

Abstract Submitted
for the 4CF15 Meeting of
The American Physical Society

Commercial Impact and the Academic Lab STUART LINDSAY,
Arizona State University — My lab at ASU has generated two start-up companies
and partnered with major pharmaceutical companies. These ventures were not the
result of coherent effort on my part, but rather skills that were acquired through
trial and (much) error. I will lay out some of the key issues in developing business
activity based on academic research. These include: (a) An appreciation of what
constitutes a good patent and a grasp of patent law. (b) Finding good business
partners. (c) Understanding the difference between what excites fellow academics
and what business customers need. (d) The need for full disclosure and management
of conflict of interest.

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Date submitted: 09 Sep 2015

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