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Investing in Future

ANEVCORED

Newsletter

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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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Report examines time needed to obtain a patent

How much time does it take to get a patent? That's a question nearly every inventor and tech transfer professional would like answered. InvnTree IP Services Pvt. Ltd. seeks to address the question in this report ([click here](#)) of the same name. Founder Kartik Puttaiah writes that the time required to obtain a patent depends on several factors, including the country in which the patent application is filed, the field of technology to which the application relates, and steps taken to expedite the process. The study, which incorporates more than 687,000 data points, features five-year trend data for the United States, European Patent Office, Japan, Canada, the United Kingdom, France, and Germany.

Market focus is key for U of Edinburgh's spinoff success

Grant Wheeler, head of company formation at Edinburgh Research and Innovation, the organization responsible for guiding University of Edinburgh-based research projects to market, is pretty clear on why the university has been successful in producing a high level of spinoffs. He recently told a UK publication that "careful planning and analysis of markets" was critical to the success of spinoffs, and that his organization accordingly places a good deal of emphasis on these skills when working with academic entrepreneurs ... [continue reading >>>](#)

German firm licenses U of Colorado nanolithography technology

Heidelberg Instruments GmbH in Heidelberg, Germany, has signed a licensing deal with the University of Colorado for a nanolithography technique developed at the university to shrink the circuitry used in tiny devices. The new method can be used to help companies manufacture smaller computer chips, solar cells and other mini devices ... [continue reading >>>](#)

Italian company's sweet spot found in ASU's early-stage medical device

Tech transfer offices spend a good deal of time evaluating technologies and determining their market potential, but it's important to keep in mind that a good technology alone does not guarantee that your marketing efforts will be successful. Just ask Andrea Mills, Technology Intelligence-North America for Zcube, the research venture of Italian pharmaceutical Zambon Co. "It's important to be ... [continue reading >>>](#)

UCSF, Sanofi ink research, intern deal

French drug maker Sanofi-Aventis will fund up to 5 research projects a year at the University of California, San Francisco and allow UCSF students or fellows to conduct research as company interns as part of dual deals signed by the organizations. Sanofi-Aventis and UCSF also will develop cross-organizational teams in oncology to streamline the transition of drugs, biomarkers into the clinic. ... [continue reading >>>](#)

U of Glasgow making IP freely available to businesses, others

There may still be no such thing as a free lunch, but there is definitely such a thing as free IP, thanks to the University of Glasgow ... [continue reading >>>](#)

University of Copenhagen latest to offer free IP rights

The University of Copenhagen (KU) is the latest to join the ranks of universities that allow entrepreneurs to acquire the licensing rights to inventions for free. Part of an emerging trend, the university plans to give away the licensing rights to certain inventions -- both products and techniques -- developed by its researchers provided licensees can demonstrate they have a credible plan to turn the invention ... [continue reading >>>](#)

Karolinska Institutet to set out 10-year plan after taking TTO public

Karolinska Institutet is making a major effort to enhance its tech transfer and commercialization system, including the development of a long-term strategy for innovation and research. In January Torbjörn Bjerke, former CEO of the Swedish pharmaceutical company Orexa AB, was appointed CEO of Karolinska Development AB, which manages the institute's portfolio of spinoff companies. Karolinska Development subsequently ... [continue reading >>>](#)

Weizmann Institute licenses reversible PEGylation technology

Israeli firm Prolor Biotech has negotiated an exclusive license to a technology known as reversible PEGylation that was developed at the Weizmann Institute of Science. The agreement, brokered through Weizmann's tech transfer and commercialization arm Yeda Research and Development, builds on an existing deal through which Prolor has been developing a preclinical-stage long-acting ... [continue reading >>>](#)

Swiss researcher's 'intelligent bed' on way to marketplace

Compliant Concept, a start-up supported by ETH Zürich and the Swiss Federal Laboratories for Materials Science and Technology (Empa), has completed its first round of financing, enabling the launch of its "intelligent bed." Developed by a team led by ETH Zürich researcher Michael Sauter, who founded the company, the innovative bed imitates the movements of a healthy person during sleep, preventing bedridden patients ... [continue reading >>>](#)

Moscow University launches commercialization effort

The National University of Science & Technology-MISiS has created an Office of Technology Commercialization, bringing together key initiatives under Russian President Dmitry Medvedev's program of economic modernization. The university hired Page Heller, a former entrepreneur and official with the Office of Technology Commercialization at Texas A&M University, to oversee the new office, which will seek to ... [continue reading >>>](#)

Yissum, Hadasit license regenerative polymeric membrane implants

Yissum Research Development Company Ltd., the technology transfer company of the Hebrew University of Jerusalem, and Hadasit Medical Research Services and Development Ltd., the tech transfer company of the Hadassah University Medical Center, have licensed regenerative membrane implant technology to RegeneCure, which plans to further develop and commercialize the technology for bone tissue ... [continue reading >>>](#)

Creative Barcode could provide alternative to NDA

Universities and research institutes need a better way to move innovations into the market, and that means taking risks earlier in negotiations. IP management systems designed for early disclosure could be the answer, argues Maxine Horn, the founder of British Design Innovation and initiator of Creative Barcode, a mechanism for safe disclosure of pre-contract early-stage propositions, proposals, and creative concepts ... [continue reading >>>](#)

Medtech inventors turning to EU first for product approval

Two-thirds of small medical device and diagnostic companies -- the drivers of innovation in the sector -- are obtaining clearance for new products in Europe first, suggesting delayed market entry in the U.S., according to a comprehensive industry survey about FDA's 510(k) product review process by researchers at Northwestern University. Large and small companies reported that unclear guidelines, inconsistent implementation, and ... [continue reading >>>](#)

UK's IP Group raising £55M for university spinoffs

The university technology commercialization company IP Group plc is raising £55 million from new and existing investors to maintain its holdings in the companies it forms through subsequent funding rounds and to increase the level of seed funding available for start-ups. The money also provides scope for IP Group to establish additional partnerships and collaborations with universities. At present the ... [continue reading >>>](#)

New IP management guide offered to UK universities

Universities in the UK can now access a new tool to help develop and manage their IP. The Intellectual Property Office (IPO) has launched a strategy guide called "Intellectual Asset Management for Universities." The new guide provides advice and information to universities to help them understand how they can best use their institution's IP, whether it is an invention, a trademark, original design or the application of ... [continue reading >>>](#)

Hebrew U's TTO Yissum seeks to raise investment fund

Israel's *Globes* reports that Yissum Technology Transfer Company of the Hebrew University of Jerusalem is raising a fund to invest in companies that it graduates. The fund, expected to total tens of millions of dollars, will invest in drug

development companies founded at Yissum, including companies whose technology has already been commercialized by Yissum through start-up companies ... [continue reading >>>](#)

U.K. entrepreneur brings U Guelph probiotic technology to start-up

Hannah McIver is placing her next big bet on a discovery at the University of Guelph that could help combat a wide range of food-borne diseases, from E. coli to C. difficile. The serial entrepreneur, who sold her last venture, Agribiotics Inc., to an affiliate of pharmaceutical giant Merck KGaA for \$25 million, is banking this time on a probiotic product. McIver's latest venture, MicroSintesis Inc., has licensed the ... [continue reading >>>](#)

U.K. universities collaborate on web marketing of IP, 'cloud' database

The University of Surrey has established a collaboration to make IP more readily available to external organizations through a web database. The government's UK Intellectual Property Office (IPO) is funding the scheme, called the South East IP Bank (SEIPB). The concept was originated by the University of Surrey and the National Physical Laboratory (NPL) in partnership with three other universities in ... [continue reading >>>](#)

