



## 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.

**Useful links:** [Enterprise Europe Network](#) [DG Enterprise](#) [EU law](#) [EU-Services](#) [Cordis](#) [USA-EU-Match](#) [Your-Europe-Your-Business](#) [Your Europe - Business portal](#) [Your Europe - Citizens portal](#) [Portal-for-SMEs](#) [Europa-EU-Portal](#) [Executive-Agency-for-Competitiveness&Innovation-EACI](#) [EIM's Knowledge Web on SMEs & Entrepreneurship](#) [Access2Finance - EU-Finance for SMEs](#) [SME Portal's funding tool](#) [EU's Information Society: Thematic Portal](#)

#### **Startup Investors: Can An Angel Hit A Homerun?**

Start-ups, small enterprises with technological R&D activities are promising in term of business potential of growth, term of social impact due to their breakthrough products (new technology, new drugs...), job creation. R&D is expensive, these kind of companies have a big need for capital. Indeed, R&D can cost more than 1/3 of the revenue of these companies (pharmaceutical & biotechnology start-up can nearly invest 100% of their budget for their R&D!). Before having positive cash-flows, most technological start-ups are under-capitalized, have greater risk of failure than other new businesses.

**More...** <http://wisepreneur.com/entrepreneurship/startup-investors-can-an-angel-hit-a-homerun>

#### **U.K.'s leading biomedical tech transfer bodies join forces**

Two of the U.K.'s leading medical research funding agencies are pooling resources in a fresh attempt to bridge the gap between the outputs of academic research and the technology packaged for commercialization. Under the agreement, Cancer Research Technology (CRT), the commercialization arm of Cancer Research UK (CRUK) -- the largest cancer charity in Europe -- and Medical Research Council ... [continue reading >>>](#)

#### **CEA-Leti's fDOT imaging system ready for commercialization**

After beta testing at five French research facilities, CEA-Leti's imaging system for near-infrared fluorescence-enhanced diffuse optical tomography (fDOT) is ready for commercial applications. CEA is a French public research and technology organization with activities in four main areas: energy, information technologies, health care technologies and defense and security. Within CEA, the Laboratory for ... [continue reading >>>](#)

#### **Strathclyde University spins out mLED to develop micro light-emitting diodes**

The University of Strathclyde, Scotland, has secured a spinout deal to form mLED Ltd., to commercialize next-generation light source technology based on micro light-emitting diodes. Unlike other micro-display technologies, microLEDs provide dense arrays of miniature light sources, which are pattern programmable and do not require external components, such as optics and switching matrices, to ... [continue reading >>>](#)

#### **U.K. Medical Research Council in licensing deal with Genentech**

MRC Technology Ltd., the TTO of the U.K.'s Medical Research Council, has agreed to license a series of small molecule drug candidates for the treatment of neurological diseases to U.S. biotech company Genentech. The deal represents the first small molecule chemistry program to emerge from MRC Technology's Centre for Therapeutics Discovery (CTD) and the first small molecule collaboration the CTD ... [continue reading >>>](#)

#### **Spinout demonstrates proof of business concept for Chalmers-U**

When it comes to founding spinouts, universities normally provide the technology while companies take on the business development. The School of Entrepreneurship at Sweden's Chalmers University has reversed that flow, with the academic world picking up technology from industry and providing the business development needed to carry the innovation to market. To date, this business model has driven ... [continue reading >>>](#)

#### **Drug developer to fill 'biotech funding gap' for university research**

A U.K. drug development firm has raised £9.6 million from private equity investors, including £2m from Scottish Enterprise, to fund partnerships with university researchers. TPP Global Development, founded by former Morgan Stanley fund manager Peter Trill and Oxford University scientist Dr. Tom Brown, has chosen Edinburgh's BioQuarter as its base. The pair will assess molecules created by ... [continue reading >>>](#)

### **British universities join national industrial design coalition**

A "coalition agreement" has been struck between 13 universities in the U.K. and British Design Innovation (BDI), the trade organization for industrial design, service design, and innovation consulting groups. The universities have joined BDI in forming a national University Design Industry Partnership Scheme (UDIPS) -- the first of its kind in the UK -- in a bid to create world-changing innovations, products ... [continue reading >>>](#)

### **Imperial Innovations takes £9.5M cash from sale of stake in spinout Respivot**

Imperial Innovations Group plc, the TTO for Imperial College London, has realized £9.5 million in cash on the sale of its portfolio company Respivot to Horsham, PA-based Centocor Ortho Biotech, Inc. After revenue-sharing payments of £200,000 to Imperial College, Imperial Innovations will report a profit of £7.2m, subject to final adjustments, on the sale of its 13.4% stake in the company. Imperial ... [continue reading >>>](#)

### **Hard lesson: Keep close tabs on researchers, funding**

It's easy to get so consumed with licensing and start-up formation that details such as record keeping and monitoring take a back seat. However, seemingly small mistakes in oversight can upend commercialization efforts in a big way. Consider what the Georgia Institute of Technology is dealing with after an internal audit found evidence that resources were misappropriated from the college's Georgia ... [continue reading >>>](#)

### **New financial exchange offers alternative for IP monetization**

Chicago-based Intellectual Property Exchange International (IPXI), which bills itself as "the world's first financial exchange focused on intellectual property," is laying the groundwork for what it anticipates will be a formal launch later this year. The exchange will allow owners of IP to monetize their assets much as firms do now on the major stock exchanges, while giving investors access to trading, investment ... [continue reading >>>](#)

### **It pays to keep your business plan simple**

"If you want people to invest in your idea, then my best advice is to first write a business plan, and keep it simple," advises Martin Zwilling, CEO and founder of Startup Professionals. "Don't confuse your business plan with a doctoral thesis or the back of a napkin; keep the wording, formatting straightforward, keep the plan short."... [continue reading >>>](#)

### **If you want private investors for your technology, you must get beyond 'R&D'**

On his blog Startup Professionals Musings, Martin Zwilling says he still receives business plans that describe the company's first priority as conducting "R&D on some promising new technology, like superconductivity or cancer research." Investors look for commercial products to make money, not to sink resources into R&D, "so your investment hopes are sunk as well," he tells would-be entrepreneurs ... [continue reading >>>](#)

### ***The Most Important To-Do's To Have A Successful Business***

- What are the things that you are doing that helps to generate customers? There are over 92,000 Members who belong to this group, and if just one percent of us give one idea, the result would be awesome.
- Helping businesses increase customer acquisition by up to 32.7% in as little as 3 to 6 months, increase customer retention by up to 90%.
- Create Data Base of your clients. You need all pertinent data like name, address, email, spouse's name, birthday for them and their spouse, and whatever data you need. I would also get the data of every family member.
- Communicating with my customers on a weekly basis, built rapport, I was able to help them with their problems. If I didn't communicate weekly, I wouldn't of known about their problem, it would be too late to help them. This way I was there at the right time.
- Is anyone Dominating their market? Dominate your Market by becoming the Expert that everyone goes to when they need what you offer... <http://www.kenvarga.com/method-to-collect-information-to-create-your-customer-database/> ;

### ***What is your favorite motivational quote?***

- A walk of 1000 miles starts with the first step" - Ghandi
- Knowing never equals doing - Mariah Smith
- Whether You Think You Can or Can't, You're Right--Henry Ford
- The chief cause of failure and unhappiness is trading what we want most for what we want at the moment - unknown
- Cultivate habits, friendships that help you be bigger and better than you can ever imagine yourself to be soon you will be what they inspire of you.
- Whatever you can or dream you can, begin it. Boldness has genius, power, and magic in it. – Goethe
- We are what we repeatedly do. Excellence, therefore, is not an act but a habit – Aristotle
- True passion is not a matter, forcing yourself to take action. True passion is allowing all your words, thoughts, actions to resonate with who you most authentically are!!!. .... unknown
- A Well Stated Problem is a Half Solved Problem; That which is free has no value
- A ship is safe in harbor, but that's not what ships are for. - William Shedd
- There is not TRY. There is just do or do not. - Jedi Master Yoda
- Don't expect a get different result without expecting to do something different. Change is Good!

