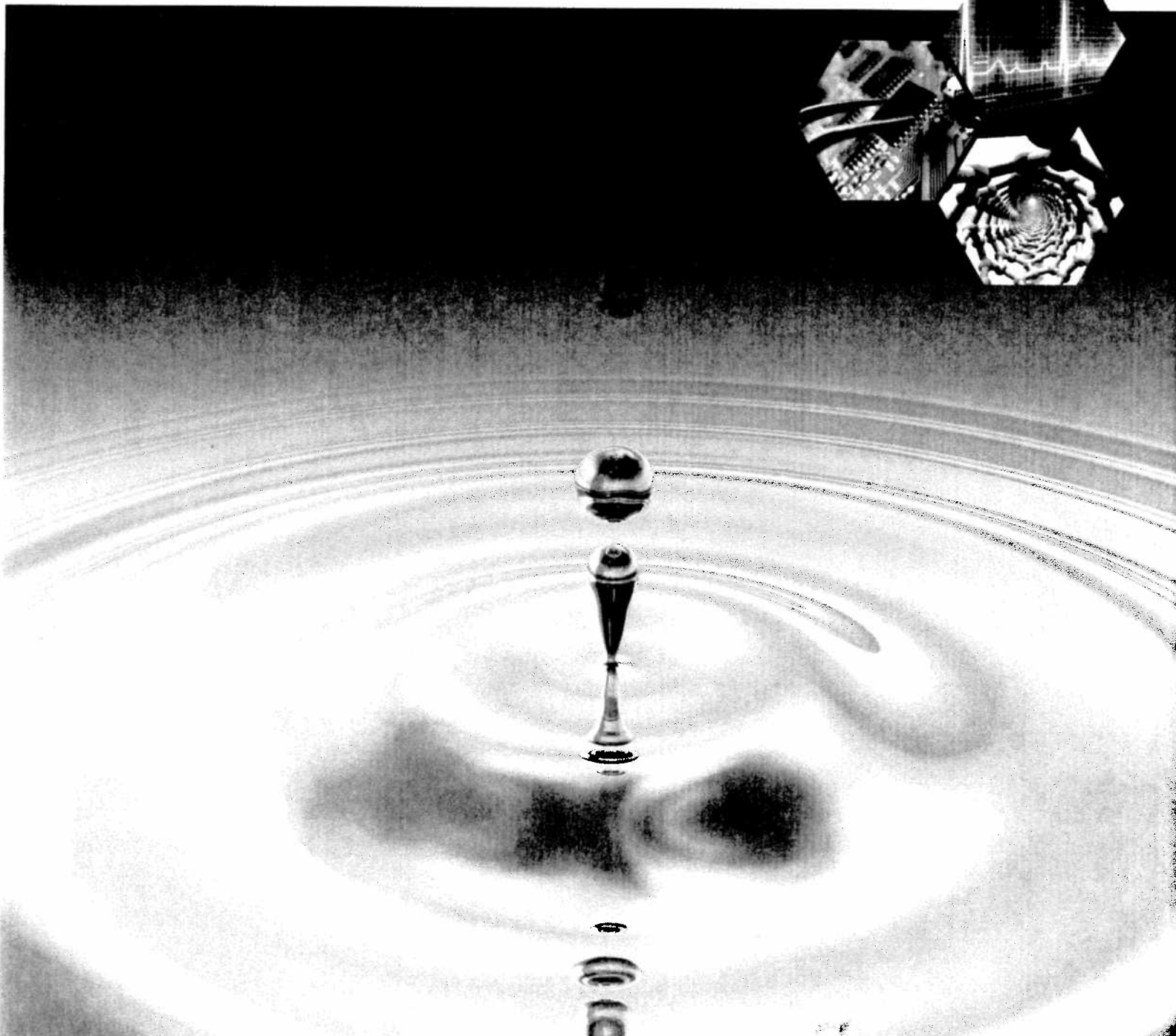


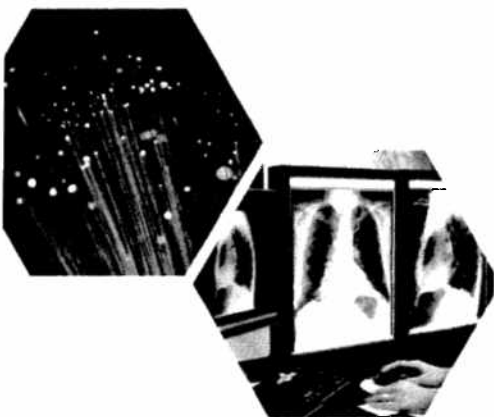
MICHIGAN STATE
UNIVERSITY



MSU Technologies



Empowering Technology & Research



Advancing Knowledge. Transforming Lives.

