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Newsletter

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## Technology Transfer, Innovation and Research Commercialization Process, Intellectual Property

We recognize the vital importance technology transfer and intellectual property professionals play in the research commercialization process. We search to go behind the scenes to bring you detailed, actionable information, best practice, advice with a very specific, single-minded goal: to help you find, develop, license, bring to market your organization's (or your client's) valuable ideas.

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## Technology Transfer and Intellectual Property Rights

### **Berlin university signs major deal for energy conservation patent**

A €500,000 (roughly \$652,000) agreement between the Technical University of Berlin and a major global semiconductor company will grant the latter access to the university's energy conservation patent. "Revenue of this magnitude for technologies from universities is significant and is not the general rule," says Dr. Kirk Haselton, licensing manager at ipal, the exclusive partner for tech transfer and patent licensing for several universities in Berlin ... [continue reading >>>](#)

### **University of Ulster has new take on open innovation**

The University of Ulster has created a new approach to the open innovation model: OpenUlster. Although it still offers its technologies like a more standard TTO, with a menu of innovations listed for licensing, there are some significant differences – notably the addition of an "evaluation license." ... [continue reading >>>](#)

### **European university networks use comedy, theater for tech transfer education**

When it comes to creative techniques for tech transfer education and outreach, it seems the U.S. has nothing on the Europeans, judging by the cutting edge approaches taken by 2 university networks.

Reseau C.U.R.I.E, the French association of university technology transfer offices, is using short films starring professional actors to illustrate how communications can be improved between researchers/tech transfer officers, between TTO officers/private companies.

The LIEU (Liaison Entreprises-Universities) network, comprised of the TTOs of Belgian French-speaking universities, has been involving researchers in role-playing activities to help communicate best practices... [continue reading >>>](#)

### **GA Tech-France campus opens \$37 million tech transfer center**

On April 2nd, Georgia Institute of Technology installed the Lafayette Institute, a \$37 million tech transfer center located in the university's GA Tech-Lorraine campus in Metz, France.

The Institute -- a 20,000-square-foot building with a 5,000-square-foot clean room built to house semi-conductors -- will focus on innovations in optoelectronics, aiming to develop major innovations in the making of microchips ... [continue reading >>>](#)

### **CERN launches Easy Access IP initiative**

CERN, or the European Organization for Nuclear Research, has announced that it has become the latest in a growing number of organizations to adopt the Easy Access IP approach ... [continue reading >>>](#)

### ***Ex-Business Link adviser launches marketing site for SMEs***

The United Kingdom government has announced that its primary business support service, Business Link, will close all regional offices this November and centralize all regional centers and websites into one national web resource ([www.businesslink.gov.uk](http://www.businesslink.gov.uk)). Former Business Link eBusiness adviser David Howlett is seeking to fill the void by launching a website marketing training resource called ReallySimpleSEO ... [continue reading >>>](#)

### ***European hospital consortium signs with Paris life sciences park to launch start-ups***

In Paris, a recent agreement between the life sciences technology park Biocitech and AP-HP, the largest clinical research center in Europe comprising 30 hospitals, aims to boost the development of new start-ups based on life science research. Under the collaboration, scientists from AP-HP will have access to Biocitech's facilities, while the latter will be granted special rights to the projects and innovations originating in AP-HP ... [continue reading >>>](#)

### ***Russian acquisition of US-developed, taxpayer-funded battery technology stirs debate***

Taxpayer-funded company Ener1 was a poster child for US-developed technology and economic development through innovation, with its state-of-the-art battery technology for electric cars and U.S. military vehicles. Backed by \$118 million in federal stimulus funds and \$80 million in state and local incentives, top scientists at Argonne National Lab in Illinois had been lauded for leading the way on this important sector of the green energy market. "This is about the future, and the question is which nation is going to seize the future," said Joe Biden in a speech he gave last year at Ener1's Indiana facilities. "Some nation is going to grab it by the throat. One of the nations of the world is going to lead the world in green energy and technology" ... [continue reading >>>](#)

### ***German research licensed in bid to commercialize antibody-based cancer diagnostic***

An exclusive license agreement between Ventana Medical Systems, Inc., the German Cancer Research Center, and University Hospital Heidelberg in Germany aims to commercialize a novel immunohistochemistry (IHC) antibody that detects a certain protein often mutated in human cancer cases ... [continue reading >>>](#)

### ***Israeli university licenses nano-based delivery system to treat CNS disorders***

BGN Technologies, the tech transfer company for Ben-Gurion University of the Negev (BGU) in Israel, has signed a licensing deal for its V-Smart drug delivery method with Lauren Sciences LLC, a private New York-based biotech company ... [continue reading >>>](#)

### ***Irish universities have a lot to learn about start-ups, researcher says***

Irish business funding for research and university TTOs fails to give Irish start-up companies the support they need when they need it. Instead, TTOs tend to take large chunks of company equity in exchange for funding -- exactly when the companies are most vulnerable -- or drown them in bureaucracy, according to University College Dublin (UCD) School of Business lecturer/researcher Rory O'Shea. New models of operation could free up stale university IP, rejuvenate how research is conducted, transferred into companies both inside/outside the university, he says ... [continue reading >>>](#)

### ***Irish TTO's survey touts future job potential of start-ups***

Most technology transfer offices talk a lot about the number of jobs their start-ups and other initiatives have created in the recent past, but the University College Dublin's NovaUCD has taken a different tack. The UCD commercialization arm recently surveyed its entrepreneurial faculty on the prospects for the future, rather than the results of the past, asking start-ups to estimate their projected impact on jobs. Given the pressure TTOs are under to demonstrate an impact on local economies, the strategy may be a useful one for every office ... [continue reading >>>](#)

### ***Notre Dame English professor launches start-up to commercialize iPad app for students***

Elliott Visconsi, professor of English at the University of Notre Dame, has launched the start-up Luminary Digital Media LLC to commercialize a new, humanities-driven approach to education on the iPad ... [continue reading >>>](#)

### ***Weizmann Institute snags license for imaging technology***

Yeda Research and Development Company, Ltd., the tech transfer arm of Israel's Weizmann Institute of Science, has entered into a license agreement with Adobe Systems Inc. for a bidirectional similarity measure to used summarize visual media -- both still images and video ... [continue reading >>>](#)

### ***Max Planck licenses 3D-viewing technology to "change television as we know it"***

The tech transfer arm of the Max Planck Society, a research center in Germany, has licensed a technology to make 3D home entertainment more viewer-friendly and versatile. The licensed innovation, known as Backward-compatible Stereo 3D, is able to predict the perceived disparity from stereo images, thereby achieving a high-quality 3D picture when shutter glasses are used, as well as a high-quality 2D picture without the glasses ... [continue reading >>>](#)

### ***Cambridge spinout bringing affordable solar power to developing world***

University of Cambridge spinout Eight19 has launched a product that brings affordable solar power to those living off the grid in developing countries. IndiGo is a pay-as-you-go-personal solar electricity system. By combining solar, mobile phone technology, the system is affordable, allows users to light their homes and charge mobile phones as a service, paid with scratch cards ... [continue reading >>>](#)

### ***U Cambridge spinout acquired in bid to create a better light bulb***

CanGaN Ltd., a University of Cambridge spinout company, has been acquired by Plessey Semiconductors Ltd. in a bid to develop a potentially game changing high-brightness LED lights. Plessey acquired CamGaN in order to access 10 years worth of research centered on growing high-brightness, gallium nitrate (GaN)-based LEDs on large-area silicon substrates.

The acquisition will allow Plessey to produce CamGaN's new strain of LEDs on 6-inch silicon wafers processed at Plessey facilities in Plymouth, UK ... [continue reading >>>](#)

### ***University of Cambridge partners with Big Pharma to advance drug discoveries***

A recently announced collaboration between the University of Cambridge (UC) and GlaxoSmithKline (GSK) will link scientists from the school and the pharma giant to accelerate the discovery and development of new medicines ...

