



A new dawn for communications at PIPRA

As PIPRA seeks to play a fundamental role as an information clearinghouse in the sphere of agricultural innovation, efficient communications are essential. Yet, those who have followed PIPRA's development over time will have noticed the large challenges posed by the largely 'virtual' and 'distributed' nature of the organization. PIPRA consists now of over 40 member institutions on five continents. And, that number is expected to double. Daily work is supported by a half dozen contractors and by pro bono services of over a dozen affiliated law firms and law schools. Meanwhile, the core staff in Davis is small and travels extensively.

The goal of PIPRA, to improve the rate and direction of agricultural innovation for public benefit, is simple enough to understand. The means by which PIPRA serves that goal is more subtle and complex. It is important that those who

share PIPRA's basic goal find it easy to learn about PIPRA and how PIPRA works. At the same time, it is essential for those already involved in PIPRA to be kept 'in the loop' concerning latest developments regularly and reliably.

The communities with which PIPRA communicates can be envisioned in three concentric spheres emanating from the center outwards: (1) PIPRA's internal staff and operations, including the Executive Committee, (2) PIPRA members, and (3) the larger public, including the scientific community, the international development community, policymakers, and sponsors. The three communities are not mutually exclusive or easily separated. Channels used to communicate within the PIPRA membership, such as this newsletter, readily reach the public as well.

A variety of communication channels

have evolved over time and are in place today. These include the PIPRA Annual Meetings, the newsletter, and the website, official documents such as the PIPRA MOU, and articles published about PIPRA. The elements of PIPRA's organizational identity, such as the logo and mission statement, are also vital.

Based on a systematic review conducted in 2006, a communications plan was formulated. A process of upgrading existing channels and adding new ones is now well underway.

Member communications

Several needs were identified in communicating with the PIPRA members. Members should begin to notice a number of changes, including:

- regular e-mail notices that arrive more frequently than the quarterly newsletters,
- a member-only PIPRA listserv for discussing ag licensing issues within the PIPRA member community,
- a semi-annual Members' conference call to update members in between Annual Meetings,
- PIPRA networking events at conferences and meetings where technology managers or researchers from PIPRA member institutions will be gathered,
- preliminary internal circulation of freedom-to-operate (FTO) analyses, patent landscapes, and issues briefs.

Feedback on which of these channels are most effective will help to further shape and refine PIPRA's member communications. In addition, members will likely to find the public communications helpful and informative.

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PIPRA, The Public Intellectual Property Resource for Agriculture, is an organization committed to the strategic management of intellectual property owned by universities and not-for-profit research institutions, encouraging the broadest applications of existing and emerging agricultural technologies for the development of subsistence crops for developing countries and speciality crops in developed countries.

www.pipra.org

COMMUNICATIONS

(continued from front page)

Public communications

Similarly, it was determined that the ways PIPRA is communicated to the public needed a basic overhaul and upgrade. While PIPRA enjoys much good-will and a solid reputation amongst those who know about the organization, such awareness is limited, as are the means in place for reaching the wider public. To assist in this effort, PIPRA has contracted the services of a design firm, **twist** of San Francisco, and a public relations firm, **Brown Miller Communications** of Martinez, California. The overhaul of public communications will consist of several steps:

- a new PIPRA logo—to create a new and more professional identity for the organization,
- a harmonization and update of PIPRA's official mission and vision statements
- new informational materials, including brochures, "new member" packets, and media info packets

- the launch of several PIPRA publication series, including PIPRA working papers, FTO reports, and issues briefs
- a new PIPRA website at www.PIPRA.org
- the launch of the *IP Handbook of Best Practices*, in print and online at www.IPHandbook.org.

In house communications

Finally, the primary need identified in PIPRA's internal communications was better coordination of staff schedules and contacts with the large and growing PIPRA network, including members, affiliates, and other collaborators. To achieve internal coordination PIPRA has instituted an enterprise version of SalesForce.com™. This creates a common database supported by a set of communications services from which all PIPRA staff now draw. These aid in everything from e-mailing updates and sending newsletters, to maintaining continuity in our exchanges with the multiple PIPRA members, affiliates, and other external collaborators.

PIPRA welcomes three new members

The steady growth of PIPRA continues, both in the U.S. and globally. Three new institutions have signed the PIPRA Memorandum of Understanding:

The **University of Minnesota** has more than 300 faculty engaged in agricultural R&D at its main campus in St. Paul and nine other research centers around the state. The university maintains an active germplasm licensing program, and was the source of the Honeycrisp apple, one of the "25 Inventions that Changed the World" according AUTM's 2006 Better World Report.

