refrigerator. An associate professor of biological sciences, Olson is working with the University of Alabama's OTT to bring to market a naturally occurring but previously unknown compound that could assist in food preservation. Although refrigeration slows the growth of many bacterial and fungal contaminants, refrigerators have proven to be no match against certain ... [continue reading >>>](#)

### **TTOs face new reality when seeking venture funding**

TTOs say they are facing a hard truth when it comes to early-stage financing: Projects that would have been considered “venture ready” a few short years ago are having a much tougher time attracting VC funding today. “The definition of the term ‘venture ready’ is definitely different than it was a couple of years ago,” says Rick Silva, PhD, TTO director at the University of Colorado Denver. “With respect ... [continue reading >>>](#)

### **GlaxoSmithKline moves U-Michigan compound forward, partners with Emory**

GlaxoSmithKline (GSK) has inked an exclusive over-the-counter license agreement covering the United States and Canada for a nanoemulsion treatment for cold sores developed by Ann Arbor, MI-based NanoBio Corporation. James R. Baker, Jr., MD, director of the Michigan Nanotechnology Institute for Medicine and Biological Sciences at the University of Michigan Medical School, developed nanoemulsions in ... [continue reading >>>](#)

### **U-Mich develops new device to improve in vitro pregnancy rates**

A device that gently rocks embryos while they grow during in vitro fertilization (IVF) improves pregnancy rates in mice by 22%, according to researchers at the University of Michigan. The device could one day lead to significantly higher IVF success rates in humans as well. Researchers built the device to imitate the motion that embryos experience as they make their way down a mammal’s oviduct ... [continue reading >>>](#)

### **U-Minn spinout seeks to ‘regenerate’ state’s medical industry**

Miromatrix, Inc. has one official employee, zero money, and nothing to develop -- yet. But make no mistake: everyone wants a piece of it, and Minnesota officials hope the fledgling company will regenerate the state’s medical industry. Miromatrix is close to signing a license agreement with the University of Minnesota to commercialize the regenerative tissue work of Doris Taylor, PhD, director of the ... [continue reading >>>](#)

### **VC expert offers words of wisdom to Business Plan Bootcamp attendees**

Melissa Krinzman, the keynote speaker at the *Miami Herald’s* recently held Business Plan Bootcamp and a judge for the upcoming Miami Herald Business Plan Challenge (sponsored by Florida International University’s Pino Global Entrepreneurship Center), had some words of advice for her audience of would-be entrepreneurs looking to put together a business plan ... [continue reading >>>](#)

### **China’s ‘Silicon Valley’ flexes muscle at CES convention**

IP marketing, it seems, has become a big deal for some Chinese IP holders. Looking to demonstrate that China is a technology power to be reckoned with, five its top tech companies made their first appearance recently at the massive annual Consumer Electronics Show (CES). The companies are all based in Zhongguancun, or the Beijing Science Park, a complex with nearly 20,000 high tech enterprises ... [continue reading >>>](#)

### **Blog promotes clients’ IP, markets consultant’s expertise**

While many TTOs are still getting their feet wet in the world of blogging, IP and technology management services firm Fuentek, LLC, has developed a sophisticated blog that is enabling it to both market clients’ technologies and enhance its reputation for IP marketing and management expertise. The blog, which was launched in August 2009, offers a well-done model for TTOs to emulate. It covers ... [continue reading >>>](#)

### **You don’t have to spend money to market online**

If you market on the web and money is no object, you could hire an agency to create your online marketing strategy, “but for most of us [including TTOs] it’s a luxury we cannot afford,” notes Joseph Eitan, founder of Photo Paper Direct. Accordingly, he says, “‘free’ is the magic word.” There are few online marketing activities that are both free and worthy of your time, he notes, but there are a few ... [continue reading >>>](#)

### **Open-source is alive and well**

New York University anthropologist Gabriella Coleman, a speaker at the recently held Linux.Conf.Au (which attracted more than 600 open-source software developers and enthusiasts), says the open-source software movement has emerged relatively unscathed from the economic downturn. She notes that most hackers (a term used by the community to describe people who write open-source ... [continue reading >>>](#)

