



### 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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#### ***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 >>>](#)

#### ***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 >>>](#)

#### ***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 >>>](#)

#### ***European Court of Justice invalidates proposed European Patents Court***

The European Court of Justice has handed down an opinion that the proposed agreement on the EU's community patents court is not compatible with the provisions of the European Union Treaties. The ruling seems to have dealt a fatal blow to the prospects of a single unified patent system in the EU in the near future. The ECJ reasoned that "the envisaged agreement, by conferring on an international court ... [continue reading >>>](#)

### ***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.

### ***Avoid these five legal traps for start-ups***

Writing on his blog *Startup Professional Musings*, Martin Zwilling observes that, although every start-up is unique, certain common mistakes can lead to legal complications that jeopardize the long-term success of the business. Don't be afraid to consult legal counsel if any of these raise qualms for you: **Failure to document a founder agreement at the beginning.** Early co-founders often drop out of the picture due to disagreements,... [continue reading >>>](#)

### ***Vanderbilt scientists discover new class of insect repellent***

Imagine an insect repellent that not only is thousands of times more effective than DEET -- the active ingredient in most commercial mosquito repellents -- but also works against all types of insects, including flies, moths, and ants. That possibility has been created by the discovery of a class of insect repellent developed in the laboratory of Vanderbilt Professor of Biological Sciences and Pharmacology Laurence Zwiebel and reported ... [continue reading >>>](#)

### ***Purdue student seeks to commercialize electric motorcycle***

A Purdue University student who built a street-legal motorcycle that can be powered by plug-in AC current or solar energy is looking to build and commercialize a second-generation version that will be faster and more powerful. "2<sup>nd</sup>-generation version will be similar to the first in two ways: it will cost less than a penny per mile to operate, it will have instant, silent and constant acceleration that outpaces urban traffic because there is no shifting or clutch." ... [continue reading >>>](#)

### ***Start-up incubation goes in-house with UPenn's UPStart program***

Becoming a facilitator of early-stage company formation and incubation is a departure from the core competency of most TTOs. While some universities historically have been active in start-up formation and mentoring, such as Yale with its New Venture program, others are just starting to ramp up their efforts. A common thread among start-up-oriented TTOs is that they have dedicated venture teams focused on ... [continue reading >>>](#)

### ***Include these 10 essentials in your business plan***

Writing on his blog *Startup Professionals Musings*, Martin Zwilling outlines the attributes of a business plan that make it investment-grade for outside investors – attributes which also will benefit the founders, who are the ultimate investors. Here are key business plan elements that investors seek: **Define the problem.** Start with the problem you are solving, not a description of the company ... [continue reading >>>](#)

### ***U Manchester forms investment partnership to support tech businesses***

Investment group Envestors has joined forces with The University of Manchester Incubator Company, its IP division UMIP, and Manchester Science Parks to provide funding and business support for enterprising technology businesses in the region. The partnership brings together start-up enterprises with access to finance to inject much-needed capital at the development stage ... [continue reading >>>](#)

### ***Scottish universities lead the way in spin-outs***

Dundee, Abertay and St. Andrews Universities have helped Scotland to the best record in the UK for producing spin-out companies, according to Internet database Spinouts UK. It found that Scotland's universities produced 172 companies, well above the total for any other UK region. Between them the three universities accounted for 48 spin-outs. The list covers a wide variety of technologies, such as the wearable ... [continue reading >>>](#)

### ***EU lawmakers back plans to establish regional patent system***

European Union lawmakers approved long-debated plans to create the first region-wide patent system, leaving the door open for hold-outs Italy and Spain to join at a later stage. The European Parliament, meeting in Strasbourg, France, adopted the proposal, allowing supporters of the plan to press ahead without the full support of the EU's 27 nations. "For far too long EU inventors and innovative ... [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 >>>](#)

### ***Eindhoven University builds affordable alternative to mega-laser X-FEL***

Stanford University's X-ray Free Electron Laser (X-FEL) has a price tag of hundreds of millions of dollars. The technology provides images of molecules in action, using a kilometer-long electron accelerator. Researchers at the Netherlands' Eindhoven University of Technology (TU/e) have developed an alternative that can perform many of the same tasks but fits on a tabletop and costs less than \$1 million ... [continue reading >>>](#)

### ***Irish researchers launch new web search option to enable better online collaboration***

HeyStaks Technologies, an Irish web start-up, has opened its doors to the public. HeyStaks allows searchers to collaborate with friends and colleagues as they search for information online, improving the productivity of the average searcher by up to 50%. The technology was developed as part of the research group of Professor Barry Smyth and the CLARITY Centre for Sensor Web Technologies, a Science Foundation ... [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 >>>](#)

### ***Oxford spinoff develops affordable solar technology***

A company spun out of U.K.'s Oxford University has developed solar cell technology manufactured from cheap, abundant, nontoxic, and noncorrosive materials that can be scaled to any volume. Harnessing the sun's energy, the solar cells are printed onto glass or other surfaces, available in a range of colors, and ideal for new buildings where solar cells are incorporated into glazing panels and walls ... [continue reading >>>](#)

### ***UC-Dublin start-up launches in U.S. market***

Tethras Technologies of County Dublin, Ireland, an app localization company based at NovaUCD, conducted its U.S. launch at Macworld 2011 in San Francisco. The University College Dublin (UCD) start-up was established last year to help mobile app developers publish their apps in multiple languages. Most apps are developed in the U.S. and published mainly in English. Tethras' cloud-based localization as a ... [continue reading >>>](#)

### ***How to build a well-oiled sales and marketing machine for your start-up***

"Let's face it: marketing and sales usually don't play nice," says Adam Blitzler, COO of Pardot, a marketing automation and lead generation vendor. "Like siblings, they behave for the neighbors (clients and partners), but behind closed doors it's the blame game; marketing says sales does a poor job turning leads into customers; sales says marketing provides lousy leads in the first place." ... [continue reading >>>](#)

### ***U-Strathclyde spinout to apply new technology for tackling infection***

Fixed Phage Limited has been spun out to commercialize technology developed at the University of Strathclyde in Glasgow, Scotland, for tackling bacterial infection and contamination, including superbugs such as MRSA. The start-up will develop products based on patented technology to treat and prevent infection and bacterial contamination in medicine, food safety, environmental sanitation, and other areas ... [continue reading >>>](#)

### ***British Columbia Cancer Agency licenses handheld device to detect melanoma***

Detecting melanoma -- the most lethal form of skin cancer -- still relies on the ability of dermatologists to eyeball moles and decide which ones warrant a biopsy. A handheld device developed by scientists at the British Columbia Cancer Agency (BCCA) and licensed to Verisante Technology could provide instant information about the molecular makeup of moles ... [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 >>>](#)

### ***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 >>>](#)

### ***UCSF, Sanofi ink research, intern deal***

French drug maker Sanofi-Aventis will fund up to five 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 and biomarkers into the clinic. The potential ... [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 >>>](#)

### ***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 their registration ... [continue reading >>>](#)

### ***How not to lose customers in 2011***

Customer retention is one of the key marketing goals for any business, and marketing, and uber U.K. Limited, a customer loyalty specialty firm, has come up with these tips on how to develop a successful customer relationship management strategy: **Data: don't just collect it, use it.** "You want information from your customer and they're willing to give it to you if they know you're going to use it for their benefit ... [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 >>>](#)

### ***Osage University Partners closes \$100 million VC fund***

Osage University Partners of Bala Cynwyd, PA, has closed Osage University Partners I, achieving its target fund size of \$100 million, and the VC fund has affiliated with leading universities to make direct investments in their most promising start-ups. Osage University Partners manages the co-investment rights held by affiliated universities. These rights provide Osage with contractual access to invest in the ... [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 >>>](#)

### ***Inc. touts U-Utah's start-up generation***

An article in the March 2011 issue of *Inc.* magazine entitled "Utah's New Tech Powerhouse" highlights the University of Utah's No. 1 ranking in the nation [by AUTM] for the number of start-ups the university has launched based on faculty research. Utah beat out second place MIT using only one-fourth of MIT's budget, according to the university ... [continue reading >>>](#)

### ***Queen's start-up sold to International Rectifier for \$75 million***

A semiconductor company founded on technology developed at Queen's University in Kingston, Ontario, has been sold to International Rectifier Corp. of El Segundo, CA, for \$75 million in cash. CHiL Semiconductor Corp. was founded in 2005 to commercialize advanced, energy-saving digital power solutions for the computer and telecom markets. International Rectifier says CHiL's technology will enable it to ... [continue reading >>>](#)

### ***TechStorm to mix tech transfer, seed money for start-ups***

A new national meeting slated for Fairfax, VA, in early June plans to pair university and federal technologists with seasoned entrepreneurs in an effort to get start-ups off the ground. The first-ever TechStorm "isn't just a meet and greet," says Jonathan Aberman, managing director at Amplifier Ventures and one of the event's co-creators. "The goal is to have companies get created; if we don't create a ... [continue reading >>>](#)

### ***Tips for bagging an 'elephant' for your start-up***

If you're a small start-up, big deals don't land in your lap; in order to sell them you must have a focused strategy, says Susan Wilson Solovic, attorney, author, journalist and entrepreneur (she was the CEO and co-founder of ItsYourBiz.com). She offers these tips for bagging an 'elephant' ... [continue reading >>>](#)