U.K. universities to expand Glasgow's free IP concept

Meanwhile, the University of Glasgow, King's College London, and the University of Bristol will use funding from the U.K.'s Intellectual Property Office to pioneer easy access to their intellectual assets. Five months ago, Glasgow became the first U.K. university to offer IP to businesses and entrepreneurs free of charge. (See previous eNews item [here](#).) Now an £80,000 award from the Intellectual Property Office ... [continue reading >>>](#)

Leicester researchers develop technologies to crack down on counterfeit whiskey

Researchers at the University of Leicester's Space Research Centre are working with colleagues at De Montfort University to create a handheld device that will detect fake whiskey and wine -- through the bottle. The University of Leicester (UK) team already has developed the technology to spot counterfeit medicines by scrutinizing the packaging. Now the experts are working to transfer the technology ... [continue reading >>>](#)

'Accelerator' speeds time to market for start-ups

Although the University of Utah is widely viewed as one of the most successful creators of academic start-ups, tech transfer officials are certainly not sitting on their laurels. The school launched a new program a year ago that promises to boost start-up generation another notch higher. In fact, the university's Medical Accelerator has already produced its first "graduate," and both accelerator officials and the company's ... [continue reading >>>](#)

You thought your pitch was bad? VCs share details of 'train wreck' meetings

Things could always be worse. At least, that's what start-ups try to tell themselves when a pitch goes south. And they might be right. When *Business Insider* asked some VCs and entrepreneurs to share some of their more memorable pitching disasters, they heard stories about entrepreneurs dressing like avocados, VCs leaving broke CEOs with restaurant tabs, and people falling asleep in meetings -- plus more delightfully awful details ... [continue reading >>>](#)

Five VCs come clean on their real opinion of your pitches

At an event in Mountain View, CA, five VCs sat down for a grilling from an audience of hungry entrepreneurs. Here are 10 of their takeaways:

- 1. Introductions matter.** The person introducing the entrepreneur is a big deal, according to Josh Kopelman of First Round Capital. If Kopelman doesn't trust the referral, he won't even take the meeting.
- 2. Keep it short.** The best pitches are short and to the point, according to Ray Rothrock of Venrock, who has seen more ... [continue reading >>>](#)

Break Down the Barriers to VC Funding for University Start-ups

According to many VC execs, the very fertile ground of university labs is exactly where they're looking to invest, recognizing the incredibly rich opportunities represented by academic research and the technologies being patented and nurtured into start-ups by university TTOs. But times have changed, and so have VC criteria for "fundable" technologies and new businesses. To attract the attention (and open the wallets) of venture capitalists, you need to prove your worth in terms of product, business model, market size, market differentiation, scientific and executive team, financial terms, risk profile, and more. *But with the right technology and the right pitch, it can be done.* To guide your efforts, we've assembled a top-notch team of experts for this a dynamic webinar: **Break Down the Barriers to VC Funding for University Start-ups**, scheduled for Tuesday, June 28. Here's a brief look at what you'll learn in this 90-minute, nuts-and-bolts session:

- What VCs want to see, and why
- How to avoid classic mistakes in your pitch
- Financial rates of return you must meet
- Positioning for co-investment
- Special challenges of seed-stage deals
- Determining when you're ready for a VC versus earlier funding
- How to "stage" your technology and sell the opportunity
- Involving researchers in the process
- Overcoming the TTO "reputation" problem
- Structuring VC-friendly deals

- How to open VC doors with relationship-building strategies
For complete program and faculty details, and to register, please... [continue reading >>>](#)

Before you seek funding, charm a VC into mentoring you

Vcs are good for much more than just their money, Larry Chiang of Duck9 writes on GigaOM. "Vcs might get criticized for their lack of domain knowledge, but they have great general business knowledge, and a VC's BlackBerry can be a distribution channel in itself," he says. "The tricky part is charming them into helping you." Use Chiang's tips to help you go from outsider to VIP ... [continue reading >>>](#)

Attorney offers more advice to demystify the VC term sheet

Writing a follow-up column to Demystifying the language of VC term sheets on the blog VentureBeat, Scott Edward Walker, founder and CEO of Walker Corporate Law Group, PLLC, explains that the term sheet item "price-based antidilution adjustment" is a mechanism to protect investors in the event the company sells securities at a price lower than the price of the securities purchased by such investors ... [continue reading >>>](#)

Raising VC money: A primer on process, people, and deck

Writing on his blog *Both Sides of the Table*, entrepreneur and VC exec Mark Suster offers "a very quick primer on all the stuff nobody ever tells you about raising venture capital": Will a VC sign a non-disclosure agreement? No. If they did they would be in constant violation, because Vcs often see three or more companies in every market ... [continue reading >>>](#)

Rensselaer launches Emerging Ventures Ecosystem business incubation program

Building on decades of success nurturing start-ups and transitioning ideas from classrooms and labs to the marketplace, Rensselaer Polytechnic Institute (RPI) has launched a "distributed" incubation program to help young businesses grow and succeed. RPI's Emerging Ventures Ecosystem (EVE) will link RPI's institutional resources and alumni expertise with community strengths in a multifaceted ... [continue reading >>>](#)

For tech start-ups, early customer engagement trumps all other factors

What does it take to bring technology to market? Francis Moran and Leo Valiquette of the technology marketing firm Francis Moran & Associates contend that there is one metric that trumps all else: "Bringing to market a product that addresses a clear need with a business model that is profitable and sustainable; a product that proves its merit by actually generating positive cash flow." It is not the first ... [continue reading >>>](#)

Partnership puts IP law students to work for start-ups

IP Osgoode has partnered with the Centre for Commercialization of Research (CCR) at Ontario Centres of Excellence (OCE) to create a program that will match Osgoode law students with OCE-supported companies to help them secure and protect their IP en route to commercialization. IP Osgoode, Osgoode Hall Law School's Intellectual Property & Technology Law Program, and OCE, a not-for-profit corporation that drives ... [continue reading >>>](#)

Universities join forces to showcase start-ups to Silicon Valley investors

Arizona Technology Enterprises (AzTE), the IP management and technology transfer organization of Arizona State University, and the tech transfer offices of Caltech, UCLA, and USC joined forces to host Head Start(up) 2011, a half-day conference giving Silicon Valley investors a look at some of the universities' most promising start-ups and venture-ready technologies ... [continue reading >>>](#)

Start-ups should manage their reputations on the web

"Every startup fears that one angry and unfair customer who can jeopardize the business by a SCREAMING post on *Ripoff Report*, *Yelp*, or one of the hundreds of other consumer complaint and review sites on the Internet," notes consultant Marty Zwilling. "Most entrepreneurs don't even know how to keep track of what people are saying about them on the web, much less how to respond or remove it." ... [continue reading >>>](#)

U-Michigan start-up developing CAPTCHA alternative

CAPTCHAs are on their way out, if one Ann Arbor start-up has its way. The firm, Are You a Human, is taking aim at CAPTCHAs -- the distorted text images that Internet users often must decode to make purchases or post web comments. The founders -- all graduates of the University of Michigan Ross School of Business -- say they're close to securing outside investment for the company, plan to introduce their CAPTCHA alternative this summer ... [continue reading >>>](#)

Attention start-ups: You don't need a PR agency

Marketing consultant Marty Zwilling says entrepreneurs cannot ignore PR early in the life of their start-up but they don't need an agency to get the job done. I'm definitely not lobbying here for promising things you can't deliver, or hiring a publicist before your 1st programmer; I'm talking about doing some real networking to test ... [continue reading >>>](#)