### **University of Missouri to launch \$5M business fund**

The University of Missouri System plans to establish a three-year, \$5-million fund for start-up companies. The Enterprise Investment Program “is designed to help fund start-up companies in Missouri that can move the discoveries of our faculty from the laboratory to the marketplace,” leveraging the university’s expertise in life sciences, nanotechnology, information technology, engineering ... [continue reading >>>](#)

### **U-Waterloo launches BootCamp for young entrepreneurs**

The University of Waterloo in Ontario, Canada, is launching a training camp to teach promising young Canadian entrepreneurs how to help create the country’s future economy. The VeloCity Entrepreneur BootCamp (VEB), which will run from May to July 2010, will be based in U-Waterloo’s VeloCity, a hybrid student residence and high-tech incubator that has spawned several start-up companies in mobile ... [continue reading >>>](#)

### **Degree program trains students to turn U of Rochester patents into products**

The University of Rochester (NY) is taking a different approach to enlist students in commercializing promising technology. The school has created a graduate program designed to put its vast collection of IP to use in medical devices, consumer electronics, and other applications instead of leaving patents to collect dust. As a component of the Masters of Science degree, the Technical Entrepreneurship and ... [continue reading >>>](#)

### **Imperial Innovations inks meningitis vaccine licensing deal with Novartis**

Imperial Innovations Group plc, the tech transfer arm of Imperial College London, has granted Novartis Vaccines and Diagnostics a worldwide, exclusive license to a preclinical-stage vaccine candidate against meningitis B. Although full terms of the deal were not disclosed, Imperial Innovations received an upfront payment and will be entitled to development milestones and royalties if the vaccine goes to market ... [continue reading >>>](#)

### **UT-Battelle licenses tissue regeneration technologies to NellOne Therapeutics**

A company developing potential treatments to help heal damaged hearts and muscle wounds has exclusively licensed patents that will help move the protein therapy closer to actual patients. In 2008, NellOne Therapeutics was spun out of Oak Ridge National Laboratory (ORNL) contractor UT-Battelle by Battelle Ventures to probe the potential of a gene that showed promise in helping to restore damaged tissues in ... [continue reading >>>](#)

### **Save time and money using in-house valuation analysis software**

A new software tool, the **Competitive Advantage Valuation** (CAV) system, was specifically developed to provide the precision you need in IP valuation at a price every organization can afford. The low price has been cut even further under a collaboration with 2Market Information Inc., parent company of *Tech Transfer E-News*. Readers pay only \$380, a full \$250 off the regular price. The system gives TTOs and other IP holders an in-house alternative to costly outside analysis that can take months and often delays negotiations. The CAV Software offers users a single, straightforward method for determining IP value. Created by nationally recognized IP law expert Ted Hagelin, the CAV tool yields clear and logical valuation results through a single program platform for effective negotiation, planning and reporting. The easy-to-use system includes detailed explanations and instructions for each step of the process, and over 75 research resources to obtain the information needed for valuation. For complete details and to order, [CLICK HERE](#).

### **U-South Dakota researcher's germ-killing socks go into production**

A Sioux Falls company is using patent-pending technology developed by researchers at the University of South Dakota to create a specialty sock line with germ-killing additives designed to help diabetics and athletes. Yuyu Sun, PhD, associate professor in biomedical engineering at USD, has spent the past 11 years conducting research in the antimicrobial field. Last summer, USD signed a licensing agreement ... [continue reading >>>](#)

### **Vanderbilt researcher develops new glasses for low vision**

Having low vision can seriously limit life for individuals with macular degeneration, glaucoma, cataracts, and diabetic retinopathy. Low-tech vision aids such as hand-held magnifiers, stand magnifiers, reading telescopes, spectacle-mounted magnifying lenses, and bright reading lamps often are recommended, but each of these devices has drawbacks, says Jeffrey Sonsino, OD, an optometrist at the ... [continue reading >>>](#)

