

For Immediate Release

**IP ADVOCATE UNVEILS FIRST INTERACTIVE RESOURCE
FOR PROTECTING RIGHTS OF FACULTY INVENTORS;
NEW ONLINE COMMUNITY LAUNCHES TODAY**

***Organization Calls on Researchers, Universities to Join Movement
Toward Transparency in Technology Transfer and IP Policies;
Website Offers Resources, Case Studies and Interactive Community***

ATLANTA (May 19, 2009) – With the nation relying as never before on innovation to help boost the struggling economy, a new online resource launches today to help faculty inventors protect their stake in their life’s work. IP Advocate has unveiled a new online community for academic researchers, www.IPAdvocate.org.

IPAdvocate.org is dedicated to helping academic researchers preserve their rights in their work and to cultivating a community that focuses on safeguarding the interests of faculty inventors.

“The process of commercializing an invention is complex, and often subjects the researcher to adversarial business interests,” said Dr. Renee Kaswan, founder of IP Advocate, a former research professor at the University of Georgia and inventor of the billion-dollar drug Restasis®. “Most academic researchers don’t know what they don’t know about their legal rights as owners of their inventions until it’s too late. As potential profits rise, academic inventors are too often plagued by litigation and threatened litigation. Ultimately, the noble purpose of achieving real benefits to society gets shortchanged.

“We’ve built a robust online community where faculty and student researchers can learn about the technology transfer process, interact with other inventors and learn from their experiences and resources,” said Dr. Kaswan. “Without academic researchers there would be no technology to transfer. We want this to become a comprehensive resource to help researchers navigate the difficult process of getting their innovations to

the public while preserving their rightful personal and professional interests along the way.”

Since the organization’s launch in October 2008, IP Advocate has accumulated numerous and varied resources to equip and inform university researchers and other stakeholders regarding university technology transfer and intellectual property policies, processes and procedures.

IPAdvocate.org provides a storehouse of authoritative information on laws, litigation and other current events related to intellectual property issues, a glossary ranging from basic intellectual property terminology to more complex contractual terminology and case studies from universities nationwide.

Already one of the most comprehensive IP resources available, IPAdvocate.org will continue to grow via the social web, as interested parties tell their own stories and share valuable resources. 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.

IP Advocate is striving for the adoption of best practice guidelines nationwide and has accumulated a catalog of best practice resources from top research universities. The online community 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.

“Scientific and technological advancements born out of academic research are progressing at a staggering rate,” said Dr. Kaswan. “Faculty need technology transfer best practices to ensure these innovations reach their intended audience without harmful litigation. From conception to fruition, the life of a patented invention is often 20-30 years. The equity relationship formed by these policies will be subject to numerous challenges and changes during this time period. IP Advocate is calling for transparent operations, open communication and policies that advance cooperation and mutual benefit between the university, its technology transfer office and its researchers.

Universities that truly value and support their researchers will emerge as forerunners in the future of innovation and academic leadership.”

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 strategist, producer and former IBM executive. IP Advocate is a 501(c)(3) organization, based in Atlanta.

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