Fall Newsletter
The Latest News and Information from UNHInnovation

Welcome to our first newsletter of FY15! With increases in both innovation disclosures and licensing revenue, FY14 was another year of growth for UNHInnovation (UNHI), and we hope to make this year even better. Along with continued investment in our commercialization strategies, just some of our additional goals for the coming year include launching an Entrepreneur Mentor Network to improve support services to our start-ups, hiring a new Manager of Strategic Partnerships to increase corporate funded research on campus, and submitting at least three grants to support new initiatives and continue to commercialize UNH's intellectual assets.

We have a lot of work ahead of us, and we look forward to continuing the management and promotion of UNH's innovative research outputs and increasing our collaborations with the business community.

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Read about the latest news and successes from UNHInnovation
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International Relations: Collaboration with the University of Costa Rica

UNHI Executive Director Marc Sedam traveled to Costa Rica in mid-September to explore collaboration opportunities between UNHI and the University of Costa Rica’s (UCR) Office for the Management and Transfer of Knowledge for Innovation (PROINNOVA).

The cornerstone of Marc's visit was an invitation to be the keynote speaker at the Second National Innovation Congress in Rohrmoser. His presentation focused on tech-based economic development and the use of intellectual property as a powerful tool in advancing the national economy. Marc gave a follow-up presentation to a publicly-attended UCR Economics department conference.

Accompanied by PROINNOVA Director Marianela Cortes-Munoz, Marc visited the Clodomiro Picado Institute, which raises snakes for anti-venom production and research. He met with various UCR entities including the National Food Technologies Research Center, the Natural Products Research Center, and the University Agency for Entrepreneurship Management, all of which have participated in extensive university-industry relationships.

In Spring 2015, UNHI looks forward to hosting PROINNOVA Innovation Manager Mauricio Villegas-Rojas. Our objective during Mauricio's month-long visit will be to...
provide exposure to tech transfer (TT) practices within the U.S. Our staff will accompany him to various TT offices within New England and help him develop licensing connections for three UCR-developed technologies.

The next exchange will send UNHI Associate Director Maria Emanuel to the UCR campus in Summer 2015 for further work with PROINNOVA and to learn more about how their efforts support UCR and the region.

Paige Smith,
Business Manager

The Rise of Image Licensing

During FY14, UNHI saw a great deal of activity in licensing images developed by UNH faculty or owned by UNH. Of particular note is an image of the Mariana Trench by James Gardner, Research Professor with the Center for Coastal and Ocean Mapping. The image was licensed to Warner Bros. and used in the May 2014 film Godzilla.

FY15 is off to a great start with an increase in licenses of images gifted to UNH in 1986 by the remarkable photographer and longtime UNH supporter, Lotte Jacobi. Jacobi transferred her copyrights of close to 50,000 images, along with negatives and gelatin silver prints, to UNH. Since May 2014, UNHI has been working closely with archivists in the Dimond Library to license a number of these images for use in art shows, domestic and foreign documentaries, and books. The revenue received from these licenses supports the maintenance and digitalization of the collection and helps to preserve these extremely important images.

Tim Willis,
Licensing Manager

UNH-IOL: Women in Technology Group
Hosts First Event

The University of New Hampshire InterOperability Laboratory’s (UNH-IOL) Women in Technology (WIT) group was pleased to hold its first event at the UNH-IOL on Wednesday, August 27th. WIT was formed to represent and provide support for women who work in the tech field. The group is co-chaired by UNH-IOL employees Michayla Newcombe, IP Operations Manager, IP Technologies; and Marion Dillon, Home Networking Manager, Home Networking Technologies. The group helps to accentuate the commitment of the UNH-IOL to making the workplace feel open, welcoming, and supportive. Its goal is to attract women to STEM degrees, as well as to the lab.

The event, titled “Women in Industry,” featured four female panelists who work in tech-related industry jobs. Presenting were Bethany Ross, Enterprise Support Technician at DynECT and Founder and Executive Director of Future Tech Women; Kathy DiBella, Principal Software Engineer at OpenText Digital Media Group; Andrea Kokolis, Vice President of Human Resources at Newforma; and Chris Dube, Ethernet Switching Protocols and Fibre Channel Lead at the UNH-IOL. The panelists offered valuable advice and insight into the working world, described what hiring managers are looking for in applicants, and gave firsthand recollections of the pros and cons of working from home. It was an excellent opportunity for attendees to hear about each panelist’s background and personal journey.

The number of women working in technology is still surprisingly low, making up less than a quarter of employees working in tech fields. The event was a great way to spread awareness of WIT. This was only the first step in WIT’s initiative to educate women about available opportunities, and to encourage and inspire them to consider careers in the technology field.

