



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; web site: 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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Irish universities see dramatic increase in TTO spinouts

Dramatic increases in spinout activity at Ireland's universities also seem to refute the Kauffman Foundation's contention that TTOs are holding back university research. According to figures from TTOs at Ireland's third-level institutes, 35 spinouts were formed in 2009 across the country's 10 major institutes, up from an average of 10 per year in previous years. The driving factor behind this growth is ... [continue reading >>>](#)

Aberdeen University spins out Sight Science

Scotland's Aberdeen University has launched the spinout Sight Science Ltd to commercialize its Neuro-Eye Therapy (NeET), a technology that has been likened to physiotherapy for the eyes. Partial sight loss following stroke affects some 55,000 people across Europe each year. Thousands more suffer vision loss following a brain injury. Delivered through a home-based interactive laptop package, NeET prompts ... [continue reading >>>](#)

Telegraph begins tracking U.K.'s top university spinouts

The regular "Your Business" column in London's Telegraph has begun tracking the progress of 50 promising university spinouts to show the breadth of cutting-edge technology emerging from Britain's universities. You can bookmark the column and track the financial progress of these spinouts yourself ... [continue reading >>>](#)

Edinburgh University outlicenses industrial waste clean-up technology

Researchers at Scotland's Edinburgh University have outlicensed rights to commercialize self-sustaining treatment for active remediation (STAR), a technology developed to remove toxic chemicals from soil and groundwater. The researchers say the technique will reduce the cost of cleaning areas contaminated with industrial waste by approximately 50% compared to existing methods. STAR ... [continue reading >>>](#)

CambridgeIP acquires Boliven.com

CambridgeIP, a UK-based science and technology-focused business intelligence provider, has acquired Boliven.com, an information portal for R&D, IP, and business development professionals. "This acquisition provides a platform to CambridgeIP's continued innovation in analytics and value added services for R&D intensive industries," says Quentin Tannock, co-founder and chairman of ... [continue reading >>>](#)

FITT toolbox offers practical tools for ICT tech transfer

The European FITT project (Fostering Inter-regional Exchange in ICT Tech Transfer) has developed a practical toolbox for TTOs to achieve their potential in commercializing information and communication technologies (ICT). In the FITT toolbox, seven European tech transfer experts have codified their practices and condensed their ... [continue reading >>>](#)

University of Porto TTO publishes best practice manual

University of Porto Innovation (UPIN), the knowledge transfer office of the University of Porto, Portugal, has produced a manual entitled "Best practices in the transfer of sustainable technologies to industry." The manual focuses on best-in-class practices underlying tech transfer from universities to industry, featuring explanations from top innovation experts on how their initiatives ... [continue reading >>>](#)

What not to do with PR

Based on his experience as the recipient of PR pitches, Curt Monash, head of Monash Research, says that you should never try to sell with PR; rather, he says, you must use it to market. Here are some of his recommendations on the proper approach to PR ... [continue reading >>>](#)

Do you know what kind of business you're starting?

"I meet a lot of entrepreneurs and hear a lot of ideas and business plans from all across the board; most have -- at the very least -- a kernel of a good idea in them," says blogger and entrepreneur Brad Hargraves. "But many don't know what kind of business they are starting." Hargraves continues: "There are an unbelievable number of entrepreneurs focused on technology when their entire ... [continue reading >>>](#)

U-Utah tops list for launching businesses

AUTM's *U.S. Licensing Activity Survey: FY2008* brought especially good news for the University of Utah, which now leads the nation in spinning off companies such as Catheter Connections -- one of 20 Utah spinoffs during 2008. A few years ago, nurses Michael Howlett and James Mercer began patenting concepts for catheters that would block the transmission of pathogens into patients' bloodstream - the ... [continue reading >>>](#)

AUTM president defends the university tech transfer system

AUTM has taken a very public stand against the Kauffman Foundation's missive against U.S. TTOs in the *Harvard Business Review*. ([See this article.](#)) In an editorial published in *Business Week*, AUTM President Arundeeep S. Pradhan, associate vice president for technology transfer and business development at Oregon Health & Science University in Portland, urges policymakers to keep intact the Bayh-Dole Act ... [continue reading >>>](#)

U-Minnesota inks licensing deal, receives gift of royalty-bearing patents

The laboratory work of Doris Taylor, PhD, the Medtronic-Bakken chair in cardiac repair and director of the University of Minnesota's Center for Cardiovascular Repair, has moved closer to commercial reality following the execution of an exclusive license agreement between the university and Taylor's start-up company, Miromatrix Medical, Inc. The technology licensed to Miromatrix offers the potential ... [continue reading >>>](#)

A penny for your thoughts – how much value does an idea have today?

Writing on the ATPBlog, ATPBio principal David Grainger, PhD, director of Graingerlab -- an inflammation research and therapy lab in the department of medicine at Cambridge University -- and senior partner at the life sciences boutique investment group Total Medical Ventures, recalls meeting in the mid-1990s with a VC partner who said that "a good idea is worth a million." He ... [continue reading >>>](#)

UCSF inks drug discovery agreement with Genentech

The University of California, San Francisco has signed a partnership agreement with Genentech, Inc. to discover and develop drug candidates for neurodegenerative diseases. Genentech will support the work of several researchers at the UCSF Small Molecule Discovery Center (SMDC), which is administered by the UCSF School of Pharmacy and located in the California Institute ... [continue reading >>>](#)

Researchers develop nanotechnology for energy-efficient lighting

RTI International, based in Research Triangle Park, NC, has developed a lighting technology that is more energy efficient than the common incandescent light bulb and doesn't contain mercury, making it environmentally safer than the compact fluorescent light (CFL) bulb. The technology centers on advancements in the nanoscale properties of materials to create high-performance, nanofiber-based ... [continue reading >>>](#)

Sensor exploits traditional weakness of nano devices

A research team led by Oak Ridge National Laboratory's Panos Datskos is developing a chemical and biological sensor with unprecedented sensitivity. Ultimately, researchers believe this new "sniffer" will achieve a detection level that approaches the theoretical limit for detecting explosives, biological agents, and narcotics. The device consists of a digital camera, a laser, imaging optics, a signal ... [continue reading >>>](#)

Refreshing your site? Keep that ranking!

If you are planning to refresh some of your site content, make sure to consider the SEO impact, cautions Damien Bianchi, regional director of client strategy at Global Strategies International, an enterprise search marketing agency. "Many organizations make the mistake of updating their site content for a new product launch or some other business goal, only to realize that they also lost all of their ... [continue reading >>>](#)

New reference offers royalty rates for computer, communications technologies

2Market Information Inc., publisher has just released the latest targeted edition in its growing series of royalty rate references. ***Royalty Rates for Technology: Computers and Communications Edition***, offers more than 140 pages of benchmarks focused on computer hardware, software, semiconductor, internet, and communications technologies. By deriving all computer and communications entries from the more comprehensive -- and more costly -- technology edition, we are making these unique data more affordable for those whose interest is focused on these sectors. This new edition is available for immediate download. For more detail, including a complete table of contents, and to order, [CLICK HERE](#).