### **Knowledge economy makes Massachusetts a Mecca for IP lawyers with science degrees**

With the Massachusetts economy based on knowledge, the state has become home to some of the nation's largest IP law firms, supported by growing numbers of technology specialists and attorneys with advanced degrees in science. The ability to practice business law successfully in Massachusetts now often relies on an attorney's knowledge of molecular science, physics, or biology, which explains the ... [continue reading >>>](#)

### **Universities push more cleantech discoveries out of lab, into market**

Scientists researching the chemical and physical sciences related to cleantech have struggled to commercialize their discoveries. Slowly, though, change is afoot. The Massachusetts Institute of Technology (MIT), University of Michigan, Stanford University, and University of California (UC) Berkeley all have developed strong programs to help scientists start thinking earlier about the applications of their ... [continue reading >>>](#)

### **Washington-U start-up blazes a new path in St. Louis**

Seven years ago, Global Velocity's data security technology was an interesting invention in Washington University's Advanced Research Lab. Now it's the basis of a company with 17 employees, \$21 million in funding from investors, and the beginnings of a commercial customer base. The path that Global Velocity has taken from university lab to growing company is not a well-worn one in St. Louis. For ... [continue reading >>>](#)

### **Marketers should take note of Supreme Court's *Bilski* decision**

The closely watched case of *Bilski v. Kappos*, in which the Supreme Court ruled that "abstract ideas" cannot be patented but did not prohibit most other forms of business method patents, has significant implications for IP marketers, posts Paul Christ on the "knowthis.com" blog. The high court unanimously agreed with a Federal Circuit ruling that threw out Bernard Bilski and ... [continue reading >>>](#)

### **Get the most out of iPhone marketing**

The craze over the iPhone -- especially the latest version -- creates new opportunities for Internet marketing, says Elijah Chai, managing director of Success Engineers LLP. He says there are a number of ways to get the most out of this new mobile marketing vehicle by optimizing your site. "Since accessibility and speed are still a bit limited, it's time you think about creating a landing page that ... [continue reading >>>](#)

### **Blog marketing can generate web page traffic**

E-marketer Stephen Mwanza notes that the Internet has over 100 million blogs, and with that level of competition for attention "you have to strive to adhere to the best blog marketing tips in order to generate high volume traffic." One of the most effective blog marketing strategies, he says, is submitting your blog link to popular social bookmarking sites. These include sites such as Digg, Delicious, and Reddit ... [continue reading >>>](#)

### **Task force uses event to raise awareness**

Task force reports are, as they say, a dime a dozen. This is not to diminish their importance, but rather to acknowledge a fact -- which makes it that much more difficult to get one report to stand out among the others. Recognizing that challenge, The New York State Foundation for Science Technology and Innovation (NYSTAR) and the New York State Science & Technology Law Center hosted an ... [continue reading >>>](#)

### **Internet customer service buzz is a new marketing challenge**

It used to be that angry customers simply called and complained loudly to whoever happened to answer the phone, notes Donna Fenn, an expert and author on entrepreneurship. And while they still do that, the Internet gives them a much more expansive forum on which to broadcast their views. "They're buzzing, and you had better be listening," she warns. Negative buzz on the web can be damaging, but ... [continue reading >>>](#)

### **AstraZeneca secures drug discovery deal with UK's Medical Research Council**

Pharmaceutical giant AstraZeneca will share many of its experimental drug compounds with academic researchers in a deal that will give it privileged access to early-stage science. The company will combine up to 100,000 compounds from its proprietary library with 50,000 controlled by MRC Technology, the commercial ... [continue reading >>>](#)

### **University City Science Center offers new tech transfer solutions**

Technically Philly, a news site that covers Philadelphia start-ups and VCs, tips its cap to The University City Science Center, which it describes as "the nation's oldest and largest urban business incubator, providing physical space, resources, and funding to help start-up companies and university researchers commercialize new technologies ... [continue reading >>>](#)

### **AAMC issues new guidelines on conflict of interest in clinical care**

A report by the Association of American Medical Colleges (AAMC) urges U.S. teaching hospitals to establish policies that manage financial relationships between physicians and industry so that they don't influence patient care. "In the Interest of Patients: Recommendations for Physician Financial Relationships and Clinical Decision Making" provides guidance on how academic medical centers can identify ... [continue reading >>>](#)

### **Cincinnati Children's Hospital on cusp of gene therapy breakthrough**

Cincinnati Children's Hospital Medical Center has received permission from the U.S. Food and Drug Administration to test a gene therapy treatment against X-linked severe combined immunodeficiency (XSCID) -- the so-called "bubble-boy" disease. The gene therapy treatment was conceived and manufactured in the hospital's lab ... [continue reading >>>](#)

### **UCSB scientist invents oil cleanup technology**

As a PhD candidate at the University of California-Santa Barbara (UCSB), environmental scientist Victoria Broje invented an oil-skimming device called the Groovy Drum Skimmer. The design, which features hydrocarbon-based rubber and a drum with a triangular-grooved pattern, proved to be as much as 300% more efficient ... [continue reading >>>](#)

### **NYU plans \$20 million fund to spur commercialization of its discoveries**

New York University will launch a \$20 million venture fund to spur the commercialization of select technologies developed at NYU and to provide seed funding for start-up companies based on those technologies. The fund -- which will be grown almost entirely from external sources -- is expected to make its first set of investments ... [continue reading >>>](#)

### **Biospherics acquires rights to develop U-Kentucky compound**

The University of Kentucky Research Foundation (UKRF) has inked a license agreement with Biospherics Incorporated, a wholly owned subsidiary of Bethesda, MD-based Spherix Incorporated, for the global rights to international patents for D-tagatose as a lipid-lowering agent for prevention and treatment of atherosclerosis ... [continue reading >>>](#)

### **Georgia researchers develop improved cochlear implant**

More electrodes and a thinner, more flexible wire inserted further into the inner ear could improve on the effectiveness of conventional cochlear implants for the deaf, according to researchers at the Medical College of Georgia in Augusta and Georgia Institute of Technology in Atlanta. Candidates for cochlear implants ... [continue reading >>>](#)

### **Summit on Best Practices in Valuing Intellectual Property coming to Chicago**

*Technology Transfer Tactics* is partnering with global investment advisor Morningstar and Business Valuation Resources to produce a first-ever day and a half event, Sept. 15-16, at Morningstar world headquarters in Chicago: **The Summit on Best Practices in Valuing Intellectual Property**. With a faculty featuring more than 20 of the world's leading valuation experts, the Summit offers a unique opportunity to get detailed guidance, proven methods, and how-to strategies advice you need to place ensure you receive optimum value for your IP -- and ultimately derive more revenues for your innovations. For those who can't attend the event in person, a webcast is also available. A \$200-off early registration discount applies until August 15. For complete information on the agenda, faculty, and continuing education credits, [CLICK HERE](#).

### **How do you write copy that 'sells'?**

"Whether your business is service- or product-based, writing good copy that sells for your social media, e-newsletters, blogs, website, special promotions, sales pages, etc., is essential for getting massive sales," writes online "guru" Vanessa Summers in the blog [financialguru.entrepreneur.com](http://financialguru.entrepreneur.com). She offers these eight tips which ... [continue reading >>>](#)

### **Create a special look for e-mail blasts**

There are a number of different ways you can make your e-mail blasts more powerful, while also ensuring they accurately reflect your brand. For example, several e-mail marketing services allow you to create HTML e-mails in just a few clicks. You can choose from hundreds of templates, or customize your own with your company logo, colors, and photos. Prices vary widely depending on the services ... [continue reading >>>](#)

### **Research parks play major role in U of Missouri's commercialization efforts**

While the University of Missouri system has been actively developing research parks for some 20 years, activity has accelerated rapidly in the past few years, says Michael Nichols, PhD, VP of Research and Economic Development. This recent growth is due in large part to the changing role of the university, says Nichols. Today, he says, "we're expected to do more than just fulfill our academic mission..." [continue reading >>>](#)

### **SEO book published for online marketers**

Online marketing expert James Beswick has published "Ranking Number One: 50 Essential SEO Tips to Boost Your Search Engine Results." The book provides information for online marketers including emphasis on social media, creating content, and providing local relevance for visitors. The author explains: "Most websites do a bad job of SEO, but without it ... [continue reading >>>](#)

