



Asociatia Româna pentru Transfer Tehnologic si Inovare

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De la idee, brevet si inovare prin transfer tehnologic si servicii la unitati puternice inovative cu activitate bazata pe valoare adaugata ridicata

Technology Transfer, Innovation and Research Commercialization Process, Intellectual Property

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

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TTO, client collaborate on new licensing model

"The customer is always right." It sounds a bit trite and shop-worn, and it can certainly be taken to the extreme, but there's no doubt that addressing customers' concerns holds the key to success for any sales or marketing venture. It's also true that some TTOs still have a lot to learn when it comes to speaking the language of business. But that's apparently not the case with the Universities ... [continue reading >>>](#)

British government to invest £200m in Technology Innovation Centers

The British government plans to invest more than £200m in a network of technology and innovation centers to drive growth in the U.K.'s high-tech industries. The centers are intended to bridge the gap between universities and businesses, helping to commercialize innovations from Britain's research base. "We need to do more to ensure the U.K. benefits from its world-class research," says Business ... [continue reading >>>](#)

U-Copenhagen invention saves energy as it purifies indoor air

Heating, cooling, and dehumidifying air inside buildings currently consumes one-sixth of the world's energy. An invention from the University of Copenhagen that purifies indoor air more efficiently than conventional systems could reduce that energy use by 25%. "CleanAir" recently was patented by Matthew Johnson, PhD, associate professor in the university's Copenhagen Center for Atmospheric ... [continue reading >>>](#)

British firm launches barcode system to protect early-stage business concepts

A U.K.-based start-up has launched a software application that offers a unique new way to protect IP. Creative Barcode embeds application-driven digital codes into written and visual concepts, proposals, and creative works to denote ownership and permission-based usage. Developed by designers and innovators, the software application can be downloaded by professional originators, creative individuals, and ... [continue reading >>>](#)

Organization launched in Ireland to increase number of spinouts

A national professional organization has been established in Ireland to increase the number of spinouts from Irish higher education institutions (HEIs) and the number of technology license agreements between these bodies and industry partners. The Irish Technology Transfer and Innovation Group (ITTIG) comprises the TTO directors in 10 of Ireland's HEIs, including the seven national universities. In ... [continue reading >>>](#)

GenSpera acquires patent from Johns Hopkins, U-Copenhagen

San Antonio, TX-based GenSpera, Inc., has acquired a patent from the Johns Hopkins University and the University of Copenhagen for medical imaging technology that incorporates derivatives of thapsigargin -- the active ingredient in GenSpera's therapeutics program. The company's technology platform combines the plant-derived cytotoxin with a pro-drug delivery system that releases the drug ... [continue reading >>>](#)

Follow these '10 commandments' to secure angel investment

Writing on the blog sponsored by the Rockstar Group, a U.K.-based entrepreneurial consulting firm, social media strategist Laura Hillman describes "10 commandments" to secure angel investment ... [continue reading >>>](#)

Edinburgh Napier University to spin out whisky biofuel company

Scotland's Edinburgh Napier University has filed a patent on a biofuel manufactured from byproducts of distilling whisky and plans to spin out a company to commercialize the technology. The process was developed over the last two years at

Napier's Biofuel Research Centre with financial backing from Scottish Enterprise's proof of concept fund ... [continue reading >>>](#)

New service geared to business incubators

Consulting and finance firm Brain Logistics and the South Moravian Innovation Centre, both of Prague, Czech Republic, have developed BLUES (Brain Logistics Start-Up Evaluator), a web-enabled analytical benchmarking database that compiles key statistics from start-ups to determine their potential viability and competitive advantage. The BLUES methodology provides business incubators with consistent ... [continue reading >>>](#)

London scientists develop phone charger that can switch itself off

Researchers at City University London have developed an electrical charger that can switch itself off once a phone or iPod has been fully charged. Current chargers -- often plugged in permanently by owners -- are believed to be responsible for 1% of global carbon dioxide emissions. "Sixty-five percent of UK mobile phone owners leave their chargers plugged in once a week, but the redundant adapters continue ... [continue reading >>>](#)

'E-shirt' improves physical training regimens

A Spanish firm has developed a smart 'e-shirt' that can measure and transmit key information about physical performance during exercise -- data that can help both professional and everyday athletes to improve their training routines. The start-up company emxys is developing TrainGrid and its e-shirt at the European Space Agency's (ESA) Business Incubation Centre Noordwijk in the Netherlands under the ... [continue reading >>>](#)

Pfizer inks deal with K.U. Leuven for HIV drugs with new mechanism of action

Pfizer has negotiated an exclusive license for a family of potential anti-HIV compounds known as ledgins that were developed by researchers at K.U. Leuven in Belgium. The agreement gives Pfizer rights to sublicense the IP in return for an up-front fee and future payments to the university, dependent on development, regulatory, and sales milestones. Ledgins are a family of compounds that ... [continue reading >>>](#)

Russia-Singapore partnership launches \$100M nanotech VC fund

The Russian Corporation of Nanotechnology (RUSNANO), Singapore Economic Development Board (EDB), and 360ip -- an international IP investment and fund management firm headquartered in Singapore -- have signed a memorandum of understanding to establish the Asian Nanotechnology Fund, which will have a target capitalization of US\$100 million. RUSNANO and 360ip each expect to raise US\$50 ... [continue reading >>>](#)

VCs shying away from stem cells

Embryonic stem cell research, which has been in the political crosshairs, has an even bigger money problem. Venture capital investors say they have been steering clear of the nascent technology due to its high-profile legal and regulatory woes and to uncertainty about stem cell business models. The current constraints on both public and private capital for stem cell research, analysts say, likely will result in a ... [continue reading >>>](#)

Tel Aviv University develops nano-vehicle to deliver chemotherapy treatments

Dan Peer, PhD, a researcher in Tel Aviv University's department of cell research and immunology and Center for Nano Science and Nano Technology, and Rimona Margalit, PhD, professor in the department of biochemistry and molecular biology, have developed a nano-sized vehicle that can deliver chemotherapeutics directly into cancer cells while avoiding interaction with healthy cells. The innovation ... [continue reading >>>](#)

BU names first 'Innovator of the Year'

Mark Grinstaff, a professor who teaches both Biomedical Engineering in the College of Engineering and chemistry in the College of Arts and Sciences at Boston University, is the recipient of the first annual 'Innovator of the Year' award, which was presented at the inaugural "Tech, Drugs & Rock 'n Roll!" -- created as a way to help members of the entrepreneurial ecosystem network with one another and learn ... [continue reading >>>](#)

Boot camp helps start-ups grow

Start-up 'boot camps' may sound like a good idea -- but do the attendees actually benefit? In the case of one such program, at least, the answer appears to be a resounding "yes." When Vickie Morris and Jeff Borden enrolled in Tech Wildcatters' 12-week boot camp for entrepreneurs in Dallas this May, they had one product and two customers. Since then, their Brand Protection Agency launched two more ... [continue reading >>>](#)

'Digging deeper' with social media

Okay, so you've got a few employees managing your social media efforts, and you've amassed some followers, friends and contacts. You've posted a few tweets and blogs marketing your product or service, but you're still stumped at how to reach out to other businesses. Here are some tips on the next steps to take ... [continue reading >>>](#)

How to salvage an 'unsubscribe'

Just because someone asks to 'unsubscribe' from your e-mail marketing campaign, it doesn't mean the relationship is necessarily over, says Frank O'Brien, founder of New York City-based agency Conversation. "There has been a shift in the way e-mail is being used now," he explains. "It used to be an active promotion tool. Now it is becoming much more of a passive one. Just because someone is ... [continue reading >>>](#)

USPTO releases interim *Bilski* guidelines

Writing on his blog IP Watchdog, patent attorney Gene Quinn examines the USPTO's publication of *Interim Guidance for Determining Subject Matter Eligibility for Process Claims in View of Bilski v. Kappos*. The interim *Bilski* guidance applies to applications filed before, on, or after the effective date of July 27, 2010. The Patent Office is encouraging examiners to issue 101 rejections only in "extreme ... [continue reading >>>](#)

Vanderbilt start-up purchased by investor group

Huntsville, AL-based Microarrays, Inc. (MI), a start-up launched by Vanderbilt University that develops array-based technologies for biological research, detection, and diagnostics, has been acquired by the company's management team and a group of independent investors. The new company structure will allow MI to respond more quickly and nimbly to client needs in the diagnostic and health care ... [continue reading >>>](#)

