WEBINAR COURSE ON
RESEARCHER COMMERCIALIZATION

11 week series beginning January 14, 2009

Please join the Office of Technology Commercialization as we host a

Brown Bag Lunch Webinar Series
on “Researcher Commercialization”

This online webinar course is recommended for researchers in research institutions (e.g., grad students, post-docs, professional staff and faculty) and researchers in commercial companies (e.g., startups, SBIRs, research-based small businesses and Global 1000). It allows attendees to make an informed decision as to how to better plan their commercialization efforts, be it through employment, licensing, consulting, joint venturing or startup creation.

The first 90 minute lecture will be held January 14 at 12:00 noon. The lecture is titled “Commercialization Methods: Employment, Licensing, Consulting, Joint Venturing and Startup”. We will be meeting in Room 409 of the Bost Extension Center.

See attached for additional information and a complete list of all lectures.

Seating is limited! We will provide drinks for your brown bag lunch. For more information and to register, please contact me at 325-1939 or by email ckasper@otc.msstate.edu or Sheree Bouchillon at 325-0669 or by email shereeb@otc.msstate.edu. We look forward to seeing you there!
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**Description:**
This unique course will deal with successfully commercializing any type of research activity, whether focused on engineering, physical sciences or life-sciences. The course will discuss the practical business and legal issues that researchers need to understand to commercialize their research. We will deal with the different ways to commercialize research, ranging from the traditional (i.e., employment and licensing) to the more entrepreneurial (i.e., consulting, joint venturing/strategic alliance and startup company). We will show how these commercialization methods overlap and how they differ. We will deal with fundamental topics like intellectual property, licensing agreements, employment agreements and consulting agreements, which researchers must understand regardless of whether they intend to be researchers at a university lab or the founder of the next great public company. We will then turn to the advance topics of creating and funding companies. The main difference between the fundamental and advance topics is that the fundamental are basically personal topics that every researcher needs to know in their commercialization efforts. The advance topics deal with commercializing as a group, with the resulting complexities of understanding the relationships and expectations of the other team members in the company, be they other employees, founders, executives, board members, shareholders, investors or partners.

Each lecture is a 90-minute 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

**Tony Stanco**  
Executive Director  
National Council of Entrepreneurial Tech Transfer
Agenda

January 14  Commercialization Methods: Employment, Licensing, Consulting, Joint Venturing and Startup
January 21  The Fundamental Essentials: Patents
January 28  The Fundamental Essentials: Copyrights, Trademarks, Trade Secrets
February 4   The Fundamental Essentials: Employment Agreements
February 11 The Fundamental Essentials: Tech Transfer and Licensing Agreements
February 18 The Fundamental Essentials: Consulting Agreements
February 25 The Advanced Essentials: Business Entities
March 4    The Advanced Essentials: Shareholder Agreements; Directors and Executives; Term Sheets; Private Placement Memoranda; Stock Purchase Agreements
March 11   The Advanced Essentials: SBIRs/STTRs
March 18   The Advanced Essentials: Corporate Strategic Alliances and Joint Venturing
March 25   The Advanced Essentials: Angel Investors and Venture Capital

All seminars will begin at 12:00 noon