### ***Consultant offers 10 tips for marketing a start-up***

David Jackson, a marketing consultant and the owner of Free-Marketing-Tips-Blog.com, says that despite the wealth of information freely available from experts on the web, he continues to see business 'newbies' repeatedly making the same marketing mistakes. He decided to create the following *10-Step Success Blueprint For Newbies*... [continue reading >>>](#)

### ***Start-ups: Beware the costs of creating viral 'buzz'***

"We have all heard of a few cases where viral marketing resulted in a message 'spread through the Internet like a cold in a kindergarten,' counting on this can just as quickly lead to the death of your startup," said consultant Marty Zwilling. "You have very deep pockets, plan for some very significant marketing costs to kick-start your dream."... [continue reading >>>](#)

### ***Chicago-area TTOs join together to launch mentor program***

One of the biggest challenges to early-stage innovation is the need to attract experienced advice in the face of limited resources. That's been a perennial problem in Chicago, where embryonic technologies often wilt on the vine for lack of outside assistance to nurture them, says Alan Thomas, MBA, director of UChicagoTech, the Office of Technology and Intellectual Property at the University of Chicago ... [continue reading >>>](#)

### ***TTOs put economic development high on priority list***

In the past, economic development may have been an afterthought -- or at least a second-tier priority -- for many university TTOs, but things have clearly changed. A number of universities have incorporated economic development into their mission statements, and some have even changed department names to reflect this new emphasis. Just ask Jordan Cohen, vice president for research and economic ... [continue reading >>>](#)

### ***Harvard, Oxford Nanopore sign license agreement for graphene DNA sequencing***

Harvard University's Office of Technology Development and Oxford Nanopore Technologies Ltd. have inked an exclusive agreement for the development of graphene for DNA sequencing. Graphene is a robust, single atom thick "honeycomb" lattice of carbon with high electrical conductivity. These properties make it an ideal material for high resolution, nanopore-based sequencing of single DNA molecules ... [continue reading >>>](#)

### ***New instrument from UC Santa Barbara keeps an 'eye' on nanoparticles***

Precision measurement in the world of nanoparticles is now a possibility, thanks to scientists at UC Santa Barbara. The UCSB research team has developed an instrument capable of detecting individual nanoparticles with diameters as small as a few tens of nanometers. The study was published online by *Nature Nanotechnology*. The device opens a wide range of potential applications in ... [continue reading >>>](#)

### ***False marking settlements on the rise***

University of Missouri Law School Professor Dennis Crouch writes on his blog Patently-O that more than 1,000 false marking lawsuits have been filed in the past two years. The flash of opportunism -- which may be short-lived if patent reform in its current iteration makes it into law -- was triggered by recent court rulings that the statutory-authorized \$500 fine per offense could be calculated on a per-article ... [continue reading >>>](#)

### ***Saluki Concept Fund designed to benefit researchers***

Making the leap from the drawing board to the marketplace is sometimes the toughest hurdle for new technologies. A new program at Southern Illinois University Carbondale aims to help researchers meet that challenge. The Saluki Concept Fund will provide up to \$20,000 to SIUC researchers to help them nurture new technologies through the difficult early stages. The funding will support short-term, concept-proving research ... [continue reading >>>](#)

### ***Georgia Tech researchers develop imaging system to bake the perfect bun***

The Georgia Tech Research Institute (GTRI) may possess the secret to baking perfect buns every time. Its researchers have developed a production-line system that automatically inspects the quality of sandwich buns exiting the oven and adjusts oven temperatures if it detects unacceptable buns. "We have closed the loop between the quality inspection of buns and the oven controls to meet the ... [continue reading >>>](#)

### ***U Nevada-Reno puts its own stamp on express licensing***

One of the latest entrants into the express licensing arena, the University of Nevada, Reno (UNR), freely admits to borrowing liberally from other express documents crafted by other early adoptees of the express license approach. But in coming up with its own set of licensing standards -- in a document UNR refers to as the NSHE Express, named after the Nevada System of Higher Education -- TTO leaders ... [continue reading >>>](#)

### ***Ohio State partners with start-up to commercialize glycerin foam tech***

Ohio State University has teamed up with a biodiesel producer in the state on glycerin technology-based research that enables the conversion of crude glycerin into polyurethane foam. The process was developed by Yebo Li, PhD, a biosystems engineer for OSU's Ohio Agricultural Research and Development Center in Wooster. Li developed a process that converts crude glycerin created via biodiesel production ... [continue reading >>>](#)

### ***Patent system reforms could squeeze out start-ups***

As the U.S. Congress moves closer to reforming a patent system that often has been perceived as an impediment to the innovation it is meant to inspire, many in America's innovation community are worried that the reforms will only make matters worse. "The way the bill came out really disadvantages small start-up companies," says Kelly Slone, an analyst at the National Venture Capital Association ... [continue reading >>>](#)

### ***U-Utah conducts great university technology commercialization experiment***

Melba Kurman of Triple Helix Innovation writes on *Bloggging Innovation* that there's no better way to study the pros and cons of a major shift in tech transfer strategy than to examine its impact on a similar organization. In 2005, the University of Utah's new president Michael Young, in response to the state's investments in Utah's knowledge economy, plucked the technology commercialization office out of ... [continue reading >>>](#)

### ***Ohio State hires U-Utah exec for research commercialization post***

Ohio State University has been saying for months that it needs to make it easier to commercialize research. Looking to duplicate the success at the University of Utah (see previous eNews item), the school has hired U-Utah's Brian Cummings as vice president for technology commercialization. Cummings is credited with leading the Utah's commercialization program from the bottom of national rankings ... [continue reading >>>](#)

### ***Utah State makes plans to restructure TTO***

Elsewhere in Utah, five employees at Utah State University's Technology Commercialization Office (TCO) are subject to layoffs at the end of June to make way for a restructuring of commercial development that will lead to the creation of two IP management positions. Berry Treat, the TCO's senior commercialization associate, says associates in the office were told their jobs "ceased to exist" on ... [continue reading >>>](#)

### ***Florida State device to aid premature infants***

Privately held medical device company Powers Device Technologies, Inc., plans to commercialize the Pacifier Activated Lullaby (PAL) for hospital neonatal intensive care units. The PAL system is an FDA-approved digital music delivery system that integrates an infrared sensor, pacifier, and receiver to help stimulate the sucking response in premature and low birthweight infants. The patented technology was ... [continue reading >>>](#)

### ***U Hawaii OTT realizes significant savings in legal expenses***

The University of Hawaii Office of Technology Transfer and Economic Development has saved thousands of dollars and in some cases as much as 33% in legal expenses with creative cost-cutting strategies, says Lee M. Taylor, JD, LL.M, technology licensing associate at UHOTTED. While the office has employed a number of different strategies involving reducing its of legal expenses, he adds, the OTT has ... [continue reading >>>](#)

### ***Iowa Innovation Council aims to link entrepreneurs, research***

From cancer treatments to breakthroughs in virtual-reality product development, many of Iowa's greatest scientific and technological advances have come from its public research universities, according to Sharron Quisenberry, PhD, vice

president for research and economic development at Iowa State University, and Jordan Cohen, PhD, vice president for research and economic development at the ... [continue reading >>>](#)

### **Scientists use cosmic rays to develop images of mine deposits**

Advanced Applied Physics Solutions (AAPS), a Centre of Excellence for Commercialization and Research in Vancouver, is commercializing muon geotomography, which relies on the detection of cosmic ray muons -- highly energetic electron-like particles created in the upper atmosphere that penetrate deep within the Earth to form mineral deposits. The technology, similar to that of medical imaging machines ... [continue reading >>>](#)

### **Intellect Medical sale brings \$28M to Cleveland Clinic**

It's no wonder that Cleveland Clinic has placed an increased emphasis on commercializing medical innovations by its doctors. Cleveland Clinic CEO Toby Cosgrove has revealed that the \$78 million sale of Clinic neurotechnology spinoff Intellect Medical to Boston Scientific returned \$28 million to the health system. That's a big payday and a huge win not only for the Clinic but also for the doctors ... [continue reading >>>](#)

### **Yale start-up Hadapt aims to focus Hadoop for users**

Hadapt, a start-up launched from Yale University, is focused on making open source Hadoop technology more accessible to more users. Co-founder and CEO Justin Borgman calls the company and the Hadapt platform "the first analytical database designed for the cloud environment." The company, which has patent-pending innovations for high-performance analytics across structured and unstructured data ... [continue reading >>>](#)

### **First license granted under Philippines tech transfer law**

The Philippines government has granted a license for lagundi syrup to Filipino firm Azarias Pharmaceutical Laboratories Inc., representing the first license inked between a Filipino research and development agency -- in this case, the University of the Philippines -- and a private firm since the country's Technology Transfer Act (TTA) was ratified a year ago. The TTA has created a new investment source for ... [continue reading >>>](#)

### **Canadian program supports development of cancer treatment technologies**

The Ontario Institute for Cancer Research (OICR) in Toronto has enhanced its Intellectual Property Development and Commercialization program (IPDC), now called the IPDC Fund, to provide broader and deeper support for promising early-stage technologies in cancer research. The IPDC Fund "will help bridge the funding gap that too often threatens the development of many early-stage projects ... [continue reading >>>](#)

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

Although finding licensees for your IP is always a challenge, the key to sniffing out deals is to take a proactive approach and increase your odds by employing patent analytics, according to one IP consultant.