[continue reading >>>](#)

### ***UK consultancies offer income and outreach opportunities***

In a recent news release highlighting commercialization efforts in 2011, Cambridge Enterprise (CE), the university's commercialization group, included as part of its £10.2 m income not only licensing and equity transactions, but also consultancy transactions. In fact, according to Paul Seabright, PhD, head of consultancy services, about £3.5M was generated through those transactions ... [continue reading >>>](#)

### ***New UK tech innovation fund to become world's largest of its kind***

The venture capital firm MTI, in partnership with the Universities of Manchester, Edinburgh, and University College London, recently launched a massive new investment fund to help tech innovators take their ideas to market. The Orion Fund aims to raise £150m for university tech start-ups, making it the largest investment fund of its kind in the world. Collaborating with three of the UK's top six ... [continue reading >>>](#)

### ***Stony Brook, Sanofi to collaborate on tuberculosis drug***

Stony Brook University has signed a multi-year research collaboration with Sanofi Aventis Group, of Paris, on a potential treatment for tuberculosis (TB), other bacterial infections.

The collaboration is based on novel compounds that inhibit bacterial cell division by interfering with a cellular protein called FtsZ, which is essential for bacterial cell maintenance/ division. By interfering with FtsZ assembly, the bacteria are unable to maintain, divide, propagate.. [continue reading >>>](#)

### ***Economic woes give rise to more student-focused "boot camp" incubators in U.K.***

Since 2010, the non-profit organization StartX in Silicon Valley has been helping Stanford students develop their start-ups, hone their pitches, and attract solid investors. The popular program -- whose offices include a nap room and walls that can be used as whiteboards -- was launched by Stanford Student Enterprises, the business arm of the student body, and runs its three-month-long course in a vigorous boot camp fashion ... [continue reading >>>](#)

### ***Learn the four 'catalysts' start-ups use to win funding***

Benjamin L. Hallen, assistant professor of strategy and entrepreneurship at London Business School and a contributor to Bloomberg's *Business Class*, says there is a roadmap to venture-fundraising success. Hallen's research, in collaboration with Stanford University's Kathleen Eisenhardt, identifies four hallmarks of efficient prospecting for money.

"By efficiency we mean attempts that take less than two months of formal, almost full-time fundraising, while yielding offers from desired investors," Hallen writes ... [continue reading >>>](#)

### ***'Innovation ecosystem' launched***

The newly established Nexus Innovation Centre at the University of Limerick (UL) is unique in its approach to fostering innovation and entrepreneurship, according to UL research vice president Dr Mary Shire. "It's not just an incubator or enterprise center," she says. "It's going to be the flagship for our engagement with industry. It gives space to spin-out and spin-in companies to engage with the academic community here at the university, with each other, and the broader enterprise community in the region.

It's about bringing all the right ingredients together to create an innovation ecosystem" ... [continue reading >>>](#)

### ***Eight "utterly counter-intuitive" tips for a winning startup***

Matthew Prince is CEO of the rapidly successful web service CloudFare, which was almost five times faster than Facebook in hitting 400 million unique visitors a month. Prince recently offered the crowd at the London Web Summit these eight "simple but utterly counter-intuitive" rules for achieving such a rapid ramp-up ... [continue reading >>>](#)

### ***Marketing firm cites keys to business tweeting***

The UK digital marketing company Add People has examined the habits of business tweeters in an attempt to discover the best ways to use the site and attract new followers. "We've looked at more than 3,000 UK businesses and have published the top 20 tactics that business owners and marketers are using in 2012," says Grant Barton, managing director of Add People.

Here are their top 20 Twitter tips for businesses ... [continue reading >>>](#)

### ***Consider altering your SEO strategy to respond to Penguin update***

The wider world of SEO and online marketing appears to still be in “absolute turmoil” as a result of Google’s Penguin update, says Alistair Harris, content manager at the U.K. web marketing company ClickThrough Marketing. The change, which redefined how Google ranks sites during a user search, “knocked some very reputable and white hat websites straight off the rankings,” Harris says ... [continue reading >>>](#)

### ***Israeli university sues Microsoft for IP infringement***

The Technion-Israeli Institute of Technology has filed a NIS 25 million (roughly \$6,457,000) patent infringement lawsuit against Microsoft around IP developed by Technion professor Rann Smorodinsky ... [continue reading >](#)

### ***Ireland’s new “IP Protocol” gives industry better access to state-funded research***

The Irish government recently announced a new initiative to make it easier for industry to access state-funded research labs to interact, and thereby bring more technologies to the market. The initiative, dubbed the Intellectual Property Protocol, will start by establishing a Central Technology Transfer Office where companies can access new research opportunities along with IP that has accumulated within the entire publicly funded lab system ... [continue reading >>>](#)

### ***Cancer Research UK inks deal to move oncology therapeutic to market***

Cancer Research Technology Ltd. (CRT), the commercial arm of Cancer Research UK, and BioInvent International AB recently announced their collaboration with Queen Mary University of London to research new therapeutic antibodies in oncology. The collaboration is centered on BioInvent’s F.I.R.S.T. technology, which enables the identification of functionally superior antibodies across multiple targets overexpressed by target cells ... [continue reading >>>](#)

### ***UK start-up aims to crowdsource “dormant” university IP***

A start-up launched by British PhD students, aims to tackle a common issue among research universities: the sprawling shelves of “dormant” IP left undeveloped, reported to account for 95-99% of univ innovations ... [continue reading >>>](#)

### ***UCD researcher takes award-winning horse breeding innovation to the market***

Dr. Barbara Murphy at University College Dublin (UCD) has won the Enterprise Ireland’12 “One to Watch” award for her invention of a therapeutic light mask for horses that offers solutions to a number of problems ... [continue reading >>>](#)

### ***UK defense lab licenses Royal Navy radar system for more widespread use***

The UK Ministry of Defence (MOD) is working alongside global technology leader Thales UK to commercialize a fully digital radar electronic support measures (RESM) system. Originally developed by the UK’s Defence Science and Technology Laboratory (DSTL) and first utilized by the Royal Navy, RESM provides increased quality in the information gathered by radar systems, such as better accuracy, sensitivity and focus. The new technology also renders many of the expensive microwave components required in current systems obsolete ... [continue reading >>>](#)

### ***Struggling European economies embrace Startup Weekend***

Many European nations with struggling economies seem to have found hope in the American nonprofit Startup Weekend, a 54-hour competition. Teams of entrepreneurs are formed to test ideas for commercial potential...[continue reading >>>](#)

### ***Envisioning the UK’s university ranking system applied to US schools***

Melba Kurman, founder of the university tech transfer consultancy Triple Helix Innovation, posted an article on her blog discussing the possibility of the U.S. government imposing “a mandatory and public ranking of research universities and individual faculty according to their ‘research excellence,’” which has recently been implemented in the UK. She refers to the UK Research Excellence Framework as “the academic version of a military hierarchy”...[continue reading >>>](#)

### ***UK university’s awards recognizes inventors’ impact on society***

Countless universities in the U.S. and abroad recognize their inventors at annual awards ceremonies, usually citing inventions that have been patented, disclosed or licensed in the past year. But Loughborough University in the U.K. has taken a different approach: Its Enterprise Awards program recognizes how university IP has contributed to the betterment of society, a goal most universities see as part of their mission but that few, formally recognize ... [continue reading >>>](#)

### ***“Entrepreneurship Forum” draws major firms to university***

Enticing Eli Lilly and Company to commit to an overseas campus visit is no doubt a coup, but for the University of Manchester in the UK, Lilly is but one of six major pharmaceutical and healthcare companies that have participated in the newly established “Entrepreneurship Forum” program since its inception early this year. While each visit is targeted to the needs of the visitor, all basically involve the sharing of information about mutual areas of interest and the initial exploration of ways in which the two organizations may work together ... [continue reading >>>](#)

### ***Chinese search engine giant helps build research lab for language technology***

Chinese search engine giant Baidu has taken its business out of the country for the first time to open a joint laboratory in Singapore with the Institute for Infocomm Research (I<sup>2</sup>R).