### **Study: Academic start-up model rife with missed opportunities**

Although it is widely believed that the standard route for academics to start their own business is to disclose an invention to the university, secure a patent, and spin out the technology, more U.S. professors go into business as consultants than as inventors, according to a study by researchers at the University of Bozen, Italy, and Case Western Reserve University published in *Research Policy*. The findings ... [continue reading >>>](#)

### **Survey suggests top 10 reasons university start-ups fail**

Writing on his blog, Beyond the First World, Terry Young, president emeritus of AUTM, describes the responses he received to a survey of 40 tech transfer professionals representing a cross section of the industry, including CEOs of tech transfer service companies, university TTO managers, start-up executives, researchers, and patent officials. Thirty-six individuals responded to Young's single ... [continue reading >>>](#)

### **U.S. Commerce Secretary Locke studies; U-Michigan's economic development strategy**

U.S. Secretary of Commerce Gary Locke visited the University of Michigan during an invitation-only conference organized to discuss the university's technology commercialization and business development. The conference is one of four "innovation forums" the Obama administration is hosting throughout the country to discuss the role of universities in boosting the economy. "We've had some success ... [continue reading >>>](#)

### **Iowa State students launch bioenergy company**

A few years back, Robert C. Brown, PhD, professor of engineering at Iowa State University, pulled some of his graduate students aside and offered up an extracurricular challenge. "You are all experts on pyrolysis," he remembers telling them. "Why don't you start a company specifically to commercialize bio-oil recovery?" The result is Avello Bioenergy, Inc., based at Iowa State's BioCentury ... [continue reading >>>](#)

### **UVA start-up EpiEP receives \$1.5 million investment**

EpiEP Inc., a medical device company spun out of the University of Virginia, has received \$1.5 million in investments and commitments for the development of its EpiAccess system to improve and expand the treatment of cardiac arrhythmia and other heart conditions. Based on technology invented by UVA faculty members Srijoy Mahapatra, MD, a cardiologist who serves as assistant professor of internal ... [continue reading >>>](#)

### **U-Colorado, Western States Biopharmaceuticals ink exclusive licensing agreement**

The University of Colorado has signed a licensing agreement with Western States Biopharmaceuticals, Inc. (WSBI), a privately held biotechnology company in Aurora, CO, that is developing therapies to treat inflammatory disease, for approaches to inhibit newly discovered T cell Cytokine Inducing Surface Molecules, or TCISM autoimmune disease drug discovery targets. "The goal of WSBI's drug discovery ... [continue reading >>>](#)

### **U-Utah licenses eye-tracking lie detection technology**

Shifty eyes long have been thought to signify that a person is telling a fib. Now a group of University of Utah researchers is taking that adage to a new level. The educational psychologists are using eye-tracking technology to pioneer an alternative to the polygraph for lie detection. U-Utah has licensed their technology to Credibility Assessment Technologies (CAT), based in Park City. "It's a matter of ... [continue reading >>>](#)

### **Federal tax credit program available to start-ups**

Under the recently enacted Patient Protection and Affordable Care Act of 2010, a Therapeutic Discovery Project Credit (TDPC) program was created to provide an opportunity for small companies employing fewer than 250 persons to earn tax credits for up to 50% of their qualified investments associated with qualifying projects -- many of which include therapeutic and diagnostic R&D activities ... [continue reading >>>](#)

### **Easy-to-use tool recommended for improving your website's traffic**

There are many powerful tools available to increase your website's traffic, ranging from simple traffic counters to in-depth analytics telling exactly what's going on with your site and why, says entrepreneur and writer Rebecca Mikulin. "The problem with some of these more advanced tools is that they often require a bit more advanced ... [continue reading >>>](#)

### **IURTC uses focus groups to revamp its website**

The Indiana University Research & Technology Corp. (IURTC) has launched a new website offering "a user-friendly, one-stop shop designed to empower and connect inventors, entrepreneurs and investors." To accomplish that goal, the IURTC -- the university's commercialization arm -- held a number of focus groups with stakeholders to determine what they wanted to see on the site. "We held five or ... [continue reading >>>](#)

### **Wellspring purchases and revamps Flintbox**

Wellspring Worldwide, a software and services company that "seeks to bridge the gap between research and ideas and final products," has acquired and re-launched Flintbox (www.flintbox.com), an application that in new, expanded format is designed to enable the innovation community to share technologies, distribute new materials and software, and collaborate on research projects. The acquisition made ... [continue reading >>>](#)

### **When should you outsource sales and marketing?**

"Sales and marketing outsourcing (SMO) is fast gaining momentum," says Dana Carpenter of Kontor Business Solutions, "perhaps because of challenges resulting from the economic downturn, but more likely because business, competitive, and specialization trends continue forcing companies to find ever more efficient, scalable and effective solutions to generating revenue." Carpenter offers these five ... [continue reading >>>](#)

### **Here's how to make your company 'greener'**

Even if you're not directly involved in a green industry, it can certainly be a marketing plus to let your clients and prospects know you care about the environment. "Some companies won't work with companies until they have been certified as green," notes Shannon Suetos, an expert writing in [ecopreneurist.com](#). "Marketing your company as not only the best in your industry, but also as ... [continue reading >>>](#)

### **Public feud over U-Minnesota's TTO produces silver lining**

In his blog The Periodic Table, William Gleason, PhD, associate professor in the departments of medicinal chemistry and laboratory medicine and pathology at the University of Minnesota, applauds Tim Mulcahy, PhD, the university's vice president of research, for firing back at Rep. Tim Mahoney (D-St. Paul), who chairs the Bioscience and Workforce Development Committee in the state's House of ... [continue reading >>>](#)

### **Universities use impact studies to sell their economic value**

In recent weeks two major U.S. research universities have published economic impact studies that bolster their image in the public eye and, perhaps, encourage continued funding of new ventures. The economic impact study released by the University of Washington shows that the institution contributes \$9.1 billion in total direct and indirect economic impact to the state. For every \$1 in taxpayer funds invested, the ... [continue reading >>>](#)

### **U.S. Commerce Secretary: University innovation deserves support**

Leveraging the resources of U.S. research universities to increase their impact on local economies also has been high on the agenda of U.S. Commerce Secretary Gary Locke. The Commerce Department's Office of Innovation and Entrepreneurship has hosted forums at the University of Massachusetts, the University of Southern California, the University of Michigan, and the Georgia Institute of Technology to ... [continue reading >>>](#)

### **UTHealth consolidates patents to move medical imaging system toward commercialization**

The University of Texas Health Science Center at Houston (UTHealth) has reached an agreement with other institutions that will allow it to take the next step to commercialize a medical imaging system that uses night vision technology to tackle a common side effect of cancer treatment. Officials in the Office of Technology Management at UTHealth have consolidated patents and patent applications to the ... [continue reading >>>](#)

### **OvaGene licenses gene-expression IP to develop clinical cancer assays**

Irvine, CA-based OvaGene Oncology has negotiated license agreements with two Norwegian research organizations for biomarker-related IP that it aims to develop into clinical laboratory tests to identify high-risk endometrial cancer patients and predict chemoradiation resistance in cervical cancer. IP licensed from the University of Bergen's TTO encompasses a set of markers that OvaGene believes ... [continue reading >>>](#)

### **Oregon State researchers develop nanotech advances in heat transfer, cooling technologies**

Researchers at Oregon State University (OSU) in Corvallis and the Pacific Northwest National Laboratory (PNNL) have discovered a way to apply nanostructure coatings to make heat transfer more efficient, with important potential applications to high-tech devices as well as the conventional heating and cooling industry. The coatings can remove heat four times faster than the same materials before they ... [continue reading >>>](#)

### **Indiana-U licenses mass spectrometry technology**

The Advanced Research & Technology Institute at Indiana University (IU) has exclusively licensed a patented technology for high-throughput protein analysis to Waltham, MA-based Beyond Genomics, Inc. Invented by David E. Clemmer, PhD, IU professor of chemistry, the Ion Mobility Mass Spectrometry (IMMS) technology enables the development of new generations of mass spectrometers that can ... [continue reading >>>](#)