Entrepreneurs should dip their toes in mobile marketing waters

According to the Mobile Marketing Association, "the U.S. is the second largest market globally in terms of mobile advertising spending behind Japan. It will close the gap next year with a forecast of \$1.24 billion and will grow up to \$5 billion in 2015," notes Donna Fenn, an author and expert with more than 20 years' experience writing about entrepreneurship and small business trends as a contributing editor at Inc. Magazine.... [continue reading >>>](#)

Consider this advice when raising money for start-ups

Writing on <http://mashable.com/>, Bill Clark, CEO of the securities broker/dealer MicroVentures Marketplace, observes that there are two schools of thought when it comes to raising money for a seed-stage start-up: Raise as little as possible to avoid early dilution, or raise as much as you can as soon as possible. There's no single right answer, Clark says, so it's important to review both scenarios to see which may be the better fit ... [continue reading >>>](#)

Question conventional wisdom on patents, financing for start-ups

IP and equity are not necessarily essential ingredients for a start-up, according to Sabrina Kiefer, venture coach and business plan manager in the Innovation & Entrepreneurship Group at Imperial College London. She cites research by Bart Clarysse, professor of entrepreneurship at Imperial College Business School and her coauthor of the book *The Smart Entrepreneur*, which draws on a sample of ... [continue reading >>>](#)

Take these 10 steps to make your start-up 'fundable'

Martin Zwilling writes on *Startup Professionals Musings* that every investor expects to see business "traction," both before and after a funding event. Here are some tips that will signal traction and fundability to investors: **Document your business plan.** It's hard to build a business without a plan, just like it's hard to build a house without a blueprint. A product description is ... [continue reading >>>](#)

Here's a baker's dozen of crowdfunding websites for start-ups

Crowdfunding is the latest craze in the start-up capital world, offering the alluring option of avoiding banks and other forms of traditional financing. While this may not be a common option yet among university start-ups, if it's an idea you'd like to explore, how do you get beyond the hype to the actual funding? Here's a list of 13 crowdfunding sites to get you started ... [continue reading >>>](#)

UW-Madison start-up capitalizes on diamond coatings

Look out, jewelry lovers: you've got competition in the hunt for diamonds. Nanocrystalline diamond coating, a promising trend in nanotechnology, is the process of using diamond coatings to improve the performance of micro tools. But unlike the carats found in fine jewelry, where bigger is better, with these coatings less is more ... [continue reading >>>](#)

U-Waterloo start-up invents hockey stick-swinging robot

Researchers at the University of Waterloo have invented a hockey stick-swinging robot that they believe may solve the frustrating problem of snapping hockey sticks during games. The two-handed contraption is capable of holding a hockey stick and repeatedly unleashing slapshots up to of 180 km per hour -- besting the human world record slapshot. The technology is designed to allow more in-depth research ... [continue reading >>>](#)

Addressing the myth and reality of universities as tech engines

Innovation! Entrepreneurship! Many believe these are the twin pillars of the U.S. economy in the 21st century war of global competition, according to Keith McDowell, a retired professor of chemistry at the University of Texas at Arlington and former vice chancellor for research and technology transfer for the UT System. Traditionally, universities have taken the leading role in regional innovation ... [continue reading >>>](#)

How to, and how not to, market a tech startup

"I made every textbook mistake at my first startup, which is why I believe I was much more effective at my second one," says Mark Suster, who joined GRP Partners in 2007 as a general partner after selling his company to Salesforce.com. Suster focuses on early-stage technology companies. The following are lessons he's learned about early-stage start-up marketing: **When stealth is good:** "There's a lot of discussion... [continue reading >>>](#)

Translate your start-up vision to investor values

Writing on *Startup Professionals Musings*, Martin Zwilling observes that presenting your start-up vision to a potential investor -- or presenting an idea as an employee to an executive -- requires that you effectively communicate, or "translate," the value proposition into terms the listener can fully understand and appreciate. If you fail, it's your loss, not theirs, no matter what the reason. Here are the hot-button issues Zwilling cites... [continue reading >>>](#)

U-Colorado start-up Precision Biopsy closes \$2.5MM financing round

Precision Biopsy has closed a \$2.5 million financing round to kick off the commercialization phase of its prostate cancer detection technology, which was developed at the University of Colorado Anschutz Medical Campus. Although one million prostate biopsies are performed each year in the U.S., only 25% to 30% of cancers are diagnosed during initial screening. The Precision Biopsy technology ... [continue reading >>>](#)

Purdue start-up to help students speak foreign languages

A Purdue University researcher has developed technology that helps students learn a foreign language through monitored individualized lessons performed outside the classroom setting. Atsushi Fukada, PhD, associate professor of Japanese and linguistics in the College of Liberal Arts, developed Speak Everywhere to help students learn to speak a foreign language. He said learning to speak a foreign language in a classroom setting is more challenging than learning to read or write ... [continue reading >>>](#)

Johns Hopkins to promote tech transfer in 'Deals on Wheels' effort

In a separate development, one that reflects the need for commercialization partners for its technologies, Johns Hopkins plans to send its tech transfer team on the road at least once a month to reach out to tech and biotech companies in Montgomery County, better promote commercialization of university-developed technologies... [continue reading >>>](#)

Johns Hopkins student team develops device to cut dialysis risk

Graduate students from Johns Hopkins University have invented a device to reduce the risk of infection, clotting, and narrowing of the blood vessels in patients who need blood-cleansing dialysis because of kidney failure. The device, designed to be implanted under the skin in a patient's leg, would give a technician easy access to the patient's bloodstream and could be easily opened and closed at the beginning ... [continue reading >>>](#)

Hopkins speed dating event helps inventors, entrepreneurs make perfect matches

An annual "speed dating" event at Johns Hopkins University is now "probably our most effective" program in an ongoing effort to generate licenses and start-ups, notes Elizabeth Good, director of ventures at JHU. In fact, she says, "It's fairly easy to point to success stories." She says the most noteworthy license signed as a result of the event was just inked in early July. The entrepreneur and inventor who ... [continue reading >>>](#)

Coulter Foundation recognizes Drexel innovations

The Wallace H. Coulter Foundation recently awarded Drexel University \$10 million, which the university matched to endow the Coulter Translational Research Partnership program to support its development of biomedical innovations. Developing innovations requires interdisciplinary collaboration, says Banu Onaral, PhD, director of Drexel's School of Biomedical Engineering, Science, and Health ... [continue reading >>>](#)

Investor ranks pre-money valuations of pre-revenue companies

Writing on his website, entrepreneur and angel investor Bill Payne recaps some data from a roundtable discussion he facilitated at the 2011 Angel Capital Association Summit in Boston. The topic was "Valuation of Pre-Revenue Companies and Irrational Exuberance," which included the following chart, based on an informal survey... [continue reading >>>](#)

Conduct a Market Validation Plan to prove your technology's commercial viability

Okay, so your start-up has a product you're excited about, and you're optimistic about your chances for success. But does your potential market feel the same? Are they willing to buy your product when it's ready for market? Consider creating a Market Validation Plan to answer those questions, advises Francis Moran, who heads the marketing strategy consultancy that bears his name, and Peter Hanschke, an Ottawa-based product management specialist who participates in projects from time to time as an associate of Moran's company ... [continue reading >>>](#)