The **Institute of Agricultural Research (Instituto de Investigaciones Agropecuarias or INIA)**, is the research arm of

the Ministry of Agriculture of Chile. INIA maintains Regional Research Centers, laboratories, and libraries throughout the country, engaged in the creation, adaptation and transfer of technologies to support the agricultural sector and rural development in Chile.

The **Barwale Foundation** (earlier known as Mahyco Research Foundation), a non-profit organization located in Hyderabad, India, was established in 1986 by Dr. B.R. Barwale, winner of the 1998 World Food Prize. The Foundation employs 15 research staff in its high throughput lab and research farm, regularly conducts trainings in advanced crop genetics and breeding, and is actively engaged in developing and disseminating hybrid rice in India.

Upcoming Events

PIPRA 2007 Annual Member's Meeting

March 7, 2007

Renaissance Parc 55 Hotel
San Francisco, CA

The PIPRA Annual Member's Meeting is an opportunity for technology transfer managers, researchers, and administrators at PIPRA member institutions to share in depth information on agbio IP issues, briefings on the latest PIPRA activities, provide input and ideas on PIPRA strategy, and participate in important decisions for the future of the organization.

The 2007 meeting has been scheduled to coincide with AUTM's 2007 Annual Meetings, which will be at the San Francisco Marriot, March 8-10, 2007.

Welcoming Perminder Kaur to the PIPRA staff in Davis

Perminder Kaur provides technical support in PIPRA's research laboratory and is primarily responsible for the development of plant transformation vectors and protocols, evaluation of transgenic plants and characterization of promoter expression. Prior to joining PIPRA, she worked at **California Seed and Plant Lab, Inc.**, a company which provides high quality pathogen and genetic testing to the vegetable seed, fruit tree, grapevine and strawberry industries. In that position she was primarily responsible for the development of ready to use PCR kits for disease detection. Perminder holds a B.S. (with Honors) in biology and an M.S. (with Honors) in botany from **Panjab University** in Chandigarh, India. She also holds certifications in Biotechnology and Bioinformatics from **California State University-East Bay**, in Hayward, California.



Perminder Kaur

New technology by PIPRA members

PLANT GENETIC TRAITS

Utility of phyloplanin as antibiotics, selective fungicides, and for enhancing microbial resistance in crop plants.

This invention is directed toward methods and compositions that inhibit pathogen proliferation. More particularly, these methods and compositions involve the use of phyloplane proteins as antibiotics against human and animal pathogens. [Phyloplanins are antimicrobial polypeptides, commonly expressed in crop plants. Claims include transgenic plants that express the claimed proteins.]

University of Kentucky

US 200700006341, published January 4, 2007

Brassica INDEHISCENT1 sequences

The present application provides Brassica INDEHISCENT1 (BIND) sequences. [The invention involves the identification of genes that regulate the dehiscence process and the development of genetically modified plant varieties in which the natural seed dispersal process is delayed, so they do not open and release their seeds prematurely, thereby increasing effective yield of oilseed crops.]

University of California

US 20070006336, published January 4, 2007
WO 2006/009649A2, published January 26, 2006

Resistance to soybean aphid in early maturing soybean germplasm

The present invention relates to compositions and methods for providing aphid resistance in plants. More particularly, the invention relates to compositions and methods for using aphid resistant germplasm for breeding soybean aphid resistant soybean plants, including but not limited to cultivars, varieties, lines and methods of breeding the same for commercial use, the breeding methods further involving identifying and using genetic markers for aphid resistant traits.

Michigan State University

US 20060277627, published December, 2006
WO 2006/125065, published November 23, 2006

Plant N-acylethanolamine binding proteins

The invention provides plant binding proteins of N-acylethanolamines. Also provided are constructs comprising coding sequences for the binding proteins, plants transformed therewith and methods of use thereof. The invention allows the modification of plant signaling by N-acylethanolamines. Such modification may be used to produce plants that are improved with respect to growth, seed germination, pathogen response and stress tolerance.

Samuel Roberts Noble Foundation

WO 2006/014540, published July 6, 2006
WO 2006/009649A2, published December 21, 2006

Introducing the PIPRA IP management workshop

For developing country researchers and administrators

PIPRA is developing curriculum and materials for a two day professional development workshop covering IP management issues commonly confronted in developing countries. The workshop is targeted at researchers, scientific and technical staff, principal investigators, and IP and technology transfer managers.