### **It pays to keep your business plan simple**

"If you want people to invest in your idea, then my best advice is to first write a business plan, and keep it simple," advises Martin Zwilling, CEO and founder of Startup Professionals, Inc. "Don't confuse your business plan with a doctoral thesis or the back of a napkin; keep the wording and formatting straightforward, and keep the plan short." Zwilling cites these ten tips from an article on simple plans by Tim Berry ... [continue reading >>>](#)

### **International SEO success easy as one, two, three**

Ensuring your website gets noticed in foreign markets can be tough work, notes Greig Holbrook of Oban Multilingual. "Local competition, linguistic barriers, and cultural differences can all contribute to the success or failure of your website's international reach," he asserts. He offers these three tips he says will ensure success ... [continue reading >>>](#)

### **Lay the right foundation for social media launch**

Research conducted by Irbtrax, a social media Internet marketing firm, reveals that the most successful social media strategies engaged in four key steps before finalizing their full launch. These steps, the company says, also apply to an existing social media marketing strategy or campaign that's not getting a desired return on investment for the time and resources being expended. Here are the steps ... [continue reading >>>](#)

### **'Contrarian' approach generates more disclosures**

"We have a contrarian approach to tech transfer compared to many TTOs," asserts Larry Gilbert, senior director of the Caltech Office of Technology Transfer. "We believe in market pull, and that the vast majority of licensing occurs as a consequence of what our faculty does." Accordingly, he says, "it's not hard for a company to come to Caltech, access a faculty member, look at their website ... [continue reading >>>](#)

### **9 strategies for improving your blog**

"A lot of companies with corporate blogs seem to be bogged down in uniform policies and simply aren't thinking outside the box," asserts Erica Swallow on the "Mashable" blog. "Afraid to take on colorful personalities or step a bit outside of their company's happenings, many corporate blogs employ an official tone announcing ... [continue reading >>>](#)

### **TTOs expand use of Facebook for internal, external marketing**

If you visit the Facebook pages of the University of Louisville Office of Technology Transfer and the University of Virginia Patent Foundation you will, of course, see postings about new inventions, showcases and other events, awards and honors -- but you'll see a lot more than that. On any given day, you may see links to articles about social networking, keys to tech transfer success, start-ups... [continue reading >>>](#)

### **How to produce winning webinars**

According to social media expert Aliza Sherman, webinars can be powerful IP marketing tools "that not only provide great value for the participants but leave them empowered, impressed, and interested in more." She offers the following tips of her own, combined ... [continue reading >>>](#)

### **Here's how to create an export marketing plan**

In New Zealand Trade and Enterprise's Export News, Christchurch, New Zealand-based marketing and strategy development company Concentrate shared its expertise on what makes an effective export marketing plan. They note, for example, that thorough research on the target market is needed so that the resulting marketing plan fits the business culture and environment where the ... [continue reading >>>](#)

### **Was GM's use of Einstein's image a bit too smart?**

Picture a full-color ad with the head of Albert Einstein photo-shopped atop the body of a shirtless, buff underwear model. The headline reads: "Ideas are sexy, too." Clever, huh? Perhaps, but it's also a marketing ploy that could cost General Motors. The Hebrew University of Jerusalem, which owns the property rights to Einstein's name and likeness, has sued the automaker for more than \$75,000 over an ... [continue reading >>>](#)

### **PTO dysfunction costs U.S. \$6.4 billion yearly in 'forgone innovation'**

The United States wastes at least \$6.4 billion each year in "forgone innovation" -- legitimate technologies that cannot secure licenses and start-ups that cannot secure funding -- because of backlogs and dysfunction at the USPTO. That figure -- enough to provide an average round of venture funding to more than 1,000 start-ups each year -- comes from the first-ever effort to quantify the economic ... [continue reading >>>](#)

### **ATTP launches credentialing for tech transfer professionals**

As hinted by its establishment earlier this year, the Alliance of Technology Transfer Professionals (ATTP) will offer the designation of registered technology transfer professional (RTTP) to individuals in the tech transfer field who achieve certain core competencies. "Transferring innovations/knowledge resulting from public research is ... [continue reading >>>](#)

### **CIPO seeks to expedite the exam of patent applications for green technology**

The Canadian Intellectual Property Office (CIPO) is developing an initiative to expedite the examination of patent applications related to green technology. The proposal to amend patent rules is designed to align with the Canadian government's focus on supporting small and medium-sized businesses (SMEs), developing a clean energy economy, and taking government action on global warming ... [continue reading >>>](#)

### **Alliance to commercialize technologies that convert waste CO2 into diesel fuel**

Industry, academic, and government organizations have formed an alliance to commercialize technologies that will use concentrated solar energy to convert waste CO2 into diesel fuel. Team members include Sandia National Laboratories, Renewable Energy Institute International (REII), Pacific Renewable Fuels, Pratt Whitney Rocketdyne, Quanta Services, Desert Research Institute, and Clean Energy ... [continue reading >>>](#)

### **Fraud claim leads Mayo to retract research, suspend commercialization efforts**

Accusations of scientific fraud have prompted Mayo Clinic to retract findings from almost eight years of study on an antibody that was thought to have potential cancer-fighting properties. Mayo launched an investigation of research conducted by Suresh Radhakrishnan, PhD, a scientist in Mayo's department of immunology, after other researchers in his lab were unable to duplicate his results. Much of the ... [continue reading >>>](#)

### **U-Illinois, Fraunhofer scientists claim separate breakthroughs in solar cells**

Scientists at Germany's Fraunhofer Institute and at the University of Illinois (UI) separately have claimed breakthroughs in solar cell production. Gallium arsenide (GaAs) and related compounds offer nearly twice the efficiency as silicon in solar

cells, but solar cells based on these materials are expensive to make. The UI researchers claim they've developed a lower-cost method to manufacture compound ... [continue reading >>>](#)

### **Drexel researchers develop device to predict diabetic wound healing**

A device developed by researchers at Drexel University's School of Biomedical Engineering, Science, and Health Systems may change the current landscape of chronic wound management. The device measures the level of oxygenated and deoxygenated hemoglobin within and under a wound and compares that level to a control site on the same patient. Based on a human study at the Wound Clinic of ... [continue reading >>>](#)

### **Purdue spinout inks international licensing agreement for yeast used in ethanol production**

Officials from Green Tech America, Inc., based at the Purdue Research Park in West Lafayette, IN, have inked a three-way partnership license with firms in China and Denmark that allows the companies to use a patented yeast product to produce cellulosic ethanol in their pilot and production facilities. The agreement permits China's COFCO Corp. and Denmark's Novozymes A/S to use the yeast developed by ... [continue reading >>>](#)

### **U of Kentucky uses federal grant to fund two FTEs who harvest marketable IP**

Considering the extraordinary unemployment rates in the U.S. -- still stubbornly hovering around 10% despite a strong recovery in other economic indicators -- TTOs are being pushed more than ever to get inventions to the marketplace faster. Federal and state legislators are asking tough questions about the fruits of their research funding dollars, and looking for more job growth resulting from university ... [continue reading >>>](#)

### **Boston-U researchers bring low-cost, ultra-fast DNA sequencing closer to diagnostic use**

Sequencing DNA could become faster and cheaper and move closer to routine use in clinical diagnostics thanks to a method developed by researchers at Boston University (BU) and the University of Massachusetts Medical School in Worcester. The team demonstrated the first use of solid state nanopores -- tiny holes in silicon chips that detect DNA molecules as they pass through the pore -- to read the ... [continue reading >>>](#)

### **U- Arkansas student team wins LES business plan competition with concept for low-cost solar power**

A team of entrepreneurial graduate students from the University of Arkansas has proposed a compelling technological leap for solar energy, garnering them \$10,000 and first place in the Licensing Executives Society (LES) Foundation's 2010 International Graduate Student Business Plan Competition. Silicon Solar Solutions (SSS) is working to commercialize a patented materials process to create large ... [continue reading >>>](#)

### **MIT's patent pool deal gets thumbs down from Harvard open access effort**

There's nothing like having your own publication when it comes to "setting the record straight" after a rival has scored a marketing coup. Last month, MIT proudly shared with the media that it was becoming the first university to contribute intellectual property to the GlaxoSmithKline patent pool for "neglected tropical diseases," diseases that predominantly or exclusively affect people in developing ... [continue reading >>>](#)

