



## UPCOMING EVENTS

- On 1st July, Trinity will host an international symposium bringing together some of the world's leading thinkers on innovation and creativity both within education and beyond. **'Innovation Ecosystems; a critical component of Irish Higher Education in the 21st century'**. Register for this free event [here](#).
- The TTO's annual **Technology Showcase** will take place on **4th October 2011 in the O'Reilly Institute**.

Last year's event showcased 30 technologies at different stages in the commercial pipeline which were derived from a wide range of disciplines within College. Currently, seven spin-out companies have formed around those particular technologies, while many more are the subject of completed licence deals or ongoing negotiations. This year's crop promises to be equally pioneering and a great showcase for the benefits of research to the economy.

## About us

The Technology Transfer Office promotes and facilitates the transfer of knowledge and Intellectual Property (IP) created within College to the wider community and supports College researchers seeking to develop such IP. We are responsible for the issue, negotiation and execution of IP agreements including NDAs, MTAs, Licences etc on behalf of College.

Over the past three years the TTO has received 122 disclosures of novel IP, filed 67 new patent applications, formed 18 campus companies and concluded 22 licence agreements in which companies were granted rights to exploit TCD IP for commercial purposes.

A technology transfer case manager is assigned to each school and is responsible for identifying, protecting and commercialising your IP. You can find your specific case manager [here](#).

## Green Parrot spawns a Pixel Puffin

Professor Anil Kokaram, from the [www.Sigmaedia.tv](http://www.Sigmaedia.tv) research group in the Department of Electronic and Electrical Engineering, recently sold his company Green Parrot Pictures to Google. Following on from this success, the Sigmaedia research group has created a new campus company known as Pixel Puffin. Professor Kokaram is not directly involved in this new venture but the campus company formation is an indication of how the culture of innovation and entrepreneurship feeds on the success of others.



The Sigmaedia researchers are world leading experts in the field of signal processing particularly in digital cinema, multimedia information retrieval and video over wireless. While Green Parrot's technology will be used by YouTube to help improve the quality of uploaded video content, Pixel Puffin's initial licence from Trinity is for technology related to post production editing of 3D video. The company's lead promoter is Dr. François Pitié, currently a research fellow. The company was officially approved as a TCD campus company in May 2011.

## TECHNOLOGY TRANSFER OFFICE

Trinity Research & Innovation  
O'Reilly Institute  
Trinity College  
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## Two firsts for **IdentiGEN**

### **DNA technology on the menu in 11,000 US restaurants**

TCD campus company IdentiGEN has recently announced that US restaurants that serve Braveheart Black Angus Beef will be able to assure diners a guarantee of quality about their premium Angus beef through *DNA TraceBack®*, the nation's first-of-its-kind assurance of quality and commitment. *DNA TraceBack®* has been successfully commercialised in Europe since 2000.



### **Certified programme for pig meat**

Irish shoppers can now be assured of the traceability of pork products, as well as beef. Last month, the Irish Farmers' Association announced a world first "DNA certified" Programme for pig-meat that will expose misleading labelling and provide a guaranteed assurance for producers and consumers on the origin of pig-meat.

Established in 1996 based on original research in the Department of Genetics, **IdentiGEN** is the first company in the world to develop a working DNA traceability system which provides food retailers, processors and producers with the capability to identify and trace the source of meat products through the entire supply chain. IdentiGEN conducts ongoing R+D in Trinity Technology & Enterprise Campus, as well as in labs in Wales and the US.

## Licensing Deal -Trinity Spin-out Havok acquires TCD technology

Software created by Dr. David Gregg (pictured below) and Dr. Steve Collins of the School of Computer Science and Statistics (SCSS) was licensed to TCD spin-out **New Game Technologies** in 2008 by TCD. Since then New Game Technologies has developed and marketed 'Kore VM' which powers many games including Supreme Commander 2 from Gas Powered Games.



The success of the Kore VM recently caught the eye of **Havok** - a TCD spin-out which was acquired by Intel in 2007. In 2010 Havok acquired the Kore VM technology from New Game Technologies in a deal supported by the TTO. This resulted in a payment to TCD which under Trinity's IP policy was shared amongst the creators, the School and the College. New Game Technologies are also launching new products under the brand Swrve.

## Provost John Hegarty

The TTO team wishes the soon-to-be-ex-Provost, **Dr. John Hegarty**, all the very best for the future. The 43<sup>rd</sup> Provost has had a long association with our office in the capacities of Academic Researcher (Professor of Laser Physics), Inventor (8 granted US patents from research in College & elsewhere), and Dean of Research. In 2000 some of the patents on which he is an inventor were licensed by College to **Eblana Photonics**, a company which Dr. Hegarty co-founded.

## Prof Igor Shvets : A Serial Entrepreneur

Prof Igor Shvets is a serial inventor and entrepreneur. He has successfully spun out three campus companies as a result of his research, Deerac Fluidics (now Labcyte), Cellix and Miravex. Igor is a valued customer of the TCD Technology Transfer Office. He is named on 43 of Trinity's patents and patent applications in Europe and the US. He received the Provost Innovation Award in 2005. "We need more Igers" said Margaret Woods TTO Manager. "Igor is a fantastic example of someone with lots of ideas who is excited by the opportunities for commercialisation which his research enables". The TTO is here to support his efforts; we manage the process of protecting his ideas through patents and copyright. We support and approve the new campus companies and negotiate the licence to the intellectual property that's been developed so that the new business has a commercial advantage. We look forward to Igor's next venture, which we understand is just around the corner.

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