The Baidu-I<sup>2</sup>R Research Centre (BIRC) is now operating, with teams of researchers and engineers working on human language technology licensed from Exploit Technologies, the tech transfer arm of the Agency for Science, Technology and Research (A\*STAR), which includes the I<sup>2</sup>R ... [continue reading >>>](#)

### **Chinese government funds a company to boost biotech commercialization**

A \$157 million tech transfer company funded by the Chinese government is expected to launch in August, with the goal of fostering collaboration between researchers and investors in the city of Chengdu. According to deputy director of China's technology bureau Ding Xiaobin, the new company is one in a series of initiatives led by local governments to promote commercialization ... [continue reading >>>](#)

### **For these entrepreneurship classes, launching a company is part of the syllabus**

Universities across the country are offering classes, programs, and even camps to help students build successful start-ups. A few campuses in particular have produced a good number of young CEOs, and the success of their courses can often be tracked to their rigor, innovation, and openness to students ... [continue reading >>>](#)

### **Entrepreneur offers 13 tips on early-stage fundraising**

Mark Suster, two-time entrepreneur and contributor to the blog *Both Sides of the Table*, recently posted an article that offers advice to start-ups caught in the difficult, even painful fundraising stage. "I've raised money as a 'hot company,' and I've raised capital when no one would return my phone calls," Suster writes. But what puts Suster in an even greater position of authority is the fact that he's sat "on the other side of the table." Suster takes from his own experience as a VC and crafts 13 tips for raising funds as a fledgling company...[continue reading >>>](#)

### **Crowdfunding makes its way into scientific research as traditional funding dries up**

A *New York Times* article notes that the current "crowdfunding" wave, in which aspiring artists, musicians, filmmakers and others can gather funding from the global online community, is now making its way into scientific research circles, where young scientists struggling to gain funding through traditional avenues are turning to the new "social" funding model ... [continue reading >>>](#)

### **Crowdfunding: Uneasy fit or a new springboard for promising innovations?**

With traditional sources of research funding becoming scarcer by the day, universities and their TTOs are naturally on high alert for any new mechanism that can keep their technologies and start-ups moving forward. Much of the buzz of late has focused on crowdfunding. Websites like Kickstarter, RocketHub, and hundreds of other crowdfunding platforms around the world have demonstrated that the approach can find willing donors for the arts and all kinds of consumer-focused causes. But the concept is new to science, crowdfunding pioneers are only ... [continue reading >>>](#)

### **Agreement aims for entrepreneurial collaboration between India and Israel**

The International Centre for Entrepreneurship and Technology (icreate) India has signed an agreement with the Israel Institute of Technology, also known as Technion, to encourage innovation and entrepreneurship within both institutions. This marks the first global alliance of icreate, which was launched in September 2011 by the Gujarat government to create start-up initiatives in India. The agreement aims to foster ... [continue reading >>>](#)

### **'UnConference' pairs U Michigan innovators, venture capitalists**

In an attempt to attract business leaders and venture capitalists to an event designed to bring the knowledge and innovation community together, Ken Nisbet, TTO director at the University of Michigan, decided to hold an "UnConference" with the Michigan Venture Capital Association ... [continue reading >>>](#)

### **Colorado institute plans to train entrepreneurs for clean-tech start-ups**

A new partnership between the Colorado Cleantech Industry Association and the U.S. Department of Energy's (DOE) National Renewable Energy Laboratory (NREL) aims to foster the creation of venture-backed cleantech companies in Colorado, across the country, and internationally ... [continue reading >>>](#)

### **America Innovates Act proposes "bank" for funding start-ups and education**

Another recently introduced bill, seemingly flying under the radar of the tech transfer community, appears to offer a much more positive set of incentives for commercialization of university research. Coined the "America Innovates Act" (HR-4720), it aims to spur the growth of science and technology jobs by incentivizing start-up formation as well as enhancing business training opportunities for scientists and students ... [continue reading >>>](#)

### **Successful start-ups learn to "realign" in a changing market**

Martin Zwilling at *Startup Professionals* wrote on what he believes to be every entrepreneur's first priority: the ability to adapt to a market that is changing constantly/rapidly. Or as Zwilling puts it, "realignment." ...[continue reading >>>](#)

### **Startup iAMscientist takes Kickstarter-style crowdfunding to research labs**

In an attempt to bring the success of crowdfunding platforms like Kickstarter to the research commercialization process, a Boston-based start-up called iAMscientist aims to apply the online funding model to innovative science, technology and medical research projects ... [continue reading >>>](#)

### **Australian start-up to commercialize nano-based polyurethane applications**

Twelve years ago, with a background in developing polyurethane materials for pacemakers and other biotechnologies, Professor Darren Martin joined the University of Queensland in Australia in search of new possibilities for his research.

“Scientific curiosity had always motivated me,” he says. “The idea of applying nanotechnology to polyurethanes was very appealing” ... [continue reading >>>](#)

### ***Unique model pools angel funds to invest in Oklahoma State U research***

A unique investment tool is helping loyal alumni of Oklahoma State University in Stillwater get in early on promising new technology while also providing researchers with the seed money to get their products to market. Named Cowboy Technology Angels (CTA) in homage to the OSU Cowboy mascot, the project is centered on a member-led investment fund that is promoted to OSU alumni, enthusiasts and friends ... [continue reading >>>](#)

### ***ASU accelerator to target military and defense sectors***

This September, the Arizona State University Venture Catalyst program will offer a unique version of its successful Startup School that will focus on developing products for military and defense professionals, as well as the U.S. veterans community. The two-month Military/Defense/Veterans (MDV) program is free of cost for aspiring entrepreneurs who want to learn about launching companies in areas like military technology, homeland security, border protection and consumer protection processes ... [continue reading >>>](#)

### ***More MBAs choosing the risk of entrepreneurship over steady jobs***

A recent *Fortune* article highlights a growing trend among top business schools in which MBA students are “shunning corporate jobs in favor of going out on their own,” and in record-breaking numbers. Stanford’s Graduate School of Business specifically reached an “all-time high” in which 16% of the class of 2011 chose to start their own companies upon graduating. According to the university, that’s a three-fold increase from the early 1990s and a third higher than the 12% peak during the dot-com boom ... [continue reading >>>](#)

### ***Head of Google startup accelerator lists key resources for pitch prep, fundraising***

Eze Vidra is head of Campus London, Google’s start-up space in East London that houses accelerators and collaborative spaces. Recently on *TechCrunch*, Vidra posted tips for startups in the fundraising phase. She maintains that good investors “are able to determine (at least in their own minds) what start-ups would succeed or fail in a matter of minutes.” With that in mind, she urges start-ups to get their hands on all the tools available to help improve their pitching success. Here’s her list of recommendations ... [continue reading >>>](#)

### ***Oxford spinoff aims to save millions with revamped ultrasound imaging***

Intelligent Ultrasound is a freshly minted University of Oxford spinoff that aims to improve the quality and diagnostic power of ultrasound imaging, the most widely used diagnostic imaging tool. The U.K. university’s tech transfer arm Isis Innovation recently announced that the start-up has raised over \$900 thousand (US) to develop software solutions that reduce faulty diagnoses and avoid expensive, inconvenient rescans ... [continue reading >>>](#)

### ***Startup Act 2.0 fails to address the danger of innovators as “free agents”***

Laura A. Schoppe, president and founder of tech transfer consulting firm Fuentek, LLC, recently posted an article about Startup Act 2.0, the revised version of a bill that’s been making its way through the U.S. Congress and which has raised the ire of tech transfer leaders over its “free agency” provisions promoting faculty control over the commercialization of their research ... [continue reading >>>](#)

### ***CEO says tech transfer funding should shift from universities to start-ups***

Elizabeth Iorns, co-founder and CEO of online marketplace Science Exchange, recently posted on the company blog about the nationwide emphasis on commercializing university research, but her take is not going to make her many friends among TTOs and faculty researchers ... [continue reading >>>](#)