### **Chicago institutions join forces for BIO**

Sponsoring a booth at a major industry meeting can be extremely beneficial for a tech transfer office; it can also be quite expensive. At this year's BIO International Convention in Chicago, six local research institutions found a way of reaping all the benefits of exposure while paring down the costs....[continue reading >>>](#)

### **New online IP 'publisher' unveiled**

Buffalo-based marketing firm eXubrio Group LLC has developed software that allows tech transfer offices to publish their licensable technologies online, which can make universities' patent databases more visible to potential licensing partners, the company says. "The majority of technology transfer offices already track their licensable technologies in a computer system," the eXubrio notes. "The ... [continue reading >>>](#)

### **WIPO launches online global IP reference**

WIPO Gold, a free, online global IP reference resource, was launched on June 1. It is designed to provide quick and easy access to a broad collection of searchable IP data and tools relating to, for example, technology, brands, designs, statistics, WIPO standards, IP classification systems, and IP laws and treaties ... [continue reading >>>](#)

### **Oracle buys marketing software maker**

Oracle has made a play to increase its market share in lead management systems by acquiring the IP assets of Market2Lead, a maker of marketing automation and demand-generation software. Market2Lead's technology will be rolled into Oracle's CRM (customer relationship management) software, the company said ... [continue reading >>>](#)

### **Ohio State revamps commercialization office**

Ohio State University (OSU) will leverage the expertise of its business school and research faculty while still seeking outside market experts in a reorganization of its lagging efforts to turn discoveries into dollars. The university is creating a commercialization center to be housed at the Fisher College of Business that will cooperate with other OSU schools, such as law, medicine, engineering and ... [continue reading >>>](#)



### **Entrepreneur-focused Master's program to target university's unlicensed IP**

Unused, unlicensed technologies are part and parcel of every research university's portfolio of intellectual property. However, the University of Rochester in New York has found a way to put its unlicensed IP to work while also providing students with hands-on entrepreneurial experience. This September, Rochester will officially launch a Master of Science degree called the Technical Entrepreneurship and ... [continue reading >>>](#)

### **Kappos seeks to 'unleash' IP to fuel growth, create jobs**

Speaking at the Center for American Progress, USPTO Director David Kappos said the United States stands at a critical juncture in its economic evolution and IP "will certainly play a key role" in driving the nation's economic growth and renewal. Calling IP "the global currency of innovation," Kappos conceded that countless inventions that might spark new business are sitting in the USPTO backlog ... [continue reading >>>](#)

### **U-Colorado licenses meat supplement to Taste Connections**

The University of Colorado (CU) in Aurora has inked a licensing agreement with California-based Taste Connections, LLC, to commercialize a CU technology for low-protein meat products. A research group led by Laurie Bernstein, MS, RD, FADA, assistant professor of pediatrics at the University of Colorado Denver School of Medicine, developed a low-protein substitute for bacon, which is usually too high ... [continue reading >>>](#)

### **UM-Baltimore technology to retrain stroke patients to walk**

The University of Maryland, Baltimore's (UMB) Office of Research and Development has signed an exclusive worldwide license agreement with Encore Path, Inc., of Baltimore for a technology that helps stroke patients retrain their bodies to walk. The device, called the "Step Trainer for Enhanced Performance using Rhythmic Cues," or STEP-R, was invented jointly by researchers at UMB and the University of ... [continue reading >>>](#)

### **NYU scientist wins 2010 Kavli Prize in nanoscience for nanorobotic devices**

New York University (NYU) researcher Nadrian Seeman, PhD, the Margaret and Herman Sokol professor of chemistry, has received the 2010 Kavli Prize in nanoscience for his creation of robotic devices that have the potential to create new materials a billionth of a meter in size. He shares the nanoscience prize with Donald Eigler of IBM's Almaden Research Center. A pioneer in the field of DNA nanotechnology ... [continue reading >>>](#)

### **Kettering University using grant to create 'entrepreneurial-minded engineers'**

Kettering University in Flint, MI, is using a \$1.65 million grant to develop entrepreneurs. The private grant from the Wisconsin-based Kern Family Foundation is funding an "entrepreneurship across the curriculum" initiative that teaches professors how to shape a generation of business-minded engineers. "This grant will allow us to get to the point where every faculty member is teaching classes with ... [continue reading >>>](#)

### **Columbia researchers use body's own stem cells for tooth regeneration**

A technique pioneered in the tissue engineering and regenerative medicine laboratory of Jeremy Mao, DDS, PhD, Edward V. Zegarelli professor of dental medicine at Columbia University Medical Center, can orchestrate stem cells to migrate to a three-dimensional scaffold infused with growth factor. The technology has the potential to yield an anatomically correct tooth in as little as nine weeks ... [continue reading >>>](#)

### **Canadian universities collaborate in vaccine against chronic wasting disease**

The Vaccine and Infectious Disease Organization-International Vaccine Centre (VIDO-InterVac) at the University of Saskatchewan (U of S) has signed an exclusive license agreement with Pan-Provincial Vaccine Enterprise, Inc. (PREVENT), for a vaccine targeting chronic wasting disease (CWD). The progressive, fatal, incurable prion disease is known to infect deer and elk and has spread significantly within ... [continue reading >>>](#)

### **Harvard engineers use cotton candy machine as inspiration to create nanofibers**

Bioengineers at Harvard University have developed a technology to fabricate nanofibers that postdoctoral fellow and lead author Mohammad Reza Badrossamay, PhD, describes as a "cross between a high-speed centrifuge and a cotton candy machine." The device literally -- and just as easily -- spins, stretches, and pushes out 100 nanometer-diameter polymer-based threads using a rotating drum and ... [continue reading >>>](#)

### **Tips for bootstrapping your marketing**

Not all entrepreneurs or tech transfer professionals are marketing gurus, and even fewer have large marketing budgets. Here are some tips from Inc.com on how to develop successful marketing strategies on a modest budget: Be your own PR manager. At start-ups, says Inc., founders often wear many hats, including that of a PR manager. The good news, they say, is that reporters and ... [continue reading >>>](#)

### **2Market Information's distance learning programs receive CLP approval**

2Market Information Inc., publisher of *IP Marketing E-News*, has received approval of its entire Distance Learning catalog by Certified Licensing Professionals, Inc. for continuing education (CE) credits. These programs are comprised of more than 50 live and on-demand audioconferences and webinars (available on CD, DVD, MP3 and as PDF transcripts) encompassing a wide array of topics related to IP licensing and ... [continue reading >>>](#)

### **What does it take to create an open innovation culture?**

There's much talk these days about open innovation, most of it covering the pros and cons. But what exactly does it take to establish an innovation culture? Here are 10 "essential elements" cited by the Tech4business blog: People who can manage relationships with customers and partners: If you're going to open up your organization to ideas from the outside, says the blog, your people must ... [continue reading >>>](#)

### **Johns Hopkins nanobio institute 'repurposes' meeting program as marketing vehicle**

When attendees arrived at the Johns Hopkins Institute for NanoBioTechnology's (INBT) fourth annual symposium on April 29th, they received the first edition of *NanoBio Magazine*, a slick 32-page four-color publication, which served as both the symposium program and as a vehicle for highlighting some of INBT's research and other activities. The magazine, says Mary Spiro, science writer and media relations ... [continue reading >>>](#)

### **New York organizations host event to raise awareness**

The New York State Foundation for Science Technology and Innovation (NYSTAR) and the NYS Science & Technology Law Center are hosting an all-day event on June 18 to raise awareness about the recommendations of a task force report on diversifying New York State's economy through industry-higher education partnerships. To help spread the message, the event is open to the public. The task ... [continue reading >>>](#)

### **U.S. legislation, case law taming 'Wild West' of patent damages**

Recent legislative changes and case law developments are changing the way damages are awarded in patent infringement suits, according to San Diego-based law firm Fish & Richardson. "For years, the law of patent damages was like the Wild West -- pretty much open to anything, especially with reasonable royalty damages," says Chris Marchese, a patent litigator and principal with the firm ... [continue reading >>>](#)

