

For Immediate Release

**IP ADVOCATE WINS 2009 INTERACTIVE MEDIA AWARD
FOR OUTSTANDING ACHIEVEMENT IN ADVOCACY**

***Interactive Media Council Honors IPAdvocate.org for Helping Faculty
Researchers Navigate Complex Process of Getting Inventions to the Public***

ATLANTA (June 2, 2009) – IP Advocate (www.IPAdvocate.org) today announced it has received the 2009 Interactive Media Award for Outstanding Achievement in Advocacy. The award honors the critical role the organization’s website plays in helping to educate and empower faculty researchers during the complex process of moving their inventions from the lab to the people who need them.

IPAdvocate.org is dedicated to helping academic researchers preserve their rights in their work and to cultivating an online community that focuses on safeguarding the interests of faculty inventors. The Interactive Media Award represents the first milestone for this relatively young organization; the non-profit was founded in October 2008, and the website had its official public launch last month.

The [Interactive Media Awards](#) program recognizes the highest standards of excellence in website design and development and honors individuals and organizations for outstanding achievement. Judges evaluate websites based on design, content, feature functionality, usability and standards compliance. The award program was created by the Interactive Media Council, Inc. (IMC), a nonprofit organization of leading web designers, developers, programmers, advertisers and other web-related professionals.

IPAdvocate.org is led by executive director, Rhaz Zeisler – a recognized industry innovator of multi-channel interactive new media and digital branding.

“IP Advocate is the resource I wished had existed when I was forced to sign away the rights to my own invention,” said Dr. Renee Kaswan, founder of IP Advocate,

former research professor at the University of Georgia and inventor of the billion-dollar drug Restasis®. “It’s an honor to accept this award, and it’s been exciting to witness the participation and discussions happening in the online forum. This is a subject close to the hearts of faculty members and students, and we want to be a valuable resource for them as they seek to understand and anticipate the process of getting their discoveries and inventions to the public.”

Already one of the most comprehensive IP resources available, IPAdvocate.org provides a storehouse of authoritative information on laws, litigation and other current events related to intellectual property issues, and a glossary ranging from basic intellectual property terminology to more complex contractual terminology.

An interactive forum encourages and enables open discussion and active participation within the online community, where researchers and others can discuss laws and litigation, ethics, best practices, public policy on academic technology transfer and more.

IPAdvocate.org also features a selection of case studies that represent cautionary tales in technology transfer, alongside positive stories that demonstrate what can be accomplished when universities adhere to ethical best practices throughout the process of invention commercialization.

About IP Advocate

IP Advocate (www.IPAdvocate.org) is a non-profit organization that educates and empowers faculty researchers on patent rights and the process of commercialization – helping inventors protect their rights during the complex process of getting their invention from the lab to the people who need it. IP Advocate is a rich resource of information and best practices related to the commercialization of intellectual property. The organization was founded by Dr. Renee Kaswan, inventor of the billion-dollar drug Restasis® and a former research professor at the University of Georgia; and is led by executive director Rhaz Zeisler, a recognized international interactive media brand strategist, and former Walt Disney producer and IBM creative executive. IP Advocate is a 501(c)(3) organization, based in Atlanta.

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