Best practice guides focus on mobile marketing, digital analytics

The Advertising Association ISBA has published two best practice guides for marketers, offering resources for digital reporting and mobile campaigns. The "Mobile Marketing Guide" describes the current state of play for marketing in the mobile industry. Created with the assistance of Simon Andrews at Addictive Mobile, it includes tips for advertisers running mobile campaigns. For clients, the guide provides key ... [continue reading >>>](#)

Tradeshaw marketing is not dead

"Many have pronounced tradeshow marketing dead, but with the right strategy, hard work, and flawless execution, tradeshow can still be a productive part of your marketing plan," says Bob Hebeisen, a Boston-based marketing professional with over 20 years of experience in B2B technology marketing. He offers these tips... [continue reading >>>](#)

Essential tips for marketing a mobile app

While it's tempting to jump on the mobile app 'gravy train', many TTOs report apps are being hatched at warp speed on their campuses, creating exposure for an app is no easy task, says Oren Todoros, CEO and co-founder of Apps Marketing.mobi, a marketing firm that specializes in working with development firms. "In fact, some might even say that development is the easy part," he adds. Creating a detailed app marketing plan is imperative to your app's success, says Todoros. Here are his thoughts on the essentials of setting an app marketing plan in motion ... [continue reading >>>](#)

How to make your online video marketing stand out

This year, marketers are taking video to the next level, using it in ways they may not have envisioned only a year ago, says freelance writer and editor Karen J. Bannan. She cites these seven top video trends for 2011, as noted by experts in the field: **Video gets more social.** Last year, social was an important yet optional part of... [continue reading >>>](#)

Strong scriptwriting a key success factor in video marketing

"While it may not be as exciting as picking the background music or creating the visuals, a well written script is *the key factor* to your video's success," says Andrew Follett, a guest expert writing on reelseo.com. Follett sets forth the following steps to better script writing: **KISS (Keep It Short and Simple):** While content trumps length... [continue reading >>>](#)

Where to spend, and where not to spend, small marketing budgets

Francine Hardaway, founder of Stealthmode Partners in Phoenix, AZ, has been working on a project she says has allowed her to compare small business marketing with enterprise marketing, with some eye-opening results. "It's ridiculous how much big companies spend on wasted marketing: white papers nobody reads, sponsorships that don't

give value, campaigns that don't work," she observes. "Start-ups and small businesses can't afford to do that." She offers the following tips to save you marketing money ... [continue reading >>>](#)

Make sure your online and offline marketing work together

While many businesses have both an offline and online presence, much of the time they operate as two separate entities, says Rene LeMerle, marketing manager with ineedhits.com, a global search engine marketing company. "Having the two elements work hand in hand can really give your business a boost, as what the customer sees in one area will be reinforced in full on the other," he declares. LeMerle offers the following tips he says will help you to integrate both aspects of your business, and blur the line between your offline and online marketing ... [continue reading >>>](#)

Improve marketing by becoming a good storyteller

When telling a story, how do you make it worthwhile to read? "Remember... there are very few of us who have 10 to 15 minutes of free time to read cool new stories and articles," notes Kyle Lacy, a frequent contributor to business2community. "How do you captivate your audience? How do you encourage them to turn the page?"

The same thought process should apply to every ... [continue reading >>>](#)

Generate repeat business through Internet marketing

If you aren't already generating revenue via your web presence, it's time you adapted to take full advantage of the Internet says web marketing expert David Mercer. As a business-building tool, your website can, should be used to foster a community of customers/potential customers who are more engaged with your organization ... [continue reading >>>](#)

Video is a 'powerful marketing tool' for university IP

If you're not already using video to market your IP you should strongly consider it, based on the advice of an expert panel featured in a recent webinar co-hosted by IP Marketing Advisor and Technology Transfer Tactics. "It's a powerful marketing tool," asserted Betsy Merrick, associate director of marketing and public relations at the UT Austin Office of Technology Commercialization. "It helps build ... [continue reading >>>](#)

Prepare for the future of web-based content marketing

People are using the web very differently than they were just a few years ago, says Kathy Hanbury, founder of E3 Content Strategy. "Increasingly, people are getting their information outside of company websites; as we're busy preparing to create great content for our websites, the world is moving at an alarming rate away from using the web in the 'traditional' way," she cautions. "The model we're used to thinking about has ... [continue reading >>>](#)

Tablet device marketing: What to do, what to avoid

A just-released "eMarketer" report on iPads and tablets says that 41% of consumers are drawn to them for online shopping. It stands to reason that if you're looking to sell something, it's important to develop an effective strategy for reaching tablet device users. Andrew Solmssen, Los Angeles-based managing director of media agency WPP's Interactive Division, offers his top do's and don'ts for tablet marketing ... [continue reading >>>](#)

Your brand must become a celebrant, not a celebrity, in social media

Social media continues to grow and is entering its third stage of evolution, says Simon Mainwaring, founder of social-branding consultancy We First. "It is now becoming the focal point for consumers and citizens to form strong links and communities centered around shared values and common goals to persuade corporations to ... [continue reading >>>](#)

Early e-newsletter misstep a valuable lesson if IP marketing

Norell Hadzimichalis, PhD, of the University of Medicine & Dentistry of New Jersey Office of Patents and Licensing, now knows that creating an e-newsletter is not quite as simple as she first thought. But having just published her third quarterly edition, she believes that after an initial misstep she now has a successful marketing tool that is distributed to both internal and external audiences ... [continue reading >>>](#)

Capture more leads with focused inbound marketing

Inbound marketing can not only transform your approach to the way you capture leads and build brand advocates; it can also alter your perspective and belief about how you treat your competitors, says Chris Knipper, a regular contributor to business2community.com. "If you're doing inbound marketing correctly, you've created great offers on your website such as free downloads containing ... [continue reading >>>](#)

IBM, U-Rhode Island partner to connect researchers, resources via social network

IBM and the University of Rhode Island are collaborating to help university researchers more easily use analytics and social networking tools to spot funding opportunities, identify potential collaborators, and locate the latest published research findings in their fields. The collaborative research effort between IBM and URI's College of Pharmacy is a "First-of-a-Kind" (FOAK) project based on a patented IBM invention ... [continue reading >>>](#)

Software 'hearing dummies' pave the way for tailor-made hearing aids

Software 'hearing dummies' are part of research that promises to revolutionize the diagnosis and treatment of hearing impairments. The work also could also be used to develop a radical new type of hearing aid that can be customized using the hearing dummy to meet the different needs of individual patients. If the procedures gain clinical acceptance, a device could reach the market within four years ... [continue reading >>>](#)

Three factors help to motivate, retain employees in university bureaucracy

In another take on motivating university employees, Melba Kurman writes on *Triple Helix Innovation* that if universities want to play as participants in the U.S. innovation ecosystem, university administrators need to create a work environment that attracts, motivates, and retains high-performing employees. "When people talk about issues involved in transforming federally funded university research into ... [continue reading >>>](#)

Ontario Institute for Cancer Research spins out medical imaging firm

A group of medical research organizations in Ontario, Canada, has launched XLV Diagnostics Inc., a medical imaging start-up. With support from Thunder Bay Regional Research Institute (TBRI), Sunnybrook Research Institute (SRI), Ontario Institute for Cancer Research (OICR), and MaRS Innovation, the company will commercialize the X-ray Light Valve (XLV) system developed by John Rowlands, PhD, build a ... [continue reading >>>](#)

Scouting programs corral more quality disclosures

University technology transfer offices nationwide have begun to recognize that a proactive posture is the key to success in the new economic and business climate. At some universities, that sea change has resulted in a radical rethinking of the cradle-to-grave model, starting with how TTOs source technologies lurking in their research labs. Emory University in Atlanta and the University of Minnesota in ... [continue reading >>>](#)