Michayla Newcombe,
IP Operations Manager, UNH-IOL
UNH's first and only non-profit start-up, Operation Hat Trick™ (OHT), enjoyed yet another successful year. The President of OHT and last year's Innovator of the Year, Dot Sheehan, has been extremely busy with the international expansion of the brand. There are over 240 colleges and universities, 65 Minor League Baseball teams, and several NHL, AHL, and ECHL teams that have adopted the OHT trademarks. OHT now has a corporate division and a rapidly-growing international division that includes doing business with NHL teams in Canada. OHT apparel can be found at retailers including Lids, Kohl’s, Barnes & Noble and Follett college bookstores, Sears, Kmart, and Meijer, and the brand is beginning to enter the mass retail market in stores like Walmart and Target. OHT has increased its number of sub-licensees to eight and offers products that include long and short-sleeved T-shirts, cornhole games, mailbox covers, lanyards, key chains, headbands, wristbands, trading cards, neckwear, and string bags.

In FY14, Operation Hat Trick donated over $100,000 to organizations that support the recovery of wounded service members and veterans, specifically those with PTSD. OHT is fulfilling needs that are not covered through other sources, such as providing home heating oil for PTSD sufferers unable to work, shoes for prosthetic legs, and food for a simulated kitchen where arm amputees learn how to prepare meals.

One of the highlights of this past year has been the adoption of OHT by 64 New Hampshire high schools. Monies generated from this special initiative remain in New Hampshire and are helping to support programs for veterans in the state.

Over the past year, OHT also entered the market in Canada, and UNHI prepared and filed trademark applications for registration in Canada. OHT began paying royalties to UNH within its first year of licensing the OHT trademarks and continues to report growth. The achievements and successes of OHT over the last year are exciting, and we are delighted to share and support its progress.
Working to Prevent Sexual Assault with Prevention Innovations™

UNHI has had the pleasure of working with Jane Stapleton and Sharyn Potter, Co-Directors of Prevention Innovations™ (PI) since 2012. PI is a research unit at the University of New Hampshire (UNH) made up of researchers and practitioners who develop and evaluate sexual and relationship violence and stalking prevention strategies. PI has recently been making headlines for its participation in the White House Task Force to Protect Students from Sexual Assault, and was asked by the task force to design a training program for incoming students on sexual assault policies and expectations of students.

Outside of the White House Task Force work, UNHI has been assisting PI in building a national consortium (the Campus Sexual and Relationship Violence Prevention Consortium) and initiating a large-scale roll-out of the Bringing in the Bystander® (BITB) program. BITB is a highly interactive, evidence-based sexual assault prevention curriculum and is what UNHI classifies as a creative work. A creative work is a bundle of intellectual property rights that UNHI licenses as a package. For instance, the trademark Bringing in the Bystander® has gained a federal registration with the U.S. Patent and Trademark Office, and U.S. Copyright law protects the copyrights in the curriculum. When an organization purchases the curriculum and/or participates in training from PI, UNHI licenses the use of the trademark and the copyrights in the program to the end-user. In 2014, PI held its first BITB regional training event at UNH. Five institutions sent representatives to
become trained in the BITB curriculum and return to their campuses to teach others how to implement the program. Each participating school received a license to use the BITB curriculum, and UNHI worked closely with PI to market the event and ensure its intellectual property was properly protected. PI has several more regional training events already planned, and UNHI will continue to help strengthen the marketing, licensing, and growth of the program over the next year.

Chelsey DiGiuseppe,
Marketing Manager

Faculty Call to Action – New Hampshire Innovation Research Center

In early September 2014, a host of faculty throughout New Hampshire (NH) received a call-to-action from the New Hampshire Innovation Research Center (NHIRC). The NHIRC is in a growth phase and looking for innovative ways to encourage applicants and facilitate partnerships. While state funding for the NHIRC program continues to lag behind what it once was, the team at UNHI that supports the administration of this program has diligently and effectively worked to get awareness of the program out to New Hampshire (NH) businesses through its Twitter account (@NH_IRC) and email blasts. Through the call-to-action, we are developing a library of faculty interested in partnering with NH businesses. The goal of this endeavor is to understand who is interested in playing a role in entrepreneurial research activities, their field of research, and the industry markets this research compliments. By better understanding faculty interest in the NHIRC program, we hope to make more qualified and long-lasting partnerships with NH businesses and NH research institutions.