### **U-Mich creates 'one-stop shop' center for start-ups**

Having a wide range of services and resources available to faculty entrepreneurs and investors has always been seen as an important goal by the TTO at The University of Michigan, but recently its leadership decided that those services could be provided more effectively and efficiently by creating a central contact point for all interested parties. The result was the establishment of the Michigan Venture ... [continue reading >>>](#)

### **Columbia licenses high-resolution brain imaging technology**

Columbia University and Ascent Scientific have signed a license agreement for FFN511, a fluorescent probe for optical imaging and measurement of synaptic activity in the brain. Memory, decision-making, and learning require activation and modification of synapses in the brain. This synaptic transmission involves the accumulation of neurotransmitters in vesicles within the cytoplasm of the ... [continue reading >>>](#)

### **UIUC inks license with Samsung to improve semiconductor performance**

The University of Illinois at Urbana-Champaign has inked a license agreement with Samsung Electronics Co. Ltd. for patented technology covering the use of deuterium in semiconductor devices. The IP provides a solution to hot-carrier effects, which are known to cause problems with device reliability. The agreement allows Samsung to use the technology for semiconductor devices through the ... [continue reading >>>](#)

### **Software industry leaders join RPX Defensive Patent Aggregation service**

Microsoft Corp., McAfee Inc., and Symantec Corp. have joined the Defensive Patent Aggregation service offered by San Francisco-based RPX Corp. The moves bring RPX's membership to 29, including Sharp Corporation and the U.S. subsidiary of Swedish telecommunications software and services company Enea. "Patents have long been viewed as a transactional problem, but in fact, for companies they ... [continue reading >>>](#)

### **SUNY opens 'Gateway to Japan' for its technologies**

The State University of New York (SUNY) has established a four-month training residency for Dr. Hikoko Sato, a Japanese technology transfer specialist, which it hopes will enable its newly opened SUNY Fredonia Technology Incubator in Dunkirk, NY, to serve as a "gateway" for technology exchanges between Japan and the entire SUNY system. Sato is a representative of a consortium that works on behalf ... [continue reading >>>](#)

### **'Free to all' IP marketing exchange makes strong start**

IP Net, a three-month-old service billed as "the world's first free-to-all technology marketing system," already has over 25 universities and 50 multi-nationals as subscribers. Led by The University of Manchester Intellectual Property Limited (UMIP), IP Net brings together technology providers and seekers. It is supported by industry sponsors including BAE Systems and Unilever. James Baker, BAE Systems' ... [continue reading >>>](#)

### **Outside firm counsels UTRF's faculty inventors to spur start-ups**

One of the most effective strategies in selecting an outside consulting firm is to study what they've done for similar organizations, and the University of Tennessee Research Foundation (UTRF) only had to look a few miles down the road to Oak Ridge to confirm its decision to retain the Center for Entrepreneurial Growth (CEG). The firm has been selected to counsel UTRF faculty members who are interested in ... [continue reading >>>](#)

### **IP marketers as thespians? IU brings its tech transfer efforts to the stage**

For the last four years, the Center for the Business of Life Sciences at Indiana University's Kelley School of Business has organized a well-received seminar series that has brought together professionals from the research, business and legal communities to help bring potential commercialization partners together. Despite that success, however, George Telthorst, the new director of the center, says ... [continue reading >>>](#)

### **Two new royalty rate references focus on medical devices, trademarks and copyrights**

In association with IPRA Inc. and its principal, royalty rate and valuation expert Russell Parr, 2Market Information Inc. recently added two new royalty rate references. Both are available in print or in PDF for immediate download.