MIT study: Scientific failure may create 'breakthrough' ideas

Allowing scientists to fail may be key to motivating the kind of exploration that ultimately leads to big breakthroughs and innovation, according to new research by economists at MIT. Tweet 5 people Tweeted this ShareThis. The findings suggest that something as subtle as the structuring of grants may influence whether the scientific output represents incremental progress or a ... [continue reading >>>](#)

UVA diabetes simulator accelerates pace of R&D

A computer-based diabetes simulation tool developed by University of Virginia researchers is now commercially available, thanks to a partnership with the Charlottesville-based medical research firm The Epsilon Group. The simulator is the only protocol that has been accepted by the U.S. FDA as an alternative to animal testing of Type 1 diabetes control strategies ... [continue reading >>>](#)

WARF, USDA license yeast technology for cellulosic ethanol

California-based EdeniQ Inc. moved one step closer to making cellulosic ethanol a commercial reality when it licensed yeast technology -- which can ferment C5 sugars such as xylose derived from lignocellulosic materials like corn stover, switchgrass, and woodchips into ethanol -- from the USDA Forest Products Laboratory (FPL) and the Wisconsin Alumni Research Foundation (WARF). EdeniQ intends to showcase ... [continue reading >>>](#)

Yissum researchers develop virtual cane for the visually impaired

Yissum Research Development Company Ltd., the TTO of the Hebrew University of Jerusalem, is seeking to commercialize a virtual cane that will improve the orientation and mobility of sight-impaired people. The device is designed to assist blind people in estimating the distance and height of various obstacles. Amir Amedi, PhD, researcher and senior lecturer at the Institute for Medical Research Israel-Canada ... [continue reading >>>](#)

Metric of the week: UT-Austin TTO salaries

The Texas Tribune published the salaries listed below for the staff of the Office of Technology Commercialization at the University of Texas at Austin through the Texas Public Information Act. While the size, scope, and philosophy of your TTO may be a continental divide from UT-Austin, as a point of comparison it's worth peeking at the salary ranges for each job classification ... [continue reading >>>](#)

Use this claims drafting checklist to ensure patent strength

Ann Arbor, MI, patent attorney Joseph Iskra writes on his patent law blog <http://iskraip.com/presumptionofvalidity/> that, as patent claims define an invention, "poorly drafted claims will render a patent ... worthless." Iskra ticks off a list of valuable items to consider when reviewing the claims of a utility patent application, with specific emphasis on review by the USPTO. Here are 15 items to check before while drafting or before submitting the application ... [continue reading >>>](#)

New tactic sidesteps state university immunity from patent lawsuits

State universities have always enjoyed immunity from federal patent suits, but a creative approach by one claimant appears to have successfully sidestepped the Eleventh Amendment that shields state entities from federal suits brought by private parties. By relying on law of eminent domain and treating IP in the same way as land, plaintiff NeuroGrafix claimed the University of California system ... [continue reading >>>](#)

Stanford's SSE Labs creating entrepreneurial buzz in Silicon Valley

Y Combinator is considered by many as Silicon Valley's elite start-up school. But about five miles away on the third floor of AOL's offices in Palo Alto, CA, another start-up accelerator is emerging as a strong competitor for young entrepreneurial talent. Only about a year-and-a-half old, SSE Labs is drawing the attention of heavy-hitting investors ... [continue reading >>>](#)

U-Washington, Pharmigene end dispute, ink license for warfarin dosing technology

The University of Washington Center for Commercialization (UW C4C) and Palo Alto, CA-based Pharmigene have executed a licensing agreement that settles a U.S. patent interference concerning previously competing applications describing methods to determine proper dosing of the popular anti-coagulant drug, warfarin. Pharmigene is now the global licensee of VKORC1-1639 SNP-related patents and ... [continue reading >>>](#)

RPI shifts to new “distributed incubation” model

Having launched one of the first business incubators in the country three decades ago, Rensselaer Polytechnic Institute (RPI) in Troy, NY, has certainly nurtured its share of young start-ups. However, in recent months, commercialization experts at the university began to question whether the traditional incubator model, which is typically located in a single building and funded by lease payments provided by ... [continue reading >>>](#)

Boston U licenses rights to clinical trials patent

Boston University and San Francisco software firm Mytrus have inked an agreement for Mytrus to purchase the exclusive rights to BU's patented method for managing clinical trials more efficiently and remotely over the Internet from a single coordinating center. BU's 2007 patent, “Method For Conducting Clinical Trials Over the Internet,” covers critical aspects of a clinical trial, such as recruiting and ... [continue reading >>>](#)

Should you make the leap to electronic laboratory notebooks?

If leading industries are replacing paper-based laboratory notes with electronic laboratory notebooks (ELNs), does that mean that research universities should make the switch as well? Ronald Kudla, the executive director of intellectual property, technology transfer, and new ventures at Rensselaer Polytechnic Institute (RPI) in Troy, NY, thinks such a transition is worth strong consideration ... [continue reading >>>](#)

Johns Hopkins device could improve harvest of stem cells from umbilical cord blood

Graduate students at Johns Hopkins University have invented a system to significantly boost the number of stem cells collected from a newborn's umbilical cord and placenta to treat more patients with leukemia, lymphoma, and other blood disorders with these cells. The inventors have obtained a provisional patent covering the technology, built a prototype, and formed a company, TheraCord. They envision the technology being widely used in hospital maternity units ... [continue reading >>>](#)

U-Colorado licenses fitness monitoring technology

The University of Colorado and Fort Collins, CO-based Physical Activity Innovations Inc. (PAI) have executed an exclusive license agreement allowing the company to commercialize a fitness feedback technology developed at the university. The technology is a small, Bluetooth-enabled sensor that allows users to wirelessly track time spent in daily physical activities, calories burned, and progress toward user fitness and weight-loss goals ... [continue reading >>>](#)

Cleveland Clinic starts up its own contract research org

ImageIQ, an imaging contract research organization, is the latest start-up to be formed by Cleveland Clinic's technology commercialization group. The new company specializes in image analysis for clients in the research, pharmaceutical and medical device industries. Prior to formally launching the new company, Cleveland Clinic provided the same ... [continue reading >>>](#)

En banc Federal Circuit raises bar for proving inequitable conduct and unenforceability

University of Missouri Law School professor Dennis Crouch writes on *Patently-O* about *Therasense, Inc. v. Becton, Dickinson and Company* (Fed. Cir. 2011), where, in a 6–1–4 decision, an en banc Federal Circuit has attempted to cure the “plague” of inequitable conduct pleadings. Their decision in the case raises the standards for a finding of inequitable conduct, requiring proof that an alleged bad act was ... [continue reading >>>](#)

Ten reasons universities should use outside IP counsel

Writing on *Research Enterprise*, Research Technology Enterprise Initiative director Gerry Barnett comments on the problems of bringing patent counsel into a university TTO as staff attorneys. Arguments in favor are cost savings, direct control over patent work, consistency, and convenience, he says. But the reasons for not doing so are stronger, he maintains ... [continue reading >>>](#)

Innovation scorecard helps TTOs to identify strengths, weaknesses

How should you measure innovation in your tech transfer office when your organization is already considered best in class? Several years ago, that question confronted Eric Cottingham, PhD, vice president for research and technology management at Memorial-Sloan Kettering Cancer Center (MSKCC) in New York. During internal discussions about the management of MSKCC's TTO, the general consensus was ... [continue reading >>>](#)

