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Contact:

Mark Coburn, President

Virginia Tech Intellectual Properties, Inc.

540.951.9378

mark.coburn@vtip.org

Virginia Tech Intellectual Properties Announces MyIP Widget, New Logo, New Licensing Associate and Upcoming Presentations

VTIP continues to grow its outreach efforts

Blacksburg, Virginia, September 20, 2010 – Virginia Tech Intellectual Properties (VTIP) has created a customized MyIP widget for Virginia Tech faculty researchers that links to their inventions available for licensing. When clicked, the MyIP widget opens VTIP's Available Technologies website (<http://www.vtip.org/availableTech/>) and runs a search on the researcher's name, resulting in an up-to-date list of their available inventions. This will be an effective and efficient tool for companies and funding agencies to easily access and learn more about a researcher's inventions. To learn more, please contact VTIP's John Geikler at jgeikler@vtip.org or (540) 443-9218.



Virginia Tech Intellectual Properties (VTIP) is adopting a new logo

VTIP is Virginia Tech's technology transfer organization that specializes in commercializing invention disclosures and resulting intellectual property (IP). "VTIP has undergone a significant transition over the past four years, with a new licensing staff and new approaches to technology transfer. We wanted our logo to

communicate that VTIP is taking a fresh approach to IP management, and is proactively protecting and commercializing Virginia Tech's IP" said VTIP's President, Mark Coburn. VTIP's efforts along with the inventive prowess of Virginia tech researchers has resulted in record setting numbers of patents issued, options and licenses, and revenues for the fiscal year ending on June 30, 2010.



The new logo represents VTIP's mission of providing patents and licenses for Virginia Tech faculty inventions. Designed by the Office of the Vice President for Research Graphic Designer, Kathy Acosta, the new logo is being debuted amidst a many other innovative changes taking place at VTIP. The logo was inspired by the traditional copyright symbol, while incorporating modern style and elegant simplicity. Starting from scratch, Acosta had multiple ideas with this coming out as the finalist. "I wanted to make sure not to use capital letters like the athletic logo," said Acosta, "the lowercase letters distinguish it from the typical Virginia Tech logo."

VTIP is pleased to announce the hiring of Steve Lockett as a new Licensing Associate



Prior to joining VTIP, Lockett worked for the North Carolina Biotechnology Center, where he directed the Center's efforts to expand biotechnology research, business and economic development across the 25 counties of Western North Carolina. Lockett was instrumental in the formation of the Bent Creek Institute and he was the creator of *Science in the Mountains*, an annual research symposium that fostered inter-institutional collaboration among the universities and colleges of Western North Carolina and the surrounding region. Lockett holds a B.A. in International Relations from the College of William & Mary, and received his MBA from Western Carolina University.

Opportunities to learn about technology transfer

Educating the campus and community about technology commercialization is an integral part of VTIP's mission, and its staff is pleased and available to make presentations upon request. Upcoming

scheduled VTIP presentations, as part of Virginia Tech's Faculty Development Institute include President Mark Coburn speaking to "Licensing Your Invention to Start a Company" and Senior Licensing Associate John Geikler discussing "Commercializing VT Inventions." Also beginning is a regular series of informative sessions on the subject of technology transfer called "Making Connections." The first topic in the series is scheduled for September 28 at noon when Michael Greenbaum of the law firm Blank Rome LLP will speak on "Patents 101." More information about these and other upcoming events may be found at the VTIP website.

Visit VTIP online at www.vtip.org

Formed in 1985 as an affiliated corporation of Virginia Tech, Virginia Tech Intellectual Properties is passionate in its pursuit of excellence in technology commercialization, creating market opportunities from scientific innovation. VTIP facilitates the licensing of technology to companies, encourages new faculty startup ventures, works with publishers and distributors of software, and supports the transfer of research and knowledge to other universities, research institutes and industry.

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