



Romanian Association for Technology Transfer and Innovation

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ANEVCORED

Newsletter

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Technology Transfer, Innovation and Research Commercialization Process, Intellectual Property

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

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St. George's researchers developing mobile phones that diagnose STDs

A research project at St. George's University in London aims to let people self-diagnose sexually transmitted diseases like HIV and syphilis by using their mobile phones. The eSTI2 project is developing small chips that can be used to test saliva, urine, or blood for sexually transmitted diseases. The chips would connect to mobile phones with a standard cable for processing. It's possible that a smartphone ... [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 >>>](#)

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 >>>](#)

British research center licenses crop enhancement technology

Max Planck Innovation GmbH, the TTO of the Max Planck Society, has awarded an exclusive license for the analysis software TagFinder to Potsdam-based Metabolomic Discoveries GmbH, a provider of biochemical research. The technology is part of a procedure that makes it possible to measure and interpret virtually all chemical substances within a biological sample with the goal of improving processes ... [continue reading >>>](#)

German organizations form joint marketing strategy

Four major German research and funding organizations have developed a joint marketing strategy to increase the international visibility of their country's research. In a pilot project -- funded by the German Ministry of Education and Research -- the Alexander von Humboldt Foundation, the German Academic Exchange Service, the Deutsche Forschungsgemeinschaft (German Research Foundation) and the Fraunhofer-Gesellschaft ... [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 >>>](#)

University of Glasgow offers "Easy Access IP"

In a move to reduce some of the barriers to IP transfer between academia and the marketplace, the University of Glasgow has launched a new website, "Easy Access IP," designed to make much of its IP available free of

charge. According to a university press release, “while a small proportion of high-value University of Glasgow IP will still be made available to industry through traditional licensing and ... [continue reading >>>](#)

Gurus don't need business cards

As a marketing expert, your most powerful marketing tool is *not* your business card; it's not your glossy brochure; it's not your website; and it's not your client testimonials. In fact, says Giban Perera, a coach for speakers, trainers, and consultants, it's not *any* of your collaterals. “As an expert, your most powerful marketing tool is your expertise,” says Perera. “It's your knowledge, your ideas, your ... [continue reading >>>](#)

CCB launches Baltic IP business

The Scottish consultancy CCB says it has launched the first pan-Baltic intellectual property company. The Baltic Intellectual Property Company has developed a portal for universities, research institutes, and other organizations to upload information on intellectual property. The database can then be searched by companies around the world ... [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 >>>](#)

'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 >>>](#)

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 >>>](#)

Here's how start-ups can become “micro-multinationals”

A few years ago, notes Anita Campbell, the Founder of Small Business Trends, the Council on Competitiveness identified the trend toward micro-multinationals - start-ups and small businesses that have become multinational in their operations, marketing, sales and/or distribution without waiting to “grow up.”

“You needn't assume you have to be a large business in order to go global or cross ... [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 >>>](#)

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 >>>](#)

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 >>>](#)

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 >>>](#)

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 >>>](#)

NovaUCD software start-up develops cloud-based analytical product

JLizard, a software development start-up from the University College Dublin (UCD), has developed a cloud-based product that enables user organizations to reduce the time needed to analyze the log data of their IT systems from days to minutes, producing significant cost savings. The product also allows organizations to increase the detection of bugs in their IT systems. JLizard was established earlier ... [continue reading >>>](#)

Russian firm to use U-Maine technology at Olympics

A Maine start-up marketing a construction model developed at the University of Maine has signed a memorandum of understanding with a Russian firm to use the technology in construction related to the 2014 Winter Olympics in Sochi. Representatives of Noviy Proekt, the Russian company coordinating the \$1.5 billion Olympic construction, and investors in Advance Infrastructure Technologies (AIT) of Orono ... [continue reading >>>](#)

Tel Aviv-U researcher leads development of sensor to detect explosives

A Tel Aviv University scientist is leading a research team that has developed a powerful electronic sensor to detect multiple kinds of explosives. Based on nanotechnology advances, the sensor is small, portable, more sensitive, and more reliable at detecting explosives than any sniffer dog, according to lead researcher Fernando Patolsky, PhD, associate professor in Tel Aviv University's Raymond and ... [continue reading >>>](#)

U-Glasgow allows free use of research IP

The University of Glasgow is allowing most of its IP to be reused by individuals and businesses through a new website. Easy Access IP contains a database of scientific and medical IP created by the university that can be freely accessed for both noncommercial and commercial projects. "Technology licensing in the U.K. can sometimes be a laborious process which can inhibit the sharing of IP between ... [continue reading >>>](#)

Danish Technical University spinout Abeo offers cleantech construction solution

Abeo A/S, a spinout of the Danish Technical University (DTU) in *Kongens Lyngby*, has developed a construction technology that is both environmentally friendly and cost-effective. The company was founded in June 2010 by Kristian Hertz, PhD, professor in DTU's Civil Engineering Department. Building construction is responsible for 10% to 20% of the world's CO2 production, according to ... [continue reading >>>](#)

British TTO manages technology with more than profits in mind

Socks designed by a vascular surgeon at University College London (UCL) that improve circulation for hospital patients and professional soccer players make money for the university. A gene therapy drug to treat a rare form of inherited blindness very likely will not. A 15-year research project that involves banking and analyzing the blood serum samples and health records of 200,000 women across the ... [continue reading >>>](#)