***Royalty Rates for Trademarks & Copyrights, 4th Edition***, features 30% more transactions and benchmark rates than previous editions. Along with an unrivaled set of benchmarks and real-world rates from transactions completed through 2009, this edition also shows how to implement financial models for the derivation of royalty rates. Details are included on rules of thumb, profit differential calculations, investment rate of return analyses, and discounted cash flow analysis, along with examples that can be used as a template for your specific applications. [For details, a table of contents, sample pages, and to order, CLICK HERE.](#)

With ***Royalty Rates for Technology: Medical Devices and Diagnostics Edition***, we've created a targeted reference by deriving all medical device and diagnostics entries from the more comprehensive -- and more costly -- technology edition of this unique benchmarking series. If your interest is focused primarily on the medical device industry, you can access this valuable data at a much lower price than the larger volume. It reports all available compensation terms from scores of completed medical device license agreements, gathered from more than 20 years of Mr. Parr's research. You'll find details on fixed royalty rates, per unit royalties, scaled royalty rates, and license fees. [CLICK HERE for more information and to order.](#)

All editions in the [series](#) provide more than just rates and data -- you get context as well. For each transaction you'll find:

- A description of the licensed technology
- Compensation terms including royalty rates and license fees
- Identity of the licensor and licensee
- Transaction background and history
- Market analysis and benefits of the licensed technology

### **Avoid these social media marketing mistakes**

Marketing expert Judy Shapiro says that while the "bad" news of social media marketing is that it is full of pitfalls, the good news is that many of the most common errors can be avoided. Here are her recommendations for avoiding the "five typical mistakes" marketers make with social media ... [continue reading >>>](#)

### **"Pipeline overviews" help market IP**

One of the most effective marketing vehicles being used by the TTO at the University of Colorado is a collateral piece they call their "pipeline overview." Produced in print once a year and regularly updated electronically, the overview, which employs a grid-like format and color coding, gives potential investors and partners a status update on current technologies. For example, if a potential ... [continue reading >>>](#)

### **10 benefits of running Twitter polls**

Lee Odden, CEO of Minneapolis-based TopRank Online Marketing, a SEO and digital marketing services firm, says that running polls on Twitter is "effective for a variety of reasons including the real-time feedback and mass, yet relevant, reach that can be achieved." Odden enumerates the follow ten benefits for running Tweet Polls ... [continue reading >>>](#)



### **PR strategies to boost your 2010 marketing efforts**

The winning marketing formula for 2010, according to Ellen Eason with San Francisco-based Eason Communications LLC, is to “get creative with consistent PR campaigns, integrate PR with your other marketing and e-commerce programs, and track your successes.” Due to the power of the web, she argues, “publicity is more valuable than ever.” This is especially true, she adds, for organizations with ... [continue reading >>>](#)

### **‘Invitation-only’ online marketplace for marketers launched**

Adam Glickman, whose most recent projects include supporting launches for BBH Labs and Nike Sportswear, has launched a marketplace for marketers called The ideaLists, an invitation-only, online service that is like an “eBay” auction site for marketing strategies. Targeted to communications professionals, the website allows members to share ideas in a protected environment and only pay for the ... [continue reading >>>](#)

### **Words of wisdom for start-up entrepreneurs**

Many scientists with promising inventions dream of launching “the next Microsoft” and reaping huge financial benefits. But as IP marketing experts will tell you, selling an idea requires an entirely different skill set than creating one. In a recent interview, serial entrepreneur Harley Finkelstein shared his advice on how to succeed as the head of a start-up company. Would-be entrepreneurs, as well as ... [continue reading >>>](#)

### **How to make the most of Google Buzz**

The newly introduced Google Buzz has some marketing limitations, according to the Mike Volpe, VP of marketing at the blog hubspot.com, but it does have potential. “Initially, many of the limitations of Google Buzz reduce how effective a marketing tool it can be; at this point, Google Buzz is designed to be used by people more than companies,” he notes. “But, just like Facebook ended up creating Business ... [continue reading >>>](#)

### **The right words help win the communication ‘battle’**

In marketing, “every day in every way” you find yourself on the battlefield of communication, says Debbie Mayo-Smith, marketing expert and author. “Your weapons are your words -- written, spoken, and visual,” she says. “Whether you’re talking to a prospective client, writing an e-mail, or simply conversing over dinner, wouldn’t you like to get your way more often?” She offers the following tips from ... [continue reading >>>](#)

