LES Foundation Announces Finalists for its 2014 International Student Business Plan Competition March 24 in New York

WASHINGTON, Feb. 11, 2014 – The Licensing Executives Society Foundation congratulates six student teams that will advance to the Final Round of the 2014 International Graduate Student Business Plan Competition March 24, 2014 at the Crowne Plaza Times Square Manhattan, New York. The event will run from 1 p.m. until 5 p.m. and is open to the public.

The LES Competition uniquely focuses on student business plans that hinge on ground-breaking technologies and services and that emphasize intellectual property (IP) strategies to support business goals. This year, 74 submissions were received from teams worldwide, including Australia, Belgium, Canada, France, Great Britain, India, Kenya, Sweden and the United States. Advancing to the Final Round will be:

- **Disease Diagnostic Group, Case Western University, USA** which is offering a RAM device designed to provide a one-minute, handheld diagnosis of malaria with one drop of blood from a fingertip at one-tenth of the cost and with one-hundred times the detection level of current competitors.

- **IncuMagic, Lehigh University, USA** creates writing implements that fit over the tip of a finger. The writing devices can be worn individually on a single finger, or users can wear multiple devices simultaneously.

- **Reactive Electronics (RE), Swinburne University of Technology, Australia** develops intelligent electronic products for industry specific applications that combine innovative components and engineering in an effort to simplify complex tasks, improve safety and efficiency.

- **VERITAS Technologies, ACE Engineering College, India** is looking to implement a low-cost, ambient air cooling and modular filtration system for public transportation networks. The team’s goal is to identify and deconstruct pollution and torrid conditions.
during road travel in public transit systems in an effort to inspire the public to choose more convenient and efficient public transportation systems.

- **Vibronix, Inc., Purdue University, USA** offers advanced imaging solutions for disease diagnosis, treatment guidance and therapeutics development. The team aims to introduce the Intravascular Photoacoustic System, a catheter-based intravascular sensor for predicting the risk of heart attack.

- **ZYMtronix Catalytic Systems, Inc., Cornell University, USA** leverages Cornell technology to supercharge industrial enzymes to provide green, low-cost solutions to markets such as pharmaceutical manufacturing, antibiotic and bacteria remediation in agriculture and hospitals.

All six teams will receive expense-paid trips to attend the Licensing Executives Society (U.S.A. and Canada) Inc., Mid-Year Meeting where they will present their plans to a world-class panel of judges in hopes of taking home valuable cash and in-kind prizes.

This year’s Competition sponsors and donors include: Applied Economics, Bracewell & Giuliani, Duff & Phelps, Finnegan, IPmetrics LLC, Knobbe Martens, Olson & Bear, ktMINE, LES (USA & Canada), LES International, PeregrineMaven Group and Watermark.

Visit [www.lesfoundation.org](http://www.lesfoundation.org) for more information on the 2014 Competition and finalists. For more information on LES (USA & Canada) and the Mid-Year Meeting visit [www.lesusacanada.org](http://www.lesusacanada.org).

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**About Licensing Executives Society (U.S.A. and Canada) Inc., LES International and the LES Foundation:** The Licensing Executives Society, (U.S.A. and Canada) Inc. is the pre-eminent professional organization in the field of intellectual property transfer and commercialization in the U.S.A. and Canada. It is one of over 32 national societies (representing 90 countries) of the Licensing Executives Society International, which has over 11,000 members worldwide. The LES Foundation was established by the Licensing Executives Society, (U.S.A. and Canada), Inc., to increase awareness and understanding of the licensing of intellectual property rights and to communicate the critical role licensing plays in bringing creativity and innovation to the commercial marketplace.