### ***Carnegie Mellon spinoff’s app lets users report public transit info in real-time***

The U.S. Department of Transportation (USDOT) recently granted \$102,000 in Phase I funding to Carnegie Mellon University spinoff Tiramisu Transit LLC. The company plans to commercialize a smartphone app that enables transit riders to post real-time information about bus schedules and seating for other commuters to read. The app is named Tiramisu -- that’s Italian for “pick me up” ... [continue reading >>>](#)

### ***Washington state launches \$20M university-focused fund to build start-ups, boost economy***

The state of Washington recently launched a \$20 million university-focused venture fund that, over the next four years, aims to invest its dollars in promising start-ups from the University of Washington and other research institutions across the state ... [continue reading >>>](#)

### ***Texas State makes commitment to tech transfer with 38-acre research park***

Texas State University is currently building a new 38-acre research park that is expected to help commercialize faculty research and thereby boost the local economy. Named the Science, Technology and Advanced Research Park (STAR), the new facility is part of a larger initiative to create companies and jobs from the work being done in Texas university labs ... [continue reading >>>](#)

### ***U.S. Dept. of Energy's first tech transfer coordinator 'hitting her stride'***

The U.S. Department of Energy's first full-time tech transfer coordinator, Karina Edmonds, "seems to be hitting her stride," says Tom Michael of *Innovation* in his profile on the former Caltech and NASA commercialization specialist, who joined the DOE in April, 2010 ... [continue reading >>>](#)

### ***Tech transfer vet argues the pros and cons of "express licensing"***

On his blog *Technology Commercialization*, Dean Stell, a "deal-maker type" with over a decade in university tech transfer experience, posted his thoughts about the benefits and drawbacks of express licenses. The one-size-fits-all licensing approach has been gaining favor with a growing number of TTOs in response to years of complaints from the business community that universities were "much too slow" in making deals to license their technologies ... [continue reading >>>](#)

### ***New bill aims to fight patent trolls by twisting "loser pays" policy***

A new patent bill introduced in the U.S. Congress, H.R. 6245, also known as SHIELD (Saving High-Tech Innovators from Egregious Legal Disputes), aims to permit the award of attorney fees to successful defendants accused of infringing a computer hardware or software patent if the action "did not have a reasonable likelihood of succeeding" ... [continue reading >>>](#)

### ***Ohio Regents tech transfer task force pushes industry-university collaboration***

*Forbes* contributor Rebecca O. Bagley is an active proponent of university tech transfer, and in a recent article she uses the Ohio Board of Regents Technology Transfer and Commercialization Task Force -- a group she recently joined -- as an example of the kind of approach needed to foster regional entrepreneurship/economic growth...[continue reading >>>](#)

### ***Fellowship brings scientists into the business world, boosts start-ups in Oklahoma***

Earlier this year, the Oklahoma Medical Research Foundation (OMRF) Technology Transfer Office and i2E, a nonprofit corporation that mentors a number of Oklahoma tech start-ups, created a joint fellowship to spread awareness of the potential of science-based tech transfer ... [continue reading >>>](#)

### ***Texas A&M nabs big contract for center focused on national security technologies***

The Texas A&M University System (TAMUS) has been awarded a 25-year contract to develop one of three Centers for Innovation in Advanced Development and Manufacturing, an effort being spearheaded by the U.S. Dept. of Health and Human Services. The \$258.6 million deal consists of an initial investment of \$176.6 million from the U.S. government, with the remainder cost-shared by commercial and academic proposal partners ... [continue reading >>>](#)

### ***I-Corps cites successes as it plans expansion***

In July 2011, the National Science Foundation launched a program to educate scientists and engineers about taking their innovations beyond the lab and into the market. Known as Innovation Corps (I-Corps), the program provides participating researchers with two site-based short courses, extensive online coaching, and hands-on outreach to potential customers. The program also allows researchers to interact with entrepreneurs, others tech industry players... [continue reading >>>](#)

### ***USPTO releases guidelines for submitting third-party pre-issuance docs***

The U.S. Patent and Trademark Office (USPTO) recently issued a set of final rules for submitting third-party pre-issuance documents under the America Invents Act (AIA). Beginning September 16th, the AIA will allow anyone to submit published documents relevant to the examination of a pending patent application, along with a concise explanation of the importance of the submitted documents ... [continue reading >>>](#)

### ***In developing electronic MTA, Addgene succeeds where others have failed***

Nonprofit research group Addgene has earned a spot as finalist in the Mass Technology Leadership Council (MassTLC)'s 15th Annual Leadership Awards, in the Best Use of Technology category, for its wildly successful eMTA – something long dreamed of by tech transfer professionals ... [continue reading >>>](#)

### ***Measure transactional efficiency to get more bang for your budget bucks***

Getting more deals, and better deals, done in less time would improve the outcomes for any technology transfer program, but achieving this "transactional efficiency" (TE) requires more than simply working harder ... [continue reading >>>](#)

### ***Solving the mystery of why investors reject perfectly viable business ideas***

Martin Zwilling of the blog *Startup Professionals* recently posted an article on the reasons why investors decline certain projects pitched to them, even when the idea seems like a winning proposition. Summing it up, Zwilling writes that today, "new entrepreneurs often seem to confuse viability with fundability." In other words, no matter how promising your company is in theory, that doesn't guarantee investors will be chomping at the bit to fund you ... [continue reading >>>](#)

### ***University leaders debate focus on market-led versus discovery-based research***

At a recent conference organized by the Association of American Universities and the Science Coalition, officials from both private and public institutions discussed the future of pure discovery-based research in the face of current federal initiatives aimed at funding projects designed for commercial success. Those at the meeting agreed, in general, that encouraging entrepreneurship is indeed important, just as taking breakthrough technologies and therapeutics to the market is important ... [continue reading >>>](#)

**Harvard scientists aim to improve on animal trials by testing drugs on organ-like microchips**

Donald Ingber, director of Harvard University's Wyss Institute, is attempting to revolutionize the way pharmaceuticals are tested on humans. As most people know, drugs are often initially tested on animals; but Ingber claims that too often results in animal models "fail when a compound is tested in humans." Of course, performing initial tests on people is too risky. Ingber's solution? "To do studies with human cells," he says, "but not just cells in a dish -- cells that exhibit organ-like structures" ... [continue reading >>>](#)

**Columbia U's e-mail marketing yields impressive returns**

There may be an ongoing debate in university TTO circles about the effectiveness of e-mail marketing, but there's no such debate inside Columbia Technology Ventures (CTV). In the past several years the program has generated about a 21% click-through rate and a 10% reply rate for a cost of \$10,000-\$15,000 a year (about \$180 per campaign.) What's more, "we've identified at least a handful of deals that have more than paid for the cumulative costs of the program," says Orin Herskowitz, executive director of CTV, vice president for IP & technology transfer ... [continue reading >>>](#)

**U Michigan licenses questionnaire that alerts parents of their children's sleep problems**

The University of Michigan Technology Transfer Office has signed a licensing deal with health tech company Zansors LLC to commercialize the sleep quality (SRBD) scale technology developed by UM researchers. Zansors plans to develop an easily accessible version of the SRBD Scale to help identify children at high risk for sleep-associated breathing disorders, hyperactivity and sleepiness ... [continue reading >>>](#)

**U Washington gets second \$65M grant from NIH for tech transfer programs**

The University of Washington Institute of Translational Health Sciences (ITHS) has received its second five-year, \$65 million grant from the National Institutes of Health (NIH). The money will mainly go towards programs that teach research faculty to engage technical help, run pilot market-based projects, and secure the money and expertise required to make it through clinical trials and launch companies ... [continue reading >>>](#)

**U Colorado licenses thinner, more versatile superconducting cables to inventor's start-up**

A University of Colorado technology that offers improved superconducting cable has spun out into a new company launched by the inventor, U Colorado physicist Danko van der Laan. The university has licensed the technology to van a start-up Advanced Conductor Technologies LLC (ACT), in an exclusive option agreement ... [continue reading >>>](#)

**U-Rochester website touts 'Entrepreneur-Ready' inventions**

Most TTO websites will select and feature several inventions they feel will attract the greatest amount of interest from potential licensees, but the University of Rochester has put its own special twist on this approach. First, it has come up with a creative title for its recently implemented website feature: "Entrepreneur-Ready Technologies." Second, the initial introductions to these technologies are ... [continue reading >>>](#)

**U Denver partners with ICR to commercialize inventions**

The University of Denver's Office of Technology Transfer has formed a partnership with the Innovation Center of the Rockies to help commercialize inventions/intellectual property developed by DU researchers. According to the university ICR, a non-profit organization, was chosen after a national search. The organization will provide ... [continue reading >>>](#)

**UC San Diego seeks \$110M center to bridge gap between drug research and industry**

This summer, the University of California in San Diego is approaching the Regents of the University of California with plans for a \$110 million research center to accelerate the development of treatments by the school and its industry partners.