Matt Troyer, vice president of innovation at the full-service IP firm TAEUS International Corp., based in Colorado Springs, CO, says leveraging patent data is a key way for TTOs to identify licensing prospects for their IP portfolios. But patent analytics do have certain limitations, he acknowledges. "No. 1, they're only going to target licensees who have patents in the particular area of your target patent ... [continue reading >>>](#)

### **TAEUS offers different ways to attract licensees**

TAEUS International Corp., of Colorado Springs, CO, has launched several software products that could help university TTOs implement standardized systems to describe patented technologies for the IP marketplace and then put those technologies in front of potential licensees.

For starters, TAEUS created a "wizard" to help TTOs describe patented technology for the marketplace, explains Matt Troyer, vice president of innovation at the full-service IP firm. With stretched-thin TTO licensing staff often focusing their energies on an extremely small percentage of a university's IP, most technology descriptions suffer from benign neglect and remain mired in legal and technical patent jargon ... [continue reading >>>](#)

### **In bold stroke, U of Kentucky brings clinicians into commercialization pipeline**

In 2008, only one disclosure came out of the University of Kentucky's Medical Center in Lexington, it didn't go anywhere. But in just the last quarter of 2009, there were 16 disclosures, including two that already have working prototypes. "We have made 16 times more progress in three months than we made all of 2009," stresses John Gurley, associate professor, director of catheterization lab at the school's Cardiovascular Research Center... [continue reading >>>](#)

### **Clarkson-U program takes stake in student businesses in lieu of tuition**

In an unusual move, Clarkson University in Potsdam, NY, is waiving tuition for a certain number of entrepreneurial students each year in return for a stake in their budding companies. Through its Young Entrepreneur Award, the university is identifying entrepreneurially minded prospective students who have demonstrated success in operating business ventures. Award recipients have an opportunity to attend Clarkson through a combination of merit-based financial aid and the university's ownership interest in their business ventures ... [continue reading >>>](#)

### **MIT researchers use viruses to build solar cells**

Researchers at the Massachusetts Institute of Technology (MIT) have discovered a way to use genetically engineered viruses to build power-capturing solar cells. At a fundamental level, solar cells rely on some sort of energy-harvesting layer. For most cells, this layer is either a thin film or layers of elements deposited on a silicon substrate. To create a conductive nanotube layer, the MIT team opted for a novel approach, enlisting the help of viral henchmen. Graduate students Xiangnan Dang and Hyunjung Yi, along with Angela Belcher, PhD, W.M. Keck professor of energy, found that a specific genetically engineered virus known as M13 improved the tube conductivity by reducing clumping and the number of semiconducting tubes ... [continue reading >>>](#)

### **U-Illinois researcher develops low-cost sensor to 'sniff out' bacterial infections**

Bacterial infections really stink. And that could be the key to a fast diagnosis. Researchers have demonstrated a quick, simple method to identify infectious bacteria by smell using a low-cost array of printed pigments as a chemical sensor. The team, led by Ken Suslick, PhD, of the Beckman Institute for Advanced Science and Technology at the University of Illinois, published its results in the *Journal of the American Chemical Society* ... [continue reading >>>](#)

### **U-Arizona engineers win patent for protein-based electronic circuits**

Researchers at the University of Arizona's College of Engineering have patented a process that could lead to a big leap in microelectronics, completely changing the fabrication of microchips. The bioengineering breakthrough is used to build microscopic wiring circuits comprised of copper insulated by proteins. Through a combination of biological processes and electroless copper deposition, the research team created tiny wires based on proteins called microtubules (MTs) ... [continue reading >>>](#)

### **U-Texas scientists develop self-powered, blood-activated sensor for pancreatitis**

Scientists at The University of Texas at Austin have developed a low-cost test for acute pancreatitis that delivers results much faster than existing tests. The sensor, which could be produced for as little as a dollar, is built with a 12-cent LED light, aluminum foil, gelatin, milk protein and a few other cheap, easily obtainable materials. The sensor could help prevent damage from acute pancreatitis -- a sudden inflammation of the pancreas that can lead to severe stomach pain, nausea, fever, shock, and even death ... [continue reading >>>](#)

### **Columbia licenses technology in immunology to partnership in China**

Columbia University has entered research and license agreements with China Institute of Strategy and Management Lanmeng Investment Co., Ltd., granting worldwide exclusive rights to a portfolio of IP that may lay the foundation for new approaches in the diagnosis and treatment of human autoimmune diseases and other human immunologic disorders. Specific terms were not disclosed ... [continue reading >>>](#)

### **U-Utah Medical Accelerator graduates first start-up**

Less than a year after launching its Medical Accelerator, the University of Utah is graduating its first research-based company from the facility. Catheter Connections produces a device that protects patients from infection during intravenous infusion therapy. The device has the potential to prevent thousands of infections and deaths caused by contaminated IV catheters and IV administration sets used in hospitals ... [continue reading >>>](#)

### **NYU-Poly incubator helps start-ups grow but increasingly competes with local government**

While working in technology transfer and in the Brooklyn-based incubator at the Polytechnic Institute of New York University, Bruce Niswander says he saw a disconnect between the "high supply of talented, energetic students" and hiring struggles at start-up companies. "One of biggest challenges for a small business is identifying talent that's affordable and available," says Niswander, who now runs the NYU-Poly Varick Street incubator ... [continue reading >>>](#)

### **Comings and goings at university TTOs**

Harvard University has hired former Procter & Gamble marketing executive Gordon S. Jones as the inaugural director of its Innovation Lab, designed to spur more commercialization activity across its schools. Jones, who served as an adjunct lecturer at Bentley University in Waltham, helped P&G and Gillette market products like Crest toothpaste and Oral-B toothbrushes and has been involved with two companies that sell backyard mosquito-control technology. Jones also holds two patents and has been involved with launching about a dozen new products ... [continue reading >>>](#)

### **U-Utah rolls out welcome mat for star researchers**

As many universities that rank above it in research spending have been slashing budgets, the University of Utah has been rolling out a cushy welcome for new faculty members, who include an internationally known expert on medical-imaging analysis from the University of North Carolina at Chapel Hill, brain researchers from Boston and Harvard Universities, and an engineering professor who develops nano-size sensors... [continue reading >>>](#)

### **Use these strategies to help ensure your TTO's survival**

Writing on his blog "Go Forth and Innovate", Keith McDowell maintains that Darwin had it right: The quick survive, others die. The strategy is simple: Outrun your competitors. That's exactly what a lot of people and businesses attempt to do, including universities in their scramble to commercialize university research. Some universities have even taken to



branding themselves with “one-size-fits-all” licensing deals. But does the strategy work? Is fast the only answer? ... [continue reading >>>](#)

### ***Understand ‘pay-to-play’ provisions***

Writing on VentureBeat, Scott Edward Walker, founder and CEO of Walker Corporate Law Group, PLLC, examines so-called “pay-to-play” term sheet provisions, which can be an important protection for a new company. Pay-to-play provisions are designed to provide a strong incentive for investors to participate in future financings, Walker explains. In their simplest form, such provisions require existing investors to invest on a pro rata basis in subsequent financing rounds or lose some or all of their preferential rights, such as anti-dilution protection ... [continue reading >>>](#)

### ***In UMDNJ lab, a discovery could boost body’s resilience***

Jianjie Ma, a biophysicist at the University of Medicine and Dentistry of New Jersey, is focused on the seemingly sci-fi concepts of super healing and age reversal as well as the regeneration of body parts and cancer drugs that are guided like smart bombs. Now he is taking perhaps his biggest discovery... [continue reading >>>](#)

### ***ICAP Ocean Tomo plans to pool university technologies for auction***

At this year’s annual AUTM conference in Las Vegas, ICAP Ocean Tomo unveiled plans for a new University Tech Pool program, which will incorporate patents held by many universities to create large portfolios to put on the auction block. The first set of pooled patents will be made available in conjunction with the firm’s live IP auction... [continue reading >>>](#)

### ***Yale, Debiopharm ink drug development license***

Yale University has inked an exclusive worldwide license agreement with Debiopharm Group, a Lausanne, Switzerland, biopharmaceutical development firm, to develop and commercialize Debio 1036, a first-in-class inhibitor for autoimmune and inflammatory diseases. Debio 1036 is an orally available small molecule that antagonizes a key mediator in the inflammation process. This therapeutically important target ... [continue reading >>>](#)

### ***Brookhaven scientists pair quantum dots, fullerenes for nanoscale photovoltaics***

In a step toward engineering ever-smaller electronic devices, scientists at the U.S. Department of Energy’s (DOE) Brookhaven National Laboratory have assembled nanoscale pairings of particles that show promise as miniaturized power sources. Composed of light-absorbing, colloidal quantum dots linked to carbon-based fullerene nanoparticles, the tiny two-particle systems can convert light to electricity in a precisely controlled way ... [continue reading >>>](#)

