

IP ADVOCATE ENHANCES INTERACTIVE IPAO FORUM WITH NEW 'EXPERT OPINIONS' SECTION

New Area Gives Thought Leaders from Business, Academia, Science and Government Opportunity to Address Current IP Issues

ATLANTA (July 14, 2009) – Adding new functionality and resources to its award-winning online community, IP Advocate (www.IPAdvocate.org) has launched “Expert Opinions,” a new section in the IPAO Forum on IPAdvocate.org designed to offer academic researchers insight and information on current intellectual property issues.

Participating experts will address topics such as technology transfer, commercialization, patent reform, IP legislation, university litigation and related subjects. IPAdvocate.org is an online community founded to help safeguard the interests of faculty inventors and assist them in preserving their rights in their work.

“This new section enables us to continue to expand the support we offer to academic researchers who are often overlooked when their discoveries transition from the lab to the marketplace,” said Dr. Renee Kaswan, founder of IP Advocate, former research professor at the University of Georgia and inventor of the billion-dollar drug Restasis®. “As profits rise, business interests often trample on the rightful professional and personal interests of faculty inventors. Our goal is to help researchers navigate the difficult process of commercialization.”

“Expert Opinions” currently features a Q&A with Galen Suppes, Ph.D., Professor of Chemical Engineering at the University of Missouri-Columbia. Dr. Suppes discovered an environmentally friendly use of glycerin, the co-product of biodiesel production, and is currently fighting the University for the rights to several of his inventions. The Q&A

with Dr. Suppes titled “Critical Issues in University Intellectual Property,” covers job scope issues and best practices in provisional patent applications in a university setting. “Under no instances should an employee be required to assign an invention to a university or corporation until due diligence has been performed to determine whether the invention was truly within the scope of his/her job,” Dr. Suppes notes.

Another “Expert Opinions” contributor, Fred Mermelstein, PhD., Executive Director of Javelin Pharmaceuticals, Inc., discusses how NIH-sponsored research could be advanced and more efficiently leveraged. “A few simple modifications.....would likely generate significant outcomes,” Dr. Mermelstein writes. “These include dedicating a minimal amount of grant funds to cover costs associated with filing a U.S. patent application to increase interaction between funded laboratories and their technology transfer offices and corporations interested in commercial development of research.”

Already one of the most comprehensive IP resources available, IPAdvocate.org provides a storehouse of authoritative information on laws and litigation related to intellectual property issues, case studies that represent both cautionary tales and examples of commercialization done right, and an interactive forum where researchers and others can share information with each other and discuss laws, ethics, best practices, public policy on academic technology transfer and more.

“This section launch represents another significant step in our mission to develop topical, informative content and continue to add more interactive resources to our online community,” said IPAdvocate.org Executive Director, Rhaz Zeisler, a recognized industry innovator of multi-channel interactive new media and digital branding.

Since its May launch, IPAdvocate.org has won two “Communicator Awards of Distinction” from the International Academy of the Visual Arts in the categories of Education and Branding. Last month, IPAdvocate.org won the Interactive Media Award for Outstanding Achievement in Advocacy.

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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