Auburn researchers develop process to convert waste into fuel

Researchers at Auburn University have patented a process to produce ethanol from paper mill waste materials through biological conversion. With research funded by the Masada Resource group, the conversion process can produce an estimated 2.5 million gallons of ethanol a year from a single paper mill. The waste product, or sludge, is composed of cellulose and hemicellulose -- polymers that must be broken ... [continue reading >>>](#)

University System of Maryland technology increases seafood production

Scientists at the University System of Maryland (USM) have developed an environmentally sustainable and cost-efficient system to increase the world's supply of high-quality seafood. The technology formed the basis of a licensing agreement to Maryland Sustainable Mariculture LLC (MSM), a biotechnology start-up in Baltimore. The technology, known as the Recirculating Marine Aquaculture System ... [continue reading >>>](#)

Legislation to advance technology commercialization clinics across New York State

New York State invests more than \$100 million a year in university research, and state universities invest nearly \$4 billion annually in research through government, industry, and internal funding. The longstanding challenge has been to transform that investment in groundbreaking research and innovation into commercially viable products and processes and, ultimately, to create businesses and jobs ... [continue reading >>>](#)

Moffitt Cancer Center inks agreement to commercialize personalized approach to radiation therapy

The H. Lee Moffitt Cancer Center in Tampa, FL, has inked a license agreement with CvergenX, Inc., for the exclusive worldwide rights to a technology platform called InterveneXRT that individualizes radiation therapy. Moffitt researchers have used gene expression analysis and systems biology to create a radio-sensitivity classification index for individual tumors. "While genomic analysis has been applied ... [continue reading >>>](#)

U-Minn students form start-up based on water filtration treatment technology

As undergraduates, Joe Mullenbach and Alex Johansson took on a herbicide-eating microbe patented by the University of Minnesota and caught the entrepreneurial bug. In the process, they turned a class project into a start-up. Their newly launched venture, named NewWater, plans to introduce drinking water filtration technology that can reduce concentrations of the widely used agricultural herbicide ... [continue reading >>>](#)

Utah State TTO receives patent for spray manipulation technology

Utah State University's Technology Commercialization Office has been issued U.S. Patent 7,757,966 for high-speed jet control technology invented by Barton Smith, PhD, professor of mechanical engineering. Smith's Coanda-assisted spray manipulation (CSM) technology is a device used to control high-temperature sprays using fluidic techniques ... [continue reading >>>](#)

Michigan State researcher grows pest-resistant soybean

Two lines of pest-resistant soybean developed by a Michigan State University scientist promise healthier harvests for growers -- and a little green for the university too. "Sparta -- the Soybean Aphid Shield" is the new trade name for genetics developed by Dechun Wang, PhD, associate professor of crop and soil science, who has tested some 2,000 strains of soybeans against aphids to isolate ... [continue reading >>>](#)

Ohio State revamps TTO and seeks dramatic increase in revenues

The Ohio State University eclipses many of its Big Ten counterparts in research dollars -- \$703 million in 2008, placing OSU in the top 10 nationally. Licensing income for the same year was a paltry \$2 million, however -- an imbalance that has dogged OSU for years. "Ohio State has been underperforming relative to our research expenditures," admits Caroline C. Whitacre, PhD, OSU's vice president ... [continue reading >>>](#)

UC San Diego scientists design long-use implanted glucose sensor

Bioengineers at the University of California San Diego have developed an implantable glucose sensor and wireless telemetry system that continuously monitors tissue glucose for months at a time and transmits the information to an external receiver. The device may be useful to people with diabetes as an alternative to finger sticks and short-term, needle-like glucose sensors that must ... [continue reading >>>](#)

U of Maryland's YouTube channel touts inventions

The office of Commercial Ventures and Intellectual Property (CVIP) at the University of Maryland has launched a YouTube channel to increase interest in its inventors and inventions. "It really grew out of one technology I love to talk about," says Stephen Kinsey, a CVIP technology licensing officer. Kinsey says that technology was developed by researcher Stuart Martin, PhD, who found that when cancer cells break ... [continue reading >>>](#)

Marketing on Facebook can work

Some observers pooh-poo Facebook as a business marketing vehicle, saying that its use should be limited to what it was originally designed for -- social networking. But Villie Farah, a media professional and editorial manager of her own company, says that you can use Facebook to successfully market to other businesses. Here are some of her suggestions ... [continue reading >>>](#)

Saudi university launches IP portal

The Prince Sultan Research Chair for Environment and Wildlife (PSRCEW) and Intellectual Property and Technology Licensing (IPTL) office at King Saud University have jointly launched a program called Biomed Silco, whose main objective is to develop and provide simple and user-friendly software tools for specific biomedical applications. Dr. Khalid Saad Al-Saleh, director of IPTL, says his group has started ... [continue reading >>>](#)

NC State, IBM partner on analytics to improve technology commercialization

North Carolina State University is leveraging analytics tools developed by Armonk, NY-based IBM to better identify potential users of technology created at the Raleigh school. NCSU has completed two pilot studies to see whether Big Blue's data analytics tools could improve the efficiency of the university's OTT in finding companies capable of commercializing its research innovations. The analytics ... [continue reading >>>](#)

U-Tampa partnership creates life science entrepreneurs

A collaboration between researchers at Tampa's H. Lee Moffitt Cancer Center and Research Institute and MBA students at the University of Tampa's John H. Sykes College of Business is helping scientists learn how to commercialize their discoveries while exposing MBA students to an industry that drives economic growth. The partnership began when MBA students in a course on creating and ... [continue reading >>>](#)

CRT, ValiRx ink licensing deal to develop prostate cancer treatments

Cancer Research Technology (CRT) has signed a deal to provide biotech company ValiRx plc with the global rights to develop a promising compound to treat hormone-resistant prostate cancer. In preclinical tests in mice, the compound -- called VAL 201 -- has been shown to halt the growth of tumors that have not responded to hormone treatments. The compound, which also has demonstrated effectiveness in ... [continue reading >>>](#)

U-Michigan spinout acquired by Tektronix Communications

Chelmsford, MA-based Arbor Networks, an internet security and network management company founded by Farnam Jahanian, PhD, professor and chair for computer science and engineering at the University of Michigan (U-M), and then-doctoral student Robert Malan, is being acquired by Tektronix Communications, a division of Washington, DC-based Danaher. Arbor will remain a ... [continue reading >>>](#)

SUNY Research Foundation tech transfer hubs take shape across New York

The State University of New York (SUNY) system, in partnership with The Research Foundation of SUNY and SUNY campuses statewide, has launched five regional technology transfer hubs across the research enterprise to spur high-tech business opportunities and stimulate economic growth in New York State. Tech transfer operations at the University at Albany, Binghamton University, University at ... [continue reading >>>](#)

U-Cincinnati unveils one-stop technology commercialization office

The University of Cincinnati has merged its Office of Entrepreneurial Affairs and Intellectual Property Office into the newly created Office of Entrepreneurial Affairs and Technology Commercialization. The merger is more than a name change, says Dorothy Air, PhD, associate vice president for entrepreneurial affairs and technology commercialization. "This allows us to work together to position faculty ... [continue reading >>>](#)

U of New Mexico TTO gets serious about enforcing patent rights

With limited resources and no appetite for courtroom maneuvers, university-based technology transfer offices have traditionally been weak enforcers of patent rights. But that stance may be changing. Consider what's been going on at the Science and Technology Corporation at the University of New Mexico (STC.UNM) in Albuquerque. The TTO has filed a patent lawsuit through the International Trade Commission ... [continue reading >>>](#)

Texas State enhances commercialization efforts

Texas State University has received a federal grant to help build its Science Technology Advanced Research (STAR) project -- a commercialization center expected to spin out technologies, bring in fledgling companies, and create jobs in central Texas. Texas State's Office of Commercialization and Industrial Relations (OCIR) will receive a \$1.8 million grant from the U.S. Economic Development ... [continue reading >>>](#)

U-Alabama nanodiamonds may improve joint replacement devices

Total knee and hip joint replacement devices that last a lifetime are closer to reality thanks to research in the department of physics at the University of Alabama at Birmingham (UAB) involving specialized nanodiamonds a billionth of a meter in size. Physicist Yogesh Vohra, PhD, director of the UAB Center for Nanoscale Materials and Biointegration, and Aaron Catledge, PhD, research assistant ... [continue reading >>>](#)

Federal agency's marketing approach holds lessons for academic TTOs

The Agricultural Research Service (ARS), the research arm of the U.S. Department of Agriculture, has a different approach to getting its technology to market than most universities - which also puts a greater responsibility on its inventors, says Rob Griesbach, PhD, deputy assistant administrator for technology transfer. "One the things we have that is unique is that our scientists' mission is to conduct ... [continue reading >>>](#)

Turn your business card into a 'mini-brochure'

It's decidedly low tech, but the business card remains an effective way of reaching out to clients and prospects. How do you make yours stand out? Online marketing consultant Don Crowther thinks you should put your picture on your business card. Not only that, but he wants you to include a mini-résumé, your Twitter handle, and some sort of special offer that entices each recipient to get in touch. "To me, a ... [continue reading >>>](#)

Adapt your business plan to fit your goals and audience

"Your business plan is a document that needs to be accurate and realistic, because it will detail everything that your business does, where it stands now, what you hope to achieve with your business, your target market, your unique selling point, and all of your financial forecasts for your business," notes Helen Cox, webmaster of Angel Start-ups. Business plans are decision-making tools; there is no fixed ... [continue reading >>>](#)

CEO offers marketing tips for small businesses

In a recent column for "American Express Open Forum" Ivana Taylor, CEO of Third Force, offered a number of small business marketing tips, including an exhortation to "speak your mind." By spreading the message that is most important to their businesses, she explains, entrepreneurs can bring their biggest issues to the forefront. She also suggests making sure that the company's website is updated to ... [continue reading >>>](#)

Entrepreneurs urged to scout universities for start-up help

"A little known but valuable resource every start-up should investigate is a formal or informal connection to your local university," writes Marty Zwilling, who authors a daily blog for entrepreneurs. He offers this list of the areas where entrepreneurs should be able to find help ... [continue reading >>>](#)

Focus groups help Indiana U revamp its TTO website

The Indiana University Research & Technology Corp. (IURTC) used a series of focus groups with key stakeholders to help determine the look and feel of its new website, created to bring with it "a user-friendly, one-stop shop designed to empower and connect inventors, entrepreneurs and investors." IURTC President Tony Armstrong, JD, MBA, says he collaborated with the university's Creative ... [continue reading >>>](#)

Vendors reveal top CRM tips

Jennifer Lonoff Schiff, who runs a blog for and about small businesses, writes that eCRM Guide asked Salesforce.com, NetSuite, and SugarCRM for their tips on what to look for when purchasing a customer relationship management (CRM) system, as well as advice on how to make sure employees actually use the system and get the most out of it. Here are their responses ... [continue reading >>>](#)

Measuring social media marketing results easy as "1, 2, 3"

Although measuring the return on investment of social media marketing isn't as cut and dried as other types of marketing strategies, it is still possible to get a fairly accurate idea of how your efforts are paying off for you, according to the site "Drop Ship Access." The site offers these three tips to help you measure your success in social media marketing ... [continue reading >>>](#)

Ohio U licenses 'pee power' wastewater remediation technology, looks to next commercial blockbuster

Athens, OH-based E3 Technologies, LLC, will develop an Ohio University invention called the GreenBox to clean commercial and agricultural wastewater and produce hydrogen energy -- a technology described as "pee power." Founded by Gerardine Botte, PhD, professor of biomolecular and chemical engineering at Ohio U and inventor of the technology, E3 recently licensed a suite of electrochemical devices ... [continue reading >>>](#)

UT-Battelle licenses surface engineering and graphite foam technologies

Euclid, OH-based MesoCoat, Inc., a venture-backed nanotechnology materials science company, has acquired exclusive commercial rights to a high-density infrared surface modification technology IP portfolio from UT-Battelle, LLC. The breakthrough surface engineering technology was developed over the last decade at the infrared processing center in the industrial materials division of Oak Ridge ... [continue reading >>>](#)

Harvard nanoscale transistors allow sensitive probing of cells

Scientists at Harvard University have fashioned nanowires into a type of V-shaped transistor small enough to probe the interior of cells. The device, described in *Science*, is smaller than many viruses and about 1/100th the width of the probes currently used to take cellular measurements. The technology represents a marked improvement over bulkier probes, which can damage cells upon insertion and ... [continue reading >>>](#)

Ohio State researchers test alternative to traditional semiconductors

Researchers at Ohio State University have demonstrated a plastic computer memory device that uses the spin of electrons to read and write data. An alternative to traditional microelectronics, so-called "spintronics" could store more data in less space, process data faster, and consume less power. The prototype plastic spintronic device created by Arthur J. Epstein, PhD, distinguished university ... [continue reading >>>](#)

Penn State to lead energy innovation hub at Navy Yard

A research consortium led by Pennsylvania State University has secured up to \$129 million in federal funding to develop an energy innovation hub at the Philadelphia Navy Yard. The group garnered the highly competitive grant from the U.S. Department of Energy. Three other federal agencies contributed about \$7 million, and Pennsylvania kicked in \$30 million. Over the next five years, the federal grant ... [continue reading >>>](#)

MO school taps royalty income to boost prospects for fresh IP

Keith Strassner, director of the Office of Technology and Economic Development at the Missouri University of Science and Technology (MST) in Rolla, MO, has seen too many promising innovations come to nothing because inventors don't have the resources to develop their ideas to a marketable point. Even if potential licensees or investors show an interest in the IP, they inevitably ask for additional data or a ... [continue reading >>>](#)

U-Michigan researcher develops advanced display technology

In a step toward more efficient, smaller, and higher-definition display screens, a University of Michigan professor has developed a color filter made of nano-thin sheets of metal with precisely spaced gratings. Sliced into metal-dielectric-metal stacks, the gratings act as resonators that trap and transmit light of a particular color, or wavelength, explains Jay Guo, PhD, associate professor in the department ... [continue reading >>>](#)

Seattle Children's CEO invents cheap ventilator to save premature infants

Amid his duties as a hospital CEO, Thomas N. Hansen, MD, of Seattle Children's Hospital has invented what could be a disruptive idea for saving the lives of vulnerable newborn babies. A neonatologist by training, Hansen is leading a team that's developed a prototype called the Hansen ventilator using simple technology that could sell for a fraction of the cost of existing life-support machines and be far ... [continue reading >>>](#)

U of Cincinnati merges commercialization offices

A number of universities have entrepreneurship programs or departments that are separate and distinct from their TTO, but the University of Cincinnati has apparently decided that when it comes to marketing IP "one head is better than two," and has merged its Office of Entrepreneurial Affairs and its Intellectual Property Office (IPO) into a single unit -- the newly created Office of ... [continue reading >>>](#)

Schools agree to 'share' logo

Universities are notoriously zealous about guarding the sanctity of their logos, so it's a bit surprising that the Florida State University 'Seminoles' seem willing to share theirs with a Florida High School -- but that's exactly what they've done, perhaps at least partly in the name of good community relations. Bradenton's Southeast High School will be allowed to remain the "Seminoles," and can keep the ... [continue reading >>>](#)

Streamline your social media activities

Diane Helbig, a professional coach and president of Seize This Day Coaching, says she uses a number of time management tools to help streamline her social media activity. Here are the five tools she says have the greatest impact ... [continue reading >>>](#)

Match marketing to four stages of the buying cycle

For virtually all B2B marketing professionals, including IP marketers, it's important to match the right content to a buyer's needs throughout a lengthy buying cycle, says Paul McKeon in an article at *MarketingProfs.com*. "B2B marketing is no longer just in the business of brand management and lead generation," he says. "It must serve a huge demand for content that spans buyers' needs, from pre-awareness to ... [continue reading >>>](#)

Here's how to market your tradeshow booth

"The main goal of any kind of marketing is to attract and retain a growing base of satisfied customers," notes a blogger identified as "Lorna" on marketing.oddpodz.com. "In order to accomplish this for a tradeshow, you need to create and implement a marketing plan that fits the needs of your company while catering to a trade show clientele." Here are some tips she says will help you market and promote your next tradeshow event ... [continue reading >>>](#)

USPTO issues guidelines for determining obviousness

Writing on his blog Patently-O, University of Missouri law professor Dennis Crouch excerpts the USPTO's set of updated examination guidelines on the core patentability issue of obviousness. "The 18-page guidelines do not have the force of law but will impact how examiners judge obviousness in practice," Crouch writes. The USPTO updates primarily focus on federal circuit opinions that interpret ... [continue reading >>>](#)