### **Puerto Rico embarks on two-fold strategy to boost academic tech transfer**

One of Puerto Rico’s leading advocates for the promotion of its university research candidly admits that the island’s university system has had two significant weaknesses that have kept it from achieving the success that the quality of its research merits. She adds, however, that joint public-private efforts are finally making progress towards eliminating those weaknesses. “One of our weaknesses is ... [continue reading >>>](#)

### **IP management goes beyond patents to market strategy**

IP performance should not be simply judged by patents and applications, but also on how rights are used in the marketplace, says Zhang Ping, professor with the Intellectual Property Institute at Peking University. “The primary reason for an enterprise to acquire intellectual property rights is to position itself better in the face of competition,” she asserts, adding that one of two perspectives can be ... [continue reading >>>](#)

### **Cornell student fund holding second annual ‘Venture Challenge’**

The Johnson School of Cornell University is currently accepting entries for the 2010 BR Ventures’ Cornell Venture Challenge. In 2009 the Venture Challenge replaced the Business Idea Competition that BR Ventures, the Johnson School’s student-run venture capital fund, had sponsored for eight years. The winning idea will receive \$10,000 and 20 hours of free legal help through BR Legal, Cornell’s ... [continue reading >>>](#)

### **Kauffman proposal for ‘free agent’ faculty draws strong reaction from TTO execs**

It was the shot heard round the tech transfer world; in fact, it was interpreted by many tech transfer professionals as a shot across the bow, if not a full-force slap in the face. In a brief one-page treatise in the January/February edition of the *Harvard Business Review* that the stalwart publication cited as one of the top 10 “breakthrough ideas” of 2009, Robert E. Litan, the Kauffman Foundation’s vice ... [continue reading >>>](#)

### **St. Louis-U to snap up Pfizer scientists**

In November 2009, pharma giant Pfizer revealed it would lay off 600 of its 1,000 employees in St. Louis, MO, as part of a 15% reduction in its global work force following the \$68 billion acquisition of drug maker Wyeth. But Pfizer’s loss is St. Louis University’s gain. SLU plans to tap the pool of laid-off scientists to launch a research center focused on discovering drugs to treat medical problems in the ... [continue reading >>>](#)

### **U Missouri student entrepreneurs to get boost from club**

Rob Duncan, vice chancellor for research at the University of Missouri, is challenging students to create their own careers after college instead of struggling in a slow job market, and he wants faculty members and local entrepreneurs to help. Duncan has created the Club Innovation for Missouri Business, or CLIMB, to pair innovative students with experienced mentors. He envisions a student-led ... [continue reading >>>](#)

### **Singapore start-up licenses high performance network traffic analysis engine**

Exploit Technologies, the marketing and commercialization arm of the Singapore Agency for Science, Technology, and Research (A\*STAR), has licensed a computer network traffic recognition engine developed by A\*STAR's Institute for Infocomm Research (I<sup>2</sup>R) to start-up Niometrics Pte Ltd. The licensed technology, dubbed CUB4, is a high-performance, software-based traffic analysis engine. As part of the ... [continue reading >>>](#)

### **Johns Hopkins inks license with DxS for cancer biomarker patent**

Johns Hopkins University has inked an exclusive global license allowing DxS, a wholly owned subsidiary of Netherlands holding company Qiagen N.V., to use its PI3K biomarker patent in the development of PCR-based companion diagnostics for cancer therapies. The patent for PI3K mutations in human cancers was initially filed by Johns Hopkins researchers who assessed the biomarker during their evaluation ... [continue reading >>>](#)

### **Fusion IP spins Progenteq out of Cardiff University**

Fusion IP plc, the commercialization specialist for the U.K.'s Cardiff University, has spun out Progenteq Ltd to develop a cartilage replacement therapy for the treatment of acute knee injuries. The company is founded on the work of Charlie Archer, PhD, professor of reparative biology and tissue engineering in the connective tissue research group at Cardiff's School of Biosciences. Archer and ... [continue reading >>>](#)