Imperial Innovations to raise £140 million to fund start-ups

Imperial Innovations is set to reshape the landscape for commercializing university research in the U.K. by raising £140 million in a rights issue. The publicly traded TTO for Imperial College London will use the funds to set up and finance companies that are based on research conducted at Imperial College and -- through a series of agreements -- at University College London (UCL) and Oxford and Cambridge ... [continue reading >>>](#)

Most challenging Christmas plastic wrap could be recycled by new tech

To close on a holiday note, engineers at the University of Warwick, U.K., have devised a technique to recycle 100% of Christmas and other household plastic wrap instead of the tiny fraction that is currently processed. Typically, only 12% of such waste is truly recycled, and the rest is put into landfills or burned, the researchers say. They've devised a simple process that can handle every piece of plastic waste ... [continue reading >>>](#)

DARPA invests in Notre Dame nano research

The University of Notre Dame has emerged as a center for advanced nanomagnet logic (NML) research -- a promising field where the transmission and computation of data are accomplished using magnetic fields rather than electrical current. The technology has the potential to create a class of small, high-functioning components and devices that could transform the electronics industry. The Defense Advanced ... [continue reading >>>](#)

Dublin's 'Propeller' seed accelerator fund lands at ASU

Dublin City University's Ryan Academy for Entrepreneurship has inked a deal with Arizona State University's (ASU) Venture Catalyst to offer first destination access for Irish start-ups into the United States. Beginning in

February, start-ups that undergo development in Ireland's Propeller Venture Accelerator will be able to establish a presence in the U.S. market through ASU's SkySong facility in ... [continue reading >>>](#)

U.K. institute unveils online cancer drug discovery database

Researchers at Cancer Research UK's Centre for Cancer Therapeutics in The Institute of Cancer Research (ICR) have launched a cancer drug discovery database to speed the process of drug discovery. The Cancer Research UK-funded database -- known as *canSAR* -- is designed to create a one-stop-shop for scientists by bringing together the relevant biological, chemical, pharmacological, and -- eventually -- clinical data ... [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 >>>](#)

Tulane inks deal for outsourced IP marketing

The Office of Technology Transfer and Intellectual Property Development at Tulane University has never outsourced the marketing or licensing of any of its technologies - until now. Recently, the TTO decided to enter into an agreement with Bioscience Bridge, LLC, to be its exclusive technology licensing agency for selected major life science patents and related IP in cancer and neurology drug development ... [continue reading >>>](#)

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 >>>](#)

Boise State uses 'Innovation Teams' to assess IP market potential

At many universities, tight budgets and limited staff force technology transfer managers to use often incomplete information to make hard, quick decisions about the commercialization potential of intellectual property. Consequently, non-blockbuster technologies sometimes can languish in passive commercialization efforts -- a reality that doesn't endear TTOs to university inventors. The Office of Technology ... [continue reading >>>](#)

HaloSource goes public with Auburn technology

HaloSource, Inc., a clean water and antimicrobial technology company based in Seattle, has completed an initial public offering on London's AIM stock exchange. The company raised approximately \$80 million before expenses -- \$50 million of which was put toward the company's business expansion efforts and \$30 million directed to select selling shareholders. HaloSource was formed in 1997 by Jeffrey Williams ... [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 >>>](#)

Montreal entrepreneur launches turnkey incubator for university multimedia technologies

Helge Seetzen, a Montreal-based entrepreneur, has launched TandemLaunch Technologies, an early-stage turnkey accelerator for university innovation in the multimedia space. The accelerator provides inventors with seed financing in the \$100k to \$1M range, engineering and business staff, facilities, corporate infrastructure, and industry relationships. The turnkey approach is designed to eliminate ... [continue reading >>>](#)

UCSF in \$85M deal with Pfizer on drug discovery, development

The University of California, San Francisco (UCSF) and New York City-based Pfizer, Inc. have formed a partnership to accelerate the translation of biomedical research into effective medications and therapies for patients. For UCSF, the agreement represents up to \$85 million in research support and milestone payments over the next five years if the partnership leads to the development of significant therapies ... [continue reading >>>](#)

U-New Mexico sues Intel for patent infringement

STC.UNM, the TTO operated by the University of New Mexico (UNM), has filed a federal lawsuit against Santa Clara, CA-based Intel Corp. claiming the computer chip giant infringed on a university patent that helps in the production of advanced chips. The lawsuit, filed in Albuquerque, alleges Intel used the technology without a license. Company spokesperson Chuck Mulloy confirmed that Intel received the ... [continue reading >>>](#)

U-Washington spinoff with eye on lupus crafts recession-era business plan

The economists say the recession is over, but you'd hardly know it from the creative contortions entrepreneurs must perform to start a biotech company these days. The latest sign of the times comes from Resolve Therapeutics, a University of Washington spinoff that was cooked up in the labs of Keith Elkon, MD, professor of medicine, and Jeff Ledbetter, PhD, research professor, both in the division of ... [continue reading >>>](#)

Australian fund fills early start-up funding gap

After a tepid start, the \$60-million investment fund Uniseed is now paying nice dividends for three of Australia's biggest universities and a trillion-dollar superfund. Uniseed's mandate is to nurture research projects carried out by the University of Melbourne, University of Queensland, and University of New South Wales. These institutions commit three-quarters of the fund's investment capital ... [continue reading >>>](#)