TTO's new ERM system enhances marketing efforts

A recently launched electronic records management (ERM) system is helping the University of Missouri system improve the efficiency and coordination of its IP marketing efforts. "It's a system of forms all stored in a centralized database," explains Anthony N. Harris, MD, MBA. "As we begin to come up with marketing strategies and talk to specific licensees, all of the information will be managed ... [continue reading >>>](#)

New South African IP portal is 'technology boutique'

A new South African technology portal, called Tektique, or technology boutique, is directed specifically at the process of adding tangible value to IP. Tektique is a collaboration between South Africa's leading higher education institutions and research institutions. It was developed with support from the Department of Science and Technology's National Intellectual Property Management Office in 2009 ... [continue reading >>>](#)

Clemson constructing innovation center

Clemson University and the South Carolina Research Authority (SCRA) began construction in mid-March on what they are calling an 'innovation center complex.' The 25,000 square foot complex will be dedicated to supporting tenants interested in growing start-up companies or "landing parties" associated with Clemson research, especially in advanced materials. SCRA will house secure research labs in ... [continue reading >>>](#)

Angel market holds steady in 2009, but seed-stage deals change

The 2009 angel investor market exhibited a modest decrease in investment dollars but little change in the number of investments, while significant changes occurred in the critical seed and start-up stages, according to the 2009 Angel Market Analysis by the Center for Venture Research at the University of New Hampshire (UNH). Total investments in 2009 were \$17.6 billion, a decrease of 8.3% over 2008 ... [continue reading >>>](#)

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USPTO streamlining appeals process, proposes additional year of provisional status

Writing on his public blog, USPTO director David Kappos explains a streamlined procedure the USPTO has instituted for review of briefs filed in ex parte appeals in patent applications. Under the procedure, the Chief Judge of the Board of Patent Appeals and Interferences (BPAI) will have the sole responsibility for determining whether appeal briefs comply with the formality requirements governing the ... [continue reading >>>](#)

UGA foundation, inventor settle long-running patent dispute

The University of Georgia (UGA) Research Foundation has reached an out-of-court settlement in a long legal battle with former UGA researcher Renee Kaswan, DVM. The \$20.2 million settlement ends a seven-year dispute over money UGA received from a pharmaceutical company to market Kaswan's invention, the prescription treatment Restasis, which alleviates chronically dry eyes. The pharmaceutical ... [continue reading >>>](#)

U-Penn tissue-hugging implant maps heart electrical activity in unprecedented detail

A team of cardiologists, materials scientists, and bioengineers has created and tested an implantable device to measure the heart's electrical output that they say represents the first use of flexible silicon technology for a medical application. "This technology may herald a new generation of active, flexible, implantable devices for applications in many areas of the body," says Brian Litt, MD, associate ... [continue reading >>>](#)

U-Nevada researchers to test renewable energy system

A renewable energy research project developed at the University of Nevada, Reno is moving from the lab to the field in a demonstration-scale system to turn wastewater sludge into electricity. The patent-pending, low-cost, energy-efficient technology will be assembled in the Truckee Meadows Water Reclamation Facility near Reno and Sparks, NV. "Our plan is to test the unit by about May 15," says ... [continue reading >>>](#)

Wright State professor seeks to market artificial joint technology

Tarun Goswami, DSc, associate professor of biomedical and orthopaedics at Wright State University in Dayton, OH, is approaching local manufacturing companies to commercialize his artificial joint research. "We have to create some local interest so this can actually see the market," says Goswami, who worked with students to develop toe brace and total toe joint replacement technologies for which patent ... [continue reading >>>](#)

Bioscience Bridge launches as tech transfer agency for university bioscience research

Boise, ID, professional services company Bioscience Bridge, LLC, has been launched to accelerate connections between university-based bioscience research and commercial developers. Michelle Travis and Mark Stinson — former executives of Chicago-based Stinson Brand Innovation, Inc. — formed Bioscience Bridge, which is supported by a team of consultants with backgrounds in product strategy ... [continue reading >>>](#)

BioPontis Alliance, universities partner to advance medical product development

A charter group of private and public universities that includes New York University, the University of Florida, the University of North Carolina at Chapel Hill, and the University of Pennsylvania has entered into memorandums of

understanding with BioPontis Alliance LLC of Raleigh, NC, to advance promising research discoveries. A biomedical development partnership, BioPontis will conduct intermediary technical ... [continue reading >>>](#)

Distributed partnering model eschews conventional start-up road to commercialization

The ongoing effort to build a better mousetrap for commercializing university IP has spawned a new concept its developers have dubbed "The Distributed Partnering Model (DPM)." The model was recently described in a white paper available here. Duane Roth, CEO of the San Diego-based nonprofit business accelerator CONNECT, and Pedro Cuatrecasas, MD, adjunct professor of pharmacology and medicine at the ... [continue reading >>>](#)

NSF grant to launch tech commercialization clinic for UC-Davis students

The University of California Davis Health System in Sacramento has received a two-year, \$600,000 National Science Foundation (NSF) Partnerships for Innovation grant to develop a Medical Technology Commercialization Clinic that will train students to translate innovative technologies developed in university laboratories into marketable products to advance patient health. The grant will fund a ... [continue reading >>>](#)

UMinn creates search engine optimization product for TTOs

Several years ago the tech transfer office at the University of Minnesota was looking to solve a marketing problem; none of the available IP aggregator sites was able to fulfill their particular requirements. So they set out to create their own solution -- and in the process created a product for which there appears to be a significant potential market. The solution, now called CaSTT (Commerce and ... [continue reading >>>](#)

Spring is in the air . . . time to market!

Spring is often a great time to start anew -- and that includes your marketing efforts, says Jesse Garcia, an adjunct instructor of business and marketing at Tarrant County College in Ft. Worth, TX. "For the business marketer, the year is underway but not in full force; changes can be made now," he says. "Improvements on marketing projects at this point in the year can mean the difference between ... [continue reading >>>](#)

Maximize the effectiveness of testimonials

Testimonials have long been used as effective marketing tools, and they certainly have a place on your website. If you use them creatively, says Tricia Andreassen, CEO and founder of Pro Step Marketing, using your testimonials in creative ways throughout your website can help you with niche marketing and lead generation. Here are six tips to maximize the effectiveness of your testimonials ... [continue reading >>>](#)

"Repurposing" gives new life to existing web content

Repurposing gives your existing web content new life, and allows you to reach new audiences without having to budget more marketing dollars for additional material, says Beth Hrush, senior editor at Interact Media, a content marketing software company. "When you repurpose, you're taking your intellectual property and re-formatting it," she explains. "For example, you can take notes from a ... [continue reading >>>](#)

Decision support software offers rapid, inexpensive due diligence reports for medical device technologies

In partnership with e-Zassi, 2Market Information, publisher of *IP Marketing E-News*, is offering half-price access to e-Zassi's **InnoVision Decision Support Software**. This elegant tool for medical device developers and IP owners allows users to generate a 30- to 40-page report that both helps rapidly and efficiently triage your IP portfolio and instantly generate required due diligence data. Each report includes calculations of a new technology's probable regulatory classification, clinical endpoints supporting the safety and marketing claims for market clearance, early stage clarity on the reimbursement and market landscape, and identification of the manufacturing, distribution, and sales burdens. The software includes membership in e-Zassi's online medical device Business Network, so after the report is generated it can be posted and shared with potential partners and investors. InnoVision is a powerful, predictive analytical software tool that comprehensively analyzes medical device technologies at any stage of maturity, creating a roadmap for development and commercialization. Users gain a deep understanding of the potential burdens, opportunities, and requirements for development -- while drastically reducing the time and expense associated with the due diligence process. For complete details, [CLICK HERE](#).

Student learns lesson in trademark law in attempt to market provocative T-shirt

For a 19-year-old Ball State University sophomore, the creation and online marketing of "I'd Ball U" T-shirts seemed like a creative (though perhaps tasteless) way to make a few bucks and learn a lesson in marketing. But for university officials it was an entirely different kind of teachable moment: Ball State officials is planning to crack down on the student's unauthorized use of the school's registered ... [continue reading >>>](#)

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UNC, Synereca execute first Carolina express license

The University of North Carolina at Chapel Hill has executed the first Carolina express license agreement with UNC spinout Synereca Pharmaceuticals, Inc., also of Chapel Hill. The Carolina express license is a standard license

agreement created by the University to foster more spinouts from academic research conducted on campus. "We expect that Synereca is the first ... [continue reading >>>](#)

U-Alabama spinoff uses green tech to counter crop pest

Birth control for moths -- that's one way to describe the focus of a start-up company based at The University of Alabama in Tuscaloosa that hopes to take a bite out of the \$100 billion hole insects inflict each year on worldwide crop production. Rusty Sutterlin, PhD, a chemist and entrepreneur, and his newly formed company, Sutterlin Technologies, is targeting the brown codling moth -- a pest to ... [continue reading >>>](#)

U-British Columbia receives patent for radiant energy vacuum dehydration technology

