



## What is WiSys?

The WiSys Technology Foundation is a non-profit organization designated by the UW System to protect discoveries made at the campuses and promote them through commercialization. WiSys is an important tool that researchers and inventors of all disciplines can use to market their ideas, advance their research, and bring benefits to themselves, their departments and their campuses.

The WiSys newsletter is a quarterly publication to inform System faculty, students and staff of important news about our organization and its activities.

The following will be the regular features of the newsletter:

- Invention inventory of disclosures, patents, and technologies licensed
- Events, meetings and general news of interest
- Discoveries and the people making them
- UW System and campus news
- Current topics in intellectual property

Please contact Sandie Sumnicht, sandie@wisys.org [608 263 2819] to report any campus news. The newsletter will be available in both electronic and paper form.

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## A Message from Kevin Reilly, UW System President



“The University of Wisconsin System is fortunate to benefit from the work of the WiSys Foundation which is dedicated to moving discoveries from UW System laboratories to our communities through intellectual property protection and marketing. WiSys, and its parent Wisconsin Alumni Research Foundation or WARF, are not-for-profit organizations that serve as tech transfer agents for researchers at UW System institutions.

In that context, I am pleased to introduce this first WiSys newsletter. This systemwide resource will connect faculty, staff and students to information on patenting and licensing, news about inventions and inventors, and general topics and opportunities. As competition increases for shrinking amounts of government research and development funding, WiSys will play a role in sustaining innovation at UW campuses. WiSys’ work to generate revenue through licensing and marketing of technologies by university researchers will produce wide benefits and prestige not only for individual inventors but also for the UW System as a whole.

WiSys is an important part of the UW System’s role as Wisconsin’s premier developer of advanced human potential and I wish the Foundation success in all its endeavors”.

## WiSys Functions and Advantages

- Open to all UW System faculty, staff and students
- Evaluate concepts and technologies for patentability and market potential
- Protect inventions through patenting or other intellectual property mechanisms and market them through commercial licenses
- Share all licensing income with inventors, their campuses and the UW System
- Pays all costs of patenting and licensing
- Experienced staff from a world-renowned tech transfer organization
- Market certain technologies through agreements when it is not cost effective to patent protect them
- Intellectual property education

If you or your colleagues have developed a technology, or has formulated a complete concept with market potential, WiSys can work with you to protect and market the invention at no cost to you. For further information visit our web site [www.wisys.org](http://www.wisys.org) or call Maliyakal John at 608-265-2135, email [Maliyakal@wisys.org](mailto:Maliyakal@wisys.org).

### Total number of inventions disclosed from each UW System campus as of December 2004

Campus	# disclosures*	# patents issued**
Eau Claire	8	
Green Bay	1	
La Crosse	6	1
Milwaukee	65	7
Oshkosh	3	2
Parkside	5	
Platteville	1	
River Falls	4	
Stevens Point	10	1
Stout	20	
Whitewater	1	
TOTAL	124	11

