

LES Foundation's Graduate Student Business Plan Competition Goes Global!

By Lydia Steck

The Licensing Executives Society International Conference in Chicago marked the exciting arrival of the LES Foundation's Graduate Student Business Plan Competition on the international stage. Now in its fifth year, the Competition continues to grow in both size and visibility pulling in 21 business plan entries from graduate students across the globe in 2008—nearly twice as many as in the previous year.

“The word is out among students that our competition offers both professional networking and learning experiences that are unmatched by other competitions,” says Linda Chao, senior associate for Stanford University's Office of Technology Licensing and the LES Foundation Board Member who chaired the 2008 Competition. “In fact, a professor from Duke told us that his student team con-

sidered the LES Competition to be one of the highlights of their graduate school experience.”

This year, in addition to naming an overall Competition winner, LESI joined in the effort by sponsoring the first Global Award to recognize the team whose business plan best dealt with IP rights and their use in the global business environment.

“We are very happy to have been able to bring this Competition to an international level this year,” says Chikao Fukuda, president of LESI.

A total of seven student teams qualified to compete in the final round of competition at the Chicago Meeting. “The original plan was to bring five teams to Chicago, however the enormously high caliber of the entries demanded that we increase the number of finalists teams to seven,” says Chao.

Students faced an international panel of judges representing a cross section of licensing industry sectors. Each team's plan was assessed on a variety of factors including attractiveness of the venture, quality of the product or service offered, market opportunity and investment potential.

“Central to the Foundation's mission is to help cultivate the next generation of licensing professionals through programs, like the Competition, that raise awareness and demonstrate the value and importance of IP licensing,” says Arthur Rose, LES Foundation president. “This Competition simulates an exciting real-world venture capital experience for students and gives them a real competitive advantage through the networking, feedback and mentoring they receive from LES members. We look forward to the continued growth and success of this program.”

University Of Texas Dallas Wins LES Foundation 2008 Business Plan Competition

Graduate Students from the University of Texas at Dallas captured first place in the 2008 LES Foundation Graduate Student Business Plan Competition for their plan to commercialize a new wireless medical device to eliminate chronic pain.



University of Dallas winners with LES Foundation President Arthur Rose.

According to the team, millions of Americans suffer from chronic pain, but current pharmaceutical and device solutions present dangerous side effects, resulting in a patient market with a substantial unmet need. MicroTransponder, Inc. is working to commercialize a neurostimulation solution to address this large and growing market by developing a tiny, biocompatible device for injection near the peripheral nerves. The device will block the pain signals and be programmable via a wireless interface such as PDA or cell phone.

“Current neurostimulation devices are ill-suited for interacting with the peripheral nerves due to their size and propensity to migrate or fail. Our device is 100 times smaller, injectable, and controlled wirelessly. This versatility will enable neurostimulation treatment to be expanded to a portfolio of additional indications,” says Will Rosellini, JD, MBA, president and CEO of MicroTransponder.

MicroTransponder's initial offering is to license a “Neuro-

See Dallas Winners, continued on Page 13

LESI Awards 2008 Global Award To EcoRegen From Swinburne University Of Technology

LESI awarded the graduate student team from Swinburne University of Technology in Australia the first Global Award for their business plan to regenerate organic waste into renewable resources and organic products.

Swinburne received a \$5,000 cash prize for EcoRegen, a biotechnology company established to regenerate wastes into resources for a sustainable ecology throughout the world.

“The unique system integrates high-tech process engineering and biotechnology to provide a total waste solution for sustainable agricultural resource management in the Malaysian palm oil industry,” says Khai Yip Mun, CEO of EcoRegen. “The technology has the support of the Malaysian Ministry of Natural Resources & Environment and achieved approval from the United Nations Kyoto Protocol for Clean Development Mechanism projects.”



LESI President Chikao Fukuda (left) and winner Khai Yip Mun.

Calling LES Members! Get Involved!

There are many ways—both big and small—to get involved in the LES Foundation Graduate Student Business Plan Competition.

You can start by encouraging your local or favorite university graduate school to enter a team. In addition, consider serving as a judge or meeting mentor for one of our teams. Contact Linda Chao at bplan@lesfoundation.org for details. Look for more information about the Competition at www.lesfoundation.org.

Entries are now being accepted for the 2009 Competition. The Finals will be held at the LES Spring Meeting, May 6-9, 2009 in Montreal.



Advisors, student winners, sponsors and LES Foundation trustees after the announcement.

Dallas Winners

continued from Page 12

stimulation Pain Management System” which can be implanted to relieve the debilitating and chronic pain associated with cancer, diabetic neuropathy, lower back pain and other conditions. Additional indications that the team aims to commercialize in the future include Refractory Epilepsy, Stroke, Neurorehabilitation, and Tinnitus.