Words of wisdom for start-up founders

Start-up executives have chosen a difficult and stressful career path, and though the long-term goals can be grand, getting there often is not. "It's going to take loads of hard work, a great sense of humor, and plenty of glasses half-filled with optimism" for you to succeed, says media and marketing expert Tara Turkington, founder of Flow Communications. Based on her experiences over the past five ... [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 >>>](#)

Venture debt may be a funding alternative for later-stage start-ups

With venture funding for early-stage technologies all but vanished, TTOs might be tempted to consider venture debt as an alternative. Experts caution, however, that it is no substitute for true investment. "Venture debt is typically used to supplement equity and accelerate growth to allow a start-up to achieve milestones that will increase stakeholder value," explains Albert Martinez, senior relationship manager ... [continue reading >>>](#)

UMBC, Northrop to partner on cyber security

The University of Maryland Baltimore County (UMBC) is joining forces with Northrop Grumman Corp. to develop a cyber security incubator at its UMBC Research and Technology Park. The incubator, to be called the Northrop Grumman Cync Program, is designed to spawn the commercialization and development of cyber security technology, according to UMBC Research Park Executive Director Ellen Hemmerly ... [continue reading >>>](#)

Queen's research tool opens a window into the 'black box' of brain injury

BKIN Technologies Ltd., a spinoff company from Queen's University in Kingston, Ontario, is launching an automated version of diagnostic technology developed by Stephen Scott, PhD, a professor at the university's Centre for Neuroscience Studies. Scott's KINARM Assessment Station combines a chair with robotic "arms" and a virtual/augmented reality system that enables neuroscience and rehabilitation ... [continue reading >>>](#)

U-Michigan vaccine for UTIs moves step closer to commercialization

Scientists from the University of Michigan have moved a step closer to a vaccine that could prevent a majority of urinary tract infections (UTI), which are caused by E. coli bacteria. Using a genetic technique rarely used to examine infection in human hosts, the researchers studied how the E. coli bacteria operate and discovered key differences in the behavior of the bacteria's genes in women and in ... [continue reading >>>](#)

UT-Austin snags heavyweight to lead innovation initiatives

Robert M. Metcalfe, PhD, an icon of entrepreneurial engineering and inventor of the local-area-networking (LAN) standard, Ethernet, has been hired to lead innovation initiatives at The University of Texas at Austin Cockrell School of Engineering. Metcalfe will be professor of innovation, fellow of the Clint W. Murchison, Sr. chair of free enterprise, and professor of electrical and computer engineering. His appointment ... [continue reading >>>](#)

TTO finds many marketing uses for 'lowly' Excel

In these days of smart phones, Kindles, and iPads, a 'mere' Excel spreadsheet may seem so yesterday, but the Office of Technology Transfer (OTT) at The Rockefeller University continues to use an Excel-based spreadsheet system quite effectively to help manage both office and faculty communications, enhance internal evaluation of marketing activity, and document the scope of marketing activities ... [continue reading >>>](#)

Use 'K.I.S.S.' principles in your elevator pitch

"The K.I.S.S. Principle (Keep it Simple Stupid) has been around for decades, but I am amazed at how few entrepreneurs apply it to their business," says Tiffan Clark, vice president of IdeaCrossing, a free online

community created by JumpStart, which connects entrepreneurs with capital, mentors, and technical resources. “Though this concept can be applied to almost any situation, for entrepreneurs it is ... [continue reading >>>](#)

Teamwork, supportive university lead to awards for Ohio State researchers

Ching-Shih Chen, a medicinal chemist, and Subha Raman, a cardiovascular researcher, were named Innovator of the Year and Early Career Innovator of the Year, respectively, garnering Ohio State’s first Innovators of the Year awards. Both credited teamwork and a conducive work environment at Ohio State for making the awards possible ... [continue reading >>>](#)

Kauffman Foundation honors three universities for tech transfer initiatives

The Ewing Marion Kauffman Foundation has bestowed its new Kauffman Foundation Award on three universities -- Carnegie Mellon University, the University of Missouri System, and the University of North Carolina at Chapel Hill -- designating them “Kauffman Commercialization Leaders.” The award recognizes the schools for their creative approaches to help accelerate the process of bringing student and ... [continue reading >>>](#)

NISTAC will market research institute’s IP

The National Institute for Strategic Technology Acquisition and Commercialization (NISTAC) and the Midwest Research Institute (MRI) have formed a partnership to market and commercialize technologies on behalf of MRI. NISTAC performs technology transfer support activities for entrepreneurs to commercialize IP emanating from basic research at Kansas State University and other IP portfolios ... [continue reading >>>](#)

Continual ‘tweaking’ makes tech transfer lecture series a success

Many TTOs have launched lecture series’ for researchers, the university community at large as a means of spreading the word about the tech transfer office and strengthening faculty relationships. The “F.I.R.E. (For Inventors, Researchers, Entrepreneurs) Series, held at the University of Rochester, appears to be a good model ... [continue reading >>>](#)

Seven reasons why you shouldn’t sell your start-up’s blog short

“I can attest from experience that publishing a regular blog to properly showcase your offering, even before you have it, is a most cost-effective approach in time and money,” asserts consultant Marty Zwilling. The biggest roadblock start-up founders face, he says, is that they already have “too much to do” building a product, mapping strategy, courting investors, and so on, “So finding time is hard ... [continue reading >>>](#)