The Canadian Patent Office has granted the University of British Columbia (UBC) a technology and process patent for the use of radiant energy vacuum (REV) dehydration technology in the production of dried biological materials. The patent covers vacuum microwave dehydration of a wide range of materials in solid, liquid, or frozen state, including enzymes, drugs, vitamins, antimicrobial agents and ... [continue reading >>>](#)

Boulder Innovation Center shares tech transfer commercialization model

For two years, the Boulder (CO) Innovation Center (BIC) has been a commercialization partner to 60 research teams through its partnership with the TTO at the University of Colorado-Boulder (CU). The BIC will now take its commercialization process to the tech transfer program at the Colorado School of Mines in Golden. "The relationship with the BIC increases the chances of ... [continue reading >>>](#)

Outsourcing gains favor as option for improving productivity, deal flow

Managing the growing volume of disclosures, patent filings, technology licenses, and spinoff activity is prompting some tech transfer managers to consider new tactics to handle more work without adding staff. Outsourcing is gaining interest as an option to shift service line responsibilities or IP portfolios to other entities, which may be located across the university or across the world. Texas Tech ... [continue reading >>>](#)

U-Cincinnati licenses technology for research and genetic drug delivery

The University of Cincinnati (UC) has signed worldwide exclusive license agreements with privately held Techulon, Inc., a life sciences company based at the Virginia Tech Corporate Research Center, to manufacture and sell transfection reagents used for research and therapeutic delivery of nucleic acids. The licenses cover a family of molecules invented by Theresa M. Reineke, PhD, while she was a ... [continue reading >>>](#)

U-Wisconsin start-up to commercialize nanotechnology

A Milwaukee start-up founded by an engineer at the University of Wisconsin-Milwaukee (UWM) has completed a licensing agreement with the UWM Research Foundation for IP the company will use to develop nanoscale products and devices. NanoAffix Science LLC, founded by Junhong Chen, PhD, UWM associate professor of mechanical engineering, aims to commercialize Chen's technologies, which include ... [continue reading >>>](#)

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UVA medical training simulator to aid prostate cancer screening

Simulation technology developed at the University of Virginia (UVA) will allow health care providers and medical students to experience numerous scenarios that simulate prostate cancer. The Virginia Prostate Exam Simulator consists of an anatomical model with four different prostates that can be altered by the inflation and deflation of small water balloons. The interactive tool can simulate more than ... [continue reading >>>](#)

U.K.'s Cancer Research Technology inks deal with Cephalon on kinase inhibitors

Cancer Research Technology (CRT), the commercialization arm of the U.K. research charity, has signed an exclusive agreement with Cephalon, Inc., to develop small molecule inhibitors of the protein kinase C superfamily of cell signaling proteins. The collaboration will advance lead compounds discovered at CRT's Discovery Laboratories to the selection of preclinical candidates. Protein kinase C plays a ... [continue reading >>>](#)

U-Mississippi licenses promising botanical compound

The University of Mississippi (UM) and the Agricultural Research Service -- the principal intramural scientific research agency of the U.S. Department of Agriculture (USDA-ARS) -- have licensed the rights for a botanical compound to Irvine,

CA-based ChromaDex Corp. The company plans the commercial development of pterostilbene, a compound found in blueberries, grapes, and other small fruits as ... [continue reading >>>](#)

Obsolete cultural norms hamper commercialization of university research

Writing on the blog Broken Symmetr, Michael F. Martin, senior attorney in the IP practice group at Drinker Biddle & Reath LLP in San Francisco, posts his response to the recent Office of Science and Technology Policy (OSTP) Request for Information (RFI) to work with tech transfer stakeholders, including universities, companies, federal research labs, entrepreneurs, investors, and nonprofits. The most ... [continue reading >>>](#)

Expert cites keys to a successful focus group

Focus groups can provide you with important insights for improving products, prioritizing development, and elevating communications, but truly high-impact focus groups can be difficult to implement. However, says David Capece, managing partner of Sparxoo, a strategic leadership consulting firm, "when you change the dynamics of the focus group, participants think and respond differently, producing ... [continue reading >>>](#)

What to do when someone copies your website

Imitation may be the sincerest form of flattery, but what happens when a competitor copies your website? Not only can this be disconcerting, but if it mimics some of your more creative ideas it can even draw traffic away from your site and onto theirs ... [continue reading >>>](#)

Australian 'David' takes on giant Microsoft

They may not have a budget or a brand to match Microsoft, but The Smart Services Co-operative Research Centre (CRC) in Eveleigh New South Wales, Australia, is using creativity, smart marketing and the leveraging power of digital technology to wage what they hope will be a successful battle for market share. The payoff could be huge: They'll be competing against Microsoft's "Surface" product with their own ... [continue reading >>>](#)

10 shifts in the marketing mindset

In an interview, marketing guru Philip Kotler observed that there have been 10 major shifts in the marketing mindset in recent years. They are: FROM marketers thinking about customers to everyone in the company ... [continue reading >>>](#)

Columbia, Adobe ink license for strand simulation technology

Columbia University has licensed a computer graphics technology to Adobe Systems that can simulate the natural movement and flexibility of strands as fine as a single human hair. Strand simulation has numerous applications for graphic design and computer-generated imagery (CGI) used in digital media, movies, and gaming. By simulating the performance of real-world physical art implements, such as bristled ... [continue reading >>>](#)

Avoid these '10 types of hair' in early-stage deals

In his blog on start-ups, VCs, angels, and university entrepreneurs, serial investor David Lerner warns investors about "hair on the deal" -- namely, distasteful features that immediately signal the kiss of death for a company's investment prospects. According to Lerner, investors should avoid companies and/or founders that exhibit the following 10 characteristics lest they find themselves with a hairball ... [continue reading >>>](#)

Queen Mary spinouts advance through sale, licensing agreement

ApaTech, a spinout from Queen Mary, University of London (QMUL) that was established in 2001 to manufacture and market synthetic bone substitutes, has been acquired by Deerfield, IL-based Baxter International, Inc., in an agreement valued at up to \$330 million. ApaTech was launched at QMUL's Interdisciplinary Research Centre in Biomedical Materials nine years ago with an initial investment ... [continue reading >>>](#)

Mayo Clinic licenses molecular breast imaging technology

The Mayo Clinic has signed an exclusive license and commercialization agreement with Gamma Medica-Ideas, Inc., (GMI) of Northridge, CA. The company, a developer of digital molecular imaging systems, plans to further develop and commercialize a suite of technologies invented by a team of Mayo physicians and scientists headed by Michael O'Connor, PhD, a nuclear physicist in the department ... [continue reading >>>](#)

Texas Tech blood substitute technology nearing commercialization

Texas Tech, the Texas Tech University Health Sciences Center (HSC), and Dallas-based HemoBioTech are developing blood substitutes that meets more rigorous safety protocols instituted by the U.S. Food and Drug Administration. Tech has patented a method to ensure that blood substitutes do not contain pathogens that are associated with blood. Intrinsic toxicity of hemoglobin was a major cause ... [continue reading >>>](#)

Reap the benefits, avoid the pitfalls of provisional patent applications

When used appropriately, provisional patent applications (PPAs) are an inexpensive way for technology transfer offices to protect IP while they begin to market it to outsiders. In addition, PPAs buy inventors and TTOs an extra year of time to further develop the science before a non-provisional patent application must be filed with the USPTO. However, legal experts emphasize that shoddily prepared ... [continue reading >>>](#)

U-Illinois signs IP license agreement with start-up Hoowaki

The University of Illinois at Urbana-Champaign (U-Illinois) has inked a license agreement with Hoowaki, LLC, of Pendleton, SC, that allows the start-up to use nanotechnology developed in the laboratory of William P. King, PhD. The

technology provides a method to manufacture microstructures that alter the surface properties of various materials. The microstructure manufacturing technology allows for the ... [continue reading >>>](#)

Hebrew-U researchers discover genetic key to improve taste, yields of tomato plants

Researchers at the Robert H. Smith Faculty of Agriculture, Food, and Environment at Israel's Hebrew University and the Cold Spring Harbor Laboratory (CSHL) in New York have achieved increased yields and improved taste in hybrid tomato plants. The researchers discovered the yield-boosting power of a single gene, which controls the timing determining when plants make flowers. The technology works in ... [continue reading >>>](#)