Know these 10 components of start-up valuation for investors

Writing on his blog Startup Professionals Musings, Martin Zwilling offers some terrific advice to help start-ups understand their company's valuation. To illustrate, he starts with this scenario: two founders have spent \$200K of personal and family funds over a one-year period to start a company, launch a prototype, and generate some industry buzz. They now need a \$1M angel investment to market a national ... [continue reading >>>](#)

Know the basics before using venture debt to finance a start-up

Writing on his company's Strategy x Law Blog, IP attorney and consultant Douglas Park tackles the related topic of start-up financing. More start-ups are looking at venture debt to finance growth or equipment purchases since VCs are increasingly selective and traditional commercial lenders are hesitant to make loans to start-ups, which usually don't have tangible assets, Park points out. Venture debt ... [continue reading >>>](#)

Carnegie Mellon moves beyond research to robotics manufacturing

Carnegie Mellon University's robotics engineers are known for their ability to create machines to solve problems. But one dilemma lingers at the end of many successful projects: a corporate or government client that wants a dozen or even 100 of the same robot must find a manufacturer to build and service them. Start-up firm Carnegie Robotics LLC is meant to fill that niche. Investors from Pittsburgh's ... [continue reading >>>](#)

Rice-U, Austin start-up report chip research breakthrough

Researchers at Rice University have unveiled a lab discovery that might one day serve as a method to make ultra-dense computer memory chips. If the semiconductor industry commercializes the technology, Rice and PrivaTran, Inc. -- an Austin, TX, technology start-up -- could reap sizable financial benefits. A team in the research lab of James Tour, PhD, demonstrated a new method to create tiny ... [continue reading >>>](#)

Iowa State scientists create high-value chemicals from biomass

Researchers at Iowa State University have found a way to produce high-value chemicals such as ethylene glycol and propylene glycol from biomass rather than from petroleum sources. Walter Trahanovsky, PhD, professor of chemistry, was seeking to produce sugar derivatives from cellulose and other forms of biomass using high-temperature chemistry, so he and his research group studied the ... [continue reading >>>](#)

Pocket-sized 'coaching card' helps inventors when pitching industry

A collaborative group involving the University of Pittsburgh's Office of Technology Management and its Office of Enterprise Development has developed a tri-fold reminder the size of a business card called "The Pitt Innovator's Commercialization Coaching Card," designed to be carried by inventors when they go to outside meetings. Its developers say it has yielded benefits far beyond their expectations ... [continue reading >>>](#)

U-Michigan spinoff developing laser-based missile defense for helicopters

Protecting helicopters from heat-seeking missiles during combat is the goal of laser technology created at the University of Michigan and Omni Sciences, Inc., a U-M spinoff. Using inexpensive, off-the-shelf telecommunications fiber optics, a U-M researcher is developing sturdy and portable mid-infrared supercontinuum lasers that could blind heat-seeking weapons from a distance of 1.8 miles away ... [continue reading >>>](#)

Arizona State device to simplify health diagnostics

Arizona State University researchers have demonstrated a method to simplify the testing of patients for infectious diseases and elevated protein levels. Current testing for these conditions is slow and expensive because of the complications of working with blood, saliva, urine, and other biological fluids. Such samples "are complex mixtures that require sophisticated instruments capable of mixing a ... [continue reading >>>](#)

TTO's anniversary serves as marketing hook

Celebrating a 25th anniversary is an impressive milestone for a tech transfer office, but as the Baylor Licensing Group at the Baylor College of Medicine has discovered, it can also serve as the foundation of an effective marketing effort. The cornerstone of the celebration is an eight-page, four-color brochure that provides an overview of the office's accomplishments and highlights several key ... [continue reading >>>](#)

Expert touts 'open-source' marketing

Lynne Capozzi, VP of marketing at Acquia (acquia.com), a commercial open source software company providing products, services, and technical support for the open source Drupal social publishing system, says she knows that "many marketers cringe" at the words 'open source.' However, she insists that "open source not only offers the collective creativity of a large, vibrant community, but also promises a ... [continue reading >>>](#)

Five steps to social media marketing success

“The key to turning your business into a social media marketing success is focusing on the fundamentals that already make your business great, and enabling your customers to spread the word about your exceptional products or services,” says Eric Groves, senior VP of worldwide development for Constant Contact, a leading e-mail marketing firm. He offers this five-step plan for linking your customers’ experience to the power of their endorsement, which will, in turn, bring more customers to your business ... [continue reading >>>](#)

Marketing and sales alignment pays off in recession

Companies with strong alignment between marketing and sales departments have fared better during the economic recession, reporting higher levels of new customers, revenues, and customer retention than those with low alignment, according to a study by Miller Heiman and Northern Illinois University. Roughly one-third of surveyed sales executives said their sales and marketing departments ... [continue reading >>>](#)

New Zealand case a cautionary licensing tale

Writing on the IP Finance blog, IP consultant Jeremy Philips cites a case profiled in the IP newsletter of New Zealand law firm Simpson Grierson. The case, *WaikatoLink Ltd v Comvita New Zealand Ltd*, arose from a failed IP agreement that the University of Waikato’s commercialization arm and TTO WaikatoLink struck with Comvita, a manufacturer of health products containing honey. The question at hand ... [continue reading >>>](#)

K-State receives patent for noncontroversial source of stem cells

Kansas State University may be poised to take advantage of VC avoidance in embryonic stem cells and mushrooming interest in adult stem cell research. The school has been issued a patent for a plentiful and noncontroversial source of stem cells from a substance in the umbilical cord. Patent No. 7,736,892 was issued this summer to the Kansas State University Research Foundation (KSURF), which ... [continue reading >>>](#)

Arizona State tech ventures group expands focus to “innovation advancement”

A multidisciplinary program at Arizona State University’s (ASU) Sandra Day O’Connor College of Law that trains students to provide legal and business consulting services to cash-strapped entrepreneurs has been renamed to reflect its expanded client base and service offerings. The old Technology Ventures Services Group (TVSG) -- a for-credit course for ASU graduate students in law, business, and ... [continue reading >>>](#)

Ideas welcome in U-Cincinnati’s entrepreneurial office

The University of Cincinnati (UC) also has reorganized its Intellectual Property Office into the Office of Entrepreneurial Affairs and Technology Commercialization to take a more integrated approach to entrepreneurial activity on campus. When faculty researchers approach UC’s tech transfer staff, “some come with a vague idea, others come with a fully formed idea, and some even have a prototype,” says ... [continue reading >>>](#)

U-Texas recruits new chief to boost its commercialization efforts

The University of Texas at Austin has recruited Richard Miller, MD, who founded a string of biotechnology companies in California, to the newly created position of chief commercialization officer. Miller is tasked with boosting UT’s success rate at turning research lab discoveries into new companies, jobs, and royalty income. Although UT’s research budget topped \$600 million last year, income from research ... [continue reading >>>](#)

Ohio’s statewide master agreement with P&G smooths path to licenses

A master sponsored research agreement hammered out between the University System of Ohio and Cincinnati-based mega-manufacturer Proctor & Gamble promises a steadier flow of research dollars and a more efficient means of securing lab funding -- while also smoothing a path to licensing deals between the state’s TTOs and the corporate giant. The state-wide deal is impressive in its scope, and ... [continue reading >>>](#)

Johns Hopkins to drive commercialization in cancer nanotech center

Faculty members associated with the Johns Hopkins Institute for NanoBioTechnology have received a \$13.6-million five-year grant from the National Cancer Institute to establish a Center of Cancer Nanotechnology Excellence. The center will bring together a multidisciplinary team of scientists, engineers, and physicians to develop nanotechnology-based diagnostic and therapeutic platforms ... [continue reading >>>](#)

GM, Itochu Technology Ventures take stakes in U-Michigan spinout

General Motors Ventures and Itochu Technology Ventures have made a combined investment of \$4.2 million in Sakti3, Inc., an Ann Arbor-based developer of next-generation lithium-ion batteries. The companies also plan to collaborate to speed commercialization of Sakti3 battery cells. Sakti3 is led by Ann Marie Sastry, PhD, professor of materials science and engineering at the University of Michigan ... [continue reading >>>](#)