### ***VC exec touts importance of investing in patents***

Gregory Huang writes on Xconomy Seattle that Charles River Ventures has invested hundreds of millions of dollars into the burgeoning market of IP and patent protection over the past five years. CRV is the only big venture investor behind Intellectual Ventures, the Bellevue, WA-based firm known for its unique (and often criticized) approach to the business of invention. The VC firm also is invested in RPX ... [continue reading >>>](#)

### ***Comings and Goings: University TTOs ramp up leadership***

**Clemson University** has named a new team to spearhead its economic development efforts under the leadership of Vice President **John Kelly**. The move links Clemson’s historic programs dedicated to one of the state’s largest industries, agribusiness, with more recent initiatives that support other economic clusters ranging from automotives to energy systems. No new positions were ... [continue reading >>>](#)

### ***Does U-Utah ‘cherry-pick’ technologies to form start-ups?***

The University of Utah boasts it has spun off more than 100 companies in the past six years, based on ideas developed on campus. While the school touts its status as No. 1 among research institutions for starting companies, some appear to be companies in name only. Since 2007, U-Utah has launched 35 companies as wholly owned entities of the university, including 20 listed as start-ups. Many have no office, payroll ... [continue reading >>>](#)

### ***Elm Street Ventures plans second early-stage fund***

Elm Street Ventures, which often backs start-ups emerging from Yale University and other research centers, plans to begin raising \$40 million for its second fund next year. The New Haven, CT, firm raised \$22 million for its previous fund, Elm Street Ventures LP, in 2006, and used the money to back nine companies, including ShareGrove Inc. and Affomix Corp., which were acquired last year for undisclosed ... [continue reading >>>](#)

### ***New Zealand forum focuses on collaboration***

In an interesting national collaboration, commercialization professionals from around New Zealand met at a recent forum in Wellington to encourage knowledge sharing and network building. The forum, organized by the Kiwi Innovation Network (KiwiNet) -- a newly formed group of six universities and four crown research institutes -- aims to facilitate the development of relationships, project collaboration ... [continue reading >>>](#)

### ***UT-Austin research may lead to enhanced electrical energy storage***

Researchers at The University of Texas at Austin’s Cockrell School of Engineering have created a porous, three-dimensional carbon that can be used as an enhanced supercapacitor, holding promise for energy storage in everything

from energy grids and electric cars to consumer electronics. The findings of the group, led by materials science and mechanical engineering professor Rodney S. Ruoff, PhD, were published in *Science* ... [continue reading >>>](#)

### ***Universities seek broader approaches to student IP rights***

A recent change in IP policy at the University of Missouri System has shined a spotlight on a growing trend among universities: Allowing students to retain the rights to their IP. The Kauffman Foundation recently indicated that the new Missouri policy qualified the system as a “commercialization leader,” awarding the system a \$100,000 grant to help fund student projects. What set it apart, said a Kauffman ... [continue reading >>>](#)

### ***Miami students seek to turn university invention into cash***

Business students from Miami University of Ohio are hoping to turn a class project into a business by commercializing a product invented by university faculty. Miami officials say the license agreement with students to develop the product is the university’s first agreement under a tech transfer partnership with Wright State University near Dayton. The universities came to an agreement to share the ... [continue reading >>>](#)

### ***Protecode introduces real-time solution for open source license management***

Ottawa-based Protecode Inc., a provider of open source license management tools, has unveiled a solution for real-time management of open source licensing and copyrights. The Developer Assistant, available to the developer community worldwide, supports all operating systems and software development tools. The solution operates unobtrusively in the background and requires no training, allowing software developers ... [continue reading >>>](#)

### ***U-Wisconsin research institution focuses on copyrighted works***

University of Wisconsin officials have created a new institution, the Wisconsin Center for Education Products and Services, that will help license and distribute copyrighted material created by UW faculty and graduate students, according to Brad Taylor, chair of the WCEPS board of directors. The Center will invest proceeds from its commercialization efforts to promote, encourage, and aid the teaching and ... [continue reading >>>](#)

### ***Vanderbilt laser technique opens the door for drug discovery***

A laser technique developed by researchers at Vanderbilt University has demonstrated it can measure the interactions between proteins tangled in a cell’s membrane and a variety of other biological molecules, potentially aiding the process of drug discovery. In an article published online by *Nature Biotechnology*, the research group of Darryl Bornhop, PhD, Vanderbilt professor of chemistry, and ... [continue reading >>>](#)

### ***SoundCure to commercialize UC-Irvine tinnitus therapy***

San Jose, CA-based SoundCure is launching the commercialization of a sound-based tinnitus therapy developed at the University of California at Irvine by Fan-Gang Zeng, PhD, professor in UCI’s School of Medicine and Henry Samueli School of Engineering. The technology uses unique tones and sounds customized to an individual’s own tinnitus to help quiet the ringing. The audio stimuli are designed ... [continue reading >>>](#)

### ***Medical University of South Carolina spinoff receives two patents***

FirstString Research Inc., a biotech spinoff from the Medical University of South Carolina, has received two patents that will allow further development and commercialization of its regenerative medicine technology. The first patent covers composition of matter for a regenerative technology platform invented in a MUSC lab by Robert Gourdie, PhD, professor in the department of regenerative medicine ... [continue reading >>>](#)

### ***Don’t ask known investors to sign nondisclosures***

Writing on his blog *Startup Professionals Musings*, Martin Zwilling observes that entrepreneurs often are advised by their lawyers and friends to obtain Non-Disclosure Agreements (NDAs) before revealing anything about their new venture. “Most investors and start-up advisors I know hate them, refuse to sign them,” “Who is right?” ... [continue reading >>>](#)

### ***U-Missouri researchers use motion sensors to determine equine lameness***

An equine veterinarian at the University of Missouri has developed a system to assess lameness in horses using motion detection. Kevin Keegan, DVM, professor of equine surgery in MU’s College of Veterinary Medicine, has been tracking horse movement related to equine lameness for years. Because equine lameness may begin subtly and can range from a mild problem affecting a single limb to a more ... [continue reading >>>](#)

### ***Consider offshoring to improve TTO efficiency, expand your business reach***

The prospect of offshoring certain tech transfer functions to create jobs in the United States seems counterintuitive. Under the proper circumstances, however, offshoring can improve productivity, reduce costs, and save jobs in U.S. TTOs., says tech transfer strategist and former university tech transfer professional Melba Kurman, founder and principal of Triple Helix Innovation in Ithaca, NY. “Strange as ... [continue reading >>>](#)

### **Montana State develops biofuel fungus for licensing**

Montana State University's TTO is licensing a fungus that produces compounds with known uses as fuel additives. The fungus produces cineole, also known as eucalyptol, which can be used as an octane-boosting fuel additive. Boosting the octane of fuel reduces its volatility, explosiveness, so that engines run smoothly without knocking... [continue reading >>>](#)

### **Purdue start-up pitches to win with bandage that heals and protects wounds**

Purdue University wound care start-up Medtrix Biotech has developed what it says is a medical breakthrough for dressings: a bandage that both heals a wound and fights off infection. With the dual purpose product, the company recently won the Wake Forest University Schools of Business annual elevator pitch competition, earning Medtrix the top prize of \$20,000 and entering the company in the Venture Labs ... [continue reading >>>](#)

### **U of Nevada, Reno licenses next-gen air quality monitoring device**

An air-quality measuring instrument invented by Pat Arnott, PhD, professor of physics, and former student Ian Arnold of the University of Nevada, Reno has been licensed to Droplet Measurement Technologies (DMT) of Boulder, CO. The Photoacoustic Extinctionmeter, or PAX, technology is more economical, portable, and accurate than older systems, according to Arnott, who says the invention has reduced laser-equipped ... [continue reading >>>](#)

### **USPTO fast track 12-month examination begins May 4**

Writing on the blog *Patently-O*, University of Missouri Law School professor Dennis Crouch notes that the prioritized examination system known as "Track One" will begin on May 4, 2011. For a \$4,000 fee, the USPTO will prioritize the handling of a patent application with a goal of reaching a final disposition within 12 months. A prioritized application is "accorded special status and placed on the examiner's ... [continue reading >>>](#)

### **Oregon State takes steps to bolster invention disclosure evaluations**

The Office for Commercialization and Corporate Development (OCCD) at Oregon State University (OSU) in Corvallis expects that its new intellectual property evaluation group will drive faster turnaround on invention disclosures, more informed decision-making by licensing associates, and stronger relationships with inventors and the business community. This group will have three core components ... [continue reading >>>](#)

### **Address potential for bankruptcy in patent licenses**

Attorneys John P. Hanish and Benjamin A. Keller of Goodwin Procter LLP write in the firm's *Intellectual Property Advisor* that parties to patent licenses face an increased business risk in the event of a licensing partner's bankruptcy. Section 365 of the U.S. Bankruptcy Code provides that, subject to certain limitations and qualifications, a trustee or debtor-in-possession "may assume or reject any ... [continue reading >>>](#)