Max Planck researcher zaps deadly bacteria using space technology

Technology developed with European Space Agency (ESA) funding that draws on long-running research aboard the international space station (ISS) is opening a new way to keep hospital patients safe from infections. Using plasma -- superheated, electrically charged gas -- Max Planck Institute for Extraterrestrial Physics director Gregor Morfill is developing ways to kill bacteria and viruses that can cause ... [continue reading >>>](#)

Comings and goings

James Linder, MD, an inventor and businessman from Omaha, is the University of Nebraska-Lincoln's new "czar" of innovation and economic competitiveness. His mission: to forge new links between researchers and business and help transform inventions into commercial products. In his official position as senior associate to the president for innovation and economic competitiveness, Linder also is the first ... [continue reading >>>](#)

Comings and goings

Jonathon Lawrie, PhD, assistant professor in the Center for Entrepreneurship and Innovation at Western Carolina University's College of Business, has joined the North Carolina Biotechnology Center as executive director of the Western Office. An educator, entrepreneur, and scientist, Lawrie will oversee Biotechnology Center activities in the 25-county region known not only for its scenic mountain beauty but ... [continue reading >>>](#)

Comings and goings

Ryan Brady, IP manager and registered patent attorney, joined the Intellectual Property Services office at Utah State University from the Washington, D.C., office of Baker Donelson. Brady will work with USU and USURF researchers from the physical and life sciences to identify, protect, and commercialize IP. Additionally, Brady will work with Commercial Enterprises at USU to review processes and ... [continue reading >>>](#)

Supreme Court ruling in *Stanford v. Roche* 'a warning shot across the bow' for TTOs

The tech transfer blogs and message boards have been humming since Monday, when the U.S. Supreme Court handed down its opinion in *Board of Trustees of the Leland Stanford Junior University v. Roche Molecular Systems, Inc.* (Read the ruling [here](#).) The details of the case are well known to TTO professionals, who have been watching it case wind through the courts. (See previous eNews posts at [here](#) and [here](#).)

Writing on *Patent Docs*, Chicago attorney Kevin Noonan, PhD, of McDonnell Boehnen Hulbert & Berghoff LLP, points out that "the opinion begins (and could have ended) with a recitation of a fundamental premise of U.S. Patent Law: '[s]ince 1790, the patent law has ... [continue reading >>>](#)

Opposition to patent reform measure grows, and AUTM takes flak for support

An uncomfortable dispute appears to be looming in another high-profile issue for TTOs. Kevin Noonan writes again on *Patent Docs* that the seeming legislative juggernaut that is the America Invents Act (S. 23 and H.R. 1249) is reportedly going to come to a floor vote in the House of Representatives in June. If it passes, there is a real chance that the bill will be passed "as is" by the Senate, despite any ... [continue reading >>>](#)

SRI still churning out top-secret research in the heart of Silicon Valley

Tucked away in a quiet, tree-lined residential neighborhood of Menlo Park, CA, SRI International runs a massive one-million-sq.ft. research lab in the heart of Silicon Valley, where many of its 2,100 staff toil on secret projects for the U.S. Dept. of Defense (DoD). SRI's work might be top secret but it's not hiding. This 65-year-old organization has spun out dozens of start-ups and licensed key technologies to ... [continue reading >>>](#)

Wayne State, TechTown launch college internship program to boost high-tech talent

Detroit's Wayne State University is helping start-up companies at TechTown -- the university's research and technology park -- secure top college talent with an incentive program that rewards entrepreneurs for hiring work-study students. Companies in the TechTown community are now eligible for 50% to 100% reimbursement by Wayne State for student work-study salaries. The effort reflects a novel collaboration designed to ... [continue reading >>>](#)

Texas regional TTO adds another partner

South Texas Technology Management (STTM), a regional TTO that helps manage and protect IP developed or invented at four universities, has inked a deal to provide its IP services to Texas State University-San Marcos. The San Marcos campus joins current university partners the University of Texas Health Science Center in San Antonio, University of Texas at San Antonio, the University of Texas ... [continue reading >>>](#)

Vanderbilt engineers stamp out low-cost nanodevices

Vanderbilt University engineers have developed a simple technique to stamp patterns invisible to the human eye onto a special class of nanomaterials, offering a cost-effective way to produce novel devices in areas ranging from drug delivery to solar cells. The technique, described in *Nano Letters*, uses materials riddled with tiny voids that give them unique optical, electrical, chemical, and mechanical ... [continue reading >>>](#)

New venture employs web-based marketing to secure early-stage funding

Most TTOs and university start-ups have learned the importance of using the web to market their technologies -- but what about using web marketing to land funding for those technologies or start-ups? Traditional methods of raising funds for technology ventures are "done," asserts Stuart W. Smith, CEO of The Entrepreneur's Advisor, based in Lutz, FL, who says that web-based marketing to attract early-stage ... [continue reading >>>](#)

McMaster-U takes heat recovery technology to market – in pizza chain

An engineering professor at McMaster University sees an opportunity to make some dough out of that Hawaiian pizza baking in the oven. Jim Cotton, associate director of the McMaster Institute for Energy Studies, has partnered with Pizza

Pizza to develop heat recovery units that will use and store at least a portion of the 90% of energy that is wasted from the chain's pizza ovens. Cotton says the energy, which ... [continue reading >>>](#)

Cornell engineers develop pocket-sized device to promote healing in horses

Healing for horses has gone portable. A pocket-sized, Cornell University-developed ultrasound device that aids in healing the legs of horses is now being sold in the veterinary and trainer market. The UltrOZ Elite Therapy System becomes the first wearable, therapeutic ultrasound system for horses. Nearly the size of an iPod Nano, the battery-operated systems fit within specially engineered neoprene leg ... [continue reading >>>](#)

Pfizer trying new twist on academic collaborations

Drugmaker Pfizer Inc. is putting a new twist on a major new research collaboration with Boston area scientists, putting them in charge of their own projects to speed up and improve discovery of new medicines. The pharmaceutical company is setting up labs at a Boston medical campus where its scientists will work side by side with university and hospital researchers from eight Boston-area institutions. Pfizer is pledging \$100 million over the next five years to the effort ... [continue reading >>>](#)

Washington U-St. Louis start-up takes prize in 2011 LES Foundation competition

NanoMed, a biomedical start-up from Washington University-St. Louis, won the 2011 LES Foundation International Graduate Student Business Plan Competition with its plan to revolutionize neurological surgical mesh using state-of-the-art biomaterials that are easier to use and more easily integrated into the body. NanoMed used its patent-pending fabrication technique, developed at Wash-U, and ... [continue reading >>>](#)

U-Arkansas innovation brings power-saving technology to digital devices

NanoWatt Design, LLC, a start-up launched in February, has inked a license agreement for a patent-pending technology with the University of Arkansas. The company has begun to market the technology, an asynchronous circuit architecture called Sleep Convention Logic (SCL), which responds to market demand for ultra-low power devices without sacrificing speed ... [continue reading >>>](#)

UT-Arlington licenses process to convert natural gas to clean synthetic fuel

The University of Texas at Arlington has signed a license agreement with 1st Resource Group Inc. of Fort Worth to commercialize a process for converting natural gas to clean, synthetic fuel at a cost lower than current market rates. UT Arlington engineering and science researchers designed a portable conversion unit that transforms natural gas from the field for use as clean-burning, synthetic fuel ... [continue reading >>>](#)