Chinese research park encounters obstacles but also success

China’s leaders are demanding more home-grown innovation these days. The country’s 15-year plan for science and technology, issued in 2007, calls for reducing reliance on foreign technology. Mei Meng, director of Tsinghua Science Park (TusPark) in Beijing, says the entrepreneurial oasis he’s helped build here, along with the 30 offshoots of the park around the country, is the way to make that ... [continue reading >>>](#)

Hybrid model offers start-ups exposure

Gabriella Draney in Dallas calls her program, Tech Wildcatters, a “mentorship-driven micro-seed fund and start-up accelerator.” Rob Wuebker, PhD, faculty advisor for “The Foundry” at the University of Utah, calls his a “quasi-incubator.” Whatever name you give them, both are demonstrations that while one-day boot camps and start-up competitions are nice, budding entrepreneurs need help from ... [continue reading >>>](#)

Establish and promote your company philosophy to strengthen relationships

“Establishing a solid business philosophy not only sets an ethical precedent within a company, but also enables an organization to improve relations with employees, partners and customers,” writes Beth Goodbaum on thomasnet.com. “Because so much of business success stems from a good reputation, experts suggest that instilling an effective corporate philosophy early on can enhance daily interactions ... [continue reading >>>](#)

New micro-site offers customer service resources

Interactive Intelligence of Indianapolis, a provider of unified IP business communications solutions, has launched a new customer service campaign titled “Ditch the Frustration.”

The campaign was designed to help eliminate the things that frustrate customers the most by providing both service representatives and those who receive services ... [continue reading >>>](#)

NC State's 'garage' greases new ideas

Everyone has heard near-mythical tales about wildly successful entrepreneurs who started their business in a garage. North Carolina State University looks forward to the day when people are buzzing about the home run venture that started in The Garage - its new incubator for student entrepreneurs outfitted by Linux software company Red Hat. The eight rooms in The Garage include three lab spaces ... [continue reading >>>](#)

Infinity Group launches Intellectual Property Bank in China to commercialize cleantech

Private equity fund pioneer Infinity Group, with offices in Israel and China, has launched the first Intellectual Property (IP) Bank worldwide in Tianjin, China, to fund the commercialization of IP and proven technologies in clean energy. The bank also will seek to finance technologies in the semiconductor, water, agriculture, and other industries. IP Bank recently invested \$5.2M to become a controlling ... [continue reading >>>](#)

Fortune 500 firm nabs U-Florida start-up

A Gainesville, FL, technology start-up that was spun out of the University of Florida (UF) has been acquired by a Fortune 500 consumer electronics company for an undisclosed amount. WiPower, Inc., developed a wireless pad that charges electronic devices such as cell phones, laptop computers, and MP3 players placed on or near it. The company's technical employees, all UF engineering grads, have ... [continue reading >>>](#)

Understand angel investment 'simple term sheets'

Writing on his blog Startup Professionals Musings, Martin Zwilling cautions that, when working with angel investors, entrepreneurs shouldn't anticipate a set pattern of terms. “Your best strategy is to bring your own term sheet to the negotiation as a starting point,” he writes. Referencing Attracting Capital from Angels by Brian Hill and Dee Powers, Zwilling explains some key clauses that angel investors expect ... [continue reading >>>](#)

U-Queensland innovation licensed to Alnylam Pharmaceuticals

A cancer vaccine concept developed by researchers at The University of Queensland's (UQ) Diamantina Institute has been licensed to Alnylam Pharmaceuticals, Inc., a U.S.-based developer of ribonucleic acid interference (RNAi) therapeutics, through UniQuest, the university's research commercialization company. Scientists at the Diamantina Institute, which specializes in translational ... [continue reading >>>](#)

U-Colorado licenses drug reformulation and delivery technology for neurological disorders

The University of Colorado (CU) and Aurora, CO-based ICVrx have completed a license agreement allowing the company to commercialize CU technology for improved treatment of epilepsy and other neurological disorders. Many oral medications that are most effective for neurological diseases are toxic to the body, so delivering these drugs into the central nervous system without causing dangerous side ... [continue reading >>>](#)

Sandia device helps troops disable improvised explosive devices

A device developed by researchers at Sandia National Laboratories that shoots a blade of water capable of penetrating steel is being used to help military personnel disable deadly improvised explosive devices, or IEDs. Sandia licensed the patent-pending technology to a small minority-owned business, TEAM Technologies, Inc., of Albuquerque, NM, which has completed the first shipment of some 3,000 water ... [continue reading >>>](#)

DOE funds five technology commercialization 'ecosystems'

The U.S. Department of Energy (DOE) has selected five projects to build and strengthen “innovation ecosystems” meant to accelerate the movement of cutting-edge energy efficiency and renewable energy technologies from university labs into the market. The programs represent the DOE's first foray into funding this type of university-based commercialization effort. The ecosystems are ... [continue reading >>>](#)

Boise State's first tech transfer fellow seeks to unearth promising technology

Michelle Sabick, PhD, has a message for Boise State University faculty: Do something practical. Sabick, associate professor in the department of mechanical and biomedical engineering and co-director of the Center for Orthopaedic and Biomechanics Research, was recently appointed the university's first technology transfer fellow. She has a history of working on industry-backed research, including ... [continue reading >>>](#)

Student-led venture funds focus on responsible investing

Two U.S. universities have launched student-managed venture funds that will strive to earn profits while making the world a better place. "The next generation of investors recognizes the opportunity available today to apply the rigor of traditional venture capital to solving some of the world's toughest social and environmental problems," says Lewis Hower, director of the University of Utah's University Impact ... [continue reading >>>](#)

Commerce reveals i6 Challenge winners

The U.S. Department of Commerce has revealed the winners of the i6 Challenge, the \$12 million innovation competition led by Commerce's Economic Development Administration (EDA) in partnership with the National Institutes of Health (NIH) and National Science Foundation (NSF). The goal of the i6 Challenge was to identify and support the nation's best ideas for technology commercialization and ... [continue reading >>>](#)

SUNY-Buffalo researchers engineer adult stem cells that do not age

Biomedical researchers at the State University of New York at Buffalo (UB) have engineered adult stem cells that scientists can grow continuously in culture. The discovery could speed the development of cost-effective treatments for heart disease, diabetes, immune disorders, neurodegenerative diseases, and other conditions. UB scientists created the new cell lines -- named MSC Universal -- by genetically altering ... [continue reading >>>](#)

Arch Biopartners acquires option to license U-Colorado anti-cancer compounds

Toronto-based Arch Biopartners, Inc., has formed a U.S. subsidiary, Colorado Cancer Therapeutics, Inc. (CCT), with University of Colorado (CU) researchers Lajos Gera, PhD, assistant research professor of biochemistry and molecular genetics and director of the Core Facility in Peptide/Protein Chemistry at the CU School of Medicine, and Robert Hodges, PhD, professor of biochemistry and molecular ... [continue reading >>>](#)

Bluewater Bio to acquire spinout from U.K.'s Cranfield-U

Bluewater Bio International, a global specialist in the treatment of wastewater, plans to acquire Water Innovate, a spinout from the U.K.'s Cranfield University School of Water Sciences. The deal is expected to conclude in October. Water Innovate has developed a number of products that are nearing commercialization and has an additional R&D pipeline, which Bluewater Bio plans to incorporate into ... [continue reading >>>](#)

Moffitt Cancer Center, GLG Pharma ink licensing agreement

Tampa, FL-based Moffitt Cancer Center and GLG Pharma, LLC -- an early-stage Florida biotechnology company that's developing personalized therapies for individuals with cancer -- have entered a licensing agreement giving GLG the exclusive worldwide rights to a technology platform that includes a series of STAT3 inhibitors. Researchers at Moffitt discovered several classes of STAT3 inhibitors ... [continue reading >>>](#)

University proof-of-concept centers changing U.S. commercialization landscape

Nearly a decade has passed since the William J. von Liebig Center was established at the University of California, San Diego and the Deshpande Center for Technological Innovation was launched at the Massachusetts Institute of Technology. For several years, Deshpande and von Liebig stood alone in the United States as university proof of concept (POC) centers. In the wake of a ruinous recession, however ... [continue reading >>>](#)

Brown licenses potential muscular dystrophy treatment to Tivorsan Pharmaceuticals

A potential treatment for the most common form of muscular dystrophy is entering a new phase of development at Brown University, which has granted an exclusive license for the IP to Tivorsan Pharmaceuticals -- a start-up that will seek to see the compound through human trials. In mice, the treatment, based on a protein called biglycan, has slowed by 50% the kind of muscle damage that is thought to cause ... [continue reading >>>](#)