Verdant Ventures Advisors formed as tech transfer venture fund

Tampa, FL-based Innovaro (formerly UTEK Corporation) has formed Verdant Ventures Advisors, LLC, as an independently managed tech transfer venture fund. "Verdant Ventures will enable Innovaro clients to have access to capital that we believe will help facilitate the transfer of technologies that have not yet attained a certain milestone or level of development maturity," says Doug Schaedler, Innovaro ... [continue reading >>>](#)

Rice-U business plan competition awards \$1 million in cash prizes

The 10th annual Rice business plan competition (RBPC) -- one of the largest and most lucrative academic start-up contests -- awarded more than \$1 million in cash and prizes to fledgling firms. Forty-two university teams pitched their technology business plans to more than 200 judges representing successful VCs, entrepreneurs, and business leaders. The teams competed in six categories: life sciences ... [continue reading >>>](#)

New Bayh-Dole style IP law to take effect in South Africa this summer

A South African law regulating IP from the country's publicly funded research is expected to take effect in June or July. The legislation is designed to protect research and ensure that its commercialization benefits the people of South Africa, according to McLean Sibanda, a senior patent attorney at the department of science and technology's National Research Foundation. The final regulations are ... [continue reading >>>](#)

India to establish IP facilitation centers for small, medium businesses

The Federation of Indian Chambers of Commerce and Industry (FICCI), in association with the Union ministry of micro small and medium enterprises (MSMEs), is establishing a string of IP Facilitation Centers to assist MSMEs across India in protecting their IP. The IP Facilitation Centers will offer services covering all aspects of IP rights. In addition to providing general advice about patents ... [continue reading >>>](#)

U-Houston inks agreements for high temperature superconducting wire

The University of Houston (UH) has executed two license agreements with SuperPower, a wholly owned subsidiary of Royal Philips Electronics based in Schenectady, NY. The first covers the IP on second generation high temperature superconductor wire developed under a sponsored research agreement previously executed between the two organizations. Venkat Selvamankam, PhD, professor of ... [continue reading >>>](#)

Use 'old school' marketing techniques to create Facebook awareness

"Just because Facebook is social media doesn't mean you have to go limp on your marketing efforts," says Dean Rieck, a direct marketing copywriter and consultant. "You just have to play by the rules and use your marketing savvy to energize your Facebook page." Here are his suggestions for using some proven marketing techniques to take your page from 'wimpy' to 'wow' and start getting more benefit ... [continue reading >>>](#)

The seven mantras of outsourced marketing

If you are considering outsourcing your marketing function, your plan must be well thought out to ensure optimal effectiveness, says Anurag Mehrotra, vice president of corporate marketing at WNS Global Services. Mehrotra's advice is to keep seven mantras in mind ... [continue reading >>>](#)

Louisiana takes best practice approach to building innovation ecosystem

Louisiana State University has joined with a who's who of regional and national players in the innovation game, who are taking a best practice approach to building a more vigorous innovation ecosystem in the region. The effort, dubbed the Regional Innovation Strategies Project, recently completed a study of research commercialization best practices and is ready to begin implementing ... [continue reading >>>](#)

Trademark dispute treads on holy ground: Who owns "Made by God"?

While God may not hold the trademark to his handiwork, apparently some humans think they do -- and they're battling it out in court. Arthur Gross, III, of Irvine, CA, registered "Made by God" in 2007. Gross' company, Made By God Corp., sells stones, glasses, mugs, key chains with an encircled engraving that reads "Made by God" ... [continue reading >>>](#)

Therapy-specific drug pipeline reports offer unique market research data

Through a new partnership with Life Science Analytics, 2Market Information Inc. is offering access to specialized drug pipeline reports that offer an unprecedented level of detail on drug development activity in more than 150 specific therapy areas. You can choose only the individual reports you need in PDF format, or subscribe to the entire database and receive updated pipeline information whenever you need it throughout the year. These rich intelligence resources will arm you with powerful information you can use to:

- Keep track of competitors and new product concepts

- Identify white space in specific therapy areas
- Guide research and drug development priorities
- Assess likely licensees and partners
- Understand the IP landscape for specific indications
- Gain critical market intelligence to guide allocation of resources and investments

Therapy Area Pipeline Reports provide comprehensive detail on the full pipeline status for the specific therapeutic indications you're most interested in. Each report provides specific, up-to-date information on deals and alliances, research activity, licensing, marketing, competition, and the latest news and developments for each specified drug therapy. For details and to view a list of the reports offered by therapy area, [CLICK HERE](#).

Should you join a start-up support group?

It can require a significant financial investment, but a number of entrepreneurs are joining business groups seeking input, support, and guidance. Jay Goltz, who owns five small businesses in Chicago, says they do have their benefits. He notes that annual dues in larger organizations such as Vistage, YPO, and EO can range from \$2,000 to \$13,000 a year. "But the question is, how many tips, warnings, insights ... [continue reading >>>](#)

The next big thing? Smart-grid technologies, advanced batteries stand out in cleantech space

If cleantech is the innovation focus du jour, where should forward-thinking investors -- and research labs hoping to tap into a strong current of market pull -- look for the next hot market? Think 'integration,' specifically IT and cleantech, says Kef Kasdin, general partner with Battelle Ventures and Innovation Valley Partners. "Smart-grid technologies -- deploying networking technologies to enable ... [continue reading >>>](#)

Here's what angels look for when making investment decisions

Before you seek angel financing, examine this list of must-have requirements from Susan Preston, author of Angel Financing for Entrepreneurs and an angel herself: * A solid potential for return. Angels want to know how your company will make money, when it will turn profitable, and when they can expect a return on their investment. Back up those promises of profitability with financial ... [continue reading >>>](#)

MIT files amicus brief in Stanford IP ownership case

The Massachusetts Institute of Technology is urging the U.S. Supreme Court to review an IP case that MIT says could have an adverse impact on the nation's well-established success under the Bayh-Dole Act. MIT's Office of the General Counsel filed an *amicus curiae*, or "friend of the court," brief with the nation's top court in *Stanford University v. Roche Molecular Systems, Inc., et al.* (For additional ... [continue reading >>>](#)

Newly enacted tech transfer law seen to boost Philippines R&D, economy

On the heels of a South African law regulating IP from that country's publicly funded research, the newly enacted Philippine Technology Transfer Act of 2009 also is expected to hasten the process of technology commercialization and broaden the scope of protection for IP rights in the island nation's government R&D institutions (RDIs) when it takes effect later this year. "We are optimistic that this ... [continue reading >>>](#)

Ohio Universities, P&G sign research collaboration agreement

The University System of Ohio and Cincinnati-based Procter & Gamble have inked an agreement that simplifies the legal process they use to negotiate research projects. "For the first time, with just one agreement we are unleashing the collective power of Ohio's universities to help turn ideas into products and products into jobs," says Ohio Governor Ted Strickland, who proposed the deal in his 2010 ... [continue reading >>>](#)

Fraunhofer and Boston U, Duke establish "factories" to enhance collaborations with commercial partners

The Fraunhofer Center for Molecular Biotechnology (CMB) in Newark, DE, the Fraunhofer Center for Manufacturing Innovation (CMI) in Boston, the Boston University College of Engineering, and the biopharmaceutical company iBio, Inc., in Newark have developed a fully automated, scalable "factory" that uses natural (non-genetically modified) green plants to efficiently produce large quantities of ... [continue reading >>>](#)

Therapy-specific drug pipeline reports offer unique market research data

Through a new partnership with Life Science Analytics, 2Market Information Inc. is offering access to specialized drug pipeline reports that offer an unprecedented level of detail on drug development activity in more than 150 specific therapy areas. You can choose only the individual reports you need in PDF format, or subscribe to the entire database and receive updated pipeline information whenever you need it throughout the year. These rich intelligence resources will arm you with powerful information you can use to:

- Keep track of competitors and new product concepts
- Identify white space in specific therapy areas
- Guide research and drug development priorities
- Assess likely licensees and partners
- Understand the IP landscape for specific indications
- Gain critical market intelligence to guide allocation of resources and investments

Therapy Area Pipeline Reports provide comprehensive detail on the full pipeline status for the specific therapeutic indications you're most interested in. Each report provides specific, up-to-date information on deals and alliances, research activity, licensing, marketing, competition, and the latest news and developments for each specified drug therapy. For details and to view a list of the reports offered by therapy area, [CLICK HERE](#).