### **Battelle, OSU extend tech commercialization effort**

Two of Central Ohio's largest economic engines are collaborating on a technology initiative that could pay dividends for both. Columbus-based R&D giant Battelle has signed a two-year deal to use the Technology Entrepreneurship and Commercialization Center at Ohio State University's Fisher College of Business to assess the market potential of technology in its development pipeline. The OSU ... [continue reading >>>](#)

### **Dana-Farber, Sanford-Burnham Institute license flu-targeting antibodies**

Dana-Farber Cancer Institute in Boston and the Sanford-Burnham Medical Research Institute in LaJolla, CA, have signed a license agreement with Genentech, a wholly owned member of the Roche group, and Roche that grants the companies exclusive rights to manufacture, develop, and market human monoclonal antibodies to treat and protect against group 1 influenza viruses. These viruses include the strains for ... [continue reading >>>](#)

### **NovaUCD reports seven spinoffs in 2009**

NovaUCD, the TTO responsible for the commercialization of IP developed at Ireland's University College Dublin (UCD), reported 85 invention disclosures in 2009 -- a 60% increase over the 53 inventions reported in 2008. In addition, seven companies were spun out of UCD in 2009, including ... [continue reading >>>](#)

### **AIDS Research Alliance gains exclusive rights to Stanford technology**

AIDS Research Alliance in Los Angeles has signed a licensing agreement with Stanford University for exclusive rights to a technology developed by chemistry professor Paul Wender, PhD, and colleagues. The technology, reported in 2008 in *Science*, will allow AIDS researchers to synthesize the natural compound prostratin. Early tests conducted at the National Cancer Institute and ongoing preclinical ... [continue reading >>>](#)

### **Heart researchers create novel photographic technique**

Scientists at the University of Oxford, U.K., have developed a method to capture a high-resolution still image alongside high-speed video. By combining off-the-shelf technologies found in standard cameras and digital movie projectors, the researchers have created a tool that could transform many forms of detailed scientific imaging and provide access to high-speed video with high-resolution still ... [continue reading >>>](#)

### **UMinn plans active 2010, plans three spinoffs**

The economy may still be in the doldrums in many parts of the country, but The University of Minnesota has good reason to be upbeat about 2010: It plans to spin off three medical technology firms this year, introducing the three unnamed start-ups to potential investors at another new venture -- its inaugural Life Sciences Showcase on March 4. The showcase will be held at the University ... [continue reading >>>](#)

### **Definitive guide to IRC 409A valuations released**

In partnership with Business Valuation Resources, 2Market Information Inc., parent company of *IP Marketing E-News*, is offering the just-published **Guide to Valuations for IRC 409A Compliance**. This new resource, authored by expert **Neil J. Beaton**, focuses on the nuts and bolts of performing valuation and allocation analyses specifically related to Internal Revenue Code 409A. In these types of valuations, metrics and methodologies differ by the stage of investment and the availability of quantitative and qualitative data. Understanding and identifying the unique variables required to perform a valuation for an early-stage company is critical to a well-supported, and ultimately acceptable, valuation opinion. The Guide will provide readers the foundation they need to perform most of the common 409A valuations over a wide variety of economic conditions. For more details and to order, [CLICK HERE](#).

### **'Free media' can make up for modest marketing budget**

A good, strong article in a prestigious publication can sometimes be as valuable as a big-bucks marketing campaign; just ask Medical Acoustics LLC. The company was thrilled to get a call last fall from *Popular Science* magazine, which wanted

to feature its therapeutic lung flute product among the 100 Top Innovations for 2009 in its December issue ... [continue reading >>>](#)

### **UC Merced touts inventions, inventors in new catalogue**

The Office of Technology Transfer at the University of California, Merced is seeking to reach a variety of internal and external audiences through a new publication called "Inventions of the Research Enterprise." The 50-page catalog covers inventions created between January 2007 and June 2009 (the end of the university's fiscal year.) ... [continue reading >>>](#)