### **'Series Seed' template documents designed to cut costs, complexity**

Writing on *VentureBeat*, Scott Edward Walker, founder and CEO of Walker Corporate Law Group, PLLC, explains that so-called "Series Seed" documents are a stripped-down set of preferred stock financing documents that were designed for seed investments by Silicon Valley lawyer Ted Wang with an assist from venture capital firm Andreessen Horowitz. Wang was attempting to get ... [continue reading >>>](#)

### **U-MN lavishes praise, then ousts star scientist from start-up**

The University of Minnesota has promoted Doris Taylor as a rock star. But just five months after publicly vaulting Taylor into business to commercialize her technology, the university quietly fired her from the board of the company she founded. Now the taxpayer-supported firm on which the U has pinned big hopes is trying to survive its start-up phase without its star scientist ... [continue reading >>>](#)

### **Feather-based polymers poised for commercialization**

Nursery pots made from a blend of high-density polyethylene (HDPE) and keratin bioresins from chicken feathers may be in the marketplace by the end of year. "We are undergoing commercial trials," says K. Marc Tefteau, research director at the nonprofit Horticultural Research Institute, the R&D unit of the American Nursery & Landscape Association. "We have to adapt the keratin resins to the specific ... [continue reading >>>](#)

### **UNLV hopes lab-born research will bolster economic diversity**

Diversification has become the favorite buzzword for weaning the greater Las Vegas area from its reliance on tourism and construction – both of which have hit the skids since the 2008 economic meltdown. To that end, the University of Nevada, Las Vegas is trying to resuscitate the effort to commercialize some of its research, hoping that laboratory work will lead to spinoff companies that build the ... [continue reading >>>](#)

### **Bullet-resistant wool heads toward commercialization**

Researchers at RMIT University, Australia, have been developing materials containing a blend of wool and Kevlar for lighter-weight ballistic applications such as bullet-resistant vests that are expected to cost less and have greater efficacy than traditional Kevlar vests. Rajiv Padhye, PhD, research director, and Lyndon Arnold, PhD, research fellow, both in the RMIT School of Fashion and Textiles, report that a vest ... [continue reading >>>](#)

### **Use these metrics to drive start-up success**

Writing on *Both Sides of the Table*, VC Mark Suster points out that “you manage what you measure.” Start-ups are constantly under pressure and have many distractions, so it’s invaluable to have a set of metrics that are key drivers of success. Make the goals widely available and share your most important goals with your board. “Transparency of goals drives performance because it creates a ... [continue reading >>>](#)

### **Connecticut bills would extend tech transfer role**

Connecticut lawmakers are considering several bills to encourage the commercialization of research or technology sitting on the shelves of universities and corporations. The measures include the creation of an Intellectual Property Factory to fund university-mentored student teams that would work to commercialize research and technology held by Connecticut-based companies. Lawmakers also are proposing a Higher Education Technology Transfer... [continue reading >>>](#)

### **DOE funding \$170M in solar energy technology research**

As part of the Department of Energy’s SunShot Initiative, nearly \$170M in funding will be available over three years to support a range of solar photovoltaic (PV) technology areas. The SunShot Initiative aims to reduce the total cost of solar energy systems by about 75% -- to roughly \$1 per watt -- before the end of the decade. The funding will support four areas of investment: 1) improving the ... [continue reading >>>](#)

### **Chief science officer development course graduates first class**

Twenty post-docs and scientists have completed the first chief science officer (CSO) development course, offered by the National Institutes of Health’s Foundation for the Advancement of Education in Science (FAES) and Montgomery College (MD) Workforce Development and Continuing Education. The 12-week course trained students for the transition from the laboratory to the boardroom ... [continue reading >>>](#)

### **University College Cork to trial non-invasive lung cancer device**

A medical device for noninvasive treatment of lung cancer is set to undergo clinical trials at University College Cork. Developed at the Cork Cancer Research Centre, the lung laparoscopic electroporation electrode is a system that kills cancer cells through the delivery of an electrical field targeting tumor tissue. The system underlying the device, developed by Declan Soden, PhD, general manager of the CCRC ... [continue reading >>>](#)

### **Follow this strategy to allocate founder and employee equity in a start-up**

On the Q&A site of OnStartups.com, New York City software developer Joel Spolsky addresses the tricky topic of allocating ownership in a new venture. The most important principle: “Fairness, and the perception of fairness, is much more valuable than owning a large stake,” he writes. “Almost *everything* that can go wrong in a start-up will go wrong, and one of the biggest things that can go wrong ... [continue reading >>>](#)

### **Caltech, Intellectual Ventures form partnership**

The California Institute of Technology (Caltech) and Bellevue, WA-based Intellectual Ventures (IV) have partnered to develop and commercialize new technologies. The partnership allows IV to fund the work of students and faculty in areas of interest, such as next-generation data centers, dynamic surgical enhancements, and green and sustainable chemistry. Caltech will own the resulting patents and IV will receive ... [continue reading >>>](#)

### **Latest deal puts spotlight on pros, cons of royalty stream buy-outs**

Ohio University (OU) in Athens, OH, has become the latest research institution to trade one of its more lucrative royalty streams for up-front cash -- to the tune of at least \$39 million, with the potential to reach \$52 million. In this case, a private equity firm managed by DRI Capital, Inc. has purchased partial royalty income rights to OU’s license for Somavert, a growth hormone antagonist that is used to ... [continue reading >>>](#)

### **Study: Angel investor market rebounded in 2010**

The angel investor market saw an increase in investment dollars and in the number of investments made in 2010, following a considerable contraction in 2008 and 2009, according to a study from Center for Venture Research at the University of New Hampshire. Angel investments in 2010 totaled \$20.1 billion, a 14% increase over 2009, while 61,900 ventures received angel funding last year, an increase of ... [continue reading >>>](#)

### **U-MN licenses multiplexing software; spinoff acquired by GE Healthcare**

The University of Minnesota has finalized a license agreement with Flagship Biosciences of Flagstaff, AZ, for software that provides quantitative analyses of protein expression levels in human tissue samples. The software, IHC Map, improves a pathologist’s ability to characterize diseased tissues and assists researchers with clinical trials for pharmaceuticals and medical devices. The exclusive license ... [continue reading >>>](#)

### **Injectable gel could spell relief for arthritis sufferers**

Researchers at Brigham and Women’s Hospital (BWH) in Boston report the development of an injectable gel that could allow the targeted release of medicine at joints affected by rheumatoid arthritis or osteoarthritis and could dispense the

medicine in response to enzymes associated with arthritic flare-ups. "We think that this platform could be useful for multiple medical applications, including the ... [continue reading >>>](#)

### **Wake Forest polymer solar-thermal device heats home, saves money**

A polymer-based solar-thermal device is the first to generate power from both heat and visible sunlight -- an advance that could shave the cost of heating a home by as much as 40%. The device uses a fluid that flows through a roof-mounted module to collect heat from the sun while an integrated solar cell generates electricity from the sun's visible light. "It's a systems approach to making your home ultra-efficient because ... [continue reading >>>](#)

### **CDRD-BC Cancer Agency collaboration leads to licensing of cancer-fighting drug**

Baltimore, MD-based Champions Oncology, Inc., has exercised an option to license Irinophore C, a liposomal formulation of irinotecan, from Canada's Centre for Drug Research and Development (CDRD) and BC Cancer Agency (BCCA). The transaction represents the second licensing agreement of a technology jointly developed between a CDRD-affiliated institution and CDRD, and the first between BCCA and CDRD ... [continue reading >>>](#)

### **U-South Carolina's Innovista develops strategic plan**

Along with the bad decisions, the bad press, and the lingering bad economy, another factor has prevented Innovista from fulfilling its promise as a catalyst for the development of a knowledge-based economy in South Carolina's Midlands: Until recently, the University of South Carolina's beleaguered research campus had no clearly defined strategic plan. "The vision of Innovista has always been a really ... [continue reading >>>](#)

### **Freedom Innovations to commercialize Vanderbilt prosthesis**

Vanderbilt University has inked a worldwide licensing agreement with Freedom Innovations of Irvine, CA, for the exclusive rights to commercialize the world's first-known lower extremity prosthesis with actively powered knee and ankle joints that operate synergistically. The technology was developed at the Vanderbilt University Center for Intelligent Mechatronics in Nashville. Freedom Innovations ... [continue reading >>>](#)

### **Consider this 'lighter' formula for patent valuation**

The folks at *Business Model Validation* point out that valuing patents isn't rocket science -- it is actually much more difficult. However, they developed a much simplified -- and somewhat humorous -- formula that captures the essence of patent valuation (V). Here is the formula that indicates how much sellers can expect to receive for their patents:  $V = [CV + (S / 2) + (3 * C)]^N$  ... [continue reading >>>](#)

### **Wayne State files for patent on vaccine technology for chlamydia**

A Wayne State University School of Medicine researcher has developed potentially the first vaccine for chlamydia, the world's most prevalent sexually transmitted disease and the leading cause of new cases of blindness. Judith Whittum-Hudson, PhD, professor of immunology and microbiology, internal medicine, and ophthalmology, identified three peptides that have demonstrated a vaccine effect ... [continue reading >>>](#)

