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**The  
Lobo  
VentureLab**

**SCIENCE & TECHNOLOGY corporation @ unm**  
*Connecting the marketplace to the University of New Mexico*

**Portal al**

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Volume XI  
Spring 2006

# Portal al Mercado

*Door to the Marketplace*

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## From the President— New Initiatives and More Activity in '05



Lisa Kuuttilla  
President & CEO, STC

Greetings! I am pleased to introduce another issue of the Science & Technology Corporation @ UNM (STC) newsletter—connecting the University of New Mexico to the marketplace. This edition contains information about STC, its services and events.

A number of new initiatives and higher activity levels are reflected in this newsletter. For example, STC participated in showcasing UNM innovators on the morning show hosted by Larry Ahrens on KAGM 106.3 FM. To date, three UNM faculty members have been interviewed about commercializing their technologies (page 2).



**106.3 Talk FM**  
THE VOICE OF NEW MEXICO

Larry Ahrens,  
106.3 Talk Radio KAGM

In addition, STC and UNM faculty members Tom Williams, Steve Brueck, and Wilmer Sibbitt accepted invitations to speak on a panel at the Greater Albuquerque Chamber of Commerce membership

meeting, which occurred in October and was entitled, "Patent Pending: UNM's Best and Brightest Create the Technology of Tomorrow." Regent Mel Eaves also provided a keynote speech at the event.

In November, STC entered into an agreement with a sister institution, Eastern New Mexico University, to assist in the commercialization of an invention arising from ENMU's research efforts. Read more about STC's involvement in the article on page 4.

STC's "accelerator without walls," the Lobo VentureLab (LVL), has worked with a number of emerging start-up companies thus far. LVL activity included a continuation of the partnership with the Robert O. Anderson School of Management (ASM), which began last spring. With support from the McCune Foundation, ASM students worked with STC on evaluating commercial technology opportunities (page 3). *(continued to page 2)*

# STC and Exagen Diagnostics Share Limelight on Larry Ahrens Morning Show, Talk Radio 106.3 FM



**106.3 Talk FM**  
THE VOICE OF NEW MEXICO

Larry Ahrens, host of morning talk radio 106.3 KAGM-FM, together with Lisa Kuuttilla, President and CEO of Science & Technology Corporation @ UNM (STC), and Dr. Tom Williams, Professor, Pathology Department, University of New Mexico (UNM) School of Medicine, recently engaged in conversation about what Larry Ahrens regarded as, "the latest episode at STC," and a continuation of a monthly segment highlighting STC events.

Dr. Williams, professor, scientist, innovator, clinical director at Tricore Laboratories, and director of a lab serving the transplantation programs in Albuquerque, is involved with STC through a 2½-year interaction with local startup, Exagen Diagnostics (Exagen). Exagen is one of the success stories to result from cooperative efforts with STC.

The broadcast highlighted Exagen's innovative and proprietary software used to efficiently search and sort very large data sets derived from medical experiments and research. Larry Ahrens and Dr. Williams discussed how the University shares resources within the Health Sciences Center at UNM with Exagen in order to study ways of finding how patients will fare after diagnosis—in particular, breast cancer and hepatitis C, the prognostic marker/tests presently marketed by Exagen.

Benefits of such technology would assist physicians and their patients in deciding an appropriate course of treatment and/or drug therapy by helping to determine the likelihood of whether a patient will respond favorably, all of which takes us closer to what is now only concept, but

what many say is the future: "personalized medicine."

Dr. Williams concluded, "This is a nice example of the fruitful interaction between the University and the local private environment to create something that is employing people in New Mexico and creating opportunity. We are hoping, by working with STC, to promote more of this type of activity outside the University and in the state of New Mexico."

Lisa Kuuttilla added, "This is a good example of how the University and STC can help existing companies out there and we want to get the message out that STC is a resource, the University is a resource, and we are here to help our local companies as much as possible."