Canadian study: University, hospital research contracts bolster economy

A study released by the Impact Group, a Canadian science and technology policy consulting firm, reveals that contract research is the largest category of research funding at the nation's universities and health systems. "Knowledge Transfer Through Research Contracting" (www.impactg.com) found that, during 2008-09, the sample of 17 universities and four hospitals/health authorities conducted ... [continue reading >>>](#)

NASA seeks outside marketing help using revenue-share model

It appears that NASA is attempting to apply a revenue-sharing model to outsourcing its marketing and other IP management services. In a recently issued RFI, the agency stated that it was "requesting information from U.S.-owned organizations interested in providing intellectual property (IP) management services (such as patent valuation, marketing, assessment and brokerage) to NASA under a no-cost ... [continue reading >>>](#)

Drug pipeline reports offer unique, therapy-specific market research data

In partnership with Life Science Analytics, 2Market Information Inc. is offering access to specialized drug pipeline reports with an unprecedented level of detail on drug development activity in more than 150 specific therapy areas. You can choose only the individual reports you need in PDF format, or subscribe to the entire database and receive updated pipeline information whenever you need it throughout the year. Use this rich intelligence resource to:

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

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

DOE portal seeks to connect entrepreneurs, technologies

The U.S. Department of Energy (DOE) has created a new web portal designed to connect investors and entrepreneurs with innovative renewable energy and energy efficiency technologies. The "Technology Commercialization Portal" gives access to more than 200 technology marketing summaries, as well as thousands of patents and patent applications. The site also allows users to browse technologies and IP ... [continue reading >>>](#)

Expert offers e-mail marketing best practices

Lisa Barone, co-founder and chief branding officer at Internet marketing company Outspoken Media, Inc., says she "loves" e-mail marketing because, among other things, it "gives small business owners an intimate way to reach the 'everyone else' of their market." And that, she says, is "where its power lives." For IP marketers trying to improve their e-mail marketing campaigns, Barone offers these best practices ... [continue reading >>>](#)

Innovators given prominence on website

When you land on the home page of the TTO's website at UC-San Diego you can't miss it: Right up there at the top of the page on the right-hand side is a continuous loop of four-color pictures of the university's "Featured Innovators." These are not just brief write-ups tucked away in the corner of a page; each write-up occupies an entire page on the site (a link is provided to the pages of previous winners). In addition ... [continue reading >>>](#)

AUTM recognizes Congressional leaders

AUTM has issued its first two Public Official Awards, which recognize Congressional leaders for "supporting a patent system that encourages job creation and a stronger economy." The recipients were U.S. Reps. Tammy Baldwin and James Sensenbrenner.

Baldwin, a Democrat representing Wisconsin's 2nd Congressional District, and Sensenbrenner, a Republican representing ... [continue reading >>>](#)

AUTM: University start-up, licensing activity remained strong during recession

Despite a bruising recession that officially peaked last June, 596 university start-ups were formed in 2009, according to survey data published by AUTM. The findings indicate that the Bayh-Dole Act is working, according to Ashley J. Stevens, DPhil (Oxon), special assistant to the vice president of research at Boston University and AUTM's 2010 president. "The data in this survey reveal that ... [continue reading >>>](#)

National Research Council examines university management of IP

Meanwhile, the National Research Council (NRC) has weighed in on the U.S. tech transfer system as the 30th anniversary of the Bayh-Dole Act approaches, concluding that current tech transfer practices are more effective in making research advances available to the public and spurring innovation than the system in place prior to 1980, when the Act was implemented. Nevertheless, the process "can be ... [continue reading >>>](#)

Acting Solicitor General supports Stanford in patent case

The United States Solicitor General has filed a brief before the U.S. Supreme Court in *Stanford v. Roche* -- a case that centers on whether unclear language in faculty-university agreements can supersede the Bayh-Dole Act's intent regarding ownership of federally funded IP. The Massachusetts Institute of Technology and university advocacy groups also had filed briefs last spring. The Supreme Court had deferred deciding whether ... [continue reading >>>](#)

RPI succeeding with royalty-free licensing concept

In New York's Capital Region, Rensselaer Polytechnic Institute (RPI) is helping to bridge the ivory tower and the marketplace with a royalty structure that lowers the threshold for new entrants. It's easy to see why 255 companies have graduated from RPI's technology incubator over the past 30 years since, for students and faculty, starting a tech company is as easy as scaring up \$436 for a patent filing ... [continue reading >>>](#)

Stanford start-up seeks to boost IVF success rate

Menlo Park, CA-based start-up Auxogyn, Inc., is seeking to boost the rate of success in fertility clinics. The company has licensed technology from Stanford University that can help in vitro fertilization (IVF) clinics to select fertilized eggs that have the best chances of surviving implantation in the womb. "The biggest challenge in the IVF field has been one embryo becomes one pregnancy and one live ... [continue reading >>>](#)

'Re-engineering' contracting process speeds deals for Drexel TTO

When he joined the Drexel University tech transfer operations in December 2005, Robert B. McGrath, PhD, associate vice provost and executive director of entrepreneurship & technology commercialization, says that deals were taking between six and nine months to complete. Now, he says, "if it takes more than three and a half months I'm shocked." This improved efficiency is one of a number ... [continue reading >>>](#)

Russian universities tap U.S. expertise in tech transfer

Russian universities could soon adopt U.S.-style innovations such as business incubators and spinoff firms to commercialize their research, thanks to an effort to promote greater ties between Russian academics and industry. The Enhancing University Research and Entrepreneurial Capacity (EURECA) project will bring together several of Russia's newly designated national research universities and ... [continue reading >>>](#)

U-Illinois technology forms basis for corn-based structural composite

McKinney, TX-based Corn Board Manufacturing, Inc. (CBMI) has entered into a license agreement for a corn-based structural composite technology developed by researchers at the University of Illinois at Urbana-Champaign. The technology's primary product, called CornBoard, is a version of wood composite board that uses corn husks and stalks (commonly referred to as corn stover) remaining in the field ... [continue reading >>>](#)

LES 'deals of distinction' recognize university, federal lab agreements

The Licensing Executives Society (U.S. and Canada), Inc., has honored companies in five industry sectors with its Deals of Distinction Awards for IP-based business deals undertaken in the past year. The 2010 winners include several agreements involving university and federal research organizations. They include ... [continue reading >>>](#)

UVA Patent Foundation launches on-grounds 'express' office

The University of Virginia (UVA) Patent Foundation, which is headquartered in downtown Charlottesville, is making it easier for the school's researchers to commercialize their discoveries by opening a satellite office at the School of Engineering and Applied Science. The "PF Express" will be staffed every Wednesday morning and by appointment and open to investigators from all disciplines. "We're so ... [continue reading >>>](#)

Understand these principles for seed valuations

On his blog <http://www.robgo.org/>, Rob Go, cofounder of NextView Ventures, a seed stage investment firm focused on internet-enabled innovation, offers the following four principles for valuing companies at the seed stage:

Principle #1: Early-stage company valuations are a negotiation exercise, not a quantitative analysis of intrinsic value. "The best way to create pricing power as an ... [continue reading >>>](#)

Hong Kong-based ASTRI licenses phone camera technologies to APP

The Hong Kong Applied Science and Technology Research Institute (ASTRI) has licensed its anti-shaking compact camera module technologies to AP Photonics Limited (APP), a newly established Hong Kong-based company tapping into the global camera phone market. The agreement involves eight patents awarded to ASTRI researchers during the past three years. The innovations allow anti-shaking ... [continue reading >>>](#)

Seek consistency with your licensing approach

In technology licensing, inconsistency can be a major barrier to success and unnecessarily consume precious time, asserts Laura A. Schoppe, president of Fuentek, on her company blog. "There is much to be gained from standardizing your technology commercialization process as much as you can and then post that process information on the technology transfer office's website," she advises. Schoppe offers these tips to enhance consistency ... [continue reading >>>](#)

Make sure your press releases are web-optimized

Press release optimization is essential to the success of almost any public relations campaign, says Becky Sheetz-Runkle, writing on TopTenReviews.com, which reviews marketing services. "While many companies understand the importance of online press release reach, they don't necessarily understand how to optimize their press releases for maximum exposure," she notes. A winning approach, Sheetz-Runkle continues, includes ... [continue reading >>>](#)