MicroTransponder received a \$10,000 cash prize as well as \$45,000 worth of in-kind services from Ocean Tomo and Knobbe, Martens, Olson & Bear, LLP.

In addition to the University of Texas and Swinburne University, which took home the Global Award, five other outstanding teams competed in the finals, including 3rd Rock Sunblock, Inc., from Duke University; SeriesTech from Lund University (Sweden); ESMo Technologies, Pts Ltd., from Nanyang Technological University (Singapore); NanoGreen, Inc., from the University of Hawaii; and, BioRegenix from the University of Illinois at Chicago. These teams each received a \$1,000 cash prize.

Apply Now To Take The CLP Exam In October

If you considered pursuing the Certified Licensing Professional (CLP) designation but thought you had to wait until next year, we have good news for you. The exam will be offered again in

CLPTM
CERTIFIED LICENSING PROFESSIONAL

October 2008, giving licensing professionals another chance to earn this prestigious designation during the inaugural certification year.

The CLP program was launched last year in response to demand from licensing professionals who wanted a way to earn greater distinction in the industry. The designation, which is built on internationally applicable standards of professional practice, serves notice to the industry and the general public that those recognized as CLP designees have demonstrated their experience and proficiency in the licensing and commercialization of intellectual property.

Holding the CLP designation not only assures stakeholders that you have reached an elite skill level in your field, but it should also increase your stature in the profession and enhance your career opportunities. The CLP credential marks a new standard of excellence in licensing, and now professionals in the fields of licensing and technology transfer can earn the designation conveniently and in a timely fashion. Those who apply for certification by Sept. 15 may take the CLP exam in October. Beginning in 2009, CLP exams will be held in January and July of each year.

Individuals who hold a bachelor's degree or higher from an accredited university, have at least three years of licensing experience, and are active in and knowledgeable of the licensing field may pursue the CLP designation. The certification is not just reserved for professionals who are new to the field; it is also advantageous for industry veterans to confirm their experience and credentials by seeking the CLP designation.

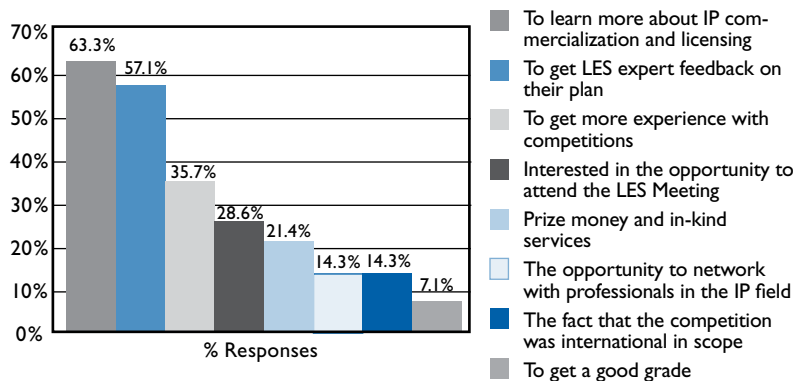
“Professionals who earn the CLP credential demonstrate to their colleagues and the industry as a whole that they have been recognized by an independent certification body as proficient and dedicated to the highest standards of practice in the licensing profession,” Jim Sobieraj, chair of the CLP, Inc. Board of Governors, states. “The CLP credential distinguishes them from the crowd, identifying them as experienced licensing professionals and increasing their stature among their employers and peers.”

The three-hour exam consists of 150 questions in a multiple-choice format, with questions covering fundamental topics of importance to licensing professionals. For more information on the exam, please see the CLP Candidate Handbook and Study Guide (www.usa-canada.les.org/pdfs/CLP_Handbook.pdf)

The online application to take the exam is available at www.licensingcertification.org or by visiting the LES Web site (www.usa-canada.les.org) and clicking on the “Certification” link. Once you complete the application, you will be prompted to schedule an exam date and location. Over 300 testing sites are accessible in most major metropolitan areas throughout the U.S. and Canada, and testing opportunities will also be available in Orlando during the LES Annual Meeting. The certification fee allows an applicant to attempt the CLP exam twice within a 13-month period.

September 15 is the deadline to submit the application to take the CLP exam in October, even if you choose to take the exam at the Orlando meeting. Join the current 600 Certified Licensing Professionals and earn your certification in 2008. Invest in your future today! Visit www.licensingcertification.org today to learn more about the prestigious CLP designation and submit an online application.

Top Reasons Students Entered The LES Foundation Competition:



Students rated the degree to which their participation in the LES Foundation Competition enhanced their awareness and understanding of the importance of IP commercialization and licensing in the development of a sustainable business. They responded:

