



Weill Cornell Medical College



Clinical & Translational
Science Center
A Multi-Institutional Consortium

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Research Commercialization Introductory Course Starting March 16, 2010

**Free Online Distance Learning
From The National Council
of Entrepreneurial Tech Transfer**

Learn what it takes to commercialize R&D in this unique introductory course.

4000 researchers took the course last year.

Please invite your faculty, grad students and post-docs

The Research Commercialization Introductory Course is recommended for all medical, science and engineering researchers in public or private research institutions (e.g., grad students, post-docs, professional staff and faculty) and in commercial enterprises (e.g., startups, SBIRs, research-based small businesses and Global 1000).

Areas covered in the **free** 9-lecture course include intellectual property, patents, copyrights, trade secrets, trademarks, licensing agreements, employment agreements, consulting agreements, creating and funding companies, marketing strategy, product development, tech transfer, early stage funding and SBIR programs.

Each lecture is a 90-minute online webinar. There will be expert guest speakers for each session.

Co-Organizers:

Steve Ferguson

Deputy Director, Licensing & Entrepreneurship
Office of Technology Transfer
National Institutes of Health

Ali Andalibi

Program Director
National Cancer Institute
SBIR Development Center
National Institutes of Health

Juan E. Figueroa

Program Director SBIR
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SBIR Program Manager
National Institute of Standards and Technology (NIST)

Frank Barros
SBIR Program Manager
Department of Homeland Security (DHS)

Dave Goodwin
SBIR Program Manager
Department of Energy

Allen Baker
Technologies Liaison
SBIR Program Office
Department of the Navy

Tony Stanco
Executive Director
National Council Of Entrepreneurial Tech Transfer

Cost:

This 9-lecture course is **free**, but registration is required.

[Click here](#) to register and subscribe to this course.

[Click here](#) for more information on the National Council of Entrepreneurial Tech Transfer at <http://ncet2.org>.

[Click here](#) to view all courses and webinars offered for researchers.

Agenda:

Lecture 1: The Importance of Commercializing Research to the U.S. Economy
Tuesday March 16, 2010 (12:00-1:30pm ET)

Lecture 2: Introduction to Patents for Researchers
Thursday March 18, 2010 (12:00-1:30pm ET)

Lecture 3: Introduction to Business Law and Regulations for Researchers

Tuesday March 23, 2010 (12:00-1:30pm ET)

Lecture 4: Introduction to Marketing Strategy For Researchers

Thursday March 25, 2010 (12:00-1:30pm ET)

Lecture 5: Introduction to Structuring and Leading the Research-Intensive Company

Tuesday March 30, 2010 (12:00-1:30pm ET)

Lecture 6: Introduction to Product Development and the Innovation Process

Thursday April 1, 2010 (12:00-1:30pm ET)

Lecture 7: Introduction to Tech Transfer: Working With Universities and Federal Labs To Commercialize the \$100 Billion Annually of Federally Funded Research

Tuesday April 6, 2010 (12:00-1:30pm ET)

Lecture 8: Introduction to Early Stage Funding

Thursday April 8, 2010 (12:00-1:30pm ET)

Lecture 9: Introduction to SBIRs for Researchers

Tuesday April 13, 2010 (12:00-1:30pm ET)