## From the President, *continued*

Last spring, STC introduced the WolfWare service and has now completed more than 400 transactions. The University of Washington has collaborated with STC to offer courseware through WolfWare. Designed to automate the non-exclusive licensing and distribution process for copyrighted materials, software, music, courseware, and some patent licenses, WolfWare's story is a success. With the success of WolfWare, STC is in the developmental stages to offer a broader service called foliodirect™ (page 4).

Once again, STC has expanded its staff. We are pleased to welcome Karol-Lynn Reed. Karol-Lynn joined STC in October

as Marketing Communications Specialist. Among many other responsibilities, Karol-Lynn is responsible for the layout and editing of the newsletter (page 5).

With the growing responsiveness to STC's seminar program, a new series of outreach events to educate interested UNM community members about intellectual property matters, commercialization, and entrepreneurial activities is scheduled for the spring semester. See page 6 for the spring lineup.

Patents issued to STC inventors detailed on page 5 are for the period July 1, 2005 through December 31, 2005. Congratulations to all inventors who have patents issuing to them!

If you or someone you know has an idea, which has commercial potential, please feel free to contact me or anyone else at STC. As the name of our newsletter indicates, we consider STC to be the Portal al Mercado, or the Door to the Marketplace!

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# Lobo VentureLab Continues Growth, New Technology Accelerator in '06

The Lobo VentureLab (LVL) celebrated its first year of operation this past July. Science and Technology Corporation @ UNM (STC) has been very pleased with the continued high level of interaction between faculty inventors and entrepreneurs from the community. We continue to see a steady stream of entrepreneurs and entrepreneurial company managers—from both the local community as well as those relocating to New Mexico from other parts of the country.

As a result, we are able to match inventors and technologies from the University with entrepreneurs who have the background, experience, and knowledge to take these business opportunities forward. Lisa Kuuttila comments, "During the fall, STC and the LVL met with entrepreneurs from as far away as Europe; many plan to relocate to New Mexico and are interested in working with STC to identify technologies, which could then be rolled out in this state. More and more often, we are hearing from these types of people and their backgrounds are usually ideal for the technologies we have available."

In particular, STC and the LVL are working on many projects arising from the UNM Health Sciences Center, especially in the areas of health care diagnostics and medical devices. Additionally, very exciting technologies are coming from the Center for High



UNM Health Sciences Center

Technology Materials, some with the potential to revolutionize the semiconductor manufacturing process.

The LVL supports local companies who consider licensing technologies from the University of New Mexico (UNM), or who could benefit from collaboration with the University. Through outreach events and research of firms, STC and the LVL identify companies in New Mexico working in areas key to the University and the state's economy.

A "technology accelerator" is planned for UNM affiliated spin-offs in 2006. Slated to participate are the specialized facilities and laboratories required to support life sciences- and engineering-oriented ventures. The LVL continually communicates with existing incubators to find appropriate enterprises to work with these facilities. Fledgling companies have been referred to incubators at such organizations as Lovelace Respiratory Research Institute, Technology Ventures Corporation, and the Santa Fe Business Incubator.

The development of a technology accelerator is an ideal complement to existing relationships. STC expects a full launch of this facility in summer of 2006. In the meantime, STC is offering a pilot program providing shared facilities, business services, mentoring, and advice.

# Lobo VentureLab Continues Partnership with Anderson School of Management

The Lobo VentureLab (LVL) began a collaboration program with the Robert O. Anderson School of Management (ASM) in the spring semester of 2005. Focused on developing full-scale business plans and funding presentations, this program leverages the strengths and interests of ASM students and faculty, along with the backgrounds and responsibilities of students and management of the Lobo VentureLab. A generous grant from the McCune Foundation made this program possible.

The LVL often works with faculty inventors and entrepreneurs to perform market research and develop overviews of business

opportunities arising from the University of New Mexico (UNM) technologies. Occasionally a technology requires an in depth business plan and presentation of a level that a company founder can use to actually present the idea to outside investors, respond to their questions, and obtain funding.

