WEBINAR COURSE on
RESEARCHER COMMERCIALIZATION

The Essentials

Please forward this email to all researcher colleagues (especially faculty, grad student and post-docs) interested in learning how to commercialize their research

This highly successful online webinar course had 2,600 attendees the last time we did it in January. It is recommended for researchers in research institutions (e.g., grad students, post-docs, professional staff and faculty) and researchers in commercial companies (e.g., startups, SBIRs, research-based small businesses and
Global 1000). It allows attendees to make an informed decision as to how to better plan their commercialization efforts, be it through employment, licensing, consulting, joint venturing or startup creation.

**Description:**

This unique course will deal with successfully commercializing any type of research activity, whether focused on engineering, physical sciences or life-sciences. The course will discuss the practical business and legal issues that researchers need to understand to commercialize their research. We will deal with the different ways to commercialize research, ranging from the traditional (i.e., employment and licensing) to the more entrepreneurial (i.e., consulting, joint venturing/strategic alliance and startup company). We will show how these commercialization methods overlap and how they differ. We will deal with fundamental topics like intellectual property, licensing agreements, employment agreements and consulting agreements, which researchers must understand regardless of whether they intend to be researchers at a university lab or the founder of the next great public company. We will then turn to the advance topics of creating and funding companies. The advance topics deal with commercializing as a group, with the resulting complexities of understanding the relationships and expectations of the other team members in the company, be they other employees, founders, executives, board members, shareholders, investors or partners. Each lecture is a 90-minute webinar. There will be expert guest speakers for each session.

This online course is available for co-branding with your university to help you educate and train your staff, faculty and students in researcher commercialization. Please contact Tony Stanco at tony@ncet2.org for details.

**Co-Organizers:**
Steve Ferguson  
Deputy Director, Licensing Entrepreneurship  
Office of Technology Transfer  
National Institutes of Health  

Juan E. Figueroa  
Program Director SBIR  
Division of Industrial Innovation and Partnership  
National Science Foundation  

Clara Asmail  
Technologies Liaison  
SBIR Program Manager  
National Institute of Standards and Technology (NIST)  

Tony Stanco  
Executive Director  
National Council Of Entrepreneurial Tech Transfer  

**Cost:**  
This 11-lecture course is **free**, but registration is required. To register, go to [http://researchercourse.ncet2backoffice.org/](http://researchercourse.ncet2backoffice.org/).  

**Agenda:**  
Lecture 1: Commercialization Methods: **Employment, Licensing, Consulting, Joint Venturing and Startup**  
June 18, 1-2:30pm EST  

Lecture 2: The Fundamental Essentials: **Patents**  
June 25, 1-2:30pm EST  

Lecture 3: The Fundamental Essentials: **Copyrights, Trademarks, Trade Secrets**
July 9, 1-2:30pm EST

Lecture 4: The Fundamental Essentials: Employment Agreements

July 16, 1-2:30pm EST

Lecture 5: The Fundamental Essentials: Tech Transfer and Licensing Agreements

July 23, 1-2:30pm EST

Lecture 6: The Fundamental Essentials: Consulting Agreements

July 30, 1-2:30pm EST

Lecture 7: The Advanced Essentials: Business Entities

August 6, 1-2:30pm EST

Lecture 8: The Advanced Essentials: Shareholder Agreements; Directors and Executives; Term Sheets; Private Placement Memoranda; Stock Purchase Agreements

August 13, 1-2:30pm EST

Lecture 9: The Advanced Essentials: SBIRs/STTRs

August 20, 1-2:30pm EST

Lecture 10: The Advanced Essentials: Corporate Strategic Alliances and Joint Venturing

August 27, 1-2:30pm EST

Lecture 11: The Advanced Essentials: Angel Investors and Venture Capital

September 3, 1-2:30pm EST

Potential Make-up Classes

September 10 and 17, 1-2:30pm EST

**Webinar Technical Requirements**

To participate on the webinars you need an internet access. The visuals are seen on your computer and the audio can be heard over the computer OR over a phone line.

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This message is sent to you on behalf of Dr. Steffensen, Associate Dean for Research at the UTHSCSA Dental School. If you wish to be removed from this distribution list or know of someone who would like to be added to the list, please contact Gloria Abdin at abdin@uthscsa.edu. We welcome suggestions that you may have to enhance our research communications. To access previous announcements click the following link: http://dental.uthscsa.edu/research/announcements.php