



For Immediate Release

**IP ADVOCATE WINS TWO COMMUNICATOR AWARDS OF  
DISTINCTION FROM INTERNATIONAL ACADEMY OF VISUAL ARTS**

***Non-Profit Dedicated to Empowering Academic Researchers is Honored  
For Excellence in Education and Branding***

ATLANTA (June 16, 2009) – IP Advocate ([www.IPAdvocate.org](http://www.IPAdvocate.org)) today announced it has won two awards from the International Academy of the Visual Arts, honoring the non-profit organization with “Communicator Awards of Distinction” in the categories of Education and Branding.

IP Advocate.org was selected from more than 9,000 entries from companies and agencies around the world, making the Communicator Award the largest and most prestigious award of its kind.

The Communicator Awards is the leading international awards program honoring creative excellence for communications professionals. The awards are judged by the International Academy of the Visual Arts (IAVA), an invitation-only body consisting of top-tier professionals from acclaimed media, communications, advertising, creative and marketing firms.

“A communications award is especially meaningful to us, because communication is the central theme for what we’re trying to accomplish,” said Dr. Renee Kaswan, founder of IP Advocate, former research professor at the University of Georgia and inventor of the billion-dollar drug Restasis®. “We want to give voice to the community of academic researchers – the very people who find cures for diseases and invent new technologies for us to explore, but who all-too-often are overlooked during the process of getting their discoveries from the lab to the people who need them. We’re thrilled with this honor.”

IAVA is the second organization to officially honor IP Advocate. Earlier this month IP Advocate announced it won the Interactive Media Award for Outstanding Achievement in Advocacy

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

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.

#### **About IP Advocate**

IP Advocate ([www.IPAdvocate.org](http://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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