Established in 1855, MSU became the prototype for the U.S. land-grant university system, spearheading a movement towards a new educational tradition. Today, MSU is a national research leader among U.S. academic research institutions:

- Over \$400 million in annual research funding
- Over 46,000 students and 5,000 academic faculty/staff
- 5,200-acre campus with 2,100 acres in existing or planned development
- More than 200 programs of study offered by degree-granting colleges including Agriculture & Natural Resources, Arts & Humanities, Business & Management, Communication Arts & Sciences, Education, Engineering, Human Medicine, Law, Music, Natural Science, Nursing, Osteopathic Medicine, Social Science, and Veterinary Medicine
- Ranked among the nation's top public universities by U.S. News & World Report
- One of the nation's top five sustainable campuses by the National Wildlife Federation's Campus Environment 2008 Report Card
- Awarded the future site of the new \$550 million Facility for Rare Isotope Beams by the U.S. Department of Energy, which will enable researchers from around the world to address leading-edge research questions
- East Lansing named one of the Top Ten College Towns in which to start a business by Entrepreneur magazine
- More than 420,800 alumni worldwide

World-Class Innovations

With nearly 2,000 published patents worldwide and growing, MSU has a record of developing practical innovations that improve the quality of life around the world:

- MSU researchers discovered Cisplatin, the world's most widely used and effective anti-cancer drug
- MSU's hybrid corn research led to the discovery of cross-fertilization of plants, considered to be the basis for many modern agricultural practices
- MSU researchers helped to make the homogenization of milk feasible by linking pasteurization to the process, a revolutionary discovery for the dairy industry

*Call MSUT or visit
<http://technologies.msu.edu>
to discover innovations that
will impact your business*

Commercializing Intellectual Property

Gateway to Innovation

MSU Technologies (MSUT) helps industry to create innovative products and services utilizing the cutting-edge technologies developed by MSU's world-class researchers. Our team of professionals identifies, evaluates, and protects technologies created at MSU, which companies then license to impact markets around the world.

If your business seeks new opportunities and wants to leverage our cutting-edge research, MSUT can help you find those opportunities.

Finding Opportunities for Industry

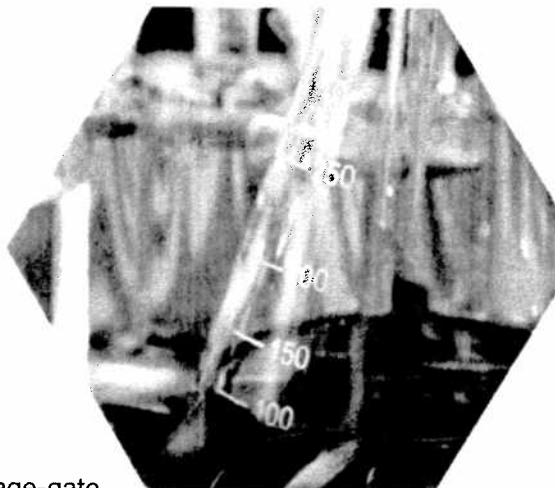
MSUT takes a market-centered approach to technology transfer, and employs a stage-gate process to focus on technologies with the best commercial potential.

We screen new inventions to identify strengths and weaknesses related to patentability, competitive advantage, and technology readiness. Promising inventions then move to an assessment phase where industry feedback further defines commercial potential.

Inventions that continue to show commercial promise are marketed by MSUT to industry. Listings describing the inventions along with their commercial applications and benefits are also posted on the MSUT Web site, where they can be searched and reviewed by businesses seeking technologies that can help them improve their bottom line.

