

### A note from Jim Baxendale:

*"On Saturday, Feb. 9th the attendees at the KU Bioentrepreneurship Symposium were treated to an inspirational keynote presentation by Randy Scott, CEO of Health Genomics and KU alumnus. Randy pointed out that you can learn more from your failures than your successes, should pay attention to the world around you, and must look into the future for shifting paradigms of lasting value for your product ideas. Our office will continue to partner with other KU centers and departments to offer educational symposia on topics of value to their faculty, staff and students."*

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This electronic newsletter is distributed to interested KU faculty and staff, economic development organizations, and others interested in learning about KU innovations.

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Barb Starrett, Writer  
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### KC BioMediX clinical studies underway

KC BioMediX, Inc., a medical device start-up company developed on the KU-Lawrence campus, has started its Improving Neonatal Care Clinical Studies at Overland Park Regional Medical Center. The studies will evaluate the effect of the NTrainer in improving oral feeding performance and reducing the time it takes premature babies to get to oral feeds.

December 2007 was the first full month of clinical studies, with five babies enrolled and nine monitored to determine when they develop to meet the inclusion/exclusion criteria. In addition to the Overland Park evaluation, a second site for two separate clinical studies is Wake Medical Health and Hospital in Raleigh, NC. The first protocol is to compare the assessment capability of the NTrainer System NeoSuck RT software against the industry assessment gold standards: Neonatal Oral Motor Assessment Scale and Early Feeding Skills. The second protocol is intended to provide intervention therapy for the babies experiencing feeding difficulties faced with extended stays in the hospital. All activities were on track in January to begin patient enrollment at Wake Med.

KC BioMediX is into Phase II of its NTrainer System™ business plan, which includes the specification development and design of the second generation NTrainer System™, securing the second round of financing, implementing a quality system, building Beta prototypes and beginning Beta clinical studies. Work is being done with the FDA to secure a 510(k) clearance to market letters, and discussions around the possibility of developing targeted strategic relationships with leading players in the medical device industry have begun.

The Customer Requirement Specification, which is a key input into the design process, has been completed, and work has begun with RBC Product Development for the next generation product. Proposals have been received and integrated from a number of marketing groups, and there is a plan to move to a larger facility in Shawnee, Kan., in the spring to provide space for additional staff and production.

### KU professor involved in bio-experts panel

Steven M. Barlow, PhD., professor of speech-language-hearing: sciences and disorders, and professor in the neuroscience, human biology, and bioengineering programs at KU, was a keynote speaker at this year's DEMO 08, held Jan. 28-30 at the Desert Springs Marriott Resort & Spa in Palm Desert, Cal.

DEMO, the premier launch venue for new products, technologies and companies, has established a reputation during the past 16 years for identifying and presenting the products most likely to significantly impact the marketplace, as well as identifying upcoming market trends. Products are carefully screened by DEMO's executive producer Chris Shipley, who is one of the top trend spotters in the personal technology product industry showcased in February and in September. From silicon to ice cream, DEMO showcases a breadth and depth of innovation that knows no limits.

Barlow, who earned his doctorate in 1984 at the University of Wisconsin in speech physiology and neurobiology, directs the KU Communication Neuroscience Laboratories and an NIH P30 core on Digital



Mike Litscher, KC BioMediX president, left, displays new NTrainer technology with Emily Zimmerman, PhD student, and Dr. Steven Barlow at DEMO 08.

Electronics and Engineering at the Center Biobehavioral Neuroscience Communication Disorders. His major research interests are supported by the National Institutes of Health and focus on the neural control of movement and development of orofacial and vocal-ingestive muscle systems in health and disease. Over the past 15 years he has made notable contributions in the development of trigemino-facial integration in animal and human models, including pathophysiology of segmental reflexes during voluntary motor control. He has developed new technologies which are in use world-wide for neurophysiological studies of load compensation, force dynamics, speech aerodynamics, and most recently, the development of the Actifier and NTrainer for application in premature infants at risk for feeding disorders and poor neurodevelopmental outcome. Barlow has published over 70 research articles, authored one book on speech physiology and presented over 150 scientific papers at national and international meetings. Barlow was the recent recipient of the Keck Outstanding Scientist Award by the Boys Town National Institute, and the fourth Willard R. Zemlin Award for Outstanding Research in Speech Science by the American Speech-Language-Hearing Association.