Dubbed the Center for Novel Therapeutics (CNT), the proposed project also aims to promote interaction between private company researcher, their academic counterparts operating out of nearby clinical facilities, particularly the UC San Diego Moores Cancer Center, the UC San Diego Health Sciences campuses...[continue reading >>>](#)

**U of Utah's enhanced quantum dots to boost energy efficiency in solar panels, back-lit screens**

In 2008 at the University of Utah, doctorate candidate in chemistry Jacqueline Siy-Ronquillo made a chance discovery while researching quantum dots, or manmade semiconductor nanocrystals that emit light in colors that correspond to their size. Since their discovery in the 1980s, quantum dots have had one major limitation: once formed, the dots do not change size or color ... [continue reading >>>](#)

**U Iowa legal battle with prof underscores need for clarity, communication**

It's the kind of ugly, internecine legal battle that leaves scars on everyone involved. And in what may only be the first round of this case, an Iowa City jury has found in favor of the University of Iowa Research Foundation (UIRF) in a lawsuit that was brought by Donald MacFarlane, a medical school professor who claimed that UIRF cut him out of millions in potential earnings from his discoveries related to the treatment of arthritis ... [continue reading >>>](#)

**U of Southern Mississippi gives its outsourced tech transfer arm the boot**

At the University of Southern Mississippi, the vice president for research since 2010 Denis Wiesenburg is taking to task the school's current tech transfer arm, Noetic Technologies Inc., which costs USM \$750,000 each year in what he says is one of several "sweetheart" arrangements entered into by the research office before his arrival ... [continue reading >>>](#)

### ***U of Illinois awards its first proof-of-concept grants***

The University of Illinois has delivered its first proof-of-concept funding grants to four of the school's researchers for technologies they aim to take from the lab to the marketplace ... [continue reading >>>](#)

### ***U Michigan partners with VC group to launch more university-based startups***

A new partnership between the University of Michigan's tech transfer office and the Michigan Venture Capital Association (MVCA) aims to increase the commercialization of university technology by granting members of the MVCA access to UM-based research and start-ups ... [continue reading >>>](#)

### ***U of Alabama TTO taps students for "triage teams"***

Dan Daly, a chemist at the University of Alabama who in the past has led a number of research teams to develop and commercialize new products, is often struck by how clueless many of his researchers were to the industry side of things. "What surprised me was how poorly these guys performed," Daly says of their pitching sessions. "I was amazed. These guys were so bright" ... [continue reading >>>](#)

### ***Students in U of Southern Indiana summer program will attempt to commercialize naval technology***

This summer at the University of Southern Indiana, six engineering students and six business students will join the Technology Commercialization Academy (TCA), working full-time to develop ideas/strategies for the commercialization of patents from the Naval Surface Warfare Center Crane Division (NSWC Crane)...[continue reading >>>](#)

### ***U of Delaware partners with U.S. Army on research-based economic development***

For two and a half years, the University of Delaware and the U.S. Army have collaborated to develop and commercialize novel technologies to help protect troops in combat.

But their partnership is also intended to develop the local area into a thriving center for research and innovation, and to build up UD's new Science Technology and Advanced Research (STAR) campus ... [continue reading >>>](#)

### ***Content plays pivotal role in high search ranking for U Colorado TTO***

With SEO commonly seen as the path to high search engine rankings, it makes sense that so much time is spent on the care and feeding of appropriate keywords and the ins and outs of social networking. However, there's more than one way to skin this "cat," as the University of Colorado Technology Transfer Office has clearly demonstrated. This TTO regularly achieves "page one" ranking without having a "formal" SEO program in place ... [continue reading >>>](#)

### ***Maryland state universities make commercialization a criterion for tenure***

State universities in Maryland will soon be mandated to take patenting and commercialization into account when offering tenure and promotion to its research faculty. State university officials hope the change will foster a better track record of turning research into products, dollars, and jobs ... [continue reading >>>](#)

### ***Northern Arizona University joins AZ Furnace***

Northern Arizona University (NAU) has joined Arizona Furnace as the first university research partner. AZ Furnace, being led by Arizona State University, is a start-up accelerator which is aimed at individuals starting companies based on technologies developed at Arizona research institutions ... [continue reading >>>](#)

### ***Universities make most of conference in their 'backyard'***

Having a national conference sponsored by federal agencies take place in your region is a potential marketing bonanza, and several organizations in Kentucky took full advantage of the annual National Institutes of Health Small Business Innovation Research/Small Business Technology Transfer conference (SBIR/STTR)... [continue reading >>>](#)

### ***University of Central Florida - UCF promotes online votes to help spinoff in business plan competition***

Given the increasing use of social media, it was probably inevitable: universities are going to have to become skilled in promoting online voting to help their start-ups win some business plan competitions.

The UCF has just done that for the Mesdi team, a UCF clean energy start-up company, to help it compete in the online voting portion of the Department of Energy National Clean Energy Business Plan Competition.

While the team did not win the competition, the UCF Office of Technology Transfer says it has learned some valuable lessons ... [continue reading >>>](#)

### ***Not two years old, U Michigan's spinoff accelerator is filling up fast***

One year and seven months after its launch, the University of Michigan Venture Accelerator has nearly hit capacity, with 18 UM-based startups working in its facilities and a waiting list of more to join. "We haven't had to worry about top-notch infrastructure," says Laura Schrader, whose drug-based startup 3D Biomatrix is powered in part by UMVA and its resources -- mainly labs and mentoring. "There's great meeting spaces," she adds, "we have a beautiful laboratory, our offices are perfect." Schrader comments on the typical start-up challenges that are softened by working within UMVA's structure: "There's a lot more detail that you have to take care of when it isn't an incubator. When it's your own space, you're fending for yourself on everything" ... [continue reading >>>](#)

### ***Decision matrix offers more objective basis for go/no-go decisions***

After a number of years working in TTOs, Joy Goswami, MS, MBA, RTTP, a senior level licensing associate in the University of Delaware's Office of Economic Innovation & Partnerships, came to the realization that many understaffed and overworked offices were in need of new procedures that enabled them to make a determination about the future of their technologies in a more objective, more efficient manner. In a recent webinar hosted by *Technology Transfer Tactics*, he shared with participants the decision matrix he developed to address that problem ... [continue reading >>>](#)

### ***The 10 key elements that will make your business plan fundable***

One of our favorite bloggers on start-ups, Martin Zwilling, offers another gem in his Start-Up Professional Musings column on the keys to writing a business plan that investors fund. He cites these 10 critical elements ... [continue reading >>>](#)

### ***Canadian academics bristle at trend toward market-led research***

Officials at the University of Guelph in Southwestern Ontario have joined a growing chorus of academic voices who contend that a shift from largely public funding of research to largely private funding could compromise the kind of discovery-based research that is essential to the research university mission ... [continue reading >>>](#)

### ***Harvard diabetes treatment wins \$8 million up front in licensing deal***

A recent license agreement between Janssen Pharmaceuticals, Inc., and drug discovery partnership firm Evotec AG will push to commercialization a treatment that triggers the regeneration of insulin-producing beta cells in the battle against diabetes. The drug was originally developed by scientists in the Harvard University lab of Douglas Melton, then further analyzed in collaboration with Evotec researchers ... [continue reading >>>](#)