Working Together to Create Value

MSUT has forged relationships with Fortune 500 companies, small-to-mid-sized businesses, start-ups, venture capitalists, and angel investors to move MSU's technologies from the lab to the marketplace. We pursue long-term relationships that create competitive advantages for companies that commercialize our technologies.



<i>If you want to...</i>	<i>...then MSUT will</i>
Identify available technologies with specific industrial benefits and applications	Use http://technologies.msu.edu as well as internal databases to match inventions to industry needs
Learn more about an available technology	Access additional information for review while securing a Confidential Disclosure Agreement (CDA), if needed
Discuss licensing an available technology	Walk you through the licensing process and communicate any basic deal-term constraints early in the process
Meet with MSU researchers working in areas of importance to your company	Facilitate the on-site campus visit and interactions with faculty and university administration
Provide or receive a sample of material for testing or evaluation	Help to establish a Material Transfer Agreement (MTA)
Explore the opportunity to sponsor research of interest to your company	Connect you with the appropriate faculty and contacts at MSU

Licensing with MSU - Technology that Benefits Industry

Agreements that Meet Company Needs

Some companies seek new technologies to solve specific short-term problems, while others seek technologies that align with their long-term objectives. In either case, MSUT's flexible licensing approach enables your company to access the innovation required to meet your objectives.

Some basic considerations when structuring a license include the following:

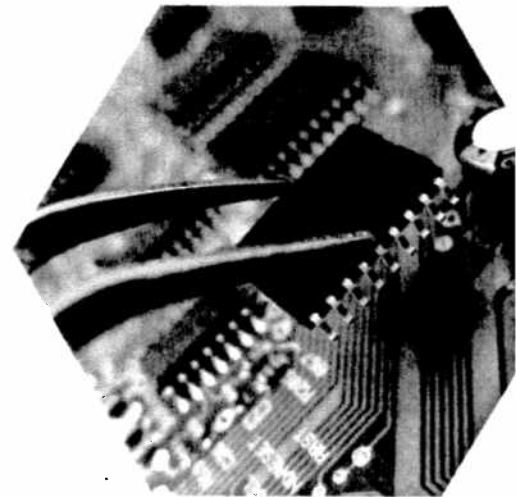
- Should the license be exclusive or non-exclusive? The nature of the advances achieved by the technology and how those advances impact a particular industry will often suggest an appropriate licensing approach for all parties.
- Will the licensee be utilizing the technology within a particular field of use? This can include specific industries, applications, or geographic regions.
- Will the technology be used to create entirely new products or processes, or will it be used to improve existing products or processes? These and other factors will influence financial terms and the structure of the deal.

The type of license that is most appropriate for a given technology is discussed by MSUT and your company on a case-by-case basis. MSUT customizes each license to the unique business opportunity presented while ensuring the licensing process is completed in a timely and efficient manner.

Mutually Beneficial Partnerships

Initial discussions between a company and MSUT reflect a period of mutual evaluation, both of the technology at issue as well as the ability of the company and MSU to work together successfully in commercializing the technology. As your company determines whether and how it might commercialize MSU's technology, MSUT works with the MSU inventor to provide any necessary information to you in a timely manner. If you determine a technology will meet your needs, we will work together to agree upon license terms that are mutually beneficial.

Our goal is to ensure that you experience efficient and effective interactions with MSU. MSUT will provide your company with a single MSU point of contact, and will strive to foster a long-term, productive relationship between your company and the University.





Additional Resources through MSUT

MSUT can connect industry with other MSU resources designed to facilitate industry interactions including the following:

- MSU Business-CONNECT (<http://businessconnect.msu.edu>)
- MSU Contract & Grant Administration (<http://www.cga.msu.edu/>)
- University Corporate Research Park (<http://www.ucrp.msu.edu/>)
- Michigan Biotechnology Institute (<http://www.mbi.org/>)
- University Research Corridor (<http://urcmich.org/>)

More About MSU Technologies

To learn more about how MSU Technologies can help your business, visit us on campus, visit <http://technologies.msu.edu>, call us at 517-355-2186, or contact our team by e-mail: msut@msu.edu.

Contact us to learn more about how MSUT can assist your business.

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