### CEBC Colloquium held

On Nov. 29, the CEBC Colloquium was held in Lawrence. A presentation, entitled "Patenting and Commercializing Technology," was made jointly by Jim Baxendale, director of the Office of Technology Transfer & Intellectual Property at KU, and Lana M. Knedlik, patent attorney with Stinson Morrison Hecker, LLP. Their presentation provided an overview of the field of technology transfer and procedures most common in university technology transfer offices. They presented methods of intellectual property protection, highlighting the importance of good record-keeping, inventorship, steps in the patent prosecution process, types of patents – viz., provisional patent, nonprovisional or utility patent, and foreign patent prosecution.

### Tech. licensing agreement entered

AdvanSoft International, Inc., a software firm headquartered in the Chicago area, has entered into a licensing agreement with KU for on-line technology that

accesses and analyzes the financial reports of publicly traded companies.

Financial Reporting and Auditing Agent with Net Knowledge (FRAANK) was developed at KU by Rajendra Srivastava, the Ernst & Young Distinguished Professor of Business and director of the Ernst & Young Center for Auditing Research and Advanced Technology (CARAT). The software can be programmed to prepare risk assessment models, credit worthiness reports, and other documents based on public records. End users include financial and credit analysts, regulators, banks, auditors, and companies making acquisition decisions.

"We are delighted to be commercializing the software developed by CARAT at KU," said Anil Sunkara, CEO of AdvanSoft. "Using our commercial market penetration and software development team, we hope to make it the tool for all money/hedge fund managers, financial analysts, quantitative researchers, academics and corporations."

FRAANK retrieves company information filed with the Securities and Exchange Commission, such as Form 10-K and Form 10-Q, and tags it for analysis. This also eliminates the risk of error when data is re-keyed. "Users can access this information anywhere at any time," said Jim Baxendale, KU's director of technology transfer and intellectual property. "They can develop interactive models, such as 'if-then' scenarios, and industry-specific profiles of financial performance for benchmarking a given company."

More information about CARAT is available at <http://www.eycarat.ku.edu/>.

### Bioentrepreneurship event highlights KU alum

The Office of the Provost, College of Liberal Arts and Sciences, KTEC, Biology Alumni Advisory Board, and Department of Molecular Biosciences jointly sponsored the KU Bioentrepreneurship Symposium Feb. 9th at the KU Alumni Center in Lawrence. The event included a keynote address by KU biochemistry graduate Randy Scott, PhD, Chairman and CEO of Genomic Health, Inc., and a panel discussion that included Scott; Tracy Taylor, president and CEO of the Kansas Technology Enterprise Corporation (KTEC); Lesa Mitchell, vice president of the Ewing Marion Kauffman Foundation; and Jim Baxendale, director of Technology Transfer & Intellectual Property at KU. The panel focused on bioentrepreneurship possibilities in Kansas.

### New faces in the Office of Research and Graduate Studies



Jim Baxendale, left, stands with UMKC law professor Tony Luppino and spring law intern Kenneth Arbeitman.

- Kenneth Arbeitman, MS, MBA, a second year law student at UMKC, joins OTTIP for a spring semester internship. Ken has undergraduate and graduate degrees in physics from the University of Chicago and the University of Texas at Austin, respectively, as well as 15 years experience working as an engineer/scientist with IBM in hardware development.
- Barb Starrett joined the Office of Research and Graduate Studies in January as licensing assistant. She comes to RGS from the KU Center for Research on Learning. Her academic background includes a bachelor's degree from the University of Nebraska-Lincoln and a master's degree from the University of North Carolina at Chapel Hill.