INL creates search engine for researchers

One of the ways in which a university or laboratory can strengthen relationships with its researchers is by providing services that make their work easier and more effective. The Idaho National Laboratory (INL) has done just that with the creation of NEEDLE, a search engine that enables researchers to search across multiple data sources, and is also the key interface for searching the National Nuclear Archive ... [continue reading >>>](#)

Chicago-area universities collaborate on mentor program

Chicago Innovation Mentors (CIM), a new multi-institution initiative that cultivates university technology commercialization by matching experienced entrepreneurs, executives, and domain experts with faculty innovators, has just been launched. This organization will fill a significant need in the market, according to Alan Thomas, director of UChicagoTech, the University of Chicago’s Office of ... [continue reading >>>](#)

TTO’s outreach to alumni bearing fruit

Professionals who are responsible for marketing the IP coming out of the University of Nebraska-Lincoln have recently turned their attention to the Alumni Association, and they say that move is already paying off. “In an economic downturn it’s even more important than ever to focus on who your contacts already are,” notes Jill Thayer, marketing and operations manager for NUtech Ventures. “We wanted to ... [continue reading >>>](#)

Results convince consultant of Twitter’s marketing power

Consultant Marty Zwilling, originally skeptical about Twitter’s marketing value, is now a big believer. “It seems like only a few months ago when I wasn’t sure if Twitter was relevant to my business, or if it would be a waste of time; now I have over 280,000 followers on Twitter as StartupPro, and the business is fun as well as profitable,” he says. “I’m now convinced that any entrepreneur can use it to kick-start ... [continue reading >>>](#)

Are you innovating at the right level?

The key to success or failure for a start-up may well reside in the level at which you innovate, said Larry Keeley, president and co-founder of Doblin Inc., at a recent ARCH Venture Partners Innovation Workshop. “Today the most valuable innovations are less about primary discovery and more about stitching together, in an elegant way, well-established and ordinary things,” Keeley said ... [continue reading >>>](#)

Slidecasts offer economical alternative to video for IP marketing

These days it often takes a good dose of creativity to overcome budget limitations, and the Office of Technology Management (OTM) at the University of Illinois Urbana Champaign has done just that, creating slidecasts to promote its technologies using original background music composed by a student and soliciting creative advice from a professor to maximize their impact ... [continue reading >>>](#)

Top 20 marketing tips for social media

Katy Cowan, who runs Creative Boom (an online magazine for creative industries), notes that many companies have difficulty determining how to best utilize social media for marketing. She offers these "Top 20" tips on how to use social media as part of your marketing strategy ... [continue reading >>>](#)

Moving from reactive to proactive marketing

Many small and quickly growing companies have a lot of trouble getting out of reactive mode and into proactive planning mode, says Pamela Cargill, who provides marketing and operations support to small and growing solar companies. "This is usually because small companies are understaffed for marketing or put very little emphasis on the importance of marketing -- or, even worse, don't know how to ... [continue reading >>>](#)

Philippine government to help universities generate IP

The Intellectual Property Office of the Philippines has entered into partnerships with various colleges and universities nationwide in a bid to boost the country's research and development output. In an interview, IPO Deputy Director General Andrew Michael Ong said the agency now has around 35 partner schools. Under the program, private firms can tap local universities for R&D activities. This way ... [continue reading >>>](#)

Entire TTO staff participates in weekly 'open house'

When faculty members or students show up at the Friday "open house" hosted by the TTO of George Mason University they don't just meet with a single licensing representative; they meet with all of them. "This has solved a problem for us," says David Grossman, assistant director of technology transfer. "I tend to deal with non-life sciences and I know that faculty pretty well; we have lunches together from ... [continue reading >>>](#)

Eight keys to generating new readers for your blog

It's one thing to have a blog; it's quite another to get readers, notes Penny Sansevieri, founder of Author Marketing Experts, Inc. She offers these tips for attracting more eyeballs: **Write good blog headings:** Stay away from mysterious, nebulous blog titles. "No one will read them, search engines can't spider them effectively; be specific...[continue reading >](#)

Start-ups need these 'eight Ps' to qualify as "trophy" entrepreneurs

Writing on the blog Startup Professionals Musings, Joseph A. Bockerstette, a founding member of the Main Street Venture Fund, observes that trophy angel investors always look for trophy entrepreneurs. In many fields, few entrepreneurs meet the criteria, resulting in a buyer's market. After considering some 200 investment opportunities over the past two years, Bockerstette and colleagues have ... [continue reading >>>](#)

Pfizer launches academic-industrial network at Cambridge

Pfizer, Inc., has established a network of academic centers that will serve as a "farm team" for drug development. The Global Centers for Therapeutic Innovation is basing its headquarters in Cambridge, MA, and will establish partnerships with academic centers around the country. The first such partnership will be with the University of California, San Francisco. (For background, see ... [continue reading >>>](#)

Tenure polices slowly shifting to support commercialization activity

It's tough enough to get promising innovations translated into commercial success without having bright, young professors discouraged from even considering the potential of technology transfer, but experts says that's exactly what's happening at many top-notch universities, complements of their promotion and tenure policies. "What I have observed is that commercialization efforts by faculty are not ... [continue reading >>>](#)