The 10 key ingredients of an Internet marketing plan

Marketing-dream.com cites these ten keys that must be considered as you complete your Internet marketing plan. They are as follows:

The objective of your plan: The site suggests asking yourself what you want to accomplish by using Internet marketing. For example: Do you want to find new clients? Provide services and information to existing clients? Sell services or products? Educate your ... [continue reading >>>](#)

Irish university's spinout focus expands to region-wide

The University of Limerick is seeking to increase the number of spinouts not only from its own campus but from around the region through its 'Venture Programme,' while at the same time preparing potential 'homes' for the nascent companies by building a new incubator on campus. "Up to now it would have been focused on facilitating enterprises developed within the university," says Paul Dillon, director ... [continue reading >>>](#)

Free website for inventors launched

A new website, www.inpama.com, enables inventors to their IP free of charge with no hidden commissions or fees. "With inpama.com inventors can promote, market, and sell their inventions," says inpama.com's Paul Frater. "In just two minutes, a webpage with photos, videos, and related documents for each invention can be easily created. Most important, though, is that inventors can find investors, manufacturers ... [continue reading >>>](#)

Follow these 'four Ms' when seeking investors

Writing on his blog Both Sides of the Table, entrepreneur-turned-VC exec Mark Suster says that almost all VC investments in early-stage technology come down to four key factors:

Momentum is "the number one" reason that investors take out their checkbooks, Suster says.

All investors have their own definitions of momentum -- factors such as user numbers ... [continue reading >>>](#)

Hebrew-U discovery shows promise in destroying HIV

Researchers at the Hebrew University (HU) of Jerusalem have developed a substance that destroys cells infected with the human immunodeficiency virus (HIV). The breakthrough resulted from a decade of cooperative lab work between Abraham Loyer, PhD, professor emeritus in HU's Alexander Silberman Institute of Life Sciences, and Assaf Friedler, PhD, professor in HU's Institute of Chemistry, that ... [continue reading >>>](#)

Florida State spinoff to help protect nation's ports

Researchers at Florida State University (FSU) have developed a security training curriculum for employees at the 350 commercial ports around the United States. Through an agreement with the Florida State University Research Foundation, FSU has formed a spinoff company, the Educational Development Group LLC (EDG), to offer the security training program and its online reporting system to clients on a ... [continue reading >>>](#)

U-Rochester launches fund to aid technology commercialization

The University of Rochester (NY) has unveiled the Technology Development Fund to award grants to scientists to help advance technologies toward commercialization. "The objective of the Technology Development Fund is to support pre-commercialization research and prototype development in order to add value to early-stage technologies," explains Robert Clark, PhD, dean of U-Rochester's Hajim ... [continue reading >>>](#)

Syracuse U's Technology Commercialization Clinic aims for market introduction

It's hard to watch a promising innovation come to nothing because the inventors or entrepreneurs championing the technology lack the kind of detailed marketing, business, and legal analyses needed to give the IP a suitable liftoff.

Yet, technology transfer professionals see this all time. Why? Because obtaining this information takes time and resources. The cost can run into six figures. However, as Ted ... [continue reading >>>](#)

U-Utah's Accelerator to boost medical start-ups

The University of Utah has teamed with its University Science Technology and Research (USTAR) initiative to open a facility to help start-up companies. The new Accelerator, which functions like a business incubator, is geared toward supporting medical technology start-ups by providing suitable office and laboratory space, supplies, and equipment for a modest rental fee. "If you can eliminate basic office ... [continue reading >>>](#)

County creates welcome center for federal and academic tech transfer

The department of economic development (DED) in Montgomery County, MD, has joined with Johns Hopkins University, the National Institutes of Health, and Montgomery College to launch Gateway to Innovation: Welcome Center for Federal and Academic Technology Transfer, which is housed at the Shady Grove Innovation Center in Rockville. The welcome center features an interactive portal that provides ... [continue reading >>>](#)

Business Leaders for Michigan partners with universities to push innovation

A year after offering a plan to turn around Michigan's economy, Business Leaders for Michigan is seeking to spur the commercialization of local innovation by partnering with the University Research Corridor -- a collaboration among Michigan State University, the University of Michigan, and Wayne State University. The partnership, known as Accelerate Michigan, will champion innovation and ... [continue reading >>>](#)

U-Cincinnati, start-up develop low-power, high-impact display

Researchers from the University of Cincinnati's (UC's) Novel Devices Laboratory and start-up Gamma Dynamics LLC, also in Cincinnati, have advanced an electrofluidic display that provides a full-color, high-impact image at a fraction of the power needed for current color hand-held and tablet devices. (For background, see the eNews item here.) Electrofluidic displays use colored liquids, inserted ... [continue reading >>>](#)

Vanderbilt researchers create liquid crystal to improve digital displays

In a separate technology with similar applications, chemists at Vanderbilt University have created a class of liquid crystals whose electrical properties could improve the performance of digital displays used on everything from digital watches to flat panel televisions. The technology is described in a pair of articles in the *Journal of Materials Chemistry*. If the new class of liquid crystals passes ... [continue reading >>>](#)

Expert shares social media/content marketing tips

Maria Pergolino, director of marketing for Marketo, gave a presentation recently at the Marketo User Summit in which she shared the following tips and tricks for getting your social media message out more effectively:

Create content that sells: "Content is not just white papers -- it's videos, it's blog posts, it's real-time updates, it's FAQs," says Pergolino. "The bottom line: you need ... [continue reading >>>](#)

Student's web venture gets shut down for selling class notes

Ryan Stevens, a recent graduate of Cal State Sacramento, sought to put his business degree to profitable use by creating a website where students could buy and sell lecture notes, old homework, study guides, and other class materials. The site, NoteUtopia.com, which was launched in August, was intended to function as an online community where users could network, discuss courses, and rate ... [continue reading >>>](#)

Are Canadian universities to blame for poor commercialization rates?

Edmonton Journal business columnist Gary Lamphier says that Canadian universities may only have themselves to blame for their "lackluster" record of commercializing their innovations.

While a new report from the Coalition for Action on Innovation in Canada identifies some of the key causes, Lamphier takes issue, stating that "like so many before it, the report fails to ... [continue reading >>>](#)

'Accelerator Fund' enhances marketing

Harvard University's Technology Development Accelerator Fund, established to help early-stage technologies cross the infamous "Valley of Death," has also made them more marketable, says Curtis T. Keith, PhD, Chief Scientific Officer for the fund, which is run out of Harvard's Office of Technology Development (OTD). For instance, he says, the fund can inject added value into early-stage technologies by demonstrating ... [continue reading >>>](#)

New book outlines ten marketing "difference-makers"

If you're using the same old marketing strategies today because they brought in business in years past, you're in danger of being pummeled by your competition, says Maribeth Kuzmeski, author of the new book . . . *And the Clients Went Wild! How Savvy Professionals Win All the Business They Want*. To beat your competition today, she says, you have to find ways to be yourself -- uniquely. "Attracting attention often ... [continue reading >>>](#)

Berkeley National Lab technology spawns successful start-ups

What do a smart window company, a microbial analysis start-up, and waste heat recovery start-up have in common? They're all located in the San Francisco Bay Area and they're all based on technology developed at Lawrence Berkeley National Laboratory. What's more, the three start-ups either had successful launches or closed major deals in the last several months. "Some people think scientists spend ... [continue reading >>>](#)

MIT researchers put solar cells on paper

Rather than replacing window blinds, researchers at the Massachusetts Institute of Technology are developing paper-thin solar cells that could be used as window covers to generate electricity. Prototypes of the MIT paper solar cells already generate enough current to light a small LED display. A commercial solar paper device could be available in five years, says chemical engineering professor Karen ... [continue reading >>>](#)

Cambridge diagnostic for recent onset schizophrenia released commercially

The first blood-based diagnostic test to aid in confirming the diagnosis of recent-onset schizophrenia has been launched commercially by Rules-Based Medicine, Inc. (RBM), a biomarker testing laboratory based in Austin, TX. The technology was developed at the University of Cambridge. VeriPsych, a molecular diagnostic tool designed to complement a health care provider's clinical impression ... [continue reading >>>](#)