### **UK Innovation Forum to help TTOs find business partners**

The UK Innovation Forum (UKIF) has been established to foster relations between academics and businesses and to promote the commercialization of university research. The Science and Technology Facilities Council (STFC) is funding the forum to help the TTOs of universities, research institutions, and government-funded laboratories find the management they need to commercialize technologies and ... [continue reading >>>](#)

### **Center to boost bioscience industry in Georgia**

The Georgia Bioscience Commercialization Center (GBCC) has been launched with the goal of transforming pharmaceutical, medical device, and alternative energy start-ups into patent-churning, job-generating companies. The center is designed to help bridge the gap between Georgia and more developed biotech states such as North Carolina, California, and Massachusetts. Bryan White, a former ... [continue reading >>>](#)

### **Central Florida Venture Lab, TTO merge**

In a move to improve campus-wide commercialization of promising research, the University of Central Florida (UCF) Venture Lab and the Office of Technology Transfer have merged under a single director, Svetlana Shtrom, PhD, MBA. The combined team will leverage complementary expertise and shared resources to facilitate commercial development of UCF technologies. Prior to the merger ... [continue reading >>>](#)

### **Harvard start-up aims to sequence human genomes for \$30, in just a few hours**

The race to sequence genomes faster and cheaper has a new entrant. GnuBio, a start-up spun out of a Harvard University laboratory that focuses on emulsions, says its technology could sequence a human genome in hours for just \$30. The key is to create tiny droplets, each of which can serve as a test tube to decipher a short fragment of DNA, according to David Weitz, PhD, Mallinckrodt professor of physics ... [continue reading >>>](#)

### **Hebrew-U scientists improve use of surveillance cameras, replicate human collagen**

Millions of surveillance cameras around the world watch public and private areas around the clock, providing police with a valuable tool to catch perpetrators of criminal acts. However, browsing and retrieving video from millions of cameras is time consuming -- sometimes involving days or weeks of review -- so most recorded video is never watched or examined. A researcher at the Hebrew ... [continue reading >>>](#)

### **Express-style licenses gain traction, new wrinkles emerge**

The University of North Carolina has attracted considerable attention in the press for its introduction of the Carolina express license, a set of standard terms that the university is using to speed and streamline the licensing process for UNC start-ups. Given the benefits of faster deals and higher throughput, it is perhaps not surprising that other TTOs have looked at similar "express" approaches, and ... [continue reading >>>](#)

### **UVA licenses technology to grow adult stem cells**

The University of Virginia (UVA) Patent Foundation has licensed a series of methods to identify, grow, and use adipose stem cells -- adult stem cells found in fatty tissue -- to the GID Group of Pittsburgh, PA. The technology developed by UVA researchers could one day be used to treat patients with severe wounds and other serious conditions. Traditionally, scientists seeking to prepare cells for culture ... [continue reading >>>](#)

### **UC-San Diego engineering student wins commercialization funds for wireless sensor**

Wireless sensors to monitor a person's heart without actually touching his or her skin are at the core of technology developed by UC-San Diego electrical engineering student Yu Mike Chi for his PhD dissertation. The technology -- and the plan to commercialize it -- earned Chi and his team at Cognionics the top spot in the UC San Diego Entrepreneur Challenge. The prize includes \$25K in cash for the start-up ... [continue reading >>>](#)

### **2Market Information's distance learning programs receive CLP approval**

2Market Information Inc., publisher of Tech Transfer E-News, has received approval of its entire Distance Learning catalog by Certified Licensing Professionals, Inc. for continuing education (CE) credits. These programs are comprised of more than 50 live and on-demand audioconferences and webinars (available on CD, DVD, MP3 and as PDF transcripts) encompassing a wide array of ... [continue reading >>>](#)

### **Nanotechnology yields advance in heat transfer, cooling technologies**

Researchers at Oregon State University and the Pacific Northwest National Laboratory (PNNL) have discovered a method to apply nanostructure coatings to make heat transfer more efficient, with potential applications in high-tech devices and the conventional heating and cooling industry. The coatings can remove heat four times faster than the same uncoated materials, using inexpensive materials ... [continue reading >>>](#)

### **Texas Tech inks license for technology to combat antibiotic-resistant bacteria**

Officials at Texas Tech University System's Office of Technology Commercialization have signed an exclusive worldwide license agreement with Cranston, RI-based RI Scientific LLC for a chemical additive called an aptamer that makes certain existing antibiotics viable against antibiotic-resistant bacteria. The agreement covers the development and commercialization of metallo-beta-lactamase inhibitors -- short ... [continue reading >>>](#)

### **Don't forget these 'old-fashioned' marketing tactics**

Pro basketball players still practice free throws, pro football players still practice blocking and tackling, and top marketers should also practice the fundamentals, says marketing expert Diana Huff. She offers these seven "old-fashioned" marketing tips that can set you apart from the competition ... [continue reading >>>](#)

### **Ensure your technology showcases have maximum marketing impact**

An often overlooked opportunity to market academic technology is by hosting an event, such as a technology fair or showcase, says Joseph D. Fondacaro, PhD, President of Fondacaro & Associates Consulting in Cincinnati. "While this type of marketing activity admittedly takes an investment of time, effort, and often money, an event of this nature could bring significant return in terms of licensing ... [continue reading >>>](#)

### **Take time this summer to share your success stories**

The slower months of summer can be a great time to write up case studies of successful projects you've completed this year but haven't had time to brag about, as a way to showcase your expertise, promote your industry leadership, and attract new prospects. Erika Lehman, in a *VAR Marketing Blog* post, has some tips to keep in ... [continue reading >>>](#)

### **Beer marketer "ambushes" World Cup**

The arrest of two sexily dressed Dutch women on charges they broke laws covering ambush marketing during a World Cup match between the Netherlands and Denmark has highlighted the mounting pressure on soccer's governing body to protect its interests and those of its affiliates. Around 30% of FIFA's revenues come from sponsorship deals. Its official sponsors, including Anheuser-Busch's ... [continue reading >>>](#)

### **Avoid IP mistakes when doing business with China**

In a post on his China Law blog, attorney Dan Harris of the Seattle law firm Harris & Moure, pllc, recounts a post from the High Touch Legal Services blog (Top Ten Intellectual Property Mistakes of Startup Entrepreneurs) and identifies common international IP mistakes that he also sees when foreign companies go into China. These include ... [continue reading >>>](#)

### **Advice to TTOs: Invest in your inventors**

Writing on her company's IP Management blog, Laura Schoppe, president of tech transfer consulting and research firm Fuentek, LLC, says TTOs sometimes forget that individuals outside the office -- the inventors -- are key players in commercialization ... [continue reading >>>](#)

### **Missouri S&T reinvests patent royalties to fund innovation**

Missouri University of Science and Technology is reinvesting its patent earnings into research projects that hold commercial promise. "So many great ideas end up languishing in the laboratory" due to a lack of proof of concept funding, says Keith Strassner, director of technology transfer and economic development at Missouri S&T. The Technology Acceleration Program (TAP) will allow researchers to refine ... [continue reading >>>](#)

### **Indiana-U study suggests TTO data undercounts start-up activity**

Reports about the commercialization of university research that focus solely on the efforts of TTOs tend to underestimate the full amount of commercialization activity, according to a study by researchers at Indiana University in Bloomington.

