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Tutorial on Technology Transfer Brochure Order Form

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COGR has updated the *Tutorial on Technology Transfer in U.S. Colleges and Universities*, initially published in September 2000. The *Tutorial* focuses on technology transfer through the transfer of intellectual property rights (patents, copyrights, trademarks) from universities to the for-profit sector for commercialization. The *Tutorial* begins with a discussion of the role of universities and technology transfer in the economy. It describes the Bayh-Dole Act as providing the platform for technology transfer, since the majority of university research in the sciences is funded by the federal government. It describes the different forms of intellectual property and the need for institutions to formulate policies and procedures to manage their intellectual property assets. A detailed discussion of the technology transfer process follows, focused primarily on patents but also including discussion of software, multimedia and web-based products. Brief discussions follow of licensing trademarks and other research products. The *Tutorial* concludes with a discussion of the need to manage conflicts of interest and a section on export controls.

Additional copies may be purchased for $5.00 each. Please complete this order form and return with payment to the COGR office at 1200 New York Avenue, N.W., Suite 750, Washington, D.C. 20005 (EIN 52-1847000).

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