UBC semiconductor start-up offers lessons in lean commercialization

A Vancouver-based start-up claims it has developed a breakthrough technology for debugging chips in the semiconductor industry. Veridae Systems, Inc., also has some lessons about the importance of adapting to the new realities of the VC environment with a lean commercialization strategy. Although the company operates in a high-tech space, it's run more like a lean internet start-up than a ... [continue reading >>>](#)

UVA technology gets boost from federal defense contract

University of Virginia spinout PluroGen Therapeutics, Inc., has entered into an agreement worth up to \$8.6 million with the U.S. Department of Defense as part of its limb salvage and regenerative medicine initiative. The

contract is expected to fund the regulatory approval process and expanded manufacturing of PluroGen's lead technology, PluroGel PNN Topical Antimicrobial Gel, designed to treat patients ... [continue reading >>>](#)

K-State research team receives patent to control destructive parasite

A patented invention from a Kansas State University research team aims to control a parasite that causes millions of dollars in crop damage each year. Patent No. 7,803,984, "Compositions and Methods for Controlling Plant Parasitic Nematodes," was developed by four K-State researchers who focused their work on the soybean cyst nematode -- a destructive parasite that attacks the roots of soybean plants ... [continue reading >>>](#)

Another take on the Myriad case

Common drugs and hormones could lose patent protection if "isolated" genes and compounds can't be patented, and R&D could suffer in the fallout if the U.S. Department of Justice's position prevails in the Myriad gene patenting case, according to Michael T. Siekman, who co-chairs the biotechnology practice group at Wolf, Greenfield & Sacks, PC, a Boston intellectual property law firm ... [continue reading >>>](#)

Supreme Court to decide case that could make it easier to invalidate patents

Writing on his blog Patently-O, University of Missouri law professor Dennis Crouch notes that in *Microsoft Corp. v. i4i Ltd.*, the U.S. Supreme Court has granted Microsoft's petition for a *writ of certiorari* and will consider whether patent law requires "*clear and convincing evidence of invalidity*" to invalidate an issued patent. Microsoft asks that the standard be lowered -- at least for the situation ... [continue reading >>>](#)

Use these six tips to craft a winning VC pitch

So you've scored an introduction to a VC and need to pull together a pitch deck that conveys the incredible investment represented by your revolutionary, billion-dollar idea. Here are the suggestions posted by social entrepreneur Halle Tecco on the "Work in Progress" blog in *Forbes*. Tecco compiled these tips from presenters at the 13th Annual MIT VC Conference in November ... [continue reading >>>](#)

Wisconsin schools link up in tech transfer collaboration

Southeastern Wisconsin's two biggest academic research institutions have formed an alliance to develop and commercialize new technologies. The Medical College of Wisconsin and the University of Wisconsin-Milwaukee (UWM) say the tech transfer agreement will help them jointly market and license technologies, which they hope will accelerate contributions to the region's economic growth ... [continue reading >>>](#)

OhioHealth program brings clinician innovations to market

When it comes to commercializing innovations, doctor and nurse inventors who work for 17-hospital system OhioHealth in Columbus have a big advantage over their counterparts at many university-affiliated medical centers. If the innovations take off, the inventors aren't required to give OhioHealth an ownership stake in their IP ... [continue reading >>>](#)

ASU device may help stop acid reflux

A physician and an Arizona State University (ASU) engineer are developing a tiny device that would stimulate a muscle that blocks stomach acid from bubbling up the digestive tract. The device, now being tested in India and Chile, could offer an option for chronic acid-reflux sufferers who don't respond to drugs or surgery. Gastroenterologist Virender K. Sharma, MD, was looking for a new way to treat ... [continue reading >>>](#)

In unique deal, USC auctions an exclusive license and retains patent

The USC Stevens Institute for Innovation at the University of Southern California took a chance on a new way to commercialize its technology, and the experiment -- a one-shot auction rather than an ongoing, structured license -- succeeded to the tune of \$7.7 million. It could work at your institution as well, says Richard Friedman, USC Stevens' senior director of technology advancement and licensing ... [continue reading >>>](#)

Colorado State invention helps students learn surgical techniques

An invention by veterinarians at Colorado State University (CSU) in Ft. Collins provides medical and veterinary students with artificial body parts that look, feel, behave, and even bleed like real skin, muscles, and vessels. The artificial replicas of sections of human and animal bodies give students a realistic learning environment to bridge the gap between classroom lectures and actual procedures ... [continue reading >>>](#)

Tufts researchers develop low-cost method to deliver vaccine

Researchers at Tufts University have developed a promising approach to vaccinate for rotavirus, a common cause of severe diarrheal disease that is responsible for approximately 500,000 deaths annually among children in the developing world. In a study published in *Clinical and Vaccine Immunology*, a vaccine delivered as nasal drops effectively induced an immune response in mice and protected them from ... [continue reading >>>](#)

Patent office considers 3-track system to reduce backlog

The USPTO is considering offering a three-track examination process as part of its latest efforts to reduce the agency's backlog of patent applications. Nicholas Godici, a former USPTO executive, says the new system could be in place sometime next year. "This is not necessarily a 'one size fits all' type of environment that we're in," Godici says. "It varies by technology; it varies by importance of ... [continue reading >>>](#)

