

Licensing Executives Society
FOUNDATION
Graduate Student
Business Plan Competition

EVENT ALERT!

World's Top Graduate Student Entrepreneurs Compete in London to Win LES Foundation's International Business Plan Competition
Kauffman Foundation Participates as a Sponsor of the 2011 LES Competition, which will Showcase Cutting-Edge, Early-Stage Products and Technologies

WHAT: The LES Foundation, along with Licensing Executives Society (U.S.A. and Canada) and LES International, is pleased to announce the six finalist teams for its 2011 International Graduate Student Business Plan Competition. The finalist teams are:

- **Lund University, Sweden: ShieldHeart** offers a functioning organ protection device platform to protect vital organs from potential complications that have been associated with Negative Pressure Wound Therapy systems, such as rupture and bleeding.
- **Saint Petersburg State University, Russia: Computer Vision Tech** offers a computer application to be integrated with existing hosted video surveillance solutions. It provides real-time intelligent video analysis, notifications/alerts set up and quick search through identified events.
- **University of Adelaide, South Australia, Australia: leapin.com.au** is web-based software for Tourist Accommodation and other uses which enable hotel guests to leap past the check-in desk and go straight from the web to their rooms.
- **University of Arkansas, USA: cycleWood Solutions, LLC** offers the XyloBag, a patent protected lignin-based biodegradable single-use shopping bag which will reduce landfill waste and the negative environmental impact of conventional single-use plastic shopping bags.
- **University of Wisconsin-Madison, USA: Imbed Biosciences** develops nanotechnology-based advanced functional materials which enable fabrication of multifunctional wound dressings that are 'easy on skin and hard on bacteria.'
- **Washington University-St. Louis, USA: NanoMed, LLC** offers a nanotechnological platform for fabricating advanced biomaterials and synthetic surgical meshes such as the DuraStar™ Dural Substitute, a novel nanofiber mesh utilized to repair the protective membrane surrounding the brain/spinal cord during neurosurgical procedures.

The LES Competition uniquely focuses on graduate student business plans that emphasize intellectual property (IP) assets and strategies for how these assets will be leveraged to achieve business goals. This year, for the first time, The Ewing Marion Kauffman Foundation, often referred to as the world's largest foundation devoted to entrepreneurship, is participating as an LES Competition sponsor.

The Finals will take place at the LESI Annual Conference in London, England on Saturday, June 4th (<http://www.lesi2011.org/>). Here teams will present their IP-based business plans to a world-class panel of judges in hopes of taking home:

- The \$10,000 Grand Prize. (Each runner-up team receives \$1,000)

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- The \$5,000 LES International Global Award, presented to the team whose plan best deals with intellectual property rights and their use in the global business environment.
- The opportunity to select from a valuable pool of in-kind prizes worth more than \$100,000 from donors including Bracewell & Giuliani, Charles River & Associates (CRA), Ellis IP Limited, Finnegan, Fisher Adams Kelly, Knobbe Martens Olson & Bear, McDonnell Boehnen Hulbert & Berghoff LLP (MBHB), Sim & McBurney Lowman Ashton & McKay LLP.

WHERE:

Final Round: Saturday, June 4, 2011 (1:00 – 5:00 pm)

Awards Ceremony during LESI Annual Conference: Monday, June 6, 2011

Both events will be held at the Park Plaza Westminster Bridge, 200 Westminster Bridge Road, SE1 7UT, London and are open to registered conference attendees and registered media.

CONTACT:

Media Contact: To attend the Competition and/or arrange interviews with teams or LES/LESI leadership, contact Lydia Steck, TheCommunicator@comcast.net.
For information on the Competition and/or Foundation visit www.lesfoundation.org