### ***Location, design of new Ohio State tech transfer offices help drive campus innovation***

The old retail adage holds that the three most important factors in a successful business are "location, location, location." It appears that for the Ohio State University's Office of Technology Commercialization & Knowledge Transfer, the location of its new headquarters is at the very least one of the critical components of its future success ... [continue reading >>>](#)

### ***NIH inks license agreement for cannabis-based treatment for liver failure symptoms***

A new license agreement between KannaLife Sciences, Inc. and the National Institutes of Health Office of Technology Transfer (NIH-OTT) aims to bring to market a patented, cannabis-based treatment for diseases caused by oxidative stress. Under the exclusive agreement with NIH, KannaLife plans to move forward in its development of a novel drug compound to treat hepatic encephalopathy (HE), or the onset of mental confusion, altered states of consciousness, and coma that can accompany liver failure ... [continue reading >>>](#)

### ***Deshpande dishes on keys to a successful proof-of-concept center***

Dr. Desh Deshpande, co-chair of the Obama Administration's new National Advisory Council on Innovation and Entrepreneurship (NACIE), is featured in a Commerce Department web posting dishing on what he believes are the keys to effective proof-of-concept centers ... [continue reading >>>](#)

### ***Hutchinson Center license novel antibody designed to eradicate blood cancers***

A license agreement between biopharma company Actinium Pharmaceuticals, Inc., and the Fred Hutchinson Cancer Research Center (FHCR) gives Actinium the rights to commercialize a monoclonal antibody that targets diseased white blood cells. The antibody -- BC8 -- targets the cells directly and precisely in radiation treatment, thus avoiding the effects of radiation on other healthy tissues.

Under the license, Actinium gets worldwide rights to develop and commercialize BC8, and will provide the FHCR with milestone payments, support funding for further research, and, once BC8 hits the market, royalties on product sales ... [continue reading >>>](#)

### ***State of Ohio plans to step its game up in technology transfer, recommends commercialization factor into tenure***

The Ohio Board of Regents issued a report making key recommendations that aim to create jobs and spur economic growth by promoting the commercialization of research from universities across the state. The report and its recommendations were partly inspired by the perception -- and data supporting it -- that Ohio has lagged in tech transfer compared to the rest of the country ... [continue reading >>>](#)

### ***Rensselaer licenses efficient, heavy-duty solar power technology***

A team Rensselaer Polytechnic Institute researchers aim to help reduce reliance on fossil fuels with a new solar power technology that uses superconducting magnets to more effectively convert sunlight into electricity.

Most notable for its lack of moving parts and its ability to function in higher temperatures through a novel cooling system, the RPI technology has been licensed to Concentrating Solar Power Utility, whose founder Thomas P. Kay co-invented it alongside Rensselaer professors Douglas Chrisey and Yoav Peles ... [continue reading >>>](#)

### ***UMass-Lowell licenses technology to improve cognitive health through food***

A license agreement between the University of Massachusetts-Lowell / tech venture firm Atlantic Virtual Incubation Co. (AVIC) aims to commercialize a series of enhanced cognitive function nutritional supplements ... [continue reading >>>](#)

### ***Does pressure for commercialization threaten the integrity of research?***

In a recent commentary published in *The Scientist*, Timothy Caulfield posed a question concerning the increasing emphasis placed on commercialization among today's researchers: "Is this push good for science? What damage might the market's invisible hand do to the scientific process?"

While Caulfield acknowledges that social forces -- war being the most apparent -- have spawned significant scientific progress in the past, he also expresses concern that the current pressur ... [continue reading >>>](#)

### ***Industry partnership aims to commercialize Binghamton U technologies for battling electronic counterfeiting***

An agreement between the New York State Center of Excellence in Small Scale Systems Integration and Packaging at Binghamton University (S3IP), and leading security and forensic authentication firm Applied DNA Sciences (APDN) will push collaboration on microelectronics research and commercialization, among other projects.

The agreement comes at a time when the defense industry is looking for novel solutions to the growing number of counterfeit electronics that have flooded both consumer and military markets ... [continue reading >>>](#)

### ***Iowa State plans a multicounty "corridor" for biotech research and manufacturing***

Over the next few years, Iowa State University will add more than 200 new faculty members for positions that will help make central Iowa a hotbed of research & manufacturing, beyond its strong biotech community...[continue reading >>>](#)

### ***Groundbreaking bird flu test kit licensed in Southeast Asia***

Scientists at the Experimental Therapeutics Centre (ETC) and clinicians at Tan Tock Seng Hospital (TTSH) in Singapore have developed the most comprehensive and rapid test kit for H5N1 bird flu to date. Though it's not typically transmittable to humans, certain highly lethal strains of the virus can "jump" from birds to humans and have been known to cause serious infections and even death rates as high as 60% in infected patients.

Although treatment is currently available, the threat still remains of a serious pandemic, as most people have no immunity to H5N1 ... [continue reading >>>](#)

### ***Comings and Goings***

Colorado State University's nonprofit tech transfer arm CSU Ventures has chosen **Denichiro "Denny" Otsuga** to become associate vice president of the organization. Otsuga previously served as executive director of the University of Kentucky Technology Transfer Office, as well as founding director at South Dakota State University's TTO where he helped increase licensing revenue by 250% and boost ... [continue reading >>>](#)

### ***Comings and Goings***

Auburn University has hired Doug Warrington, a former executive of several small biotech companies, to become director of business development for its Office of Technology Transfer. The university says it is "exceedingly pleased" to have acquired Warrington, who graduated with an Executive MBA from Auburn and has since worked with a number of start-ups to help develop their business strategies. "He has the experience and ... [continue reading >>>](#)

### ***Comings and Goings***

The University of California at Riverside has selected Michael Pazzani, the previous tech transfer czar at Rutgers University, to take the position of vice chancellor for research and economic development. Pazzani replaces Charles Louis, who after eight years is retiring from the job.

Among his goals, Pazzani says that by 2017 he plans to double the amount of outside research funding the school receives in a year -- that's \$100 million this past school year -- and to triple that amount... [continue reading >>>](#)

### ***Comings and Goings***

South Dakota State University has announced patent attorney **William Aylor** as the new director of the SDSU Technology Transfer Office, starting August 6th. Aylor, who also has a master's degree in microbiology, formerly led the Office of Technology Transfer at West Virginia University Research Corporation. "I see myself as an employee of the professors," says Aylor. "In that role, I need to find ways to protect and ... [continue reading >>>](#)

### ***Comings & Goings***

The West Virginia Innovation Transfer Consortium (ITC) has named industry specialist **Jack Carpenter** its new director. Stemming from TechConnectWV, a statewide organization focused on economic development, the ITC program will provide tech transfer services to West Virginia's smaller colleges and universities by connecting state university researchers with private sector partners.

Carpenter formerly worked for the ... [continue reading >>>](#)

### ***Report finds 76% of U.S. university patents go to foreign-born researchers, making case for immigration law reform***

Partnership for a New American Economy (PNAE), an organization for progressive immigration policy, recently reported that in 2011 over 76% of the patents awarded to the country's top 10 research universities were invented by foreign-born scientists ... [continue reading >>>](#)

### ***Lock down your procedures for paying patent maintenance fees***

A recent analysis of the organizations that have missed patent maintenance payments is dominated by research universities. The list is a bit alarming on the face of it, suggesting that universities are slack when it comes to keeping tabs on their valuable IP.

