The University of Oklahoma
Office of Technology Development
Invites You to

Innovation to Impact

A presentation and discussion series focused on identifying, managing and transferring intellectual property from academic research to tangible impact.

Session 4: Commercialization: Pathways Toward the Market

- Evaluating Technology’s Product-Market Fit
- Marketing Technologies: The OTD-Inventor Partnership
- Licensing Terms and Requirements
- Commercial Terms and SRAs: Options and Restrictions
- Enforcement, Infringement, and Little Men Who Live Under Bridges

Register for a time, date and location that’s best for you:

**Norman Campus**
- Feb. 3 Noon - 1:00pm
  Memorial Union
  Weitzenhoffer Rm.
  Lunch provided
- Feb. 19 Noon - 1:00pm
  Memorial Union
  Weitzenhoffer Rm.
  Lunch provided

**OU HSC**
- Jan. 27 Noon - 1:00pm
  BRC
  Room 103
  Lunch provided
- Feb. 10 Noon - 1:00pm
  BRC, Room 1476
  4th Fl., west side
  Lunch provided

Seating is limited to the first 15 registrants of each event

Register online at [bit.ly/1PMwdEe](http://bit.ly/1PMwdEe)

For questions, please contact Ruth Ann Shaffer
rashaffer@ou.edu or (405) 325-1939