Under this program, Professors Steve Walsh and Craig White of the ASM and Peter Rachor of the LVL mentored two teams of ASM graduate students. These mentors research, position, and identify strategies for the development of these technologies in a "real world" business situation. Key factors examined in these projects are market po-



Robert O. Anderson School of Management at UNM

tential and the competitive environment. The student teams develop detailed cost and revenue models determining profit potential and rates of return.

During this past semester, one team continued to develop (*continued to page 4*)

# WolfWare to Become New foliodirect<sup>SM</sup>

An enhanced and expanded WolfWare concept, foliodirect<sup>SM</sup> will be a service open to all universities desiring to participate. STC's web-based licensing and distribution platform, WolfWare, launched last year, has processed more than 400 transactions. This enhanced service, foliodirect<sup>SM</sup>, will give university technology transfer offices an avenue to market and sell technologies and products developed by their university staff and students. The service will then

benefit consumers by packaging university technologies in one place, allowing for "one-stop shopping."

Last semester, STC collaborated with Digital Ventures, University of Washington's (UW) copyright commercialization team. UW made courseware available through WolfWare with great success. The courseware will eventually move to a UW storefront on the foliodirect<sup>SM</sup> website this semester. The University of Florida's tech transfer office will

also test foliodirect<sup>SM</sup> this semester.

Based on partnerships currently forming with other universities, the initial version of foliodirect<sup>SM</sup> is due out in March and will be unveiled at the annual Association of University Technology Managers (AUTM) annual meeting. A select group of professionals from other tech transfer institutions will be invited to launch the service.



## STC Signs Commercialization Agreement with ENMU Inventors



The signing of an agreement enables Science and Technology Corporation (STC) to commercialize the Lower pH Biological Buffer technology developed by Dr. Robert Long and Dr. Newton Hilliard on behalf of Eastern New Mexico University (ENMU). Lisa Kuuttila says, "We are pleased to be of assistance to one of UNM's sister institutions. STC has a comprehensive infrastructure in place for serving the University of New Mexico in the commercialization of its technologies; we can effectively provide these services to ENMU."

Dr. Robert Long and Dr. Newton Hilliard of the Physical Sciences Department at ENMU have synthesized new compounds for use as biological buffers. The new buffers exhibit desirable properties at lower pH levels and have significant advantages over those currently available. Dr. Long comments, "The chemistry faculty at ENMU is happy to have an avenue to commercialize our research work. We are hopeful this invention will provide tools to researchers and laboratories for conducting work at low pH levels."

Buffers are solutions that resist change in pH (acidity). This resistance makes buffers crucial in many biochemical processes and particularly useful in manufacturing. Buffer solutions maintain the proper pH for enzymes in organisms. Many enzymes work under very precise conditions; if the pH drifts out of range, enzymes become dysfunctional and the organism dies. Presently, few commercially available buffers work within lower pH values. The newly designed compounds will provide researchers, manufacturers, and end users an added choice in buffer solutions.

## Lobo VentureLab Continues Partnership, *continued*

a plan begun in the spring of 2005. Focusing on a Hispanic-oriented (a quickly growing consumer segment), web-based media portal, the project offers movie downloads, music, and mobile phone applications. The team consisted of three students: Project Leader Sreejith Vijayan, Michael Clifford and Naresh Chaudhary. This particular product could support programs and innovators recently launched by the ARTS Lab Garage project, as well as take advantage of the State's many incentive programs.

Another team concentrated on a semiconductor manufacturing process. This technology could potentially change com-

mercial lighting and result in worldwide energy savings. The technology is a result of several years of research conducted by UNM's Center for High Technology Materials. This student team, headed by Murali Yeruva, was assisted by Camilo Gil and Christina Hutchinson.

Both teams presented findings and business proposals in early December to Dr. Chuck Crespy, Dean of ASM, Lisa Kuuttila, President/CEO of Science & Technology Corporation @ UNM (STC), and Chuck Wellborn, consultant to the McCune Foundation and an STC board member. The student presentations were profes-

sional and showed their extensive knowledge of the particular markets of study as well as an excellent command of strategies and approach to success. They impressed and fielded many questions from the observer panel.