U-Minnesota start-ups to offer anti-pollution technologies

Researchers at the University of Minnesota's St. Anthony Falls Laboratory have developed the so-called SAFL Baffle -- a steel screen that's installed in manholes -- to isolate pollutants in stormwater and protect the biological cycle in large bodies of water. The research will culminate in the launch of a spinoff company, Upstream Technologies, next year ... [continue reading >>>](#)

U-Utah 'LouseBuster' proves effective

Four years ago, a prototype of the University of Utah's LouseBuster demonstrated that a chemical-free, warm-air device could wipe out head lice on children. Now, a study of 56 louse-infested children and adults scheduled for publication in the *Journal of Medical Entomology* has found that 94.8% of lice and their eggs, known as nits, were dead after treatment with a redesigned, government-approved model ... [continue reading >>>](#)

U-Michigan start-up offers sign language apps for smart phones

When Mobile Sign Language Systems won an Ann Arbor Spark business plan competition last summer and received incubator space and other services, the University of Michigan start-up was able to survive a crucial year of development. The company aims to create a smart-phone app that will translate spoken words into sign-language video in real time. Its first product -- an app that will show ... [continue reading >>>](#)

WARF ambassadors ready to spread the word on tech transfer services

The Ambassador Program at the Wisconsin Alumni Research Foundation (WARF) is an initiative designed to enhance the connection between research on campus and tech transfer. Eight students from scientific programs and departments across campus have been selected as the first wave of WARF Ambassadors, who spread the word about WARF and tech transfer at UW-Madison ... [continue reading >>>](#)

TTO adds satellite office for faculty 'drop-ins'

"Out of sight, out of mind." That maxim may not have been written for TTOs, but it might as well have been. With offices often located far from the researchers and labs they must court for disclosures and early notice of innovations, many TTOs labor in relative obscurity, hidden away from the internal customers they must rub shoulders with to succeed ... [continue reading >>>](#)

Iowa State researchers fabricate more efficient polymer solar cells

Researchers from Iowa State University and the U.S. Department of Energy's Ames Laboratory have developed a process capable of producing a thin and uniform light-absorbing layer on textured substrates that improves the efficiency of polymer solar cells by increasing light absorption. "Our technology efficiently utilizes the light trapping scheme, so solar cell efficiency improved by 20%," explains ... [continue reading >>>](#)

U-Montana TTO launches brain imaging company

Two patents for brain imaging agents discovered at The University of Montana have spawned a company called Rio Pharmaceuticals, which offers specifically designed molecules to image select biomarker proteins in the brain. The technology, licensed by the start-up from U-Montana, may help scientists understand, diagnose, and track new therapies for neurodegenerative disorders ... [continue reading >>>](#)

Drexel licenses hand-held breast cancer screening device

Researchers at Drexel University have developed a device that may enable breast cancer screening in populations where mammography is not widely available or successful, including women in developing countries and those under the age of 40. Wan Shih, PhD, associate professor in the School of Biomedical Engineering, Science, and Health Systems, and Wei-Heng Shih, PhD, professor in the department ... [continue reading >>>](#)

Canada plans investments to speed innovations to the marketplace

The Canadian government plans to fast-track innovations from the lab to the marketplace through grants to five new Centres of Excellence for Commercialization and Research (CECR). The investment is designed to create jobs and help to foster environments where researchers can more easily commercialize their findings to ... [continue reading >>>](#)

Avoid five problems that can ruin your start-up's exit strategy

Writing on the blog Venture Beat, Curtis Smolar, a partner at Ropers Majeski Kohn & Bentley, cites five hurdles that entrepreneurs may inadvertently create in the early days of their company's operation that can make eventual acquisition more difficult: You don't follow the formalities of issuing stock.... [continue reading >>>](#)

Another fix for angel capital: Get rid of the exit

Angel investor John Landry, founder of Lead Dog Ventures, has been talking up a new term sheet he wants to write as a model for high-tech start-ups. His idea is to borrow the revenue royalty structure, which is often used to fund large-scale energy projects. Investors take no equity, instead drawing a percentage of income until the company has paid off a pre-arranged return. Landry proposes a no-equity term ... [continue reading >>>](#)

U-Washington sues GE for infringing patent on ultrasound technology

The University of Washington (UW) has filed a federal lawsuit against General Electric, accusing the industrial giant of infringing on patented technology that is helping GE to make major strides in the market for next-generation diagnostic ultrasound machines. UW filed its complaint against GE in the U.S. District Court for Western Washington. The university claims that GE's Healthcare unit has ... [continue reading >>>](#)

U-Minn to take cut of OTC patent revenues

As the revenue stream from a blockbuster patent is set to expire, the Office of Technology Commercialization (OTC) at the University of Minnesota is scrambling to find new ways to stay on solid footing. The OTC has been funded exclusively by royalty revenues, but with the patent on the AIDS drug Ziagen expiring in 2013, the University Board of Regents has approved a 15% service fee for technologies ... [continue reading >>>](#)

U-Missouri researchers launch company focused on prostate cancer drug

Two University of Missouri (MU) researchers and the director of an India-based pharmaceutical company are partnering to improve cancer therapies. The start-up Shasun Nanoparticle Biochem, Inc., based at the MU Life Science Business Incubator at Monsanto Place, plans to commercialize a prostate cancer treatment using gold nanoparticles. Kattesh Katti, PhD, director of MU's cancer nanotechnology platform ... [continue reading >>>](#)

