



On The Prowl: The Research Review

October 2021

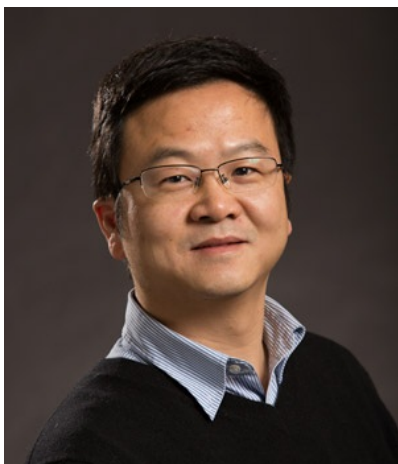
New Licensing Model

UWM Research Foundation Express License Unveiled

Early-stage startups need as much support as possible to succeed. This semester the UWMRF will be rolling out our new Express License template which provides fair standard licensing terms for UWM innovators so they can focus on important product research and development and not prolonged license negotiation. The structure of the license focuses on a win/win outcome with minimal up-front fees and payments spread out over time. Startups need strong teams to raise funding, therefore the license will require a commercialization development plan, participation in a customer discovery program such as the Milwaukee I-corps, and recruitment of a qualified board of advisors. The Express License will save our startups time and money and avoid the stress of negotiation. Our goal is to make it easier for our researchers to become entrepreneurs.

For more information, please contact [Smruti Patil](#).

WEP News



Qian Liao

Liao awarded \$275K from NSF to expand WEP research

Dr. [Qian Liao](#), professor, civil & environmental engineering, was awarded \$275,000 from the National Science Foundation (NSF) in August for a five-year Phase III project that aims to expand on the research being conducted through the Water Equipment and Policy Center (WEP), where he is director. The UWMRF has managed the 27 UWM inventions and 21 patents, issued and pending, that were supported by center funding. 19 licenses have been executed between the water focused member companies and UWMRF for access to the WEP innovations.

WEP is an Industry/University Cooperative Research Center (I/UCRC) operating under the auspices of the

National Science Foundation. Created and led by UWM, it is a catalyst for innovation in North America's water industry.

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Non-Invasive Ultrasonic Detection of Biofilms

Dr. Marcia Silva, an Inventor at UWM, has developed a novel system that uses an acoustic wave system to detect small amounts of biofilm inside pipes, tanks, or tubes containing a fluid. **The method** applies to any inner surfaces of the body used for containing fluid and is intended for human use or consumption. By utilizing this early and non-invasive detection system biofilm buildup can be detected early and treated to avoid issues such as human infections, biofouling in pipes, food/beverage safety issues, and corrosion. An industry member of the UWM Water Equipment and Policy center has taken a non-exclusive license to this patent pending technology.



Marcia Silva and UWMRF President Brian Thomson

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