And while an occasional oversight might actually place a patent at risk of lapsing, the high rate of missed payments is more likely due to intentional abandonment of non-performing IP assets, according to several sources ... [continue reading >>>](#)

#### ***How to prepare for the “dreaded” due diligence***

Martin Zwilling of the blog *Startup Professionals* notes that for start-ups, the due diligence process conducted by investors as the final step before supplying funds can be harrowing -- as well as damaging if start-up managers are not properly prepared. According to Zwilling, “surprises in the evaluation of the management team, documentation, and personnel problems can derail the investment” ... [continue reading >>>](#)

#### ***Case study shows how to use Twitter as an effective branding and marketing tool***

Roz Hase, senior planner at TMW, recently turned to Twitter to help crowdsource the choice of her next mobile phone (she was trying to decide between two well-ranked options). The experience taught her a lot about using Twitter for branding ... [continue reading >>>](#)

#### ***New tool boasts big increase in post-click conversions***

LivePerson, Inc., a provider of real-time intelligent engagement solutions, has launched Keyword Lift, a tool it says increases conversions from paid search through intelligent, post-click marketing ... [continue reading >>>](#)

#### ***Science for hire in an eBay-style marketplace***

Imagine a world where specialized scientific resources -- such as expensive laboratory equipment as well as the high-level expertise required to operate it -- are all somehow interconnected so that university researchers have at their disposal a much wider array of resources than what is housed at their own institutions ... [continue reading >>>](#)

#### ***Treatment to fight breast cancer relapse quickly making its way to market***

At the University of Chicago, professor of hematology and oncology Suzanne Conzen, MD, is developing a novel breast cancer treatment to prevent relapse that is brought on by a specific illness, classified “estrogen receptor-negative” breast cancer ... [continue reading >>>](#)

#### ***Seven must-know tips for using QR codes***

Quick Response or QR codes are quickly becoming a marketing staple, appearing in magazines, on billboards, even resumes and business cards. How can you use them most effectively?

“Creating a QR code is easy,” says Randall Craig, web and social media strategist and author of the newly released *Online PR and Social Media for Experts*. “Just Google the words QR Code and you’ll find a number of no-cost web-based QR Code creators. To read the code ... [continue reading >>>](#)

#### ***Five strategies for ensuring your blog is an effective social media tool***

“I’ve always said that tools are only as good as the skills of the people using them, and the moving target of social savvy customers along with a rapidly evolving social web make social media marketing skills acquisition a bit tricky,” says Lee Odden, the CEO of TopRank Online Marketing, a Minneapolis-based digital marketing agency. He says part of the answer to the distracted approach to social media marketing efforts can be found in following the basics – and that definitely applies to blogging. “If I were only to give five content marketing tips to a company that wanted to get the most for and from its customers through blogging,” says Odden, “here are the tips I’d give:” ... [continue reading >>>](#)

#### ***Try these ‘UnMarketing’ tactics for online audience engagement***

Scott Stratten, president of his own marketing consulting firm and author of “UnMarketing,” says he wrote the book because he was tired of hypocritical marketing. During a recent presentation entitled, “Top Tools for Engaging Your Audience Online,” he offered the following tips ... [continue reading >>>](#)

#### ***Utilize social networking more effectively***

Too many organizations are relying on gut instinct and crude metrics to assess payback from their growing social media presence,” says Jeff Mortimore, the area manager of Southern Oregon Goodwill.

“Without an accurate measurement framework, they risk misinterpretation that can lead to misinformed decisions on budget (and time) allocations and marketing mix.”

Before you begin your strategy, or even if you have already dived in, says Mortimore, here are 9 considerations you should have established before reacting to your intuition ... [continue reading >>>](#)

#### ***Entrepreneur seeks to commercialize overlooked innovations***

Only a relatively small number of innovations in Ireland actually make it from the research bench to commercialization, says entrepreneur Joe O’Keeffe, but he is looking to reverse that trend through his organization, ScienceWorks. Created in 2010, it seeks to identify IP with strong commercial potential and, if it passes due diligence, promote a start-up based around the technology ... [continue reading >>>](#)

#### ***Understand the true value of content marketing***

‘Content marketing’ is in danger of becoming sold as a commodity without the underlying value behind it, says Steve Masters, a campaign delivery manager for the search marketing firm Vertical Leap. “As the Internet is full of web designers who don’t understand web marketing, just as anyone can call themselves an estate agent if they sell a house,

so the surge of interest in content marketing will create a growth of people who sell it as a service to customers who just think they are buying into a good thing, he cautions.

If you are a marketer or business owner, you have heard that content is where you should be spending your energy, here's a quick guide to what it actually means...[continue reading >>>](#)

### ***Follow these basics for marketing your tablet app***

Sourcebits, a firm that specializes in mobile, Cloud marketing, notes that "marketing your tablet app doesn't take a public relations genius, but there are some basic steps you'll need to follow." For ex., says the firm ... [continue reading >>>](#)

### ***Use testimonials to build up your website***

"Websites are like virtual market places wherein people purchase a product without the option to actually see it before the transaction. Therefore, it is essential that you give some kind of proof to gain a buyer's trust," says Piux Antone, marketing director for Pro Sulum, a WordPress product development agency.

Here are a few tips from Antone on how you can leverage the use of testimonials to increase your website's conversion rates ... [continue reading >>>](#)

### ***Here's how to make the most of video SEO***

"Like on-page text content, video SEO requires the same kind of in-depth keyword research for video to ensure that the right keywords are being targeted," notes Carla Marshall, managing director of Sorbet Digital Ltd., which provides Video SEO, SEO, PPC and social media consultancy services to a range of clients in the UK, the U.S. and Europe.

"To rank highly in the search engines (including video hosting sites like YouTube), it's absolutely essential that the right key phrases are selected and used wisely, [because] the ones you choose to use will have an enormous impact on whether your video is found and whether it adds to the user experience if watched" ... [continue reading >>>](#)

### ***Take a common-sense approach to mobile marketing***

"Rather than recommend that marketers undergo dreaded technical training, some of those most experienced in mobile marketing suggest a common-sense approach to the channel," says Jeff Hasen, chief marketing officer at Hipcricket, a mobile marketing and mobile advertising company. He shares these practical tips from professionals in the mobile marketing trenches ... [continue reading >>>](#)

### ***Study suggests Facebook marketing works, even if its IPO didn't***

Facebook stock may have been a poor investment when its much heralded IPO took place last month, but investing in marketing on the grand-daddy of social networks appears to be worthwhile, according to a just-released study. The study, from web research firm comScore, found that people who were "fans" of Starbucks and Target, or friends of those fans, were more likely to buy something than those who were not fans ... [continue reading >>>](#)

### ***NASA revamping tech transfer portal as it deflects criticism on pace of commercialization***

Looking to address harsh criticism from its own inspector general that it has been painfully slow in getting important technologies out of the lab and into the commercial marketplace, NASA has opened a revamped technology transfer portal aimed at streamlining the space agency's tech transfer process ... [continue reading >>>](#)

### ***Try these Twitter tips to get to the 'next level'***

How do you move to the next level of social marketing mastery? Devin Desjarlais, social media manager at Max Borges Agency has five 'can't-miss' tips for upping your Twitter game: **Don't schedule & split:** Scheduling tweets with a platform such as HootSuite or Tweetdeck can be a great way to spread out your social sharing throughout the day. However, Desjarlais says that it's important to pay attention to any responses your scheduled tweets may ... [continue reading >>>](#)

### ***Get more mileage out of your blog: Turn it into an e-book***

If you're looking for a way to get more out of your blog posts, turning them into a book or eBook is an ideal option, says one publisher. "Being able to turn one's blog into a book is a great way to further share their message, as well as increase their earning potential," explains Sarah Gilbert, director of sales at Lulu.com (www.lulu.com), an open-publishing company. "Plus, turning your blog into a book is actually a lot easier than you may think." Gilbert offers the following tips for successfully turning your blog into a book ... [continue reading >>>](#)

### ***Being 'Office of Yes' yields high disclosure rate***

The Office of Technology Transfer at Caltech prides itself in being the "Office of Yes," according to Fred Farina, Chief Innovation Officer and Executive Director.

That attitude, he says, is what has led it to a number one ranking in AUTM surveys when it comes to invention disclosures per faculty member.