Writing in Research Policy, David B. Audretsch, PhD, and Taylor Aldridge, PhD, find that a significant number of productive researchers bypass university patent and ... [continue reading >>>](#)

### **Curriculum will enable educators to teach tech transfer online**

Two companies have teamed up to create a flexible, online educational program that educators can use to teach the tech transfer process to students interested in commercializing new technologies. "We're enabling innovation by giving people the tools to understand the tech transfer process," says Dominique Foley Wilson, principal at RandomBusinessServices, which designs workforce and critical skills ... [continue reading >>>](#)

### **Myriad appeals decision invalidating BRCA patents**

Myriad Genetics is appealing a decision rendered in March by a federal court that invalidated the company's BRCA gene patents. The appeal was filed in U.S. District Court for the Southern District of New York by Myriad and the University of Utah Research Foundation. In March, Judge Robert Sweet of that U.S. District Court sided with plaintiffs in a lawsuit filed in May 2009 that alleged the BRCA genes that ... [continue reading >>>](#)

### **Auburn inks license with Masada to advance alternative fuel technologies**

A sponsored research agreement between Auburn University and an Alabama company has spawned patent-pending technologies for the production of alternative fuels from waste streams. Under an agreement with Masada Resource Group LLC, researchers in Auburn's department of chemical engineering have developed a series of technologies that utilize waste streams from pulp and paper mills and ... [continue reading >>>](#)

### **Pennsylvania model gives small colleges a shot at commercialization**

Most small colleges lack the resources to maintain a dedicated technology transfer office, but that doesn't mean there aren't ways to pursue commercialization. Consider what's going on in central Pennsylvania with the Innovation Transfer Network (ITN), an organization that basically serves as the TTO for 13 smaller colleges, each of which has a representative on the ITN board. Established in 2006 ... [continue reading >>>](#)

### **Sandhill Scientific options U-Colorado diagnostic device**

A diagnostic device developed at the University of Colorado Denver School of Medicine in Aurora and the University of Illinois at Chicago College of Medicine has been optioned by Sandhill Scientific, Inc., a Highlands Ranch, CO, company that develops diagnostic devices for gastrointestinal illnesses such as severe gastroesophageal reflux (GERD), eosinophilic esophagitis (EoE), and inflammatory ... [continue reading >>>](#)

### **UVA start-up acquired by ZyGEM**

University of Virginia start-up MicroLab Diagnostics, Inc., has been acquired by ZyGEM Corp. Ltd., a biotechnology company specializing in DNA extraction and testing solutions. MicroLab will continue to operate in Charlottesville as a business unit of the company, which has offices in Solana, CA, and Hamilton, New Zealand. Founded in 2003 on technology developed by UVA's James P. Landers, PhD, a ... [continue reading >>>](#)

### **Apple growers sour on U-Minnesota licensing restrictions**

Fourteen orchards and a dozen apple growers claim the University of Minnesota's restrictions on growing and selling the SweetTango apple will drive them out of business, as older breeds are replaced by the new "breakthrough apple variety." The orchardists say the restrictions are particularly unfair as U-Minnesota used public money to develop the SweetTango - an early-season cross between the ... [continue reading >>>](#)

### **How does your website stack up against the competition?**

In a post at the SEomoz blog, Laura Lippay asks, "What makes your site different? Remarkable?" One great way to determine how your website stacks up against the competition is to analyze what your competitors are doing right, Lippay says. She offers some guidelines on how best to do that: "We're looking at what makes your competitors sticky, what makes them 'link bait,' what makes them lovable ... [continue reading >>>](#)

### **Customer loyalty offers big advantage**

Customer loyalty matters, argues Chintan Bharwada, a marketing and advertising professional who specializes in customer acquisition and retention, because selling more to current customers is easier and cheaper than finding and selling to new ones. He offers these tips for building customer loyalty and referrals ... [continue reading >>>](#)

### **UMich adds video links to news releases**

At the top of a "Newswise" release recently issued by the University of Michigan about a promising technology is the following: EDITORS: Watch and link to a video demonstration at <http://www.ns.umich.edu/podcast/video2.php?id=1231>. The same release appears on the university website under the headline "In the news," and in other social media outlets. Depending on the topic, releases like these are ... [continue reading >>>](#)

### **Don't let spam filters undermine effectiveness of e-mail campaigns**

Spam filters can be the bane of any e-mail marketing campaign, but knowing how the filters work and engineering your campaign around the traps can ensure your e-mail gets delivered to the intended audience, says Elijah Chai, managing director of Success Engineers LLP. The top priority, he says, is "to avoid using the words and phrases that are most commonly found in spam e-mails." According to spam ... [continue reading >>>](#)

### **MIT lands sponsor for Enterprise Forum**

In these days of tight budgets, finding extra dollars to offset the cost of your outreach events can be a big help, and as MIT recently demonstrated, soliciting industry sponsorship is one good option. Iron Mountain Inc. has become a sponsor of the MIT Enterprise Forum of Cambridge for the upcoming year. As a sponsor of the Cambridge chapter, Iron Mountain will share with the MIT Enterprise Forum ... [continue reading >>>](#)

### **U-Washington business plan competition spawns spinout success story**

Virender K. Sharma, PhD, professor of chemistry at Florida Institute of Technology, has invented a ferrate-based liquid product that cleans polluted water safely and efficiently.

The resulting compound, which may be used as an oxidant, disinfectant, and coagulant, has attracted interest for applications in green chemistry because the byproducts of its use -- iron oxides -- are environmentally safe. Ferrate also has ... [continue reading >>>](#)

### **Florida Tech innovation to clean polluted water**

Missouri University of Science and Technology is reinvesting its patent earnings into research projects that hold commercial promise. "So many great ideas end up languishing in the laboratory" due to a lack of proof of concept funding, says Keith Strassner, director of technology transfer and economic development at Missouri S&T.

The Technology Acceleration Program (TAP) will allow researchers to refine ... [continue reading >>>](#)

### **Rice launches Tech Ventures Development Initiative**

The Rice Alliance for Technology and Entrepreneurship is launching the Tech Ventures Development Initiative to support the formation of start-up companies based on Rice University innovations.

Rice alum Tom Kraft, PhD, who has already helped to launch several Rice start-ups, has been named to lead the effort as director of technology ventures development. The program is designed to identify ... [continue reading >>>](#)

### **U-New Hampshire launches technology incubator**

A team of New Hampshire technology entrepreneurs has partnered with the University of New Hampshire (UNH) to launch a start-up business accelerator model called the New Hampshire Innovation Commercialization Center (NH-ICC).

The goal of the nonprofit center, located at the Pease Tradeport, is to create jobs in the region and help the New Hampshire high-tech community regain traction by ... [continue reading >>>](#)

### **U-Michigan fellowship leads to medical device company**

While observing surgeries and intensive care procedures, fellows at the University of Michigan's Medical Innovation Center (MIC) noticed that the design of peripheral intravenous systems (IV) caused hassles for the staff and resulted in high patient complication rates. The experience inspired the fellows -- post-grads from engineering, business, and medicine -- to launch Tangent Medical Technologies ... [continue reading >>>](#)

### **TTO's off-campus move sends strong message to business community**

Earlier this spring, MSU Technologies -- the tech transfer office for Michigan State University -- took a small step across the street that represented a symbolic leap to the East Lansing business community.

The TTO moved off campus, lodging adjacent to MSU Business-CONNECT -- a new university office that serves as the "concierge" for corporations seeking to connect with university researchers and ... [continue reading >>>](#)

### **Iowa State researcher develops green process to produce fuel additive**

A researcher at Iowa State University has developed a green, bio-based method to produce a fuel additive and industrial chemical that is currently manufactured from petroleum products. Thomas Bobik, PhD, professor of biochemistry, biophysics, and molecular biology, invented the process to manufacture isobutene (isobutylene) by identifying a new, natural enzyme that produces the fuel organically. "We are very ... [continue reading >>>](#)

### **\$50M in venture funding another step for Oregon State technology**

Home Dialysis Plus, Ltd., an Oregon-based company that exclusively licensed micro-scale technology from Oregon State University, has received a commitment of up to \$50 million to help it develop and commercialize its technology for home dialysis devices.

The private equity firm Warburg Pincus and The Vertical Group, a VC with offices in California and New Jersey, made the investment ... [continue reading >>>](#)

### **Harvard researchers develop living human lung-on-a-chip**

Researchers from the Wyss Institute for Biologically Inspired Engineering at Harvard University, Harvard Medical School, and Children's Hospital Boston have created a device that mimics a living, breathing human lung on a microchip.

The device, about the size of a rubber eraser, is made using human lung and blood vessel cells and acts much like a lung in a human body. Because the device is translucent ... [continue reading >>>](#)

### **UC-Davis chancellor talks tech transfer best practices**

In his blog, IPWatchdog, patent attorney Gene Quinn reports on a presentation by Linda Katehi, PhD, chancellor of the University of California (UC) Davis, at the 2010 BIO International Convention. Describing the current "Continuum of

Innovation” in tech transfer (see graphic below), Katehi said universities engage in basic research, move into translational research, then turn the innovation over to ... [continue reading >>>](#)

### **U-MN Medical Devices Center turns research into patents**

The University of Minnesota (U-MN) has built a center solely devoted to furthering research in the medical device industry. The Medical Devices Center combines brainstorming, development, and testing to turn basic research into medical devices.