SDSU researcher invents photovoltaic measurement system

An invention by a South Dakota State University engineer could enable scientists to test alternative energy technologies more easily. Mahdi Farrokh Baroughi, PhD, assistant professor of electrical engineering, developed a multivariable photovoltaic measurement system, which makes it easier for researchers in universities and private industry to test photovoltaic devices such as solar cells to improve the efficiency with which they convert sunlight to electricity ... [continue reading >>>](#)

Cornell Dots set for human trials as cancer diagnostic

The U.S. FDA has approved the first clinical trial in humans of Cornell Dots, brightly glowing nanoparticles that can light up cancer cells in PET-optical imaging. The technology is a collaboration among researchers at Memorial Sloan-Kettering Cancer Center (MSKCC), Cornell University, and Hybrid Silica Technologies, a Cornell start-up. A paper describing the technology was published in the *Journal of Clinical Investigation* ... [continue reading >>>](#)

Rensselaer scientists engineer artificial pancreas to treat juvenile diabetes

Researchers at Rensselaer Polytechnic Institute are combining automation techniques from oil refining and other areas to help create a closed-loop artificial pancreas. The device will automatically monitor blood sugar levels and administer insulin to patients with Type 1 diabetes, eliminating much of the guesswork for those living with the chronic disease ... [continue reading >>>](#)

Software, copyright licenses: Change in approach required

While software, multi-media and copyright licensing are viable opportunities for IP marketing, they are distinctly different than more "traditional" TTO undertakings that involve such areas as life sciences, chemistry, or engineering. While most do not hold the financial "home run" potential of blockbuster drugs, the fact that they may be continually updated and re-marketed give them longer term potential, which ... [continue reading >>>](#)

What relaxed Facebook restrictions mean for marketers

In an effort to simplify promotional guidelines, Facebook has lifted a variety of longstanding restrictions that excluded certain types of promotions, goods and services from being marketed on the popular site, says Tim Gray, a regular contributor to "Business 2 Community." For starters, he notes, promoting guns, prescription drugs, tobacco, gambling, gasoline and dairy is no longer an issue. Marketers can also now... [continue reading >>>](#)

U-Minn students to evaluate Chinese medical technologies

The University of Minnesota will soon be providing evaluations of Chinese medical technologies for their business potential in the Chinese, U.S. and other markets. Earlier this month, Carlson School of Management's Stephen Parente signed a memorandum of agreement between the Medical Industry Leadership Institute,... [continue reading >>>](#)

Merged offices to enhance MSU-business relationships

Mississippi State's Entrepreneurship Center and Office of Technology Commercialization have been merged in a move designed to enhance the university's relationships with business and industry. The new entity is called the Office of Entrepreneurship and Technology Transfer. "The new structure increases synergy between... [continue reading >>>](#)

UC Davis nurtures innovation in developing countries

The University of California-Davis recently held a globally oriented "Licensing Academy" to help support innovation in developing countries through research collaborations and student training. The program, which took place from June 5-17 at the Plant and Environmental Sciences building on campus, had 28 participants from countries in Latin America, Africa, Asia and Eastern Europe. The program was sponsored jointly by ... [continue reading >>>](#)

10 tips to stand above the Social Media crowd

You don't need to stand above the millions in the social media 'crowd' to succeed, says Pam Moore, CEO & Founder of FruitZoom, Inc., an experiential social media marketing and digital brand agency. "What's more important is that you are relevant and able to connect with the right people," she says. She offers these tips for standing... [continue reading >>>](#)

House bill will seek royalties from federally funded technologies

U.S. Congressman Chaka Fattah (D-PA) plans to introduce *The American Discoveries – American Jobs Commission Act of 2011* before Memorial Day, a bill that would establish a commission to study and recommend improvements to the existing system of federally funded research. The commission would examine the possibilities... [continue reading >>>](#)

TTOs have become 'whipping boys for tougher systemic problem'

Consultant Gary Liberson, PhD, of Gnarus Advisors LLC writes on [HuffPost Tech](#) that innovation is key to U.S. success, and U.S. universities are an important source of that innovation. "So I was more than a bit curious when I read an article by Vivek Wadhwa, [Making Research Pay](#), with the tag line, 'If university research were a business, it would be bankrupt,'" he observes. Wadhwa's thesis, similar to ... [continue reading >>>](#)

Merger combines TTO, entrepreneur center

Getting two distinct university departments to drop their "egos" and merge into one organization is always a challenge, but it was one that David Shaw, PhD, vice president for research and economic development at Mississippi State University, felt was well worth the effort when he decided to combine the university's Entrepreneurship Center and its Office of Technology Commercialization ... [continue reading >>>](#)

Constant Contact offers free social media marketing guide

Waltham, MA-based Constant Contact, Inc. has launched a free marketing guide that targets small businesses and nonprofits looking to ramp up their social media marketing efforts. Called the Social Media Quickstarter, it's a step-by-step guide that offers short tutorials for getting up and running on the most popular social media networks and includes actionable tips, best practices and case studies ... [continue reading >>>](#)

5 tips for QR Code campaigns

Michael Matthews, founder and managing director of New York City-based mobile marketing consultancy, The Mobile Culture, offers these tips for successful QR Code campaigns: When tourists walk off the Staten Island Ferry they take a quick look around Staten Island then generally head right back ... [continue reading >>>](#)

Add new 'flavors' of content to attract your audience

When it comes to content marketing, "stop limiting yourself by thinking there's only one content flavor," says Lisa Barone, co-founder and chief branding officer of Outspoken Media, Inc. "The trick is to develop a content strategy that incorporates a number of different flavors and highlight the ones that work best for your audience." She offers the following selection of 'flavors' to consider ... [continue reading >>>](#)

New Zealand's KiwiNet launches national technology commercialization collaboration

The Kiwi Innovation Network (KiwiNet) was launched last week to increase the scale and economic impact of science and technology commercialization in New Zealand through an unprecedented level of national collaboration between universities and crown research institutes. KiwiNet will act as a hub for commercialization activities for its member organisations, as well as participants in the wider innovation system ... [continue reading >>>](#)

Use of LinkedIn leads to new business for BYU

A growing number of TTOs are learning the value of the social network LinkedIn, but few have employed it as effectively as BYU. Not only does the university receive between three and 20 responses for each post, according to associate director of technology transfer Dee Anderson, but it has already generated new business... [continue reading >>>](#)

Avoid these common website SEO mistakes

Rebecca Lieb, an author, speaker, and consultant specializing in digital marketing, advertising, publishing, and media, says she recently conducted an SEO audit of a newly launched site, and while the web site was “certainly attractive and functional,” it was also “a textbook example of the 10 most common errors seen among non-SEO-friendly website builds.” In this first of two installments, here are five of those 10 errors, and why you should avoid them ... [continue reading >>>](#)

Include industry-specific sites in social media strategy

While most of the major social media sites (Twitter, LinkedIn, Facebook) are likely on your regular hit list, in crafting your social media strategy it's also important to make sure you include industry-specific sites, says Karen Hiser, senior technology transfer consultant with Fuentek. She shares the following list of social media resources specific to the life sciences industry, which she credits to Montserrat Capdevila of Johns Hopkins University ... [continue reading >>>](#)

Purdue graduate designs novel lamp structure

A recent Purdue University graduate has invented a lamp enclosure that can be assembled without traditional fasteners such as nails, screws, clamps, dowels, or glue. The lamp is appropriate for residential and business settings. Industrial design major Leah Kenttämaa-Squires says the lamp is easily assembled without traditional fasteners because each piece is designed around a unique jointing system ... [continue reading >>>](#)

