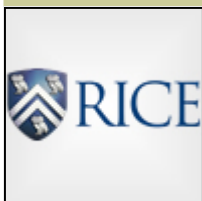




IBB's 'Commercialize It' Program

IBB's 'Commercialize It' — First Session

Rice University / Keck Hall 115 / 1—3 PM / 21 February 2008

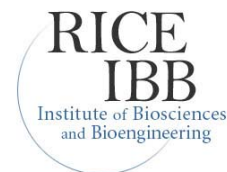


OFFICE OF
TECHNOLOGY
TRANSFER

Institute of Biosciences and
Bioengineering
Rice University
MS 144
P.O. Box 1892
Houston, TX 77251

E-mail: ibb@rice.edu

In collaboration with the Houston Technology Center (HTC), the Rice Alliance and the Rice Office of Technology Transfer (OTT), IBB will pilot the "Commercialize It" Program in 2008 to help IBB researchers commercialize their ideas. For this program, HTC, the Rice Alliance and the OTT will make one or more of their bioscience and bioengineering commercializing specialists available for a 2-hour period on one Thursday each month to discuss and evaluate commercialization options for devices and processes that are emerging from the IBB with any faculty, staff or senior students. At these sessions, additional or subsequent meetings can be set up as necessary. These will be informal sessions with either one-on-one or small group discussions. Please come by Keck 115 on February 21, 2008, have a coffee and chat with these commercializing experts. Depending on the interest of the IBB faculty, more sessions will be announced in the future.





IBB's 'Commercialize It' Program

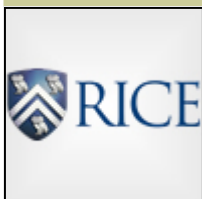


IBB's 'Commercialize It' — 2nd Session

Rice University / Keck Hall 115 / 1—3 PM / 20 March 2008



In collaboration with the Houston Technology Center (HTC), the Rice Alliance and the Rice Office of Technology Transfer (OTT), IBB will continue the "Commercialize It" Program in 2008 to help IBB researchers commercialize their ideas. For this program, HTC, the Rice Alliance and the OTT will make one or more of their bioscience and bioengineering commercializing specialists available for a 2-hour period on one Thursday in March, April and May, to discuss and evaluate commercialization options for devices and processes that are emerging from the IBB with any faculty, staff or senior students. Please come by Keck 115 on March 20, 2008, have a coffee and chat with these commercializing experts.



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Commercialize It Dates in 2008:

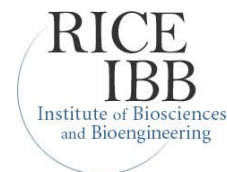
*3/20
4/24
5/21*

Some sample questions that may be addressed:

- *A new and novel use for an established compound – Can it be protected and commercialized?*
- *A novel idea for a non-invasive means of molecule detection – How far do I need to take it before there is outside commercialization interest?*
- *If I don't want to run a company, when and how can I find a person or company to commercialize my idea?*

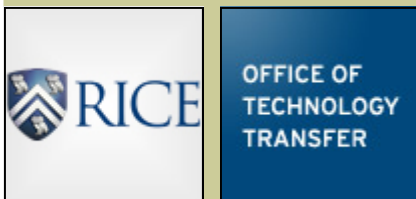
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IBB's 'Commercialize It' Program



Commercialize It Dates in 2008:
4/24 – closed session
5/22 – still open to all

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IBB's 'Commercialize It' — Last Sessions for 2008

Rice University / Keck Hall 115 / 1—3 PM / 24 April 2008 / CLOSED SESSION

In collaboration with the Houston Technology Center (HTC), the Rice Alliance and the Rice Office of Technology Transfer (OTT), IBB will continue the "Commercialize It" Program in 2008 to help IBB researchers commercialize their ideas. For this program, HTC, the Rice Alliance and the OTT will make one or more of their bioscience and bioengineering commercializing specialists available for a 2-hour period on one Thursday in April and May, to discuss and evaluate commercialization options for devices and processes that are emerging from the IBB with any faculty, staff or senior students.

Some sample questions that may be addressed:

- *A new and novel use for an established compound – Can it be protected and commercialized?*
- *A novel idea for a non-invasive means of molecule detection – How far do I need to take it before there is outside commercialization interest?*
- *If I don't want to run a company, when and how can I find a person or company to commercialize my idea?*

