



FOR IMMEDIATE RELEASE

IV to Help Commercialise Ideas From University of Western Sydney

Sydney, Australia November 10, 2010 - A new agreement with international invention investment company, Intellectual Ventures, will see more opportunities for ideas and inventions at the University of Western Sydney (UWS) to be commercialised.

UWS and Intellectual Ventures (IV) have signed a Master License Agreement to develop inventions and finance patenting costs for inventions.

Professor John Ingleson, Deputy Vice-Chancellor (International and Development) says the agreement provides an additional avenue for ideas from the University's researchers to leave the lab and benefit the community.

"The agreement with Intellectual Ventures will open up more opportunities for UWS researchers to tap into a global source of funds and commercialise their ideas – particularly ideas which are in the early stages of development," says Professor Ingleson.

IV is a \$5 billion organisation that funds the creation, dissemination and use of technological inventions.

Mr. Paul Levins, President, Intellectual Ventures Australia and New Zealand, welcomes the connection with UWS.

"Intellectual Ventures has expanded its presence to Australia and New Zealand in 2010 to develop new inventions directly with leading inventors and institutions. We identify problems that need to be solved with a view to bringing forward inventions for commercial use," says Mr. Levins.

Professor Ingleson says the agreement does not prevent UWS from initiating or developing patents independently. He says the University decides which ideas are offered to IV under the Master License Agreement.

"The connection with IV provides the advantage of access to potentially thousands of companies who - are seeking ideas to solve their problems or provide new products or services. Through IV, ideas from UWS researchers will be presented to companies across the globe improving the chances of successfully commercialising an idea," says Professor Ingleson.

About Intellectual Ventures

Founded in 2000, Intellectual Ventures (IV) is the global leader in the business of invention. IV collaborates with leading inventors, partners with pioneering companies, and invests both expertise and capital in the process of invention. IV's mission is to energize and streamline an invention economy that will drive innovation around the world. <http://www.intellectualventures.com>

Press inquiries IV: Nick Gibson, Intellectual Ventures, Gibson@intven.com

General inquiries Australia – New Zealand: ANZinfo@intven.com

About University of Western Sydney

The University of Western Sydney (UWS) is a large research-led metropolitan university operating over six teaching campuses in Greater Western Sydney, one of the fastest growing and most dynamic regions in Australia. Home to over 1.8 million people, Greater Western Sydney is one of the country's

most important economic drivers, with an \$80 billion economy that is the third largest in Australia. The University's internationally-recognised research centres are focused on applied science and technology, cultural research, social sciences, health, medicine, business and innovation studies, education, psychology, urban research and climate change.

Press inquiries UWA: Senior Media Officer Paul Grocott p.grocott@uws.edu.au
02 9678 7083, 0406 429 304

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