

CONNECT + INNOVATE

QUARTERLY NEWSLETTER
Q4 2011

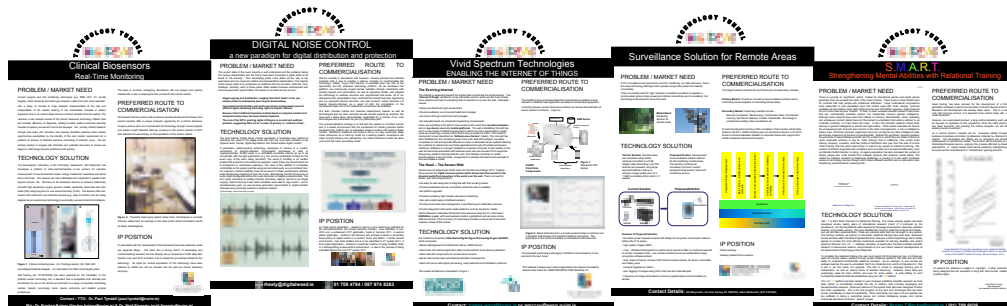
Welcome to the latest edition of the information sharing newsletter from the National University of Ireland Maynooth Commercialisation Office. Our goal is to share the latest news and activities on the commercialisation of NUI Maynooth research. We hope you enjoy this newsletter. For more information visit our website: www.commercialisation.nuim.ie.

BIG IDEAS SHOWCASE

BUSINESS DEVELOPMENT NEWS

NUI Maynooth exhibited at the Big Ideas Expo hosted by Enterprise Ireland in October. The "Technology Tunnel" exhibition gave our researchers an opportunity to showcase emerging technologies with commercial potential and included:

- Clinical Biosensors: Real-Time Monitoring - Dr Niall Finnerty, Dr Fiachra Bolger, Chemistry Department
- Digital Noise Control: a new paradigm for digital distribution and protection - Ron Healy, Dr Jian Wang, Computer Science
- Vivid Spectrum Technologies: Enabling the Internet of Things - Dr Tomas Ward, Electronic Engineering
- Surveillance Solution for Remote Areas - Dr Aidan McDermott, Dr John Dooley, Electronic Engineering
- S.M.A.R.T.: Strengthening Mental Abilities With Relational Training - Dr Bryan Roche, Psychology Department



DAVID AND GOLIATH

IP UPDATE

MADRID - (Dow Jones) - A small Spanish company has won a legal case against Apple Inc. and will be able to sell a tablet computer that the U.S. technology giant claims infringes on the iPad patent.

We often hear about patents only being valuable to the big corporations. This case is interesting in light of the IP battles being fought on many fronts by Apple and potentially places a very large value on this Spanish firm solely as a result of their IP.

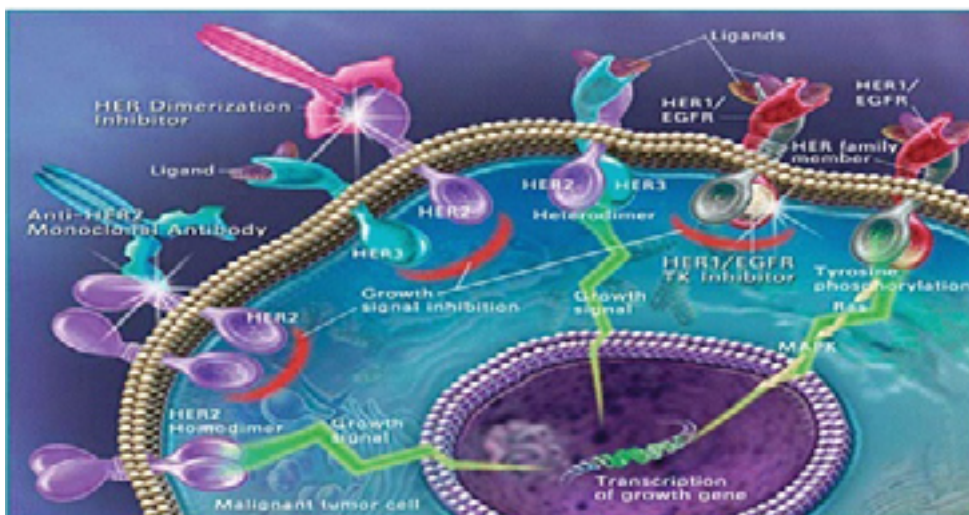
The case, which represents a rare defeat in Apple's globe-spanning campaign to protect its leadership in the lucrative tablet market from alleged iPad copycats, was launched just a year ago when Apple obtained an injunction from a local court to ban the import of the NT-K tablet computer into Spain. The product is mainly manufactured in China and sold in Europe by Nuevas Tecnologias.....

This David and Goliath type story shows that the giants in the technology race do not always have airtight patents that prevent competitors from operating in the same space.

There has been a lot of debate recently around the sustainability and cost of providing a “One size fits all” approach to providing adequate Healthcare going forward. In addition, the question of the cost of personalised medicine has been debated. The piece below highlights some of the inadequacies within the current system and outlines some of the payment options that various European countries are putting in place to control the escalating costs.

New biotechnologies based on genomics, proteomics, metabolomics and so forth are producing diagnostic tests that will help guide researchers and physicians in developing therapies that are targeted precisely at your specific illness. One can see glimmers of the future of personalized medicine in such diagnostic tests for HER2/neu gene in breast cancer. Patients who have that gene respond well to herceptin, whereas those who do not get no benefit from the treatment. Another new genotype test approved by the Food and Drug Administration identifies people who are more sensitive to the blood thinner Coumadin.

When asked the question of how will we afford personalized medicines? John Ridge, the director of Global Reimbursement and Healthcare Economics at Ventana Medical Systems, a division of the global pharmaceutical giant Roche, argued that we are already well down the path toward medical personalization. He pointed out that decades ago, physicians recognized only 5 types of leukemia. Today, there are 51 different types of leukemia and 58 different lymphomas which are all identified using specific biomarkers. Ridge asserted that payers seem reluctant to reimburse for diagnostics even though 70 percent of all health decisions in the U.S. are based on a diagnostic test. Using new personalized diagnostics produces better and more predictable clinical outcomes, reduces patient morbidity caused by side effects, and results in fewer treatments being wasted on patients who won't respond to them.....



Source: PMC. The case for personalized medicine. May 2009



Commercialisation recently launched the 2012 Student Entrepreneur Competition. The competition is open to all fulltime undergraduate and postgraduate students. Recent information sessions provided a brief overview of the competition process for potential entrants. The submission deadline is November 22nd and the competition process ends in a “Dragons Den” type final in April 2012.

We believe the competition experience is a fantastic opportunity for students to develop the basic knowledge required to run a successful business venture. Initially we look for a very simple preliminary document (500 words) and a template is provided in the guidelines/entry form on our website. Entries should be emailed to studententrepreneur@nuim.ie by November 22nd.

Historically, there has been a really good mix of arts, science and business students participating in the Competition which we hope continues again this year.