### **Demystifying the VC term sheet: Drag-along provisions**

Writing on *VentureBeat*, Scott Edward Walker of Walker Corporate Law Group offers another post on the terminology of VC term sheets, this time discussing drag-along provisions, which grant the investors the right to compel the founders and other stockholders to vote in favor of (or otherwise agree to) the sale, merger, or other "deemed liquidation" of the company. Investors view such provisions as ... [continue reading >>>](#)

### **UCSD, Harvard license cancer vaccine technology to Adamis Pharmaceuticals**

The University of California has licensed a patented cancer vaccine technology discovered and developed by Maurizio Zanetti, MD, professor of medicine and director of the Laboratory of Immunology at the University of California, San Diego's (UCSD) Moores Cancer Center, to Adamis Pharmaceuticals Corp., of San Diego. Adamis licensed a complementary patent, based on similar technology, from the Dana-Farber/Harvard Cancer Center ... [continue reading >>>](#)

### **NC State, Avjet Biotech ink license agreement to commercialize aviation biofuel**

North Carolina State University has concluded an exclusive license agreement with Avjet Biotech, Inc. (ABI), of Pinehurst, NC, for a technology portfolio for producing biofuels from triglycerides (fats) and producing products from genetically modified marine microalgae. Avjet, which develops small distributive refining systems and is the parent company of Red Wolf Refining, will reimburse the university for its investment ... [continue reading >>>](#)

### **Karolinska Development shares begin trading on stock market**

Karolinska Development AB (KD), an investment company that represents the innovations developed at Sweden's Karolinska Institutet, has begun trading shares on the NASDAQ OMX Stockholm with the goal of raising SEK 608 million (US\$99.4 million). "Karolinska Institutet has created something that no other university has, namely a bridge from academia via its innovation and holding companies, to an investment company," says Harriet Wallberg-Henriksson, president of the Institute ... [continue reading >>>](#)

### ***Avoid four common start-up issues that threaten survival***

Writing on his blog *Startup Professionals Musings*, Martin Zwilling observes that the best survival guides explain how to avoid a worst-case scenario, “but you still need to learn how to recognize a bad situation before it bites you, and you need to know all the secret ways to wiggle your way out before you succumb.” Here is Zwilling’s perspective on the most common problems that threaten the survival of start-ups ... [continue reading >>>](#)

### ***The lean start-up: Will it work for your TTO?***

Conventional academic start-up models often remove the scientist -- and, thus, the science -- from the equation as early as possible, focusing instead on company-building rather than technology refinement. But advocates of the emerging “lean start-up model” say that’s a primary factor in why so many start-ups stall: There wasn’t enough attention paid to making sure the technology is suited to fill a true market need ... [continue reading >>>](#)

### ***UGA, Yale researchers discover compound that may improve treatment of adult shingles***

Researchers at the University of Georgia (UGA) and Yale University have discovered a compound with the potential to be more effective than existing agents in treating the painful blisters known as shingles -- a condition that affects up to 30% of Americans, mostly elderly. The varicella-zoster virus, or VZV, that causes chickenpox in youngsters hides in the nerves, emerging most frequently in adults over the age of 60 ... [continue reading >>>](#)

### ***Indian research organization licenses explosive detection kit***

India’s Defense Research and Development Organization (DRDO) has signed a memorandum of understanding with the U.S. firm Crowe and Company to license the technology underlying its explosive detection kit (EDK) to the U.S. firm Crowe and Company. The kit, developed by the Pune-based High Energy Material Research Lab (HEMRL), a DRDO lab, is already in use with the Indian armed forces ... [continue reading >>>](#)

### ***Yale student’s start-up links innovators, developers***

A new hookup site for Yalies is strictly business. CoderHeap, a start-up that connects business innovators with web developers, is available to students at Yale and Villanova. More than 80 Yalies have signed up to use the service, which is in its alpha phase. Businesses seeking to improve their web presence can post job openings on the site to attract developers and designers. “I wanted to give people ... [continue reading >>>](#)

### ***The 5 best free tools for making slick infographics***

Writing for Fast Company, Amber Mac says “the world wants visuals” when it comes to data, documents, blog posts, presentations, and web sites. Since IP marketers typically can’t hire a high-priced “digital artist,” she points to five excellent tools that you can access and use without spending a dime ... [continue reading >>>](#)

### ***New technology competition launched***

Yet2.com, an IP exchange services firm, has formed a partnership with NASA Tech Briefs, Clean 15, RadTech, Steinbeis Center for Technology Transfer India and yet2 Ventures to jointly launch yet2.com’s new Step2Change Technology Competition. The competition has been designed to help commercialize promising technology companies in four areas -- sustainable packaging, lighter or stronger or better or ... [continue reading >>>](#)

### ***Penn State researchers move toward nanotech liver cancer treatment***

Nanotechnology may open a new door to treatment of liver cancer, according to researchers at Penn State’s College of Medicine. The researchers evaluated the use of molecular-sized bubbles filled with C6-ceramide, called cerasomes, as an anti-cancer agent. Ceramide is a lipid molecule naturally present in the cell’s plasma membrane and controls cell functions, including cell aging, or senescence ... [continue reading >>>](#)

### ***Ben-Gurion U inks R&D agreement to commercialize green algae strain***

Ben-Gurion University of the Negev (BGU) and Thailand’s PTT Chemical Public Company Ltd. (PTT) have signed a research and development collaboration for commercial development of BGU’s proprietary green algae strain. The agreement covers the production of dihomogamma-linolenic acid (DGLA- Omega 6) using BGU’s mutant strain of the green microalgae *Parietochloris incise*. The joint research ... [continue reading >>>](#)

### ***U-Colorado licenses software technology to Clean Urban Energy***

The University of Colorado (CU) has inked an exclusive licensing agreement with Clean Urban Energy (CUE), of Chicago, to commercialize a software tool developed at CU’s Boulder campus through a collaborative research program between the university and CUE. The software, jointly created by CU-Boulder architectural engineering professor Gregor Henze, PhD, and CUE, is part of a software as a service ... [continue reading >>>](#)

### ***Stony Brook develops collaboration for deepwater oil spill containment***

New York’s Stony Brook University has established a technical collaboration agreement with Subsea Oil Technologies, Inc., of Houston, TX, for research and development in subsea oil and/or gas spill (blowout) containment methods, apparatus configurations, and other applications. As part of an initial stage of the collaboration, the organizations filed a U.S. patent application entitled “Modular Pressure ... [continue reading >>>](#)

### ***Delaware State inks first tech transfer agreement***

Delaware State University in Dover has executed an agreement with Redmond, WA-based Photon Machines, Inc., allowing a Laser-Induced Breakdown Spectroscopy-Tag Method (LIB-Tag) developed by optics researchers at the university to be used to create laser technology for diagnostic work in hospitals and labs. The breakthrough technology -- the first transfer of IP by DSU ... [continue reading >>>](#)

### ***Military to medical partnership challenges entrepreneurship students at Ball State***

Taking patented military technologies and creating products for commercial use is the goal of a partnership between the Naval Surface Warfare Center, Crane (IN) Division (NSWC Crane), and Ball State University's Entrepreneurship Center. Through an educational partnership agreement, Ball State entrepreneurship students work directly with NSWC Crane scientists and engineers to research and ... [continue reading >>>](#)

### ***UCLA start-up AutoESL acquired by Xilinx***

UCLA has already seen a major start-up go into the commercial market this year. AutoESL, founded in 2006 with a license to xPilot, a system-level synthesis software developed at UCLA, was acquired by Xilinx, Inc., a leader in digital programmable logic devices. The majority of AutoESL employees located at the company's headquarters in Cupertino, CA, and in Beijing will become Xilinx employees ... [continue reading >>>](#)

### ***How to pitch your start-up to new clients***

Jonathan Hills, a regular contributor to [businessinsider.com](#), recalls that during his days as a corporate executive, the vast majority of pitches from start-ups never went beyond first contact. "Back in the day when I was running at full speed in the corporate hamster wheel (he now calls himself the 'spinning hamster'), I used to get around five to 10 calls and e-mails per day from tech companies pitching their product," he says, adding that most of them came to naught. Based on his personal experience, Hills offers these tips on how to get your company in the door ... [continue reading >>>](#)

### ***Tech transfer intern program links TTOs in New Zealand, South Africa***

WaikatoLink, the tech transfer company of the University of Waikato, and the department of science and technology (DST) South Africa are sharing commercialization expertise and building global linkages through a tech transfer internship training program open to local and international organizations. WaikatoLink's five-week tech transfer intern program, designed to enhance technology management ... [continue reading >>>](#)

### ***7th Edition of Royalty Rates for Pharmaceuticals & Biotechnology***

The just-released 7th Edition of *Royalty Rates for Pharmaceuticals & Biotechnology* features more real-deal royalty rates, license fees, and milestone payment benchmarks than any other publication. It contains hundreds of royalty rates and other financial compensation benchmarks that can be used to optimize the pricing of biotechnology and pharmaceutical innovations. The new edition includes updated and expanded information from past editions as well as a 20% increase in reported license agreements. The new edition's transaction details have been assembled and analyzed by world authority Russell Parr, CFA, ASA. In addition, this unique reference features a thorough overview of intellectual property valuation and detailed explanations and examples of seven valuation methods: Simple Rules of Thumb, Industry Guidelines, Pricing Differential Analysis, Discounted Cash Flow Analysis, Risk-Adjusted Net Present Value Analysis, and the Relief-From-Royalty Method. For complete details, including the entire table of contents and sample pages, [click here >>>](#)

