

Technology Transfer Tactics Partners with Patents Online to Highlight University IP

143 Universities in the USA Listed with One-Click Access to the Current Patent Portfolio of Each School

BALTIMORE, MD and NAPLES, FL – April 17, 2009 – *Technology Transfer Tactics* and Patents Online, LLC today announced a strategic alliance, whereby the two firms are collaborating to offer a unique database of all patents held by major universities in the United States.

Visitors to www.technologytransfertactics.com/university-patents can view the current patent portfolio of each of 143 prominent U.S. universities, and with one mouseclick can see the entire patent portfolio of each institution.

Also, from this web page, users can initiate a patent search at www.freepatentsonline.com, the most visited site in the world for patent information.

Technology Transfer Tactics monthly newsletter provides in-depth guidance designed to streamline the commercialization process, as well as maximize the financial benefits of that process for universities and other research organizations.

"*Technology Transfer Tactics* is the pre-eminent periodical on amplifying and expediting the commercialization process for university IP," said Erik Reeves, CEO of Patents Online, the company behind FreePatentsOnline. "We are very excited to be working with them to better expose the patent portfolios of all the key schools of higher learning across America. This will bring these universities more opportunities to increase licensing revenues."

"Historically, the patent portfolios of companies and institutions have been only dimly visible," said David Schwartz, CEO and Executive Editor of *Technology Transfer Tactics*. "Not only has FreePatentsOnline aggregated the largest audience in the world for patents and created unrivaled search capability, but they're applying new ways of sorting and visualizing patent information to help accelerate the commercialization process."

Patents Online also offers www.sumobrain.com, a free alternative to the pay services in the patent search domain. SumoBrain features full-text cross-collection searching of US & EP patents and applications, PCT documents and Japanese abstracts, and brings higher account limits and bulk PDF capabilities.

About *Technology Transfer Tactics*

Technology Transfer Tactics is a subscription-based newsletter published monthly by BizWorld, Inc., a global publisher which also produces the free weekly e-zine, ***Tech Transfer e-News***, distributed to a worldwide audience of 160,000. The company is the world's largest provider of continuing professional development for tech transfer professionals. Other products and services include the Tech Transfer Library, *Intellectual Property Marketing Advisor*, *IP Marketing e-News*, numerous audioconferences for tech transfer professionals, a Distance Learning Subscription Program, and *Hot IP*, a new marketing service for select university inventions. For more information, go to www.technologytransfertactics.com.

About FreePatentsOnline.com

FreePatentsOnline (FPO), founded in 2004, is the top worldwide web property in terms of audience for patent search (www.freepatentsonline.com). The company's most recent free service, www.sumobrain.com, is designed for users who require more advanced features in

seeking, storing and sharing data from the world's largest database of human achievement. SumoBrain allows an individual user to maintain up to 20,000 documents of patent storage, among other capabilities.

-end-

Technology Transfer Tactics is a trademark of BizWorld Inc. SumoBrain and FreePatentsOnline are trademarks of Patents Online, LLC. All other product and company names are the trademarks and property of their respective owners.

© 2009. All rights reserved.

Contact:

David Schwartz, CEO and Executive Editor of *Technology Transfer Tactics*
404-626-8191 or dschwartz@technologytransfertactics.com

Erik C. Reeves, CEO of www.FreePatentsOnline.com
443-765-9242 or ereeves@freepatentsonline.com