Georgia Tech researchers develop 'active reading' software, gels that deliver multiple drugs

Many reading tasks require individuals not only to read a document but also to understand, learn, and retain the information in the material. For this type of reading, experts recommend a process called active reading, which involves highlighting, outlining, and taking notes on the text. Researchers have developed software... [continue reading >>>](#)

IPO report: 14 universities rank among top U.S. patent owners

Donald Zuhn writes on *Patent Docs* about the recent report from the Intellectual Property Owners Association (IPO) listing the top 300 organizations granted U.S. patents in 2010. (See the list [here](#).) The report was compiled by IPO from data provided by the USPTO, based on utility patents granted during CY 2010 that name the organization or a subsidiary as the owner on the printed patent document. However, the IPO attributed patents... [continue reading >>>](#)

Sandia technology offers breakthrough in heat transfer for microelectronics

Sandia National Laboratories has developed a technology with the potential to dramatically alter the air-cooling landscape in computing and microelectronics, and lab officials are seeking licensees in the electronics chip-cooling field to license and commercialize the device, known as the “Sandia Cooler” or “Air Bearing Heat Exchanger.” The patent-pending air-cooling invention, developed by Sandia ... [continue reading >>>](#)

UW System, Johnson Controls seek to create Wisconsin energy hub

Johnson Controls is teaming up with the University of Wisconsin Madison and UW-Milwaukee in an effort to turn the region into an energy innovation hub. The world's leading supplier of automotive batteries plans to spend millions developing research labs on both campuses and opened its 1st lab for battery research... [continue reading >>>](#)

Cleveland Clinic Innovations challenged on top official's windfall

The success of Cleveland Clinic Innovations has triggered a puzzling dilemma for the world-renowned health system: how to manage the windfall of its leader. Executive Director Chris Coburn receives 3% from the sale of spinoff companies, according to several sources familiar with Coburn's contract — including one who has personally reviewed Coburn's deal. The implications of that number became ... [continue reading >>>](#)

U-Minnesota researchers find new way to generate geothermal energy

Potential investors are showing interest in a geothermal energy production system that two University of Minnesota researchers hope to commercialize. The patent-pending, renewable method to generate electricity from underground heat also would help clean up the atmosphere, according to Martin Saar, PhD, assistant professor, and Jimmy Randolph, graduate student, in the department of earth sciences at U-MN's College of Science ... [continue reading >>>](#)

UT-Austin inks agreement to commercialize rechargeable batteries

The University of Texas at Austin has inked an agreement with Canada's Hydro-Quebec for lithium-ion material technology invented and patented by John Goodenough, PhD, professor, and Virginia H. Cockrell, centennial chair in engineering in the university's Cockrell School of Engineering. The agreement provides UT Austin with a significant up-front payment and includes future royalties and payments. Specific terms were not disclosed ... [continue reading >>>](#)

Study: Organizational climate drives commercialization of university research discoveries

Research universities with an organizational climate that actively supports commercialization and encourages interdisciplinary collaboration are more likely to produce invention disclosures and patent applications, according to a study by Emily Hunter, PhD, assistant professor of management and entrepreneurship at... [continue reading >>>](#)

UCSD researchers develop flexible, printable sensors to detect underwater hazards

A professor at the University of California, San Diego is proving that he can make materials and circuits so flexible that they can be pulled, pushed, and contorted -- even under water -- and still function properly. Joseph Wang, PhD, professor

in the department of nanoengineering in UC San Diego's Jacobs School of Engineering, has successfully printed thick-film electrochemical sensors directly on flexible ... [continue reading >>>](#)

Isis, Oxford Nutrascience ink global licensing deal

Isis Innovation Limited, the TTO wholly owned by the University of Oxford, U.K., has signed a global exclusive licensing deal with medicine delivery systems developer Oxford Nutrascience Group plc, of Oxfordshire, U.K. Oxford Nutrascience will develop and commercialize products utilizing a taste-masking drug delivery technology developed by Dermot O'Hare, PhD, professor of chemistry, and his ... [continue reading >>>](#)

Baylor, Cell Medica ink exclusive license agreement

The Center for Cell and Gene Therapy (CAGT) at Baylor College of Medicine has signed an exclusive license agreement and research collaboration with Cell Medica for the commercialization of an innovative cell-based treatment for cancers associated with the oncogenic Epstein Barr virus (EBV). Financial terms were not disclosed. The London-based cellular therapeutics company develops, manufactures, and markets ... [continue reading >>>](#)

Harvard, Howard Hughes Medical Institute collaborate with Evotec in diabetes research

Harvard University and the Howard Hughes Medical Institute (HHMI) have formed a collaboration with Evotec AG, of Hamburg, Germany, to discover and develop diabetes treatments. The initial goal of the collaboration is to identify and develop physiological mechanisms and targets that regulate beta cell replication. The partnership will be fueled by scientific contributions from Harvard and HHMI ... [continue reading >>>](#)

'Brokerage session' to highlight university-industry confab

A number of British universities in the Midlands area are partnering to put on an event May 10th specifically designed to increase collaboration between academia and industry – with a twist. Its key element will be a 'brokerage session' in which university representatives will have one-on-one meetings with representatives from industry. Meeting schedules will be managed by an on-line software tool, available to participants once they have completed... [continue reading >>>](#)

New logo, website used in U Delaware TTO's re-branding effort

The University of Delaware's Office of Economic Innovation and Partnerships (OEIP), an organization responsible not only for interfacing with inventors and students but for reaching out to business partners in the state of Delaware and beyond, has undertaken a re-branding effort to more clearly communicate its role to key audiences. The re-branding effort has been a partnership between OEIP and the university's Office of Communications ... [continue reading >>>](#)

SUNY system launches new portal focused on research commercialization

The Research Foundation of State University of New York (RF) has launched a new commercialization web resource designed to help the SUNY system partner with business and industry to drive economic development and entrepreneurial opportunity across New York state. Located on the Research Foundation website (www.rfsuny.org), the new commercialization web resource provides information and tools for business and industry, faculty researchers and commercialization staff ... [continue reading >>>](#)

Avoid those common website SEO mistakes

This is the second of two installments featuring the recommendations of Rebecca Lieb, an author, speaker, and consultant specializing in digital marketing, advertising, publishing, and media, on "the 10 most common errors seen among non-SEO friendly website builds," as evidenced by sites she had recently audited. In the first installment, she addressed: Multiple home pages, non-optimized images, linking, forgetting to keyword research, "unfindable" company names ([click here](#) for last week's post). Here are the second 5 of the 10 most common errors ... [continue reading >>>](#)

How to select the right inbound marketing agency

The continued growth of inbound marketing and the success of HubSpot as the leading inbound marketing platform has been coupled with an increase in the need for inbound marketing services, writes Roman Kniahynyckyj, a regular contributor to Business 2 Community. "You can buy a good race horse, but it also helps to have a good jockey," he says. If you're thinking about partnering with an inbound marketing agency, says Kniahynyckyj, here are tips you should consider in your selection process ... [continue reading >>>](#)

Penn State merges research, IP offices to boost tech transfer results

The Industrial Research Office (IRO) and the Intellectual Property Office (IPO) will cease to be standalone offices at Penn State; instead they will be merged to form a new Office of Technology Management (OTM). "This is the first step in realizing an aggressive new vision at Penn State for technology development and translation to the market," said a statement from the Office of the Vice President of Research ... [continue reading >>>](#)



<http://ec.europa.eu/enterprise-europe-network>

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