Chromatin expands operations at U-Illinois Urbana-Champaign Research Park

In a nice example of how universities can effectively support their start-ups, Chromatin, Inc., a biotechnology company that has occupied space in the University of Illinois Research Park since 2005 through the EnterpriseWorks incubator, is expanding operations and graduating to a 5,000-sq. ft. facility. The expansion marks the company's continued progress in commercializing its technology, which ... [continue reading >>>](#)

UPenn unveils UPSTART program to nurture faculty start-ups

The University of Pennsylvania's Center for Technology Transfer (CTT) has introduced UPSTART, a program aimed at developing UPenn IP by helping faculty form companies based on their inventions and technological innovations. The program, a suite of services designed to connect entrepreneurs, investors, and funding organizations with Penn researchers, combines the business-creation ... [continue reading >>>](#)

Ten steps to fold social media into your TTO's marketing mix

While most technology transfer offices may still be in the throes of validating the merit of expending resources on Twitter, a blog, or LinkedIn, some have already leapt into the fray, convinced these trends are not passing fads. Betsy Merrick, associate director of marketing/public relations in the Office of Technology Commercialization at the University of Texas-Austin, says her organization made ... [continue reading >>>](#)

Yissum licenses technology for enhanced digital image processing to Adobe

Yissum Research Development Company Ltd., the TTO for the Hebrew University of Jerusalem, has signed a nonexclusive worldwide licensing agreement with Adobe Systems to develop and commercialize a technology that improves digital image processing. The announcement comes on the heels of an agreement between Columbia University and Adobe for computer graphics technology that can simulate ... [continue reading >>>](#)

U-Calgary nano-based vaccine 'cures' mice with type 1 diabetes

Using a nanotechnology-based vaccine, researchers at the University of Calgary in Alberta were able to "cure" mice with type 1 diabetes and slow the onset of the disease in mice at risk for the disease. Their study, co-funded by the Juvenile Diabetes Research Foundation (JDRF), provides new insights into understanding how to stop the immune system attack that causes type 1 diabetes and could have ... [continue reading >>>](#)

Four-month boot camp graduates first class

Now *that's* a boot camp. After going through a *four-month* business boot camp, a dozen local entrepreneurs have become the first graduating class in San Diego of The Founders Institute -- a program that matches would-be startups with successful chief executives from other firms. A number of the graduates, ranging from students at San Diego State University to middle-aged workers with well-established ... [continue reading >>>](#)

IP promoters 'learn from the best'

What better way to learn how to optimize IP marketing and start-up promotion efforts than by studying those who have already been successful? That's exactly what a group of Louisiana university leaders, economic development groups, and consultants have done through the Regional Innovation Strategies Project, aimed at revamping IP commercialization efforts in the state. "After an intensive study of ... [continue reading >>>](#)

Commercialization conference is focal point of UT-Austin YouTube video

"One of the keys to a successful video is approaching it with a real strategy or a certain purpose, and thinking that strategy out beforehand," says Betsy Merrick, associate director of Marketing/Public Relations in the Office of Technology Commercialization at the University of Texas at Austin. And she practiced what she preaches with the creation of the "OTC Overview" video, which is currently up on YouTube ... [continue reading >>>](#)

Get the most out of LinkedIn

Experts say that LinkedIn is one of the most under-utilized social networks, but that's because most people don't realize its full potential, says Naomi Trower, a real estate broker for Premier Equity Group, Inc. She recently attended several LinkedIn webinars and teleseminars to learn more about what she describes as a 'mysterious' network. Here are the top six things she learned about LinkedIn ... [continue reading >>>](#)

Tap into industry funding to supplement your TTO's operating budget

Our Distance Learning Division has partnered with a TTO executive who has made it his mission to offset tight money constraints by forging corporate partnerships and utilizing industry funding to further the office's aims and bolster its budget. Mike Rondelli, Director of Technology Transfer and Commercialization, has successfully led San Diego State University's TTO to consistent high performance in the ratio of research dollars spent to licensing revenues earned. Find out SDSU's secrets of success by joining us on April 8th for [Stretch Your TTO's Budget: Tap Into Industry Resources and Partnerships](#), a 90-minute distance learning event that will offer first-hand advice on how to offset tight budget constraints by forging partnerships, utilizing industry resources, and securing outside funds to supplement your TTO's operating budget. [CLICK HERE](#) for full details or to register. **PLUS**, don't miss this critical session coming March 30th: [The Bilski Decision: Expert Strategies to Manage Its Impact on University IP](#)

An angel investor's 'inner child' holds key to success

Want to increase your success rate when it comes to pitching angel investors? Get to know their “inner child.” That’s the recommendation of Princeton Corporate Solutions. “When talking to an investor for the first time, it’s more important to listen than to speak,” the firm recommends. “It’s more important to discover their needs/wants than to ... [continue reading >>>](#)

Study suggests ‘new paradigm’ for universities as engines of economic development

The United States and its higher education systems are on the verge of a “new paradigm” that may redefine the roles of colleges and universities in promoting state and regional economic development, according to a report by the Rockefeller Institute of Government of the State University of New York. The old paradigm rests largely on the traditional mix of business attraction and retention incentives ... [continue reading >>>](#)

Beware these three enemies of innovation

Writing on the American Express OPEN Forum, John L. Mariotti, president and CEO of The Enterprise Group and a former executive at Huffy Bicycles and Rubbermaid Office Products Group, talks about the importance of innovation. Everybody seems to agree that innovation is a good idea, Mariotti points out, but inhibitors to innovation can dampen enthusiasm and chill the spirits of the most creative people ... [continue reading >>>](#)

U-Utah researchers create high-tech handrest for surgeons, machinists, artists

Engineers at the University of Utah have developed a computer-controlled, motorized hand and arm support that allows doctors, artists, and others to precisely control scalpels, brushes, and tools over a wide area, with less fatigue. The Active Handrest is designed to aid people in performing tasks such as surgery, painting, and electronics repair that require precise control of the fingertips, explains ... [continue reading >>>](#)

Harvard, Dana-Farber license platform to develop HDAC inhibitor compounds

Harvard University and Dana-Farber Cancer Institute have inked an exclusive therapeutic license with Boston-based Acetylon Pharmaceuticals for a platform technology and chemical methodology to conduct high-throughput screening and lead optimization for histone deacetylase (HDAC) inhibitor compounds and a portfolio of small-molecule selective HDAC enzyme inhibitors. The licensed ... [continue reading >>>](#)

Columbia licenses student health information solution

Columbia University and New York City-based FairChoice Systems, Inc., have signed a multi-year commercialization agreement that will bring to market an online student health information system (IS) developed and implemented by Columbia’s Student Health Services. Colleges and universities in 37 states require Meningococcal Conjugate vaccination (or, alternatively, Meningococcal education) ... [continue reading >>>](#)

Warwick-U signs license for hip replacement measurement device

Warwick University and University Hospitals Coventry and Warwickshire (UHCW) have licensed a system they say is the first to measure patients accurately for hip replacements. KingMark, developed by orthopaedic surgeon Richard King, MBBS, FRCS, in collaboration with Damian Griffin, MPhil, FRCS, professor of trauma and orthopaedic surgery at the university’s medical school, is a non-intrusive, reliable ... [continue reading >>>](#)

Oxford: Software could revolutionize smartphones

Three-dimensional animated graphics can be merged into live video in real time to create a fusion of real and computer-generated visuals using software created in the department of engineering science at the U.K.’s University of Oxford. The software, called Parallel Tracking and Mapping (PTAM), has been licensed to augmented reality company QderoPateo LLC by Isis Innovation, Oxford’s TTO ... [continue reading >>>](#)

Hopkins’ Brain Science Institute in deal with Eisai to develop treatments for neurological disease