Army, U-Maryland System ally to speed university research to market

Several promising technology research projects at University System of Maryland labs are getting a strategic infusion of federal cash to help move them toward the commercial market. With \$5.1 million in federal funding, the Maryland Proof of Concept Alliance teams University System of Maryland research institutions and the U.S. Army Research Laboratory (ARL) to support a wide array of emerging ... [continue reading >>>](#)

Georgia Tech Center for Music Technology strikes the right chord

The Georgia Tech Center for Music Technology (GTCMT) is blending research with technology that meets industry needs while creating tools for new and memorable performances. The center, launched in November 2008, has attracted funding in excess of \$3 million, primarily from National Science Foundation grants but also from sponsored research industry partners such as Google and Turner Broadcasting ... [continue reading >>>](#)

RPI encourages undergrad innovation with simplified license agreement

Imagine receiving an undergraduate degree with a provisional patent and a license to your technology already in your pocket. That's the alluring proposition promoted by Rensselaer Polytechnic Institute (RPI) in Troy, NY. RPI has made the opportunity to secure a provisional patent and license readily available to undergrads, who sign a two-page document and pay just \$435 for those services ... [continue reading >>>](#)

Get more bang from your spinout buck with 'symbiotic innovation'

Writing on her company's blog, Laura Schoppe, president of the IP and technology management firm Fuentek, LLC, talks about the interdependence of spinout and spin-in activities. Spinouts make technologies, capabilities, or expertise available to external users through commercialization, licensing, donation, or creation of a start-up, Schoppe explains. Spin-ins leverage an external organization's ... [continue reading >>>](#)

U-Colorado inks exclusive license on pending biotech patent

The University of Colorado (CU) has signed an exclusive license with Arch Biopartners, Inc., a portfolio-based biotech development company based in Toronto. The license covers a patent pending in the area of peptides and solid surfaces owned by CU that was developed by researchers in the program in structural biology/biophysics ... [continue reading >>>](#)

Craft your 'Wow!' statement to win investors

If you have only a few seconds to communicate the essence of your company, what is the most important message to deliver? When confronted with this question, most entrepreneurs think about their elevator pitch: 60 seconds of highly condensed hyperbole intended to entice an investor to ask for more. But the workshops and how-to blogs on elevator pitches have probably done as much ... [continue reading >>>](#)

AUTM report: Start-up creation, licensing strong despite recession

TTOs at U.S. universities continued to churn out spinoffs during fiscal year 2009, with 596 companies formed as a result of university research -- one more than in FY2008 and 41 more than in FY2007, before the economic

downturn began, according to *U.S. Licensing Activity Survey: FY2009*, published last week by the Association of University Technology Managers (AUTM). This year's survey reports ... [continue reading >>>](#)

Offshoring some tech transfer functions could help create U.S. jobs

Writing on her *Tech Transfer 2.0* blog, Melba Kurman notes that research universities churn out more than 60% of basic, "game-changing" research in the United States. In this era of tight budgets, some universities are paying companies in India to do market research and low-level legal work, such as patent prior art searches, to bring innovations to market. "It's counterintuitive, but offshoring the ... [continue reading >>>](#)

Twenty-three EU countries join forces on push for common patent

Twenty-three members of the European Union (EU) have agreed to work together to create a single patent system to protect the design of products sold across their borders. After debating rules on a common patent for a decade, the EU countries concluded earlier this month that they could not reach a unanimous vote on the issue of languages. Instead, they decided to move forward under a rarely used ... [continue reading >>>](#)

Follow these tips to land corporate venture capital

When entrepreneurs go looking for investors, most call independent VC firms. But there's another place companies can seek investment capital: major corporations. Many large companies realize that innovative products and services created by start-ups may complement their in-house R&D efforts. Their investment has two goals: financial returns and possible innovation for their business. Here are a few tips to tap into corporate venture capital ... [continue reading >>>](#)

St. Jude licenses gene mutations to Insight Genetics

St. Jude Children's Hospital in Memphis has inked an exclusive worldwide licensing agreement with Insight Genetics of Nashville to develop a diagnostic test directed at the anaplastic lymphoma kinase (ALK) gene to better monitor cancer patients and enable physicians to prescribe more effective treatments. ALK has been identified as the cause of a number of cancers, and several drug firms are ... [continue reading >>>](#)

UC-Riverside technology is basis for pest repellent start-up

With investment capital in hand, OIFactor Laboratories, Inc., is preparing to conduct research in a 10,000-square-foot lab in San Bernardino, CA, that the company recently retrofitted. The goal is to develop nontoxic odors to repel or trap mosquitoes and limit the spread of diseases such as malaria or the West Nile virus. In little more than a year, the company has grown from an idea developed by ... [continue reading >>>](#)

Compounds used in photodynamic therapy lead to RPCI spinoff

Roswell Park Cancer Institute (RPCI) has formed Photolitec, LLC, a life sciences company that will develop photosensitizing compounds used in photodynamic therapy (PDT). PDT is a type of cancer treatment pioneered at RPCI by Thomas J. Dougherty, PhD, chief emeritus of the Institute's Photodynamic Therapy Center... [continue reading >>>](#)

Case Western licenses isogenic cell models

Case Western Reserve University has signed an exclusive license with Horizon Discovery, based in Cambridge, England, for a panel of human isogenic cell models developed in the laboratory of Zhenghe Wang, PhD, assistant professor of genetics at the university's School of Medicine. The license has an initial term of 10 years and includes up-front fees and an ongoing royalty on product sales ... [continue reading >>>](#)