### ***Small schools partner to gain prestigious NSF designation***

Clarkson University, through its Center for Advanced Materials Processing (CAMP), has partnered with other universities in successful pursuit of designation as an Industry and University Cooperative Research Center by the National Science Foundation. The partnership will give CAMP scientists access to developments at the other schools, thereby expanding the types of research coming out of Clarkson ... [continue reading >>>](#)

### ***Baylor Research Institute, Eureka Genomics ink research and commercialization agreement***

Baylor Research Institute (BRI), the research arm of Baylor Health Care System, and Eureka Genomics have formed a strategic alliance to achieve a better understanding of the causes of colorectal cancer, potentially leading to advancements in the disease's prevention, management, and treatment. BRI will provide its expertise and clinical resources relating to colorectal cancer and its IP regarding the JC virus ... [continue reading >>>](#)

### ***U-New Hampshire innovation leads to commercialization efforts for organic LED***

With incandescent light bulbs phasing out in countries around the globe, more energy-efficient lighting methods are needed. Responding to the call, a chemistry professor at the University of New Hampshire (UNH) is working to commercialize the organic light-emitting diode (OLED). Glen Miller, whose research with the OLED began several years ago, envisioned household lighting that was more environmentally ... [continue reading >>>](#)

### ***NIH pushes research division to speed drug development, despite protests from scientists***

The National Institutes of Health plans to establish a center to help pharmaceutical companies make drugs from university research discoveries, despite protests from scientists, lawmakers, and some agency officials. "Change requires

action,” says NIH director Francis S. Collins of the proposed National Center for Advancing Translational Sciences (Ncats), which the agency plans to launch by October ... [continue reading >>>](#)

### ***ICAP Ocean Tomo launches University Tech Pool program***

ICAP Ocean Tomo of Chicago has launched its University Tech Pool program, which will draw relevant patents from multiple universities to create comprehensive patent portfolios that will be offered to the market at reasonable licensing terms. Details about the program were released both to potential university participants and end-licensees at the AUTM annual meeting last week ... [continue reading >>>](#)

### ***Go back to basics with direct mail***

In order to succeed with direct mail campaigns in today’s “crazy economy,” direct mail copywriter Dean Rieck recommends you remind yourself of basic principles. He offers the following tips: **Sell things people want.** “In general, direct marketing is not about creating markets but locating existing markets ... [continue reading >>>](#)

### ***Google provides AdSense optimization tips***

“SEO whistleblower” and veteran blogger Stephen Chapman of ZDNet recently met with a Google AdSense optimizer. While he did not divulge all the optimizer revealed, he did share these five tips for optimization tips contained in a Google hand-out: **Maximize your AdSense coverage.** “In order to maximize your earnings, place three AdSense ad units ... [continue reading >>>](#)

### ***Learn Google’s ranking system to move up the search ladder***

Learning how Google’s ranking system works can help you make important changes that can move your website up the ranking ladder, notes entrepreneur Spencer Pyle. He offers a number of suggestions about “need-to-know” basics for improving your site’s Google ranking. First, he notes, when it comes to your web pages two different Google rankings are at work: your search result ranking and your site’s PageRank ... [continue reading >>>](#)

### ***Facebook redesign requires new marketing approaches***

Now that Facebook has made a number of changes to its platform, such as the new design, new layout, and the use of i-frames to create custom tabs, an updated list of Facebook marketing tips could be helpful, says Paul Chaney, the new social media director at Practical ECommerce. Here are some of his marketing recommendations for Facebook’s redesigned platform ... [continue reading >>>](#)

### ***Eight ways to manage negativity on Facebook pages***

“Not everything posted on your social media sites will be helpful or, indeed, welcome,” notes Helen Leggatt, a British freelance writer who has been involved in the marketing industry since the early 1990s. “When you invite others to engage in dialogue, negativity is hard to avoid.”

Some members of your Facebook page may have a genuine beef with your product or service, but some may just want to rant or cause trouble (trolling and spam), Leggatt shares, adding that “how you handle the situation will be very public, and reflect on your business and brand.”

Therefore, she says, it’s essential that you know what to do when faced with complaints, criticism, or even blind rage on your Facebook Page. Here are eight tips to help you handle the situation ... [continue reading >>>](#)

### ***Blog site provides new marketing outlet for TTOs***

A growing number of universities have come to recognize the marketing value of blogs, but not all of them have the staff or the time required to launch a blog and keep it fresh. For institutions in Boston, however, it’s no longer necessary for universities to create their own blog in order to post about their latest activities and share them with the innovation community ... [continue reading >>>](#)

### ***Patent reform passes Senate but fate remains uncertain***

Writing on the blog *IPWatchdog*, IP public policy consultants and lobbyists Manus Cooney and Marla Grossman examine the effort to move comprehensive patent reform legislation toward passage. S.23, “The America Invents Act,” which was passed by the Senate in a 95-5 vote on Tuesday. Despite the strong Senate vote, the path forward for passage of the measure in the House of Representatives ... [continue reading >>>](#)

### ***Supreme Court appears split in hearing of Stanford v. Roche***

The U.S. Supreme Court has now heard oral arguments in the closely watched case involving PCR patents between Stanford University and Roche Molecular Systems, which has significant implications for federally funded research institutions. The decision may hinge on a hole in the Bayh-Dole Act and lead universities, institutes, and small businesses to adjust their contractual procedures to protect IP developed ... [continue reading >>>](#)

### ***Multiple valuation methods more important than ever for early-stage IP***

At AUTM’s 2011 annual meeting last week, Ken Levin, from the Department of Veterans Affairs, moderated a discussion about the valuations that university TTOs place on their IP. The discussion focused on best practices, including the practice of looking at as many comps as possible to set the bounds of the negotiation. In a sense, comps provide a way to “argue back,” according to AUTM participants ... [continue reading >>>](#)



### ***EndoLumina wins AUTM's venture pitch competition***

The creation, care, and nurturing of academic start-ups is a high-profile mission of TTOs. AUTM highlighted this aspect of the profession by hosting its first Venture Pitch Competition during last week's annual meeting in Las Vegas. Four start-ups based on university technologies competed before a panel of VCs for the \$10,000 prize, which was awarded to EndoLumina, a medical device company spun out of ... [continue reading >>>](#)

### ***AUTM stats offer big-picture value, but TTOs may need to dig deeper***

In tech transfer circles, nothing sparks a heated debate faster than the topic of metrics. In particular, there is grumbling aplenty whenever the Association of University Technology Managers (AUTM) releases its annual Licensing Activity Survey, a practice the organization has been diligently carrying out now for 19 years ... [continue reading >>>](#)

### ***Consider offshoring to improve staff efficiency, expand your business reach.***

Though there are potential downsides to offshoring certain tech transfer activities, under the proper circumstances offshoring can improve productivity, reduce costs, and free up valuable time for TTO staff to focus on getting more research out of the lab and into the marketplace ... [continue reading >>>](#)

### ***Express licenses: Craft realistic standards that fit your mission, needs.***

One of the latest entrants into the express licensing arena, the University of Nevada, Reno (UNR), has arrived at a unique mix of terms that they believe has the best chance of nurturing start-ups in a region that has not been particularly prolific in this regard to date ... [continue reading >>>](#)

### ***Tired of being a reactive TTO? Learn how Oregon State is switching gears.***

Sometimes a new name represents a simple rebranding. But at Oregon State University in Corvallis, transitioning the Office of Technology Transfer into the Office for Commercialization and Corporate Development marks a shift from a reactive posture to a proactive, holistic approach ... [continue reading >>>](#)

### ***External review: The 'meat' of invention disclosure evaluations.***

Tech transfer officials at Oregon State expect that a new IP evaluation process will drive faster turnaround on invention disclosures, more informed decision-making by licensing associates, and stronger relationships with inventors and the business community ... [continue reading >>>](#)

### ***U Hawaii OTT realizes significant savings in legal expenses.***

The University of Hawaii Office of Technology Transfer and Economic Development has saved thousands of dollars and in some cases as much as 33% in legal expenses with creative cost-cutting strategies. The OTT has also realized savings by using the business school as a "shadow CEO" ... [continue reading >>>](#)

### ***'Old school' marketing rules still apply online***

"Online marketing ... can sound overwhelming, but there's no need to get scared off by the jargon," says Justin Bruce, who has been working in both traditional and digital marketing for over 15 years. "The old rules still apply." Here are five 'old school' terms that he says are still vital to 'new school' marketing ... [continue reading >>>](#)

### ***Innovaro unveils new version of Knowledge Express®***

IP licensing and innovation services company Innovaro, Inc., has released Knowledge Express v 2.0, which contains "a new and complete redesign" of their online information service. Knowledge Express brings over 30 proprietary data sources together into a web-based application that allows business development and technology managers access to competitive intelligence, IP, and industry ... [continue reading >>>](#)

