

**Research Commercialization Introductory Course
Starting March 16, 2010**

**Free Online Distance Learning
From The National Council of Entrepreneurial Tech Transfer**

Learn what it takes to commercialize R&D in this unique introductory course.

4000 researchers took the course last year.

The Research Commercialization Introductory Course is recommended for all medical, science and engineering researchers in public or private research institutions (e.g., grad students, post-docs, professional staff and faculty) and in commercial enterprises (e.g., startups, SBIRs, research-based small businesses and Global 1000).

Areas covered in the free 9-lecture course include intellectual property, patents, copyrights, trade secrets, trademarks, licensing agreements, employment agreements, consulting agreements, creating and funding companies, marketing strategy, product development, tech transfer, early stage funding and SBIR programs.

Each lecture is a 90-minute online webinar. There will be expert guest speakers for each session.

Co-Organizers:

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Cost:

This 9-lecture course is free, but registration is required.

To register and subscribe to this course, visit
See <http://213.175.220.78/~courses/>.

For more information on the National Council of Entrepreneurial
Tech Transfer, see <http://ncet2.org>.

Agenda:

Lecture 1: The Importance of Commercializing Research to the U.S. Economy
Tuesday March 16, 2010 (12:00-1:30pm ET)

Lecture 2: Introduction to Patents for Researchers
Thursday March 18, 2010 (12:00-1:30pm ET)

Lecture 3: Introduction to Business Law and Regulations for Researchers
Tuesday March 23, 2010 (12:00-1:30pm ET)

Lecture 4: Introduction to Marketing Strategy For Researchers
Thursday March 25, 2010 (12:00-1:30pm ET)

**Lecture 5: Introduction to Structuring and Leading the Research-Intensive
Company**

Tuesday March 30, 2010 (12:00-1:30pm ET)

Lecture 6: Introduction to Product Development and the Innovation Process

Thursday April 1, 2010 (12:00-1:30pm ET)

Lecture 7: Introduction to Tech Transfer: Working With Universities and Federal Labs To Commercialize the \$100 Billion Annually of Federally Funded Research

Tuesday April 6, 2010 (12:00-1:30pm ET)

Lecture 8: Introduction to Early Stage Funding

Thursday April 8, 2010 (12:00-1:30pm ET)

Lecture 9: Introduction to SBIRs for Researchers

Tuesday April 13, 2010 (12:00-1:30pm ET)