The workshop focuses on the following objectives:

- Understanding key legal concepts related to intellectual property (IP) in biotechnology.
- Raising awareness on best practices for protecting, valuing, and managing IP.
- Developing knowledge and skills on licensing issues and negotiation of agreements.
- Enhancing understanding of the importance of IP management for achieving institutional goals.
- Strengthening teamwork between IP managers and scientific staff.

The workshop is designed to be delivered by a team of IP professionals that blends expertise between legal and scientific matters and between experience within the local country context and within the context of leading technology transfer programs at U.S.-based PIPRA member institutions. The workshop will draw on readings and case studies from the forthcoming MIHR-PIPRA handbook titled *IP Management in Health and Agricultural Innovation* (see www.IPHandbook.org).

The long-term goal of the IP workshop is to improve the efficiency of technology transfer management within national research agencies and universities, particularly emphasizing the role that researchers play in fostering technology based economic development. The workshop will be particularly well suited for professional development at PIPRA member institutions. Indeed, plans are pending for an initial session to be held in Chile in May, sponsored by FIA and INIA.

2007 **3**rd Annual Membership Meeting

Parc 55 Renaissance Hotel
San Francisco, California

March 6, 2007

6:30PM Executive Committee Dinner and Meeting

March 7, 2007 **Morning and Lunch - PIPRA Business Meeting**

7:30PM *Breakfast*

8:00 Welcome & Introductory Remarks

8:15 2006 in Review

- Alan Bennett, PIPRA Executive Director

8:45 Communication Program

9:00 Handbook "*Intellectual Property Management in Health and Agricultural Innovation*"

9:20 Update: International Membership

9:40 Analysis Services

10:15 Conference Proposal: Managing IP for International Development

10:30 PIPRA's Enabling Technology Patent Pool

11:00 Discussion: Accessing Technologies for Developing Countries

11:30 Priorities for 2007-2008, New Funding Opportunities

-Alan Bennett, PIPRA

12:00PM *Lunch (afternoon speakers invited)*

March 7, 2007 **Afternoon Symposium "Technology Access for International Development"**

Symposium Chair: **Michael Ward**, Partner, **Morrison & Foerster, LLP**

2:00 PM Health and Agriculture

Erik Iverson, Associate General Counsel, **Bill and Melinda Gates Foundation**

A discussion on how the Gates Foundation approaches questions of technology access in both health and agricultural fronts.

2:30 Biofuels

Neal Gutterson, President & COO, **Mendel Biotechnology**

Mike Lanahan, Director, Business Development, **Agrivida**

3:30 Health and Agriculture

Jackie Khor, Associate Director, **The Rockefeller Foundation**

4:00 Nanotechnology and Development

Rex Raimond, Mediator, Meridian Institute

A discussion on nanotechnology investments in developing countries and emerging societal issues regarding nanotechnology and development: innovation and governance. Using the examples of nanotechnology for water and commodities, describe the complex innovation and governance issues that are emerging.

4:30 Ag Technology for SE Africa

Roger Salameh, Business Development Manager, Arcadia Biosciences, Inc.

Jacob Hodeba Mignouna, Technical Operations Manager, African Agricultural Technology Foundation, AATF

A discussion on public-private partnerships for the development and delivery of nitrogen-use efficiency and salt tolerance rice to small holder farmers in Africa.

5:15 Reception

Register online at

http://www.pipra.org/2007memmeeting/member_meeting_07.html

PIPRA's 2006-2007 Executive Committee

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Current PIPRA Member Institutions

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Arizona State University
AVRDC: The World Vegetable Center, Taiwan
Barwale Foundation, India
Birla Institute of Technology, India
Boyce Thompson Institute for Plant Research
China Agricultural University
Cornell University
Donald Danforth Plant Science Center
Fundacion Chile
Hanoi Agricultural University
Institute of Agricultural Genetics, Vietnam
Institute of Agricultural Research (INIA), Chile
International Maize and Wheat
Improvement Center (CIMMYT), Mexico
International Potato Center (CIP), Peru
Iowa State University
International Rice Research Institute (IRRI),
Philippines
Kansas State University
Michigan State University
North Carolina State University
Ohio State University
Oregon State University
Parco Tecnologico Padano, Italy
Purdue University
Salk Institute for Biological Studies
St. Augustine University of Tanzania
The Samuel Roberts Noble Foundation
The State University of New Jersey - Rutgers
University of Arizona
University of Arkansas
University of California - Berkeley
University of California - Davis
University of California - Riverside
University of Florida
University of Georgia
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