### **Expert offers marketing tips for 2010**

Whatever your marketing plans for 2010, it's important that they be grounded in certain marketing truths and strategies. Rohit Bhargava, senior vice president of digital strategy at Ogilvy Public Relations and author of "Personality Not Included," has developed several of his own, and shares them in the form of these marketing tips ... [continue reading >>>](#)

### **You can't always do it by yourself**

A great idea may not be enough to guarantee success, as even large companies like Proctor & Gamble have learned; there is no substitute for a strong brand in the space in which you plan to market. A few years ago, researchers at P&G made a breakthrough that could revolutionize how food is wrapped and stored. But there was one problem ... [continue reading >>>](#)

### **You've got to admit it's creative**

They may be bending the rules (if not downright breaking them), but you've got to admire the creativity of some firms that are not sponsors of the Vancouver Olympics but are seeking, nevertheless, to capitalize on the event. For example, the donut chain Tim Horton's ran ads including Olympian Sidney

### **Arizona Technology Enterprises partners with Japan Technology Group**

Arizona State University's (ASU) technology transfer arm is partnering with Japan Technology Group (JTG) to collaborate on commercializing technologies from ASU and eight Japanese universities. Arizona Technology Enterprises (AzTE) will market Japanese IP in the United States, while JTG will do the same for ASU in Japan. The goal is to accelerate the transition of university innovations into the marketplace ... [continue reading >>>](#)

### **Purdue Research Foundation establishes network for angel investors**

Select investors who provide capital for startups will have access to a program that provides a first look at companies commercializing technologies developed at Purdue University. The Purdue Research Foundation has established the P3 Alliance - Purdue, People, Performance - as an angel investment network that provides investment information and connects individuals to firms or technologies in which ... [continue reading >>>](#)

### **AURP report: Streamline federal tech transfer to create jobs**

The federal government can stimulate the creation of jobs and businesses by streamlining its policies for bringing new technologies to market, according to a report from the Association of University Research Parks (AURP). The report by Brian Darmody, president of the AURP and associate vice president for research and economic development at the University of Maryland, offers a 10-point plan that ... [continue reading >>>](#)

### **U.S. Army looks to speed up tech transfer**

Some of the U.S. Army's top science and technology leaders are changing how they think and act so they can transfer new technology solutions to soldiers more quickly. "A soldier's life is far more complex than when I was a young infantryman," says Maj. Gen. Nick Justice, commander of the Army's Research, Development and Engineering Command (RDECOM). "We have to be nimble and ... [continue reading >>>](#)

### **Affordable IP valuation software for TTOs**

A new software tool, the **Competitive Advantage Valuation** (CAV) system, was specifically developed to provide the precision you need in IP valuation at a price every organization can afford. The low price has been cut even further under a collaboration with 2Market Information Inc., parent company of *Tech Transfer E-News*. Readers pay only \$380, a full \$250 off the regular price.

The CAV Software gives TTOs and other users a single, straightforward method for determining IP value. Created by nationally recognized IP law expert Ted Hagelin, the CAV tool yields clear and logical valuation results through a single program platform for effective negotiation, planning and reporting. The easy-to-use system includes detailed explanations and instructions for each step of the process, and over 75 research resources to obtain the information needed for valuation. For complete details and to order, [CLICK HERE](#).

### **Rhapsody Biologics licenses technology to create personalized peptide vaccine**

Rhapsody Biologics (S) Pte Ltd, a Singapore-based startup launched in October 2009 using IP exclusively licensed from Singapore's Agency for Science, Technology, and Research (A\*STAR), has licensed from Exploit Technologies - A\*STAR's marketing and commercialization arm - a portfolio of technologies to create a personalized peptide vaccine (PPV) platform. The technologies, expected to predict and optimize ... [continue reading >>>](#)

### **Roswell Park, U-Buffalo take robotics around globe**

A spinoff developed by New York's Roswell Park Cancer Institute and the University at Buffalo (UB) is working to train surgeons around the world in robotic surgery using technology that simulates the touch and feel of a robotic surgical system. The Robotic Surgical Simulator (RoSS) was developed over a four-year period by a Roswell surgeon and an engineering professor at UB. The duo launched Simulated ... [continue reading >>>](#)

