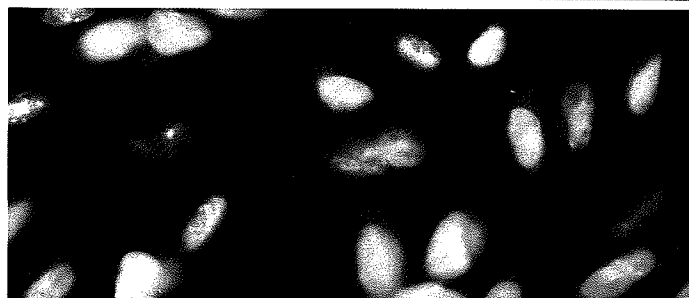
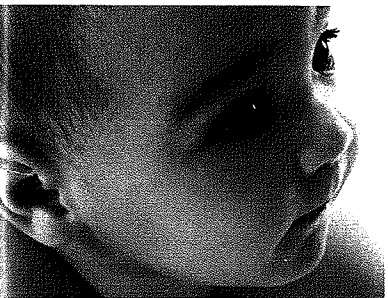


35 YEARS

OF TECHNOLOGIES THAT MADE A DIFFERENCE



NO. 9

MEDIPHOR

Developed in 1973 by Professor Stanley Cohen, Mediphor is a database for informing patients, pharmacists, and doctors about drug interactions. The database describes the characteristics of prescription drugs and their interactions with other prescription drugs to help patients avoid toxic events. The technology, licensed by Facts and Comparisons, continues to generate royalties.

marketing – particularly for large companies with many areas of interest.

Toward this end, we will ask companies interested in university licensing to indicate their areas of interest and provide specific contacts for new technologies in these areas. We will then be able to notify companies of inventions they may be interested in licensing more easily and efficiently.

Based on ACT's recommendations, we are investing in a major upgrade of our database, which will greatly improve our marketing and administrative capabilities. In addition, the ACT team recommended that OTL centralize some functions, develop more defined roles for its staff, and streamline the administrative and clerical tasks through information technology. GSB alumni on this project were Aydin Koc, Kathryn Bowsher, Pam Versaw, Patti Fry, Roy Vella, and Tony Seba.

The second project involved the OTL-LLC, which was incorporated on September 1, 2002. OTL asked the ACT team to think strategically about future initiatives for the OTL-LLC, if any. The ACT team made a bold and intriguing recommendation: that OTL establish a relationship with one or more premier universities in China, Russia, or India to license their technologies in the U.S. Stanford administration was supportive of the idea for some future time, suggesting

that the OTL-LLC follow the academic lead as faculty and students develop relationships with universities in these countries. GSB alumni on this project were: Andres Wydler, David Ai, Jerry Huang, James Canizales, Nancy Spangler, Skip Fleshman, and Yvonne Nomizu.

SELF-IMPROVEMENT

Licensing sometimes feels like a “contact sport,” but there is no question that personal contact is one of the most effective ways to foster technology transfer, especially in the age of email. One of the specific recommendations of the ACT team was that OTL should make more targeted phone calls to potential licensees in order to receive real time feedback about our inventions. In keeping with this recommendation,

FM SOUNDS AND PHYSICAL MODELING

Between 1971 and 1975, OTL tried to interest one U.S. company after another in Professor John Chowning's FM Sounds, an invention that would soon revolutionize the electronic music industry. But not a single one could be persuaded. It was an engineer from Yamaha who immediately understood its potential. Professor Chowning then spent seven years collaborating with Yamaha to develop a new music synthesizer using FM synthesis, and OTL's relationship with Yamaha has flourished ever since. The Yamaha FM chip became the de facto standard for sound synthesis for music synthesizers, personal computers, and cell phones, and five amendments to the license were made.

In 1989, Yamaha licensed second generation music synthesis technology based on Physical Modeling, which is used to create realistic synthesized sounds based on physical parameters. And Stanford and Yamaha agreed to pool their portfolio of patents to form the Sondius-XG program. Sondius represents Stanford's trademark while XG represents Yamaha's trademark — and the combined trademark reflects the close Stanford-Yamaha relationship. Stanford and Yamaha licensed Korg, an existing musical instrument company, and Sincato Systems, a start-up that was eventually acquired by Analog Devices, which uses Physical Modeling for PC music-audio products. Yamaha and the other Sondius-XG licensees have gone on to incorporate the Stanford/Yamaha portfolio of technologies into a variety of royalty-bearing products including electronic keyboards and computer chipsets.