### ***Be sure to hire capable mobile marketing firm***

"Mobile marketing is an amazing tool for small businesses to communicate with their customers, but you've got to have a strong mobile marketing program in place before you start," says Matt McKenna, president of Miami Beach-based Red Fish Media, a mobile marketing company with a client roster that includes Starbucks, MGM Mirage, Perry Ellis, Nike, Microsoft, and Anheuser-Busch. "That requires ... [continue reading >>>](#)

### ***University of Minnesota licenses online tool for TTOs***

The University of Minnesota has inked a license agreement with CaSTT, LLC, a start-up formed to bring its CaSTT (Commerce and Search for Technology Transfer) software to market. Originally developed for internal use by U-Minn's TTO, CaSTT is a package of software tools and consulting services that allow TTOs to make technologies available for licensing in a searchable, online database and, in some ... [continue reading >>>](#)

### ***More universities battle over branding***

Apparently, university colors are not the only bone of contention among branding-minded institutions. A big to-do recently arose over the use of the color orange by Syracuse and other schools (see last week's e-News). Now, North Carolina State University, it seems, wants to be the only Wolfpack prowling the lucrative world of college merchandising and licensing, a goal that has put it at odds with Loyola ... [continue reading >>>](#)

### ***Here's how to maintain brand consistency across social media***

If you're addressing the challenge of maintaining brand consistency across social media, it pays to listen to the experts. Here are some of their recommendations: **Establish your brand voice.** Before you go out on Twitter and Facebook to promote your brand, you have to decide what exactly your brand stands for. "You need to find a mission, principles, and a standard for what drives your brand," says Michael Sunden ... [continue reading >>>](#)

### ***Political campaigns, IP marketing have much in common***

IP marketers rarely, if ever, think of themselves as politicians, and it's fair to say that politicians never think of themselves as IP marketers, yet there is much that tech transfer professionals can learn about marketing from political campaigns, says political consultant Rob Kubasko, who headlined a marketing session on that very topic at the recent AUTM meeting in Las Vegas ... [continue reading >>>](#)

### ***Transformation of TTO seeks to up disclosures***

The word "transformation" is sometimes used as much for effect as it is to accurately depict just how much an organization is changing, but at Oregon State University the newly named Office for Commercialization and Corporate Development is a clear departure from its predecessor, the OSU Office of Technology Transfer (OTT). Created with the goal of making OSU a more active developer of innovations and corporate ... [continue reading >>>](#)

### ***Do social media users 'like' you?***

Many organizations make a "huge mistake" when becoming involved in social media; they assume that traditional marketing tactics will readily translate over to the social media framework, says Walter R. Dailey, lead consultant and executive producer at Dailey Sound Vector Media, a creative services organization that specializes in developing commercials, jingles, and marketing campaigns. "As you... [continue reading >>>](#)

### ***Can your university "own" its colors?***

When Syracuse University quietly filed for a federal trademark on the word "orange" for use on apparel in 2006, nothing seemed to stand in the way. A similar but broader filing it had made two years earlier was being considered, Syracuse hadn't heard a whisper of protest. (Orange is the university's sports nickname & team color)...[continue reading >>>](#)

### ***Recommendations offered for marketing with "pull" technology***

Consultant Martin Zwilling notes that Guy Kawasaki, in his new book "Enchantment: The Art of Changing Hearts, Minds, and Actions," provides some in-depth recommendations on the how-to of using "pull" technology for marketing, rather than the more traditional and static push tactics most marketers employ. "Here are some of his recommendations for web sites and blogs that I particularly recommend to entrepreneurs and start-ups," says Zwilling ... [continue reading >>>](#)

### ***TTO mixing 'aggression' and flexibility***

Howard Grimes, dean of research and graduate studies at Washington State University, says his university is "aggressive" in its approach to marketing IP, but that flexibility is an equally important component of what he considers to be WSU's unique approach. The traditional university model, he says, employs a 'pull out' approach. "The inventor comes up with an invention ... [continue reading >>>](#)

### ***Free newsletter provides marketing outlet for stem cell IP***

Univercellmarket.com is offering "targeted" marketing for stem cell and regenerative medicine licensing opportunities via a new weekly newsletter called "360." The newsletter is distributed to more than 2,000 members (primarily industry representatives) around the world. The portal currently lists over 4,000 organizations, enabling visitors to search for therapies and stem cell banks, suppliers of GMP manufacturing services ... [continue reading >>>](#)

### ***DVD library of best practices for university start-ups features new #1, U of Utah***

**Start-Up Boot Camp for University TTO Professionals and Inventors**, featuring six sessions filled with nine hours of best practices from 11 world-class start-up experts, is now available as a complete DVD library. Among the featured faculty are the top execs from the University of Utah TTO, which ranked #1 in start-up formation in the latest AUTM survey results. From early decision-making to exit strategies and each milestone along the way, the series is carefully crafted to provide the detailed guidance and advice needed to take academic start-ups beyond survival and ultimately to a liquidity event. The DVD library makes it easy and convenient to share with your entire staff and faculty, and *E-News* readers receive a 50% discount off the regular price, plus a free copy of the special report "Start-Up Strategies" from the Tech Transfer Library. [CLICK HERE for complete agenda and faculty details, and to order >>>](#)

### ***New book offers 'no-nonsense' guide to social media***

Sales and marketing consultant Gaspare J. Marturano has published a new book, "Socialize With Me Or Someone Else Will," which covers tips, tools, and strategies for engaging friends, followers, and contacts using social media. Marturano says that discussions with others convinced him there was a need for an easy to read, "no-nonsense" social media guide. "My book offers tips, tools, and ... [continue reading >>>](#)

### ***Adding images enhances e-mail marketing***

Melanie Attia, e-mail marketing expert and product manager at Campaigner, says that e-mail marketing is no different than any other type of marketing copy – it requires strong headlines followed by statements and calls-to-action, and adding images will enhance the message. She suggests the following five tips for adding successful imagery to your e-mail marketing ... [continue reading >>>](#)

### ***Marketing “double-whammy” formally introduces young TTO***

The fledgling Office of Technology Transfer (OTT) at Boise State University had its formal “coming out” party in March -- which featured the integration of what are often two distinct marketing vehicles, according to director Mary Givens. Leading with an intriguing title “Research Revealed,” the event combined two maiden marketing efforts in one: A showcase of university technology, and the OTT’s first Annual Report ... [continue reading >>>](#)

### ***New U Rochester website connects investors, new technologies***

A new website created by the University of Rochester will link companies and entrepreneurs with innovative technologies developed by scientists on campus. UR officials say the site, called Entrepreneur-Ready Technologies, presents the university’s most promising technologies “in clear language” so entrepreneurs can easily choose one that suits their needs. The site was officially launched April 15 at the third annual ... [continue reading >>>](#)

### ***Seven Tips for Building Customer Loyalty***

Loyal customers can be an important driver of sustainable business growth, notes customer service expert Micah Solomon. “They’re usually much less price-sensitive, can be nearly immune to competitive entreaties, and can become a powerful marketing arm, going out of their way to promote and defend your company online and off -- for free,” he notes. If you’re looking for ways to foster greater customer loyalty, says Solomon, consider these tips ... [continue reading >>>](#)

### ***Program helps UVA’s outreach to best-funded researchers***

The UVA Patent Foundation (UVAPF) developed a program several years ago to help it identify and reach out to faculty members working under large grants who had not had much interaction with the UVAPF. While it is difficult to demonstrate a definitive link between the program and increased disclosures, Miette H. Michie, MS, the foundation’s executive director and CEO, is convinced it has been a success ... [continue reading >>>](#)

### ***9 strategies for using Twitter as an effective marketing tool***

“B2B social media marketing involves a carefully planned mix across multiple channels to build relationships and increase lead generation,” writes Mary Pergolino, a regular contributor to Business2Community.com. “To ensure the effectiveness of such marketing mixes, it’s important to continue checking initiatives against overarching business goals, and allow time to calculate ROI of marketing efforts.” The same holds true, she says, when developing strategies for Twitter. To ensure the most effective return on Twitter, consider the following tips ... [continue reading >>>](#)

### ***Use these tips to improve your PR pitching***

When someone from the “other side of the fence” -- a frequent recipient of marketing pitches -- speaks, it pays to listen. Katie Shutrop, who handles marketing, events, and social media for Metromix Twin Cities/KARE 11 TV’s entertainment site Metromix.com, says that “since sifting through pitches from PR professionals is now part of my everyday routine, I’ve noticed that certain best practices I thought were common knowledge throughout the industry don’t always shine through.” ... [continue reading >>>](#)

### ***Newly created entity to market educational IP***

The newly launched Wisconsin Center for Education Products and Services (WCEPS) plans to enhance the marketing and licensing of non-patentable -- but often copyright-protected -- IP (educational products and services) created by faculty and staff. With the University already being served by the highly regarded Wisconsin Alumni Research Foundation (WARF), WCEPS will have a tough act to follow. WARF, in fact, was approached to handle the educational IP but decided to pass ... [continue reading >>>](#)

### ***Utah Medical Accelerator has first graduate***

Less than a year after launching its Medical Accelerator, the University of Utah is graduating its first research-based company from the facility -- Catheter Connections, which produces an infection-control device that protects patients from infection during intravenous infusion therapy. University start-ups and other companies can rent space at the accelerator to develop and fabricate a wide range of medical devices ... [continue reading >>>](#)



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