One goal is to create patentable devices from research that originated at U-MN, says Arthur Erdman, Richard C. Jordan professor of mechanical engineering ... [continue reading >>>](#)

### **U-Michigan looks to parlay new research complex into doubling of research spending**

The University of Michigan (UM) is shifting into high gear the transformation of its North Campus Research Complex (NCRC) into the central hub of the university’s research and commercialization activities.

The goal is to double UM’s \$1 billion in annual research spending in 10 years and increase the number of start-ups and for-profit jobs created by commercializing university-developed technologies ... [continue reading >>>](#)

### **Myriad gene patent decision adds to steady erosion of IP protection**

The recent district court ruling in the Myriad Genetics case, holding that because genes are found in nature the company’s key patents covering “isolated DNA” are invalid, is just the latest major test of what is and is not patentable -- and that definition appears to be shifting but not settling. Though many experts predict the Myriad ruling will not survive the next round of appeal, when combined with several ... [continue reading >>>](#)

### **UW Tech Transfer renamed UW Center for Commercialization**

The University of Washington’s Office of Technology Transfer has a new name: The University of Washington Center for Commercialization (UWC4C). “A name can imply a lot about a mission,” says Linden Rhoads, vice provost of UW Tech Transfer. “We hope the transition to the UW Center for Commercialization conveys a proactive, full-service group of commercialization experts committed to long-term ... [continue reading >>>](#)

### **Smart pill sends message when medication is swallowed**

Researchers at the University of Florida (UF) think they might have a solution to the seemingly intractable problem of monitoring prescription adherence: a “tattletale pill” that can alert physicians when it’s been swallowed.

The system attaches a microchip and digestible antenna to a standard-size capsule.

When the pill is swallowed, it communicates with a small electronic device carried by the patient ... [continue reading >>>](#)

### **Iowa state researchers design structures to prevent power line failures**

The metal poles that carry power lines across the country, which measure up to 12 feet in diameter and 100 feet in height, are built to take whatever blows at them. But transmission poles still can fail under the stress of extreme ice and wind, and they could be vulnerable to an infrastructure attack. When one falls, others are pulled ... [continue reading >>>](#)

### **Rice researchers develop device to diagnose heart attacks using saliva**

Researchers at Rice University have developed a diagnostic tool to detect heart attacks using a person’s saliva. The technology is being tested at the Michael E. DeBakey VA Medical Center (MEDVAMC) in collaboration with Baylor College of Medicine (BCM) in Houston. John T. McDevitt, PhD, professor of chemistry and bioengineering at Rice, and his team at Rice’s BioScience Research Collaborative ... [continue reading >>>](#)

### **Federal-state partnership to help commercialize groundbreaking technology**

Pennsylvania’s department of community and economic development (DCED) is partnering with the federal government to help commercialize emerging technologies and expand the commonwealth’s research opportunities, according to DCED Secretary George Cornelius. The U.S. Department of Agriculture’s Agricultural Research Service (ARS) and the Pennsylvania Ben Franklin Technology Development ... [continue reading >>>](#)

### **Pitt inks exclusive global license with Hawthorn Pharmaceuticals**

The University of Pittsburgh (PA) has signed a global licensing deal with Hawthorn Pharmaceuticals, Inc., of Madison, MS, covering a series of monoclonal antibodies for cancer.

The antibody portfolio targets a variety of cancers through the cell surface chondroitin sulfate proteoglycan 4 (CSPG4), which plays an important role in signaling pathways regulating tumor cell survival, growth, and ... [continue reading >>>](#)

### **UC-San Diego scientists develop tiny sensors to map airborne toxins in real time**

A tiny silicon chip that works a bit like a nose may one day detect dangerous airborne chemicals and alert emergency responders through the cell phone network.

If embedded in many cell phones, the new type of sensor could map the location and extent of hazards like gas leaks or the deliberate release of a toxin, according to Michael Sailor, PhD, professor of chemistry and biochemistry at the University of ... [continue reading >>>](#)

### **Pfizer opens 'family jewels' in drug discovery deal with Washington U**

A new partnership between The Washington University (St. Louis) School of Medicine and Pfizer Inc. is designed to discover new uses for existing drugs and chemical compounds that may have otherwise been discarded. As part of the agreement, university researchers will have confidential access to a virtual medicine cabinet of ... [continue reading >>>](#)

### **BP should take page from Tylenol's crisis marketing approach**

"BP is in a very large ocean of trouble" due to their poor PR and marketing strategy concerning the oil spill in the Gulf of Mexico, says marketing and branding expert John Tantillo. "BP's CEO, Tony Hayward, has managed to make a very bad situation even worse by opening his mouth."

Tantillo is referring to Hayward's recent comment that "The Gulf of Mexico is a very big ocean. The amount of volume of oil ... [continue reading >>>](#)

### **Outside help makes first entrepreneur boot camp a breeze**

Richard Magid, PhD, vice president of the University of Tennessee Research Foundation at the Health Science Center office in Memphis, determined early on that his first boot camp was not going to suffer from 'rookie mistakes.' "This was the first time we were going to host an event like this here at the Health Science Center," he says, referring to "Invention to Venture Memphis," held earlier this ... [continue reading >>>](#)

### **Here's how to hire the right social media manager**

The market is currently saturated with so-called social media experts, notes Heather Eddy, senior interaction designer and community manager for IsoBar. If you're looking to hire a social media manager, she offers these five tips for refining the pool of applicants ... [continue reading >>>](#)

### **New student IP policy at U Missouri**

In a video statement at the RJI Student Developer Showcase on May 5, Michael Nichols, the University of Missouri System's VP for Research and Economic Development, explained new rules proposed for student IP rights, saying he hopes to have them finalized by the June meeting of the board of curators.... [continue reading >>>](#)

### **NIH proposes new funding rules to prevent conflicts of interest**

The National Institutes of Health has proposed new guidelines to prevent financial conflicts of interest (COI) among researchers who receive federal funding.

The move, which will affect more than 40,000 researchers, comes amid rising concern about the influence of the pharmaceutical industry and other private-sector interests on scientific research. Among other changes, the guidelines will reduce ... [continue reading >>>](#)

### **Associations respond to White House on university research commercialization**

Five associations, including the Association of American Universities (AAU), have submitted detailed comments to the White House on ways to address challenges and barriers to the commercialization of university-based research.

The comments came in response to a request for information issued March 25 by the Office of Science and Technology Policy and the National Economic Council. The comment ... [continue reading >>>](#)

### **Korean research team to receive large payout for tech transfer success**

Scientists at a Korean research organization are in line for a financial windfall for developing a new process to make advanced compound metals used in everything from laptop computers to automobiles.

The Korean Institute of Industrial Technology (Kitech) revealed that a 10-member team led by scientist Kim Se-gwang will receive 16.9 billion won (\$15 million) for the successful transfer of the ... [continue reading >>>](#)

### **MIT creates technology for high-speed study of zebrafish larvae**

One of the most commonly studied laboratory animals is the zebrafish -- a tiny fish with transparent embryos whose internal organs can easily be seen as they develop.

Because they are genetically similar to humans and have complex organs, zebrafish are used by biologists as a model for human diseases such as cancer, liver disease, and heart disease. Researchers need several minutes to visually examine each ... [continue reading >>>](#)

### **Medical College of Georgia researcher launches biotech start-up**

Jin-Xiong She, PhD, Georgia Research Alliance (GRA) eminent scholar, and his team at the Medical College of Georgia (MCG) in Augusta have launched a biotech company, Jinfiniti Biosciences LLC, to improve the diagnosis and treatment of diabetes and cancer.

She, director of the MCG Center for Biotechnology and Genomic Medicine, is president and CEO of the company, which is housed in MCG's ... [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](mailto:office@ipacv.ro); web site: [www.arott.ipacv.ro](http://www.arott.ipacv.ro)