\* Total number of disclosures

\*\* includes issued and allowed cases

## Events, Meetings or News of Interest

- **Wisconsin Entrepreneurial Network** [WEN], a partnership of WiSys, the UW Extension, the Agricultural Innovation Center and the Wisconsin technical colleges won a \$1 million grant per year for two years to create an integrated statewide network to enhance economic development through technology transfer and entrepreneurial activity. WEN is part of a multimillion dollar initiative of Governor Jim Doyle to create jobs and rejuvenate business in the state of Wisconsin. WEN will create four new regional centers and will operate 25 or more existing intake centers to serve local business and start-ups. New regional centers are being established at Milwaukee, UW-Madison, the Northeast Wisconsin College in Green Bay, and UW-Eau Claire. WEN will provide one-on-one consulting on business, intellectual property, financial, legal and regulatory issues; provide initial assessment of technology and market; and will direct clients to proper resources. WiSys will play a critical role within WEN to connect local business needs to campus expertise, facilitate high-tech training of students and workers, and encourage sponsored research and the development of promising technologies.
- **Applied Research Grant:** The UW System Office of Academic Affairs has announced requests for Applied Research Grants for the academic year 2005-06. Grants of up to \$50,000 will be awarded to UW System faculty and staff undertaking research and development of technologies relevant to the economic development of the state. The proposals must be submitted via the Provost's office by February 25, 2005. Requests for proposals, guidelines for evaluation, cover sheets and budget forms can be found at [www.uwsa.edu/acadaff/applres/index.htm](http://www.uwsa.edu/acadaff/applres/index.htm)
- **Prototype Development Grant:** WiSys and the UW System have reached a tentative agreement for WiSys to manage a portion of the UW System Applied Research Grant, so prototype development of technologies disclosed to WiSys can be undertaken. Many of the early stage inventions disclosed to WiSys may require development of prototypes to attract commercial licensing interest. Beginning in 2005, WiSys will evaluate on a competitive basis requests for prototype development for technologies disclosed and accepted by WiSys. Inventions that have the most probability of licensing based on prototype development will be funded up to a maximum of \$25,000. Further information and application forms for the grant will be available at [www.wisys.org](http://www.wisys.org) early in 2005.
- **Minority Student Summer Training Scholarships:** WiSys initiated discussions with several campuses and the UW System administration to facilitate additional minority student summer training scholarships to provide students hands-on experience in laboratory research. Additional information on this program will be forthcoming in later newsletters.
- **WiSys Innovation Scholar:** We are proud to announce the WiSys Innovation Scholar program, a new WiSys initiative to recognize and encourage innovative UW System faculty, staff, and students. WiSys, in collaboration with each campus academic affairs administration, will select a worthy inventor from inventions disclosed to WiSys as the WiSys Innovation Scholar of the Year. The selection will be based on the innovative concept, broad use, value and industrial application of the invention. The scholar will receive a certificate and a small monetary award for the PI's research. WiSys will also assist the Scholar in conducting a public seminar to present his or her research and experience in using WiSys to protect the technology. The Scholar will receive recognition from System chancellors, the UW president, and local businesses. Announcement of the selection from various campuses will be made in forthcoming newsletters.

## Discoveries and People Making Them



James Cook's life revolves around designing superior drugs to mitigate diseases associated with human neurological disorders. Jim is a UW-Milwaukee chemistry professor and an avid inventor of new chemical compounds. Jim joined UW-Milwaukee in 1973 and was the department chair from 1996-1999. He has been the University Distinguished Professor since 2002. Currently his research is focused on designing therapeutic molecules targeted to specific receptors in the brain that

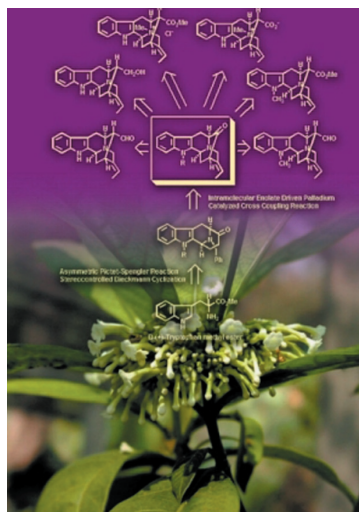
cause anxiety disorders. These molecules are modeled after marketed drugs such as valium, but are designed to avoid unwanted side effects, such as sedation and ataxia, which are common in people using valium. Through clever computer modeling of the compound to limit its interaction to only the specific receptor molecule, Jim and his student team are able to develop a library of such compounds and test them in rat models. All early studies point to high efficacy of the compounds with significantly reduced side effects. Through collaboration with the pharmaceutical industry, Jim is currently testing these compounds in

primates and hopes to test them in humans in the not-too-distant future. Similar to compounds in all other drug development programs, these compounds also face significant hurdles and lengthy clinical trials before FDA approval and eventual marketing. Nevertheless, Jim's and his team's scientific ingenuity and dedication to rational drug design have already attracted attention from major pharmaceutical companies.

Jim is also interested in the isolation and characterization of natural products that may have medicinal value. He is interested in establishing research and development collaborations with other System faculty on

similar research areas.

To learn more about Jim's research, visit his website [www.uwm.edu/~capncook/](http://www.uwm.edu/~capncook/). With a busy research and teaching schedule, Jim finds time to hike in the wilderness, golf, and most importantly, spend quality time with his granddaughter, Caroline at the zoo. Who says you can't have the cake and eat it too!



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