The NeuroTranslational Program at Johns Hopkins University’s (JHU) Brain Science Institute (BSI) has entered into a licensing agreement with Woodcliff Lake, NJ-based pharmaceutical company Eisai, Inc., to discover and develop small molecule glutamate carboxypeptidase II (GCPII) inhibitors. The NeuroTranslational Program was launched in 2009 to enable drug-discovery scientists to work side by ... [continue reading >>>](#)

BrainStorm, Hadassah seal deal for trials of Lou Gehrig treatment

The biotechnology firm BrainStorm has inked an agreement with Hadasit, the TTO of Israel’s Hadassah Medical Organization’s, to conduct joint clinical trials on treatments for patients with amyotrophic lateral sclerosis (ALS), also known as Lou Gehrig’s disease. As part of the deal, Hadassah will put its top experts in neurology and stem cell science at the disposal of BrainStorm, which is controlled by ... [continue reading >>>](#)

Nanobiotech innovations move forward at U.S., U.K. research institutes

Chemical engineers at the Massachusetts Institute of Technology (MIT) have built a sensor array that can detect single molecules of hydrogen peroxide emanating from a single living cell. Hydrogen peroxide has long been known to damage cells and their DNA, but scientists have recently uncovered evidence that points to a more beneficial role: it appears to act as a signaling molecule in a critical cell pathway ... [continue reading >>>](#)

Rice U’s ‘TwitPitch’ competition gets value proposition down to basics

Could you describe your invention or technology in 140 characters or less? Well, if you want to win a special cash prize at the upcoming 2010 Rice Business Plan Competition (RPBC), you’d better hone your skills in word economy. A new

'TwitPitch' competition is being added to this, the tenth year of the Rice competition. "Social media and networking is the hot button in business today and ... [continue reading >>>](#)

New report, "Start-up Strategies," now available

2Market Information Inc., publisher of *IP Marketing E-News*, has just published a new title as part of an all-new volume of its popular Tech Transfer Library. "Start-up Strategies" is one of eight topic-specific reports in the just-released Volume 2 of the library. It features case studies, best practices, and expert guidance on launching successful university spinouts. Additional topics in the library include legal issues, marketing strategies, portfolio management, early-stage funding, faculty outreach, performance improvement and staffing, and contracting and negotiation. To order or for more information, including tables of contents for each report, [CLICK HERE](#).

U-Minnesota start-up fails, but "if at first you don't succeed . . ."

The failure of a university start-up does not have to mean the "death" of the technology -- at least that's the attitude the University of Minnesota is taking. Unable to secure financing in a tough economy, VitalMedix Inc., a promising Hudson, WI-based start-up company spun off from UMinn, will liquidate under federal bankruptcy laws. In a Chapter 7 petition filed in U.S. Bankruptcy Court, the ... [continue reading >>>](#)

Cornell's student-run venture fund complements tech transfer activity

BR Ventures, a VC fund run out of The Johnson School of Business at Cornell University, is unique in a number of ways. For one thing, all of its managers are graduate students. For another, it has its own Chief Marketing Officer. "We have eight student managers," says Anna Bruno, BRV's Chief Marketing Officer, who will receive her MBA in 2010. "You apply to become a manager in the second year of ... [continue reading >>>](#)

Here's how to boost your social media productivity

Entrepreneurs have to spend so much time building their businesses they may not think there's any left to pursue social media marketing, but blogger Amanda Brooke says there is -- if you know how to boost your social media productivity. She offers the following tips ... [continue reading >>>](#)

Does an entrepreneur need a marketing degree?

How does the CEO of a company who's still trapped in the endless cycle of looking for the next sale take time out to market? Who has the time to learn about direct mail marketing, e-mail marketing, Search Engine Optimization, advertising and publicity campaigns? Joy Gendusa, CEO of direct mail postcard marketing firm PostcardMania, offers these tips ... [continue reading >>>](#)

Inventors' Bill of Rights unveiled at AUTM conference

As tech transfer managers from around the world convened at the Association of University Technology Managers (AUTM) annual meeting in New Orleans, a commercialization expert and an inventor came together to propose an "Academic Inventors' Bill of Rights." Alan Bentley, director of commercialization for Cleveland Clinic Innovations, and Renee Kaswan, DVM, MS, DACVO, founder of IPAdvocate.org ... [continue reading >>>](#)

Rice, U-Texas develop 3-D cell culture

Scientists from Texas Medical Center in Houston have unveiled a technique for growing 3-D cell cultures, a technological leap from the flat petri dish that could save millions of dollars in drug-testing costs. The research is reported in *Nature Nanotechnology*. The 3-D technique, which is easy for most labs to set up immediately, uses magnetic forces to levitate cells while they divide and grow ... [continue reading >>>](#)

New report, "Start-up Strategies," now available

2Market Information Inc., publisher of *Tech Transfer E-News*, has just published a new title as part of an all-new volume of its popular Tech Transfer Library. "Start-up Strategies" is one of eight topic-specific reports in the just-released Volume 2 of the library. It features case studies, best practices, and expert guidance on launching successful university spinouts. Additional topics in the library include legal issues, marketing strategies, portfolio management, early-stage funding, faculty outreach, performance improvement and staffing, and contracting and negotiation. To order or for more information, including tables of contents for each report, [CLICK HERE](#).

Virtual nurse technology on path to commercial use

Northeastern University, Boston Medical Center, and the Massachusetts Institute of Technology have entered into a licensing agreement with Engineered Care, a San Francisco-area health care software company, to commercialize virtual nursing software developed by Timothy Bickmore, PhD, assistant professor in Northeastern's College of Computer and Information Science. The software ... [continue reading >>>](#)

Columbia, Global Research Technologies ink research and licensing collaboration

Columbia University and R&D firm Global Research Technologies (GRT) have inked a worldwide research collaboration and cross-licensing agreement for technology that extracts and captures carbon dioxide (CO₂) from the atmosphere. Today, only living plants, atmospheric chemical cycles, and other natural systems can pull large volumes of CO₂ out of the air. Efforts to snare manmade CO₂ -- released primarily ... [continue reading >>>](#)

U-Washington, Seattle BioMed, AttoDx sign exclusive license agreement

Seattle-based AttoDx, Inc., has signed an exclusive license agreement for molecular viability testing technology developed at the University of Washington and the Seattle Biomedical Research Institute. The technology was developed by Gerard Cangelosi, PhD, affiliate member of Seattle BioMed and affiliate associate professor in U-Washington's departments of global health & epidemiology ... [continue reading >>>](#)

U-Colorado IP hits the market in a natural, bioresorbable membrane for dental allografts

Denver-based dental company Snoasis Medical, Inc., has introduced BioXclude, a processed, dehydrated, and terminally sterilized graft composed of human amnion and chorion tissue that was developed at the University of Colorado Health Sciences Center (UCHSC). BioXclude -- the second product developed by Snoasis Medical using technology licensed from UCHSC -- is the first allograft sourced from donated ... [continue reading >>>](#)

UC-Boulder licenses ultrasonic sensor technology, liver disease test

As part of a busy week for UC system, the University of Colorado has inked additional licenses for technologies developed at its Boulder (CU-Boulder) campus and Anschutz Medical Campus in Aurora. CU-Boulder completed a license agreement with Reverse Osmosis Technologies (ROTEC) for technology that enables more efficient treatment of groundwater to make it suitable for drinking. ROTEC, an ... [continue reading >>>](#)

U-Michigan inks license agreement to develop autoimmune therapies

The University of Michigan (U-M) has signed an exclusive patent license and sponsored research agreement with GMP Companies, Inc., through its subsidiary GMP Immunotherapeutics, Inc., for a class of molecules designed to treat systemic lupus erythematosus (lupus), rheumatoid arthritis (RA), psoriasis, and some forms of cancer. GMP Immunotherapeutics will collaborate with Gary Glick, PhD, U-M's ... [continue reading >>>](#)

BYU licenses soy technology to Nu Skin for anti-aging serum

Researchers at Brigham Young University (BYU) in Provo, UT, have shown that a molecule made when soy is digested stimulates production of collagen and elastin -- two key components of healthy skin. Now, the university has licensed the technology to Nu Skin Enterprises to use in a serum that's part of its anti-aging product line. A research team led by Edwin Lephart, PhD, professor of physiology ... [continue reading >>>](#)