### **Montana State team developing new way to fight influenza**

Scientists at Montana State University (MSU) in Bozeman are exploring the use of nanomaterials to fight influenza and other viral respiratory infections. If their technology works in humans the way it does in mice, people will prepare for a respiratory viral assault by inhaling an aerosol spray containing tiny protein cages that will activate an immune response in their lungs. The activated immune state ... [continue reading >>>](#)

### **Water spray system reduces dust in coal mines**

A mining researcher at Southern Illinois University Carbondale (SIUC) is leading an effort to reduce the huge amounts of dust created by the large machines miners use to chew coal from the veins beneath the ground. Yoginder "Paul" Chugh, PhD, professor in the department of mining and mineral resources in the College of Engineering, is perfecting a dust control system for retrofitting on continuous coal ... [continue reading >>>](#)

### **U-New Mexico files patent complaint against Environmental Robots**

The University of New Mexico's (UNM) Science and Technology Corp. (STC) has filed a complaint in U.S. District Court for the District of New Mexico against Albuquerque-based Environmental Robots Inc. (ERI) charging patent infringement. STC claims that ERI - which manufactures and sells robotics technology worldwide - has infringed on U.S. Patent No. 6,109,852, entitled "Soft Actuators and Artificial ... [continue reading >>>](#)

### **Lassen launches "turnkey technology marketing department"**

Management consulting firm Lassen Scientific, Inc., based in Northern California, is launching a new service called "Technology Marketing Department," or TMD. This service, according to Lassen, provides a turnkey outsourced technology marketing department. The goal of the TMD program is to significantly increase the marketability of clients' technologies, while concurrently speeding up the process ... [continue reading >>>](#)

### **IP mining events increase disclosures, outreach**

An IP mining approach called the Innovation Discovery Process, developed by the Naval Surface Warfare Center Crane Division (NSWC Crane) and the University of Southern Indiana's Center for Applied Research (USI-CAR), of Evansville, IN, has resulted in both increased disclosures and a clearer understanding on the part of potential licensees and partners of military research center's capabilities. In an ... [continue reading >>>](#)

### **Cross-channel attribution helps avoid marketing mistakes**

"According to Forrester Research, about 87% of marketers and 85% of agencies misattribute credit for their marketing results: They either attribute all credit to the last touch point or have no way of attributing the credit in a meaningful manner," says Anto Chittilappilly, president, founder, and chief technology officer of Visual IQ Inc., a marketing business-intelligence company. "Marketers and their ... [continue reading >>>](#)

### **Model the NBA on your next marketing road trip**

If you're planning a marketing road trip, you might want to take some lessons from the "NBA on ESPN RV Tour," now in its third year traveling the highways to generate viewers for ABC and ESPN coverage of National Basketball Association games, says Patricia Odell, writing for PROMO Xtra. Revolution, the agency handling the promotion, uses social media to connect with fans and drive people to ... [continue reading >>>](#)

### **University TTOs urged to embrace culture shift for start-ups**

Start-ups are still the best way to commercialize university IP, according to David Lerner, a serial entrepreneur, angel investor, and director of the Venture Lab at Columbia University Tech Ventures. However, university TTOs should imitate the start-up culture in their deal-making. In a post on peHUB, the public forum for private equity, Lerner recounts two business paradigms outlined by Chris Dixon, an ... [continue reading >>>](#)

### **UT-San Antonio opens venture incubator to nurture tech start-ups**

The University of Texas at San Antonio (UTSA) has opened its New Venture Incubator (NVI) -- a facility with laboratory, office, and meeting spaces -- to support technology start-ups in greater San Antonio. Housed on UTSA's main campus, the NVI is designed to support companies that are commercializing UTSA IP or sponsoring research in the school's labs. The incubator also is designed to fit ... [continue reading >>>](#)