

Date: February 26, 2018

To: Ruth V. Watkins
A. Lorris Betz
Andrew S. Weyrich

From: Keith S. Marmer

Re: TVC use of 'Center'

Technology & Venture Commercialization (TVC) is dedicated to commercializing new technologies and inventions from discoveries made and developed at the University of Utah. TVC is a University-wide department supporting innovation and commercialization for faculty, employees and students.

Since 1965, TVC has undergone four name changes. As part of its most recent name change in 2011, the word 'Office' was removed from TVC's name, branding and correspondence. TVC is presently working with University Marketing & Communications to update its marketing and communications efforts. In line with current industry trends, use of the term 'Center' in the TVC name is presently being requested.

Universities receiving federal research funds are required to comply with numerous federal laws, which form the basis of university technology transfer. TVC is the cognizant department at University of Utah that reviews, analyses and guides technology commercialization for faculty, employees and students. TVC is responsible for comprehensive technology commercialization services including: invention disclosure, patent prosecution, federal and state compliance and reporting, technical and business advising, startup company support services, access to capital, seed fund investments, entrepreneur-in-residence support, incubation of technologies and companies, business acceleration services, royalty management, and more.

As universities are increasingly seen as a primary source of innovation and economic development in the U.S., expanded services provided by technology transfer offices have led the way. In a 2017 report by the Milken Institute, TVC was recognized as the #1 ranked technology transfer office in the country; further highlighting the rationale to continue expanding visibility and support for University of Utah's innovation ecosystem.

National and international recognition for University of Utah's TVC continues to enhance the reputation of the institution, facilitate faculty and student recruitment, support research funding and contribute to the economic development in the state of Utah. This activity and recognition is directly in line with the mission of University of Utah.

In line with existing policy and guidelines, TVC is requesting to use the word 'Center' in its correspondence and marketing. For clarity, TVC is not requesting to become a University Center. Use of the word 'Center' would be used from time to time to refer to TVC as the Center for Technology & Venture Commercialization. No funds, staff or additional resources are being sought as part of this request.