Collaboration is the name of the game in Michigan

Several universities in Michigan are benefitting from membership in a collaborative organization called the University Research Corridor, or URC. Through a series of events, as well as ongoing inter-university meetings, these institutions are both gaining additional exposure to potential business partners and learning from each other ... [continue reading >>>](#)

New market research report available: Building Biotech Technology Transfer Opportunities

Drug developers have long been under pressure to introduce new products in an environment of escalating R&D costs, blockbuster patent expiration and resulting generic competition. Current weak economic conditions have exacerbated these challenges with sweeping R&D staff and budget reductions. In order to remain competitive, drug makers must now do more with less. Technology transfer, particularly of new biotechnologies that offer novel means to address unmet medical needs, offers a way to cost effectively address these challenges. And for technology developers, the dynamics of the drug development market present an opportunity to monetize their inventions. A new executive market research report from Business Insights, ***Building Biotech Technology Transfer Opportunities***, brings these forces into sharp focus using detailed case studies, proprietary market data, and expert strategic guidance. For details on this just-published report, including a full table of contents and sample pages, [CLICK HERE](#).

Here's how to spark a LinkedIn discussion

Twitter may be the most misunderstood of social media models, but LinkedIn may be the most poorly utilized. Amy Dean of Keyword Communication notes that of the hundreds of discussion topics proposed via LinkedIn groups every day, "the vast majority of them fail to generate any responses." What makes the select few so irresistible that people can't help but comment? Dean offers these six ways to spark ... [continue reading >>>](#)

Federal judge invalidates human BRCA gene patents

A federal judge has struck down patents held by Salt Lake City-based Myriad Genetics and the University of Utah Research Foundation on two genes linked to breast and ovarian cancer. The decision, if upheld, could throw into doubt patents covering thousands of human genes and reshape IP law. U.S. District Court Judge Robert W. Sweet issued the 152-page decision, which invalidated seven patents ... [continue reading >>>](#)

Study suggests USPTO erred in broad claims of Myriad BRCA1 patent

In light of the U.S. District Court ruling that invalidated patents related to the BRCA1 and BRCA2 genes that are held by Myriad Genetics (see previous item), the findings of a Duke University study estimating the reach of one of the claims involved are all the more instructive. The researchers analyzed U.S. Patent No. 5,747,282 and compared a 15-mer oligonucleotide in the BRCA1 gene described by ... [continue reading >>>](#)

Understand what drives angel investors and their investment strategy

Writing on his blog The Next Big Thing, Google developer advocate Don Dodge explains some factors that drive angel investors. Angels love to help start companies, solve tough problems, build a great team, and be actively involved in finding customers, partners, and key employees, he says. They tend to invest in companies that are within a one-hour drive so they can be actively involved and ... [continue reading >>>](#)

Stage-gate process provides rational structure for nurturing innovations

It is a common problem in technology transfer offices, where there's always more technology to manage than managers to shepherd those technologies along. Some innovations get more scrutiny than others, and even those with obvious promise tend to amble down the field in an unpredictable fashion. Deals can get done in this kind ... [continue reading >>>](#)

Attorney offers tips for controlling patent litigation costs

A 1955 essay in *The Economist* opened with the famous proclamation, "Work expands so as to fill the time available for its completion." This observation could refer to "staffing" as well as "time," according to Michael N. Rader, a patent attorney and litigator with the Boston-based IP law firm Wolf, Greenfield & Sacks, PC. Keeping your legal team small is the surest way to control the cost of any ... [continue reading >>>](#)

Wireless heart rate monitor receives go-to-market contract

The Center for Commercialization of Advanced Technology (CCAT), a program of the Office of Technology Transfer and Commercialization (OTTC) at California State University, San Bernardino, has awarded Reston, VA-based AFrame Digital, Inc., a contract to support commercialization of a nonintrusive wireless heart rate sensor developed by AFrame Digital scientists. CCAT, an organization funded by the ... [continue reading >>>](#)

Crash course in tech start-ups yields innovation and business lessons

To create a company around a new technology requires both business acumen and technological knowhow. Entrepreneurs must know how to talk about science to scientists while scientists must learn how to explain a highly technical product or process to business audiences. That was one of the lessons learned for Ryan Goodnight, a member of the winning team of the 2010 Mays MBA Tech Transfer ... [continue reading >>>](#)

Feds seek input on commercialization of university research

The White House Office of Science and Technology Policy and National Economic Council has released a Request for Information on Commercialization of University Research. The RFI comes on the heels of a previously announced innovation initiative by the Obama Administration to work with universities, companies, federal research labs, entrepreneurs, investors, and nonprofits to identify ways to ... [continue reading >>>](#)

Tech transfer organizations jointly establish global alliance

In a move that hints at an eventual credentialing process for tech transfer professionals, a coalition of organizations jointly established the Alliance of Technology Transfer Professionals (ATTP) at the AUTM annual meeting. ATTP's stated objective is to lead the development of the tech transfer profession by promoting recognition, progress, and the sharing of knowledge within the global ... [continue reading >>>](#)

Hopkins smartphone app provides instant access to TTO

One of the keys to successful marketing is making it as easy as possible for interested parties to get in contact with you, and Johns Hopkins University's tech transfer office has taken that to heart. The TTO just released a free app, developed by faculty and staff, that enables users of iPhone, iPad, and Motorola Droid to instantly access the office and its available technologies ... [continue reading >>>](#)

Is there really such a thing as a 'free launch'?

As technology transfer offices seek to keep their costs down by making use of "free" sources of service, cautions Laura A. Schoppe, president of consulting firm Fuentek, LLC, they should keep in mind that "there's a reason the phrases 'You get what you pay for' and 'Caveat emptor' have become clichés." Writing on the Fuentek blog, Shoppe brings up the example of an arrangement between Texas ... [continue reading >>>](#)

No branding allowed: Australia proposes banning cigarette pack colors, images

In a move that it says will remove "one of the last remaining frontiers for cigarette advertising," Australia is attempting to become the first nation to ban brand images and colors on cigarette packages under a wide-ranging set of anti-smoking measures unveiled on April 22nd. Restrictions on Internet advertising, a hefty hike in the tax on tobacco products, and fresh anti-smoking campaigns are also among ... [continue reading >>>](#)

Standard license agreement expedites start-ups, Kauffman Foundation says

A streamlined licensing approach to commercialize university research will support U.S. start-ups and enable long-term economic growth, according to a paper released by the Ewing Marion Kauffman Foundation in Kansas City, MO. The Carolina Express License Agreement, developed by the University of North Carolina at Chapel Hill, offers a model that promises to ease the formation of new ... [continue reading >>>](#)

WARF loses round in stem cell patent battle

In a surprising turn of events, consumer groups that challenged a key patent covering embryonic stem cell research pioneered at the University of Wisconsin-Madison (UWM) have won an appeal overturning an earlier rejection of their challenge. The U.S. Patent and Trademark Office ruled in favor of the two consumer groups that challenged one of the patents held by the Wisconsin Alumni ... [continue reading >>>](#)

U-Washington, Georgia Tech start-up purchased by Belkin

Zensi, a start-up that uses simple technology to monitor home electricity and water use, has been acquired by electronics company Belkin International, Inc., of Playa Vista, CA. The start-up is based on technology developed by Shwetak Patel, PhD, assistant professor in the departments of computer science and engineering and electrical engineering at the University of Washington. Patel co-founded Zensi in ... [continue reading >>>](#)

U-Maryland start-up inks deal for patient monitoring system

Maryland start-up Rhemisphere, LLC, has licensed an “all-in-one” patient monitoring system invented by clinical researchers at the University of Maryland, Baltimore (UMB). Terms of the deal were not disclosed. The system, called “Blink,” is based on software that continuously updates and displays up-to-the-minute analytical data from patient lab tests. The system is designed to improve the ability ... [continue reading >>>](#)