If you’re a faculty member or know of a faculty member who may be interested in the NHIRC program, please join our list of interested parties by filling out the form located at http://tinyurl.com/k9489bt.
**On the Road with UNHCEMS®**

UNHInnovation (UNHI) recently traveled to Palm Springs, California for the 61st Annual Meeting of the Campus Safety Health and Environmental Management Association (CSHEMA) to promote our homegrown chemical inventory management system, UNHCEMS. After our success at last year’s meeting in Orlando, and the overwhelmingly positive feedback on the system from our licensees, we were excited to attend the event and encourage even more higher education institutions to evaluate and implement our system. Prepared with promotional materials and iPad demonstrations, Philip Collins, a UNH Research and Computing Center (UNHRCC) software engineer, and I manned the booth and engaged with industry and academic attendees from across the country. [Read More]

**A Commercialization Plan in Your Next Grant Proposal**

This summer, UNHInnovation (UNHI) had the opportunity to host a roundtable discussion at the regional NORDP (National Organization of Research Development Professionals) meeting held at UNH. Our discussion was loosely themed “Commercialization, Technology Transfer, and Innovation,” all favorite topics of our office. I had the opportunity to sit with Drs. Julie Chen (Vice Provost for Research, University of Massachusetts at Lowell) and Ali Andalibi (Associate Vice President for Research Development, University of Connecticut) for a very engaging conversation. One highlight was discussing the role of commercialization and technology transfer in research proposals, specifically those submitted to federal agencies. [Read More]

**UNHInnovation/NHIRC Comings and Goings**

UNHI/NHIRC Presentations  

UNHI/NHIRC Committee
AUTM Webinar
July 25, 2014
Presenter: Marc Sedam
Presentation Title: The Basics of Technology Transfer

AUTM Training in Korea
August 26-28, 2014
Presenter: Marc Sedam
Presentation Title: Licensing and IP 101

Computer Science and Information Technology Students
September 2, 2014
Presenter: Tristan Carrier
Presentation Title: Intellectual Property and Senior Capstone Projects

Costa Rica
September 10-18, 2014
Presenter: Marc Sedam
Presentation Title: Tech-Based Economic Development

ECE777/ECE877 Collaborative Engineering
September 16, 2014
Presenter: Maria Emanuel, Tim Willis
Presentation Title: IP 101 – Patents, Trademarks, Copyrights, and Trade Secrets

UNH Foundation Board
September 19, 2014
Presenter: Marc Sedam
Presentation Title: Research Innovation Committee Presentation

Participation

AUTM Board
Marc Sedam

PLAN (Post-Landfill Action Network) Board
Marc Sedam

Operation Hat Trick Board
Marc Sedam

Campus Carbon Calculator Committee
Marc Sedam

Research Innovation Committee
Marc Sedam

Alpha Loft Board
Marc Sedam

AUTM Committees: Distance Education, Course Evaluation, Tools and Essentials
Marc Sedam

UNH Communicators Network
Tim Willis, Chelsey DiGiuseppe

Policy Working Group
Maria Emanuel

Financial Conflict of Interest in Research
Maria Emanuel

Seacoast School of Technology Advisory Committee
Maria Emanuel

UIC Open House Planning Committee
Chelsey DiGiuseppe
Maria Emanuel

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UNHI Attended Conferences and Events

Communicator’s Network Meeting
July 9, 2014
Attendee: Tim Willis, Chelsey DiGiuseppe

Corporate Relations Officers Conference at Purdue University
July 22, 2014
Attendee: Marc Sedam

CSHEMA Annual Meeting, Palm Springs, CA
July 27-29, 2014
Attendee: Tristan Carrier

NORDP Northeast Section Meeting
July 28, 2014
Attendee: Marc Sedam, Maria Emanuel, Tim Willis
Event: Host Roundtable

Boat Tour, Kittery Naval Shipyard
August 12, 2014
Attendee: Tristan Carrier, Marc Sedam
Event: GHOST Ship Site Visit

Licensing Executive Society
August 13, 2014
Attendee: Tim Willis
Event: Emerging Licensing Growth Areas for the Entertainment Industry Webinar

Meeting with Idea Village to discuss Blackstone grant
August 19 - 20, 2014
Attendee: Tim Willis

Trash 2 Treasure VIP Breakfast
August 29, 2014
Attendee: Marc Sedam

UNHI Sponsored Seminars and Events

Event: Catalyst Seminar
September 25, 2014
Presenter: Yvon Durant
Presentation Title: Concept to Commercialization
Alpha Loft, Portsmouth
September 30, 2014

**Attendee:** Tristan Carrier

**Event:** From Traditional Job to Entrepreneurship

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**UNHInnovation in the News**

**Turbocam Awarded Grant to Predict Feasibility of Replacing Forging and Casting with an Additive Manufactured Alloy**
UNH News
July 1, 2014

**Madbury Commons Development Breaks Ground**
Foster’s Daily Democrat
August 25, 2014

**UNH System to Track Chemicals Attracts More Schools**
Foster’s Daily Democrat
August 27, 2014

**Innovation Research Center Seeks Firms for Product Development**
Foster’s Daily Democrat
September 3, 2014

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UNHInnovation

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