Harvard Business School launches fund to invest in lean start-up model

Harvard Business School (HBS) is launching a \$50,000 fund to help student start-ups roll out prototypes. The Minimum Viable Product Fund, which was proposed by three first-year MBA students and is funded by the school's Arthur Rock Center for Entrepreneurship, will award 10 teams with about \$5,000 apiece during the winter semester. The fund focuses on the "lean start-up" model developed by Eric Ries ... [continue reading >>>](#)

Virginia Tech start-up cherry picked by investors

Typically, a new company starts with an idea in need of cash. Techulon is not typical. The Blacksburg, VA-based company started with a group of investors, the majority of whom were Virginia Tech graduates, looking to generate new jobs in the region and give back to their university. What they needed was a product. For six months the investors sifted through patent licenses owned by Virginia Tech ... [continue reading >>>](#)

Ohio start-up looks to commercialize blood test for stroke cause

Don't accuse molecular diagnostics startup Ischemia Care of thinking small. The Oxford, OH-based company that was founded three years ago is hoping to be the first to market with a blood test to diagnose the cause of stroke, the fourth-leading cause of death in the United States, and transient ischemic attacks, known as mini-strokes. And it's hoping to do that within two years, according to CEO Jeff June ... [continue reading >>>](#)

South Dakota State studies roll-up, paint-on solar cells

Imagine solar cells that soldiers can roll up like a mat, then carry them to a new location where they can unroll them and start generating electricity on the spot. That's just one of the technologies South Dakota State University (SDSU) is exploring as part of a \$10 million project to deliver alternative technologies to help the U.S. military supply power to troops in the field. The three-year project began in May 2009 ... [continue reading >>>](#)

UAB technology could extend life of medical implant devices

The long-term performance of medical implant devices, like heart valves and cardiac stents, could be enhanced substantially by bio-coating technology recently licensed to University of Alabama at Birmingham (UAB) spinout Endomimetics LLC through the UAB Research Foundation. The patent-pending technology is a bio-nanomatrix coating that mimics natural endothelium, the substance that lines ... [continue reading >>>](#)

U-Manitoba inks Master License Agreement with Intellectual Ventures

The University of Manitoba in Winnipeg has signed a deal with Bellevue, WA-based Intellectual Ventures that allows the university to offer its technologies to IV under a Master License Agreement. The Canadian school's TTO hopes the arrangement will get more of its IP to the marketplace and more licensing dollars into its bank account, despite IV's perception among many commercialization professionals as a ... [continue reading >>>](#)

U-New Hampshire researcher develops 'smart' hospital bed

A University of New Hampshire professor's research into hospital bed technology could soon represent a giant leap forward in patient care. John LaCourse, PhD, professor and chair of UNH's department of electrical and computer engineering, is negotiating with hospital bed manufacturers to adopt his programmed algorithm technology, which could become the basis for "smart" computerized hospital beds ... [continue reading >>>](#)

Texas Tech teams with LGE Execs to license technologies

The Texas Tech University System (TTUS) has signed a licensing agreement with LGE Execs, an Austin, TX-based consulting firm, allowing LGE Execs to help commercialize TTUS technologies and innovations in the agriculture, health, and life science industries. The agreement covers a number of the universities' technologies and innovations, including improvements in livestock reproduction and ... [continue reading >>>](#)

Mississippi State wood technology offers new possibilities

Mississippi State University (MSU) scientists have found a new way to turn wood into highly absorbent charcoal and automobile parts. While wood has been used to manufacture charcoal since the early 1600s, the new technique can create charcoal and other carbon-based products with a higher absorption capacity. Charcoal has been used widely to treat water and clean up chemicals, but the production of ... [continue reading >>>](#)

Study these five lessons from Harvard's commercializing science program

Writing on Fast Company, Neil Baron, managing director of Baron Strategic Partners in Boston, observes that Harvard University offers a "fascinating and important" class on commercializing science taught jointly by the business, law, engineering and applied science, and Kennedy schools. The diverse disciplines are part of what makes the course so significant. In the "real world," successful ... [continue reading >>>](#)

Redefine TTO metrics to improve progress toward institutional goals

Accountability has never been a bigger topic for TTOs than during the past two recession-ridden years. With that in mind, it's become more important than ever to measure not only TTO output but also the activities that underlie those results. Most academic TTOs track their performance against their peers based on the annual survey conducted by the Association of University Technology Managers ... [continue reading >>>](#)

U-Illinois innovation to change how scientists treat MRSA

Start-up company ImmuVen and the University of Illinois Urbana-Champaign (UIUC) have entered into a license agreement allowing ImmuVen to develop modified T cell receptor proteins to treat cancer and methicillin-resistant Staphylococcus aureus (MRSA). ... [continue reading >>>](#)

Burnham researchers, Japanese firm partner to fight obesity

Officials at Orlando's Sanford-Burnham Research Institute and Florida Hospital have partnered with Asia's largest pharmaceutical company to explore new ways to treat obesity. Takeda Pharmaceuticals, a Japanese firm that has made major investments in diabetes, obesity research, inked a two-year deal with the nonprofit biomedical research facility at Lake Nona and its joint venture with ... [continue reading >>>](#)

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