Biosensor chip enables high-sensitivity protein analysis for disease diagnosis

In the battle against cancer and other diseases, precise analysis of specific proteins can point the way toward targeted treatments. Scientists at the Technische Universitaet Muenchen (TUM), in collaboration with Fujitsu Laboratories of Japan, have developed a biosensor chip that not only recognizes proteins that are characteristic for specific diseases but also can show if these proteins are changed ... [continue reading >>>](#)

Ontario Institute for Cancer Research makes three equity investments

The Ontario Institute for Cancer Research (OICR) in Toronto has made equity investments in three Ontario technologies to accelerate their commercialization. The investments will help to close the gap between seed funding and clinical proof of concept, according to Frank Stonebanks, OICR's vice president of commercialization ... [continue reading >>>](#)

Baylor researcher develops portable, noninvasive blood glucose monitor

Two years ago, Baylor University researcher Randall Jean, PhD, associate professor of electrical and computer engineering, developed an electromagnetic sensor that provides diabetics with a noninvasive alternative to read their blood glucose levels. There was just one problem: it was too big to carry around. Now, Jean and colleagues have developed a sensing method that uses a circuit board small enough ... [continue reading >>>](#)

Dalhousie surgeon works with engineers to fix femur fractures

Most long bone injuries result from trauma - a fall or car accident -- and require a large amount of force to fix. To reduce the fracture, surgeons operate remotely from the top of the femur, placing a nail in the medulla -- the bone canal -- and inserting screws across the top of the nail to keep it in place. If the fracture cannot be properly aligned, the nail cannot be inserted. In these cases, the femur must be ... [continue reading >>>](#)

Purdue program matches angel investors with university start-ups

The Purdue University technology commercialization community hopes to match angel investors with at least half of the dozen or so start-ups it launches each year through a new program called the P3 Alliance. Designed with the assistance of the school's TTO -- and, interestingly, its alumni association and development office -- the Alliance aims to make it easier for the money folks and the invention folks to ... [continue reading >>>](#)

U-Michigan microfluidic integrated circuit could enable home diagnostic tests

To simplify lab-on-a-chip devices that could offer quicker, cheaper, and more portable medical tests, University of Michigan researchers have created microfluidic integrated circuits. Just as electronic circuits intelligently route the flow of electricity on computer chips without external controls, the microfluidic circuits regulate the flow of fluid without instructions from outside systems. “In ... [continue reading >>>](#)

UCLA engineer invents miniature microscope for telemedicine

An engineer at the University of California, Los Angeles has created a miniature microscope, believed to be the world's smallest and lightest for telemedicine applications. The microscope, described in Lab on a Chip, builds upon imaging technology known as LUCAS (Lensless Ultra-wide-field Cell Monitoring Array platform based on Shadow imaging), which was developed by Aydogan Ozcan, PhD ... [continue reading >>>](#)

USPTO director offers kudos to Stanford's OTL in birthday proclamation

On its 40th anniversary, Stanford's Office of Technology Licensing (OTL) earned kudos from U.S. Patent and Trademark Office Director David Kappos, who sent a proclamation declaring, in part, that the OTL is “truly the gold standard of tech transfer offices.” Kappos lauded the organization as “visionary in the practices you have long adopted that put lasting relationships and outbound collaboration first ... [continue reading >>>](#)

Regional research institutions debut “Innovation Pipeline”

“Strength in numbers” might well be the marketing watchword of The University of Chicago and five of the region's leading research institutions, who teamed up to put their collective best foot forward recently at the BIO International Convention in Chicago. UChicago Tech, the university's Office of Technology and Intellectual Property, teamed up with Argonne National Laboratory, Children's Memorial ... [continue reading >>>](#)

SIU combines tech fair with entrepreneurship training in “Operation Bootstrap”

Many universities sponsor showcases to give inventors the opportunity to present their technologies to potential investors and partners. A growing number also sponsor courses on entrepreneurship to prepare would-be start-up leaders for the

real world. Southern Illinois University-Carbondale has taken an approach that combines both strategies. Its most recent innovation showcase was preceded by a ... [continue reading >>>](#)

Foreign language translation of your marketing may be a double-edged sword

Translating marketing content into foreign languages contains both promise and pitfalls, cautions Swamy Viswanathan, VP of products at Language Weaver. "When you're marketing to global audiences, your messages must be accurate, concise, and targeted to establish consumer trust and brand loyalty," he notes. "Satisfied customers often result in repeat purchases and increased return on investment ... [continue reading >>>](#)

How to make social networking part of internal innovation

"Given the collaborative and interactive nature of social networks, they are a natural venue for enhancing innovation across many dimensions," says Mike Brown, a strategy, communications, marketing expert, author of the 'Brainzooming' blog. He offers the following "possibilities you could pursue to make social networking ... [continue reading >>>](#)

Google, SBA launch marketing 'tool kit' for small businesses

Google, in partnership with the Small Business Administration, has launched a marketing portal with resources aimed at small businesses. The Tools for Online Success features tutorials, video testimonials, and tips about leveraging the web to build a business. The site also includes information on building a website, social media marketing, listings, online videos, paid search, and Google Analytics ... [continue reading >>>](#)

Tech transfer at Columbia U adjusting to new financial realities

The financial crisis has blown a chill wind through U.S. TTOs, making it harder to fund start-up companies. This economic reality has prompted a search for new ways to reduce the risk profile of novel technologies while increasing internal efficiencies, cutting costs, and sharpening academic awareness of industry's needs. "We are taking a number of initiatives to increase efficient use of ... [continue reading >>>](#)

White House offers \$1 million innovation prize

The Obama Administration is offering up to \$1 million in prize money to entrepreneurs who can develop innovative ways to commercialize new technology. The U.S. Department of Commerce Office of Innovation & Entrepreneurship's i6 Challenge is offering the prize money to six winners who develop what judges think are the most innovative ideas to drive technology commercialization ... [continue reading >>>](#)

Inovia reports IP trends on global patent protection

It looks like belts have been tightened as far as they will go, and IP budgets are stabilizing for 2010, according to the survey, "US IP Trends: Global Patent Protection in 2010." Seventy-two percent of corporate patent professionals surveyed for the study of 150+ small to medium-sized U.S. businesses expect to maintain or increase their foreign patent filings in 2010 compared to 2009. The majority ... [continue reading >>>](#)

U-Hawaii TTO benefits from standard license approach

The University of North Carolina isn't the only institution to develop a standardized approach to licensing technology developed on campus. According to Lee Taylor, technology licensing associate at the University of Hawaii in Honolulu, his institution implemented a standard license in September 2009. Called the "Mahele Method" -- referring to a major land division that ... [continue reading >>>](#)

Cornell inks license agreement with New York apple industry

Cornell University has forged a license agreement with the New York State Apple Growers LLC (NYAG) to grow and market two new, patented premium apple varieties. Susan Brown, PhD, Herman M. Cohn professor of horticultural sciences at Cornell's New York State Agricultural Experiment Station in Geneva, developed the varieties, which represent Cornell's 65th and 66th apple-variety releases. Cornell ... [continue reading >>>](#)

Inhalable measles vaccine may yield other treatments

A team of researchers led by the University of Colorado at Boulder believes a dry powder, inhalable vaccine developed for measles prevention and slated for human clinical trials later this year will lead to other inhalable, inexpensive vaccines for illnesses ranging from tuberculosis to cervical cancer. The inhalable measles vaccine, developed by Robert Sievers, PhD, professor of chemistry and ... [continue reading >>>](#)

U-Missouri system invests in research despite economy

The University of Missouri (UM) System's Rolla campus is putting away the golf clubs and getting down to business. The university has broken ground on a research park at the Missouri University of Science and Technology on what was once the campus's 60-acre golf course. The move irked local golfers but demonstrated UM System President Gary Forsee's commitment to R&D during tough economic ... [continue reading >>>](#)

Asociatia Româna pentru Transfer Tehnologic si Inovare

Str. Stefan cel Mare nr 12, Craiova, jud. Dolj, Romania; tel: +40-251-412290; +40-251-412775; Fax: +40-251-418882;
e-mail: office@ipacv.ro; web site: www.arott.ipacv.ro