In fact, he notes, the office generates about 200 disclosures a year from a faculty of 300 -- a rate that most TTOs can only dream of ... [continue reading >>>](#)

### ***Integrate your mobile, local, search and social campaigns***

"In a world where everyone is online, on the go and involved with people both far and near, it is imperative that advertising be consistent across all platforms," says Marcela De Vivo, an expert in search engine optimization. She offers the following tips to integrate the mobile, local, search and social campaigns for your organization: **Create a well-**

**optimized WordPress blog:** WordPress can be utilized as a blog as well as a full agency-style site, notes De Vivo. "There are hundred ... [continue reading >>>](#)

### ***Here's how to make any viable social marketplace work for you***

"I'm neither in love with any social media space, nor suggesting that Facebook is the be all, end all of marketing, but I am in love with what any space can do for driving business and building a brand," says Greg Habermann, Chief Operating Officer and Vice President at SageRock, Inc. and an expert in SEO, PPC, and social media campaigns. Habermann offers these tips for building your brand socially ... [continue reading >>>](#)

### ***'Student TTO' connects innovators with resources***

The Student Commercialization Board at Ohio State University, which began operations in March 2012, has been referred to as "almost a student tech transfer office" by Brian Cummings, the school's vice president of technology commercialization and knowledge transfer. And while it isn't staffed by own licensing officers, it does work to engender entrepreneurial spirit, to connect student innovators with resources both on campus and external, and it has sponsored a number of networking events ... [continue reading >>>](#)

### ***To optimize social marketing, be a communicator***

Communicators, people who are very aware of and in touch with their target audience, tend to have the most long-term success at social media marketing, says Penelope Thompson, a book marketing consultant and writer. "They care about what their followers care about and use social media to learn and market to them properly," she explains. Here are five important tips Thompson suggests you keep in mind if you want to fall into this category ... [continue reading >>>](#)

### ***Go from social media metrics 'dummy' to genius***

Entrepreneur and marketing executive Mike Lewis posted comments about a recent webinar entitled "From Dummy to Genius: Tips for Social Media Metrics." Webinar speaker Leslie Poston, an expert on social marketing and analytics, offered insights "to help turn even marketers who are fearful of social media metrics into analytics junkies." Here are a few of those insights ... [continue reading >>>](#)

### ***Try these best practices for speech writing***

Creating a compelling speech is no small feat, says Kevin Cain, who oversees content strategy at OpenView Venture Partners, a Boston-based venture capital firm that invests in expansion-stage technology companies. "Speeches are among the most difficult types of content to create -- an art form that most content marketers never master," he asserts. Based on his experience in writing and delivering speeches, as well as listening to other speakers, he offers these speech writing tips "you should always put into practice" ... [continue reading >>>](#)

### ***Manage customer experience to build a stronger brand***

Organizations with strong, consistent, well-managed brands have higher market valuations than their competitors, but building brand value involves much more than developing a great looking visual identity, says Jens Lundgaard, founder and CEO of Brandworkz.

"Brand building is all about managing the customer experience whether that is through your products, packaging, price, advertising communications, website, e-mail marketing or even your sales personnel".

"Each time a customer interacts with your brand, that experience defines who you are, how you operate, and how you're different from your competitors." Here are 3 tips Lundgaard offers for building a stronger brand...[continue reading >>>](#)

### ***Enhance your influencer marketing***

"Marketers send out hundreds of letters every day to influencers in the social space. That's because influencers are usually a great way to get an 'in' any time a brand seeks to align itself with a niche," notes Michael Ogince, director of platform and production strategy at Big Fuel, a social media agency. He offers the following tips to help you enhance your influencer marketing campaigns ... [continue reading >>>](#)

### ***Try these mobile app development tips***

After developing multiple mobile apps for its clients, Interaktiva, a digital marketing firm based in Miami, has come up with the following recommendations for creating successful apps: **Make your app name short:** It should be no more than two to four words, says the agency, so people don't have to type a long name when they are searching. In addition, let the name ... [continue reading >>>](#)

### ***Keep your inbound marketing on track during summer doldrums***

Summer may be the time for vacations, but taking time off from continuing your inbound marketing efforts "could be the kiss of death," warns Debra Murphy, president of Masterful Marketing.

"Even if you are busy now, consistently executing your inbound marketing is essential to keep your pipeline full of prospects," she says. The following tips can help you keep your inbound marketing flowing even when you're on the beach, and ensure you're ready for September's increase in activity ... [continue reading >>>](#)

### ***Tailor your TTO's presentation to foreign visitors***

Because of its resources and convenient location, the University of California San Diego (UCSD) probably sees more than its share of foreign representatives -- and that includes its TTO. For example, a delegation from Canada, sponsored by the U.S. Department of State, visited the office in September 2011, representatives ... [continue reading >>>](#)

### ***Establish thought leadership to enhance marketing effectiveness***

"If you haven't made concrete your thought leadership goals and plans, you could feel like you've turned up late to the party," says Jamie Griffiths, an inbound marketing specialist for Approved Index. He offers the following tips "to ensure that you're catapulted into the position of thinker-in-chief in your sector" ... [continue reading >>>](#)

### ***Market yourself and your team at networking events***

In a similar vein to the Kentucky marketing efforts noted in the previous article, TopRank marketing manager Ashley Zeckman says that "local networking events present a plethora of opportunities for individuals/organizations as a whole." She offers the framework to get the most out of networking events as an individual/as a team... [continue reading >>>](#)

### ***Try these "easy" keyword research tips for inbound marketing success***

A crucial element to optimizing your inbound marketing content, says Frank Isca, an account executive for Weidert Group, a full-service marketing agency based in Appleton, WI, is being mindful of the right keywords that are being used by your ideal prospects when they search for your product or service online. Here are some "easy" keyword research tips from Isca ... [continue reading >>>](#)

### ***These tips will improve your blog's marketing power***

"It takes more than just publishing a blog post to market your offline business," says Christopher Jan Benitez, a professional writer specializing in feature articles and content marketing. "You need to work within a content publishing schedule, use online tools to aid you in reaching out to your customers, find new ideas to test/implement in business." Here are content marketing tips that Benitez says will allow you to map out a sound plan... [continue reading >>>](#)

### ***More content marketing tips to improve your blog***

In our first installment of this two-part series, Christopher Jan Benitez, a professional writer specializing in feature articles and content marketing, outlined several content marketing tips for mapping out a sound plan, including listing promos and events for your business; creating an editorial calendar; publishing posts diligently; doing your research; writing 'hypnotic' headlines. Here are several tips for successful content marketing... [continue reading >>>](#)

### ***Use these guidelines to make sure your marketing messages 'sing'***

"With attention spans short and competition intense, clear language is essential to help marketing messages sing and spark interest in your business," says Andrea K. Hammer, a regular contributor to entrepreneur.com. She offers the following guidelines for effective marketing descriptions to build your reputation and business ... [continue reading >>>](#)

### ***Here's how to make your marketing video a success***

Vid4Pro, a platform for individuals and businesses to upload professional videos for marketing, HR or training purposes, has analyzed the most frequently viewed and shared online business videos on its platform to assess the commonalities between the most successful ones. Here are their top 5 tips to make a business video a success... [continue reading >>>](#)

### ***Market your website for free***

"In these days of limited resources, many [organizations] are looking for ways to market their sites on a limited budget," notes Claudia Bruemmer, chief editor of the TopTenWholesale Newsroom. And tech transfer offices are certainly members of that group. To stretch your marketing dollars, she offers the following online marketing tactics you can use to start promoting your site for free ... [continue reading >>>](#)

### ***Try these social media tips to enhance your trade show marketing***

Social media platforms have a huge amount of information on them that can be used to initiate sales opportunities at trade shows, says Manny Mandrusiak, managing creative consultant and 4 Bravo Marketing contributing editor. He says it's all about taking the time to leverage social media to do three things while at the show ... [continue reading >>>](#)

### ***Create customized landing pages to better target your marketing and boost conversions***

A landing page isn't necessarily your homepage -- it can be any page across the site, notes Mark Simmons, a co-founder of Mixed Digital, a Durham, NC-based digital marketing agency.

"Knowing this, why leave that to chance?" he challenges. "By creating a custom marketing landing page you can control exactly what a visitor sees and significantly improve your chances of conversion."

Here are five ways that Simmons says you can make sure your landing page is effective in its goal -- driving conversions ... [continue reading >>>](#)



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