

## **Research Exploitation for Business Gain**

### **Top Line Innovation – Bottom Line Profit**

SCIENCE CITY RESEARCH ALLIANCE

UNIVERSITY OF BIRMINGHAM THE UNIVERSITY OF WARWICK

*Tuesday 12<sup>th</sup> June 2012 @ the National Motorcycle Museum, B92 0EJ*

8:00am – 1:00 pm

Free to Attend. Breakfast and refreshments provided.

Dear Colleague

We are now close to finalising our line up for the next Science City Research Alliance (SCRA) workshop where our focus is on **“Innovation”**

*Why Innovate?.....How to Innovate...Creating Intellectual Property (IP).....Protecting IP.....and ultimately, Benefiting from IP.*

You will see that we have a great line up of speakers and a mini expo of organisations who can provide tangible support. There will also be the opportunity to book 1-2-1 meetings with the experts to discuss your own situation in confidence.

*There is no charge for attendance but places are limited, to register please [book now](#).*

And don't forget that at the NEC is [Subcon 2012](#). Come to the SCRA workshop, make your contacts on the Innovation side, then attend the NEC to further your business opportunities in the sub-contracting world.

Please click on the link to register for the SCRA [event](#).

**See you soon** Richard Simpson

Business Engagement Manager (Advanced Materials)

#### **Mini Expo**

**SCRA**

**University of Birmingham**

**University of Warwick**

**Knowledge Transfer Partnerships (KTPs)**

**TSB support for R&D**

**R&D Tax Claims**

**NISP**

**Alta Innovations Ltd**

**Start2Finish Marketing**

**Birmingham Chamber of Commerce**

**Coventry University Enterprises Ltd**

**Avidity IP**

**Rail Alliance**

**Pera Technology**

#### **Speakers**

**Greater Birmingham- Home to Advanced Manufacturing**

Mike Ward, President of Birmingham Chamber

**Intellectual Property – why bother?**

Scott Roberts, Avidity IP, Patent Agents

**Working with University IP**

John Pearson, Alan Tibbatts, Alta Innovations Ltd

**Marketing for Manufacturers**

Steve Joliffe, Start2Finish Marketing

The Science City Research Alliance (SCRA) is a strategic union between two of the top research universities in the Midlands, the University of Birmingham and the University of Warwick. The Alliance was formed under the Birmingham Science City initiative and has benefited from a multi-million pound investment by Advantage West Midlands (AWM) and the European Regional Development Fund (ERDF) in the technology areas of Advanced Materials, Energy Futures and Translational Medicine. The principal aim of SCRA is to engage with business and industry - giving access to the latest research and state-of-the-art equipment in science and technology. Unsubscribe. If you do not wish to receive further mailings from us please reply to this email with the word “unsubscribe” in the body text of the document.