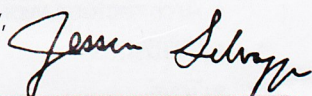


Dear Researchers,

Congratulations!!! This past year has been filled with great news for the research going on at UWM. Over the past 10 years the UWM Research Foundation portfolio has also grown tremendously and we would like to acknowledge these success stories in this edition of our intellectual property advisory.

Keep up the amazing work and remember that our team is always available to chat about inventions, copyrighted works, industry partnering, start-up companies, and any topic related to commercialization of research.

Sincerely,



Jessica Silvaggi, Ph.D.
Senior Licensing Manager



UWM is an R-1 Research University

In February 2016 UW-Milwaukee was elevated to elite status as an R-1 doctoral research university on the Carnegie Classification of Institutions of Higher Education List. This puts UWM among 115 top-tier research institutions in the nation. This distinction recognizes years of hard work by UWM researchers. It is critical that UWM maintain its momentum in this area – despite funding challenges – given the importance of UWM as an institution in Southeastern Wisconsin and the linkage between our research program and our educational mission. The cutting edge work performed by UWM researchers is an inspiration to campus and the community, and we hope it will lead to more federal funding and an increase in student enrollment.

Record Level of Invention Disclosures in FY2015

The UWM Research Foundation is in its 10th year of operation and we are excited to report a record year of inventions in FY2015 with 55 new disclosures. We have seen an increase in many of our key areas of excellence including chemistry/pharmaceuticals, nanomaterials, water/freshwater, imaging, and energy. In addition, we have also evaluated inventions and copyrighted works related to a wide variety of areas such as medical devices, apps, software, aquaculture, sensors, robotics, consumer products, and more. We encourage all researchers to talk to our team early and often whenever a research program may lead to potential inventions or intellectual property. Public disclosure of your ideas at conferences, poster sessions, and online publications can affect your ability to protect your intellectual property, so be sure to talk to us in advance.

Success of UWM Start-Ups

Our entrepreneurial community at UWM continues to expand for both faculty and students. We look forward to the new Lubar Center for Entrepreneurship to be built in 2018, which will support interdisciplinary courses and start-up activities at UWM. With our new NSF I-Corps Site grant awarded in 2015, we have already worked with 27 teams to help explore commercial potential, and we are pleased to be working together in the launch the new Lubar Center for Entrepreneurship which supports entrepreneurial activities at UWM and will include a new facility opening at the end of 2018. This program has been instrumental in teaching teams the lean start-up methods using the business model canvas. We hope to see even more start-ups in the upcoming years so that Milwaukee can continue to prove itself as a hub for innovation and grow our workforce.

UWMRF Start-Ups Make Progress

NanoAffix Science, LLC: NanoAffix Chief Executive Officer and UWM Engineering Professor, Dr. Junhong Chen, has partnered with area companies to further develop and commercialize novel, real-time water quality sensors. The company was awarded an \$800,000 grant with A.O. Smith, Badger Meter, and Baker Manufacturing through the NSF Partnership for Innovation program.



T3 Bioscience, LLC: Dr. Ching-Hong Yang, UWM Biology Professor and Chief Scientific Officer for T3 Bioscience has recruited Daniel Burgin, Managing Director of Ullink as the new acting CEO. Field studies for their novel compounds for preventing bacterial infection in apple tree blossoms have shown results comparable to antibiotic compounds used currently. Their novel compounds use a different mechanism than antibiotics which prevents the bacteria from infecting plants, and aims to avoid the antibiotic resistance issues seen on farms today.



Tailored Care Enterprises, LLC: Dr. Rhonda Montgomery, Emerita Professor in the UWM Helen Bader School of Social Welfare, founded Tailored Care Enterprises which provides families, providers, payers, and licensed professionals



with an evidenced based care management support system called Tailored Caregiver Assessment and Referral® (TCARE®). TCARE® is a six-step care management process that is designed to help care managers and professionals efficiently triage resources and services available within a community to effectively address the caregivers' needs. The TCARE® system is currently used by over 250 organizations in 17 states and has helped over 15,000 family caregivers nationwide.

Metria Innovation, Inc.:

Metria was founded in 2008 by Professor of Electrical Engineering Dr. Brian Armstrong and his team to change the way 3D motion is captured with their unique Moiré Phase Tracking (MPT) system. Today, MPT technology has been validated for motion capture at Movement Performance Institute in Los Angeles and MPT motion tracking systems are running on more than twenty MRI scanners in the US, Europe, and Japan. They have been awarded an SBIR Phase 2 grant from the National Institute on Aging for \$1.4M.



Responsive Writing Solutions, LLC: UWM English Professor, Dr. David Clark, formed Responsive Writing Solutions in 2015 in order to help organizations save time and money by providing training, support, and feedback to "unexpected writers," professionals who have a technical specialty but who spend large amounts of their time writing. Years of experience delivering workshops, along with data gathered through over 150 customer interviews (via the UW Ideadvance and NSF I-Corps programs), have focused his team on a software plugin to provide writers of technical content with instantaneous feedback on correctness, conciseness, plain language, best practices, and company-specific standards.

UWMRF Copyrighted Works Initiative

Calling all researchers! The UWMRF is rolling out a new focus on copyrighted and creative works at UWM. Many researchers don't realize that a large number of ideas are more suitable as copyrighted works versus a patent. Most people think of only software or books when they think of copyright. If you develop a series of steps, a manual, or other procedure that you think others would like to use, you may have a piece of intellectual property that we can help to license to companies. Keep your eyes and ears open for upcoming talks from our team on copyrighted works and our call for more of these types of disclosures from our researchers.

Examples of copyrighted works can include:

- Software of any type
- Training Manuals/User Manuals
- Manual for assessing patients or clients for disorders/diseases or other areas
- Questionnaires
- Databases
- Curricula
- Apps
- Literary, dramatic, movies, musical works, and eBooks
- DVDs, videos, images
- Architectural works
- Websites
- Toys
- Textiles

Additional benefits to working with creative and copyrighted works are that copyrights can last for 70+ years, there are no requirements to register a copyrighted work and thus no deadlines as seen with patents, there are no issues related to publicly sharing the work and getting it registered, registration of a work is inexpensive, and we can continue to market the work for a long period of time. Often, creative works are near ready for licensing upon disclosure, leading to faster licensing and commercialization. We look forward to meeting with you about any new works that you have created!

CHING-HONG YANG
BIOLOGICAL SCIENCES

For further information on these and other related topics check out the Educational Materials on our website uwmresearchfoundation.org.



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