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FOR IMMEDIATE RELEASE

Technology Transfer Society conference coming to the UCR Palm Desert Graduate Center More than 200 expected to attend from more than 20 nations

Palm Desert, Calif. (www.palmdesert.ucr.edu) – Delegates from academia, government and the private sector from more than 20 countries will gather at the UCR Palm Desert Graduate Center on Oct. 24-26 to hear more than 100 academic and practitioner papers on the identification and dissemination of best practices in technology transfer and commercialization from universities, federal and private laboratories to firms.

“Entrepreneurship and Technology Commercialization” is the conference theme. Session topics include: “The Entrepreneurial University,” “Entrepreneurial Leadership in High-Technology Organizations,” “Bringing Technology to Market,” “Metrics for Effective Innovation Policy,” “Venture Capital and Technology Transfer,” “Public-Private Collaboration in the Development of Infrastructure Technologies,” and “University Faculty Members as Inventors.”

The JW Marriott Desert Springs Resort and Spa is the official conference hotel. All sessions will take place at the UCR Palm Desert Graduate Center. The conference is co-sponsored by the Ewing Marion Kauffman Foundation.

Donald S. Siegel, professor of entrepreneurship and associate dean of the A. Gary Anderson Graduate School of Management, is President of the Technology Transfer Society and Co-Editor of *The Journal of Technology Transfer*, the only academic journal devoted to the managerial and public policy implications of technology transfer.

“University technology transfer is a growing trend involving the transfer of university-based research to industry through licensing agreements, research joint ventures and start-up companies. Incubators and science parks are other important institutions. Academics, policymakers, and practitioners who are interested in intellectual property, patenting and legal issues, and technology-based economic development will find conference sessions of high value,” Siegel said.

“Development of technology strategies is critical to the expansion and growth of research universities, as they lead to income opportunities and, in turn, support continued research,” he said.

The complete conference program and registration information is now online at palmdesert.ucr.edu.

The UCR Palm Desert Graduate Center at 75-080 Frank Sinatra Drive is at the heart of the Coachella Valley. As a graduate center of UC Riverside, UCR Palm Desert offers graduate degrees in business administration with an emphasis on entrepreneurship and a master of fine arts with an emphasis on creative writing and writing for performance. Research activities include the Desert Studies Initiative of the Center for Conservation Biology; technology transfer; and Native American studies. Visit www.palmdesert.ucr.edu or call (760) 834-0800 for more information.