Florida Atlantic, start-up commercializing process to culture queen conch pearls

Florida Atlantic University (FAU) and Rose Pearl, LLC, are capitalizing on industry demand to create an alternative to the rare natural pearls of the queen conch (*Strombus gigas*). FAU's Harbor Branch Oceanographic Institute has received a State University Research Commercialization Assistance Grant (SURCAG) from the Florida Legislature to accelerate commercialization of a patent-pending technique ... [continue reading >>>](#)

U-Missouri System to invest \$5 million in university-affiliated entrepreneurs

The University of Missouri System Enterprise Investment program has been launched to provide up to \$500,000 in seed funding to university-affiliated start-ups for a total investment of up to \$5 million. The UM System will draw from its investment portfolio, worth \$2.4 billion at the end of fiscal year 2009, to fund the program. The purpose is to promote the growth of university-based IP, says Michael F. Nichols, PhD, vice president ... [continue reading >>>](#)

U-Minnesota spins off medical device production company

The University of Minnesota is launching XO Thermix Medical to produce medical devices based on U-MN research. The first project will be a device used to treat chronic venous insufficiency (CVI), a condition that occurs when veins don't carry sufficient blood from the legs back to the heart. The device, based on research from Erik Cressman, MD, PhD, a U-MN professor and clinician in the department of ... [continue reading >>>](#)

Harvard launches innovation incubator

Harvard Business School has launched the Harvard Innovation Lab -- the school's first lab for innovation and entrepreneurship. The lab will open next fall with the goal of spurring entrepreneurial ventures across the university, at Harvard Business School, and in the Allston-Brighton neighborhood. "For the university as well as for the economy and our nation, the importance of innovation cannot be overstated," Harvard ... [continue reading >>>](#)

Entrepreneur Match sets the stage for university start-up success

Faculty-run university start-ups don't have the best track record of success, chiefly because faculty inventors rarely have the experience needed to serve effectively as company executives. "Typically inventors don't have the right business skills to start up a company and raise the necessary capital, says Gerard Eldering, president of Herndon, VA-based InnovateTech Ventures, a technology transfer venture ... [continue reading >>>](#)

Ohio State start-up seeks to improve cancer research

An Ohio State University start-up hopes to change the way researchers test the latest cancer drugs in the lab. Columbus, OH-based Nanofiber Solutions uses polymer nanofibers to simulate the three-dimensional structure of human tissue in cell culture dishes. Today, most lab testing occurs on human cells placed in flat, plastic cell-culture dishes and plates, which the company says yield less accurate ... [continue reading >>>](#)

University assessment software licensed to digital agency

ReView, a web-based assessment tool for student work developed at the University of Technology, Sydney (UTS), has been licensed to the digital agency acidgreen. Created by senior lecturer Darrall Thompson in the Faculty of Design, Architecture, and Building and programmer Mike Howard, the software was licensed through UniQuest, UTS's research commercialization partner. The five-year license agreement ... [continue reading >>>](#)

Here's how to create winning videos for your website

Serial entrepreneur Prasad Thammineni says that websites yield better responses when a video is featured, because the web surfer "has a short attention span, and prefers a shiny moving picture to wading through pages of text." He shares five tips he has learned about creating winning videos:

Make it personal. "If your video doesn't have a personality, then neither does your business -- at least ... [continue reading >>>](#)

Apple forces iPhone clone-maker to halt marketing, production

Clone-makers often walk a fine line around intellectual property, and treading on a behemoth like Apple can be a risky move -- as iPhone imitator Meizu is learning the hard way.

The Chinese Intellectual Property Office has ordered a halt to all production and marketing of the iPhone lookalike M8 phone, which, although it's Android-based, bears a remarkable resemblance to the iPhone 3GS. "Apple requested that we cease manufacturing ... [continue reading >>>](#)

'Innovation teams' determine IP potential

To bring some structure and direction to the process of determining IP potential, Boise State University's Office of Technology Transfer (OTT) has come up with a program called 'Innovation Teams.' "The purpose is to bring together an interdisciplinary team to assess university-created IP for its commercial potential and to make recommendations to Boise State as to how to move that IP forward to ... [continue reading >>>](#)

Purdue U planting its flag in Silicon Valley

Google, Apple, eBay and other successful Silicon Valley tech firms will soon have a new neighbor: Purdue University, which plans to open an outreach tech transfer office in Mountain View, CA.

The goal is to connect Purdue's engineering and technology expertise with VCs and high-tech companies on the West Coast. Purdue's West Coast Partnership Center has been in the works for more than a ... [continue reading >>>](#)

Avoid these two start-up pitch 'fatal errors'

Writing on the Business Insider War Room, Tim Berry, president and founder of Palo Alto Software and a co-founder of Borland International, observes that there's plenty of good advice available on how to make a pitch, but a dearth of information on how not to pitch. In particular, he warns start-ups about "two fatal errors I'm seeing pretty frequently these days" ... [continue reading >>>](#)

Warwick Ventures becomes 50th spinout as TTO becomes a company

Warwick University's technology transfer arm, Warwick Ventures, has spun out 49 companies. To celebrate its 50th, the TTO is launching a significant new venture: itself. After 10 years helping Warwick researchers establish companies and

commercialize their research, Warwick Ventures Ltd. has become a spinout in its own right. "In 10 years we have made over 100 patent applications, founded 49 ... [continue reading >>>](#)

Ohio State considers big venture capital fund

A lofty idea to create a \$100 million-plus VC fund is gaining momentum at Ohio State University following private discussions among the institution's leaders over the past few months. OSU President E. Gordon Gee recently told the *Dayton Daily News* he'd like to see the state's public schools partner with private businesses to move more research discoveries into the marketplace. Since then, school officials ... [continue reading >>>](#)

Wisconsin foundation seeks to tap into innovations from medical staff

A new foundation is using \$1 million in seed money to harness the brainpower of thousands of medical professionals and create a huge R&D network across Wisconsin. The Wisconsin Medical Entrepreneurship Foundation is the brainchild of three state-based health care organizations and WiSys Technology Foundation -- the TTO for all UW System campuses except Madison and Milwaukee. The new ... [continue reading >>>](#)

CIMIT spins out company to monitor hand hygiene

The Center for Integration of Medicine and Innovative Technology (CIMIT), a nonprofit consortium of teaching hospitals and engineering schools in Greater Boston, has launched its first start-up: hand hygiene monitoring company HanGenix. The start-up's technology automatically detects when a care provider uses a soap or alcohol gel dispenser and when they approach a patient's bed ... [continue reading >>>](#)

The value proposition offered by specialized technology centers

When an academic institution has an area of strength, it can make sense to capitalize on this specialty by developing an institute or center that assembles all the in-house expertise in this field under an umbrella organization.

Such a configuration can not only be a magnet for prospective students, it can also attract industry partners and brighten prospects for commercialization. However, any new ... [continue reading >>>](#)

WesternU collaboration leads to faculty start-up

A collaboration between Western University of Health Sciences (WesternU) in Pomona, CA, and its College of Pharmacy has resulted in the founding of a faculty start-up named Strategic Drug Solutions, Inc. (SDS). The for-profit company has created a university-private partnership bridge to facilitate the development and commercialization of drug technologies by matching funding opportunities and ... [continue reading >>>](#)

Virginia Tech inks license agreement with Techulon

Techulon, Inc., a privately held life sciences company based in the Virginia Tech Corporate Research Center, has inked an exclusive license with Virginia Tech Intellectual Properties Inc. to market a traceable DNA delivery platform to deliver genetic medicine to cells while carrying a beacon that allows scientists to track its progress. The material will join Techulon's existing Glycofect therapeutic delivery ... [continue reading >>>](#)

ELLEIEC participation at the e-learning TICE event, 7ème Colloque Technologies de l'Information et de la Communication pour l'Enseignement Nancy, France, 6-8 décembre 2010

More... www.tice2010.nancy-universite.fr/

JISC has released a new report "Inspiring Research, Inspiring Scholarship"

The UK's JISC (Joint Information Systems Committee, supporting the use of ICT in Higher, Further Education) has released a new report "Inspiring Research, Inspiring Scholarship" (The value/benefits of digitised resources for learning, teaching, research, enjoyment), looking at the value and impact of digitised resources.

More... <http://www.jisc.ac.uk/media/documents/programmes/digitisation/12pagefinaldocumentbenefitssynthesis.pdf>

EPSO has just announced a competition for 15 senior economist posts

Senior Economist; Administrators with experience in the field of economics; Grade: AD 11; Closing date: 25/11/2010

More... http://europa.eu/epso/apply/today/spe_en.htm