

AUTM NEWSBRIEF

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**A** Because we must constantly strive to be deserving of trust  
Providing medicine safety education for health-care providers and patients

**B** **Supreme Court voids a patent, avoids big changes to patent system**  
Science [Share](#) [f](#) [t](#) [d](#)  
Patent experts have been buzzing for months about a big decision on the patentability of business methods expected from the Supreme Court. When it finally came down, the ruling in *Blisk v. Kappos* surprised many with its ambiguity. [MORE](#)

**C** **Halma shopping for fire companies**  
Security Systems News [Share](#) [f](#) [t](#) [d](#)  
Halma Holdings, a global conglomerate that owns a number of fire and security manufacturing companies, announced it wants to buy more fire and security manufacturing companies, and it's got \$150 million earmarked for acquisitions. Halma is also interested in the "intellectual property, patents, licenses and approvals," that these companies would bring with them. [MORE](#)

**C1** **"Baby Bubbler": student invention helps infants with respiratory ailments**  
Science Daily via Rice University [Share](#) [f](#) [t](#) [d](#)  
The Baby Bubbler — or in its more technical guise, the Continuous Positive Airway Pressure device — helps children with acute respiratory infections breathe naturally as they recover. According to the World Health Organization, about 20 percent of deaths in children under 5 are caused by acute lower respiratory infections; 90 percent of those deaths are caused by pneumonia. [MORE](#)

**E** **Vermillion announces issuance of patent for Alzheimer's disease diagnosis**  
The Sacramento Bee [Share](#) [f](#) [t](#) [d](#)  
Vermillion, Inc., a molecular diagnostics company, announced that the United States Patent and Trademark Office has issued a notice of allowance of a patent entitled "Biomarkers for Alzheimer's disease" to the company. The patent claims are directed to biomarker combinations for the diagnosis and management of Alzheimer's disease and to the measurement of the biomarkers by a variety of methods, including mass spectrometry and immunassays. The granting of Alzheimer's disease biomarker patent is additional validation of their approach to intellectual property protection. [MORE](#)

**E** **Cancer-stopping gene started as cell division doorman**  
USA Today [Share](#) [f](#) [t](#) [d](#)  
In the study led by Wan-Jin Lu of the University of Texas Southwestern Medical Center in Dallas, a team looked at p53's effects in short-lived fruit flies and mice. The gene protein is "strongly conserved" in scientific parlance, meaning it appears in creatures who last shared a common ancestor billions of years ago, everything from bugs to people. [MORE](#)

**E** **Safeguarding Your IP**  
McDonnell Boehnen Hulbert & Berghoff LLP recognizes the ever-increasing importance of intellectual property. That is why our mission is to enhance the value of our clients' businesses. [MORE](#)

**D** **The Idea Incubator goes to campus**  
New York Times [Share](#) [f](#) [t](#) [d](#)  
Douglas P. Hart, a professor of mechanical engineering at the Massachusetts Institute of Technology who sold his last start-up for a tidy \$95 million, is already on to his next big thing. He expects to lock up \$1.5 million in funding for his new start-up, Lantos Technologies. The company has developed a 3-D scanner that it hopes will streamline the current generation of earphones and hearing aids by precisely fitting them to the dimensions of the ear canal, right up to the eardrum. [MORE](#)

**D** **Door left open to business patents**  
The Wall Street Journal [Share](#) [f](#) [t](#) [d](#)  
The U.S. Supreme Court denied a patent to the inventors of a mathematical model to help commodity trader's hedge weather risks, but left the door open for inventors of other new ways of doing business to get protection for their ideas. [MORE](#)

**D** **Intellectual Property Matters!**  
Collaborative Research  
The Ballard Way

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Image Dimensions  
**728x90**

File Format  
**JPEG, GIF**

Max File Size  
**120k**



Top/Bottom Banner  
**\$3000/\$2750**

Image Dimensions  
**468x60**

File Format  
**JPEG, GIF**

Max File Size  
**50k**



Skyscraper/Half Skyscraper  
**\$3000/\$2000**

Image Dimensions  
**120x600**  
**120x300**

File Format  
**JPEG, GIF**

Max File Size  
**150k**  
**75k**



Product Showcase  
**\$2950**

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veniam, quis nostrud  
exercitation ullamco  
laboreis nisi. [More](#)

Text **five word headline, fifty word description**  
Image Dimensions **175x125** File Format **JPEG, GIF**



Callout Text Ad  
**\$2500**

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Text **five word headline, twenty-five word description**  
Image Dimensions **125x100** File Format **JPEG, GIF**



Traditional Text Ad  
**\$1500**

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sed do eiusmod tempor  
incididunt ut labore et. [More](#)

Text **five word headline, fifteen word description**  
Image Dimensions **120x50** File Format **JPEG, GIF**

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