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# Welcome, New Staffer



Karol-Lynn Reed joined STC in October 2005 and brings with her a wealth of skills as both a graphic designer and publishing specialist. Karol-Lynn serves STC as in-house designer and communications liaison with the community.

## Patents Issued

The record below details the patents issued between July 1, 2005 and December 31, 2005. Congratulations to all inventors who had patents issue!

### U.S. Patents:

**Adjustable Support**—Patent #6,913,587, Issued 7/5/05 to Inventor: Sam H. Sliselman, MD

**Prototyping of Patterned Functional Nanostructures**—Patent #6,913,697, Issued 7/5/05 to Inventors: Gabriel P. Lopez, Ph.D., C. Jeffrey Brinker, Hongyou Fan, Ph.D., & Yunfeng Lu

**Monolithically Integrated Semiconductor Unidirectional Ring Laser Rotation Sensor/ Gyroscope**—Patent #6,913,697, Issued 7/5/05 to Inventors: Gabriel P. Lopez, Ph.D., Linnea K. Ista, & Steven R. J. Brueck, Ph.D.

**Method for Induction of L-Selectin Shedding**—Patent #6,943,268, Issued 8/30/05 to Inventors: Peter G. Eliseev, Ph.D., Marek Osinski, Ph.D., & Edward W. Taylor

**Improved Mixing Chamber and Expired Gas Sampling for Expired Gas Analysis Indirect Calorimetry**—Patent #6,942,623, Issued 9/13/05 to Inventors: Robert A. Robergs, Ph.D. and Joseph C. Weir, Ph.D.

**Inhibition of Cell Surface Protein Disulfidated Isomerase**—Patent #6,949,665, Issued 9/27/05 to Inventors: Larry A. Sklar, Ph.D., Robert B. Palmer, Ph.D., & Snezna Rofelj, Ph.D.

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# 2006 Seminars & Events



## Integration of Material Transfer Agreements, Research Agreements & Intellectual Property Issues—A Panel Discussion\*

Presented by: Rena Vinyard, HSC Controller's Office, Elizabeth Minott, University Counsel, Jane Fedor, Director, Life Sciences, STC; and Shannon Sheehan, Assoc. Director, Life Sciences, STC, January 18, 2006, 9:00 am to 10:00 am  
Basic Medical Sciences Building, Fred Harvey Room #309, UNM North Campus  
Continental Breakfast Served

## Building a Start-Up Company Based on University Technology

Presented by: Mark Pritchard, Director, Allied Minds  
January 19, 2006, Noon to 1:00 pm  
Student Union Building, Acoma A & B, UNM Main Campus  
Box Lunches Served

## Commercializing Technology-Based Products in a Startup Environment\*

Presented by: Terry Dunlay, Co-Founder of Cellomics, A Bio-Technology Tools Company  
February 15, 2006, 9:00 am to 10:00 am  
Basic Medical Sciences Building, Fred Harvey Room #309, UNM North Campus  
Continental Breakfast Served

## Web-Based Invention Disclosure: A (Relatively) Painless Procedure

Presented by: Nicholas Wolf, Ph.D., Patent Liaison, Science & Technology Corporation @ UNM  
March 9, 2006, Noon to 1:00 pm  
Student Union Building, Acoma A & B, UNM Main Campus  
Box Lunches Served

## Web-Based Invention Disclosure: A (Relatively) Painless Procedure\*

Presented by: Nicholas Wolf, Ph.D., Patent Liaison, Science & Technology Corporation @ UNM  
March 22, 2006, 9:00 am to 10:00 am  
Basic Research Facility, Room 318, UNM North Campus  
Continental Breakfast Served

## Open Source Software: When May Too Many Rights be Wrong?

Presented by: Chuck Valauskas, Baniak Pine & Gannon  
April 20, 2006, Noon to 1:00 pm  
Student Union Building, Trail/Spirit, UNM Main Campus  
Box Lunches Served

*\* In cooperation with the Health Sciences Center*

Visit the STC website for updates and to register for any of these events: <http://stc.unm.edu/news/events.php>



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