



**University of Wisconsin, Marshfield Clinic Join Forces
for Research & Development**



WiSys, Marshfield Partnership Agreement Marks First Time WiSys Reaches Outside UW System

WiSys Technology Foundation, the patenting and licensing organization of the University of Wisconsin (UW) System, and Marshfield Clinic recently announced a partnership to strengthen collaborations in research and technology transfer. This is the first time WiSys has entered into a collaborative relationship with an institution outside of the UW System.

WiSys, a wholly owned subsidiary of the Wisconsin Alumni Research Foundation (WARF), the nation's pre-eminent technology transfer organization, will provide patenting and licensing services to Marshfield Clinic scientists, as well as facilitate collaborations between University and Clinic researchers.

"Just as the UW Medical School has long offered research expertise to UW-Madison, the goal of this enterprise is to bring together Marshfield Clinic, a premier clinical research organization, and the UW System, a world-class teaching institution, for the common good," said UW System President Kevin Reilly.

The agreement is expected to benefit researchers at both institutions by enabling them to work together, jointly develop intellectual property, and create advancements in human health. The institutions will work together to identify areas of potential collaborations and facilitate joint research programs.

"Our vision is to create a truly statewide technology transfer organization through partnership with Marshfield Clinic and emulate the success of WARF in Madison to other regions of the state," said Carl Gulbrandsen, managing director of WARF and



*Randall S. Lambrecht,
dean and professor,
College of Health Sciences
UW-Milwaukee*

president of the WiSys board of directors; and member of the National Advisory Council for Marshfield Clinic.

Randall Lambrecht, dean of Health Sciences at UW-Milwaukee, says the idea of linking UW campuses to the central part of the state in a public-private partnership is critical to succeeding in the competitive global economy. "In today's market, when we're constantly looking for resources, it is critical for universities to develop partnerships like this one to find ways to translate our discoveries to a place where they can benefit the public."



Agreement signing at November 20 press conference (from left to right): Carl Gulbrandsen, managing director, WARF; president, WiSys board of directors; Robert Carlson, director, Marshfield Clinic Applied Sciences; Karl Ulrich, president, Marshfield Clinic; Lorrie Keating Heinemann, Secretary, Department of Financial Institutions; Kevin Reilly, president, UW System; Humberto Vidaillet, director, MCRF; Maliyakal John, managing director, WiSys; and Reed Hall, executive director, Marshfield Clinic.

Aaron Monte, professor and chair of the Department of Chemistry at UW-LaCrosse, said the partnership is likely to invigorate research efforts at his and other campuses. "This new linkage, catalyzed by WiSys, will greatly facilitate research and development efforts throughout the state," he said. "It's a logical and efficiency-enhancing partnership that

can only serve to benefit all parties involved."

Marshfield Clinic (www.marshfieldclinic.org) is the largest private group medical practice in Wisconsin and one of the largest in the United States, with 736 physicians representing 86 medical specialties in 41 sites in Wisconsin. MCRF has 30 Ph.D. and M.D. scientists and 180 other staff, who provide support for approximately 200 physicians throughout the Marshfield Clinic system engaged in research in areas such as clinical research, human genetics, agricultural health and safety, bioinformatics and epidemiology. UW

Collaboration opportunities in clinical sciences

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Marshfield Clinic

System has more than 200 faculty engaged in developing therapeutic molecules for various diseases, medical imaging technologies for diagnosis, equipment to assist the disabled and research tools for medical research.

Formation of this partnership is designed to bring together world-class researchers, share resources, protect intellectual property and benefit the state by transferring cutting-edge technologies to businesses. "This agreement marks a significant step towards marshalling two institutions' creative powers for the benefit of our society," said Karl Ulrich, M.D., M.M.M., president of Marshfield Clinic. "This collaboration with WiSys will allow us to do things that may not have become a reality otherwise."

"For Marshfield Clinic, the true benefit is how technology developed through this arrangement will translate into direct patient care. Our goal is to discover and communicate scientific knowledge that substantially improves human health and well being," said Humberto Vidaillet, M.D., director, MCRF.

Michael Pickart, a professor of biology at UW-Stout agrees. "The biggest impact will be an increase in our ability to understand the complexities of human health and disease," he said. "The best way to meet these challenges is through interdisciplinary and highly collaborative teams, which this partnership will facilitate."

Timothy Lyden, a professor of anatomy and physiology at UW-River Falls, says the partnership could be the cornerstone of efforts to bring practical applications out of basic research. Lyden is currently working with WiSys on patenting a discovery. "I'm very excited," he said. "This relationship will open doors to collaboration with the Marshfield Research Clinic and could lead to our future patents moving forward."

WiSys (www.wisys.org) identifies innovative technologies

developed throughout the University of Wisconsin System and brings them to the marketplace for the benefit of the inventors, their colleges, Wisconsin's economy and society as a whole.

Technology transfer collaborative efforts at Marshfield Clinic will be under the direction of Robert A. Carlson, M.D., director of Marshfield Clinic Applied Sciences, the Clinic division that will oversee the agreement at Marshfield.

"This collaboration will greatly accelerate Marshfield Clinic's technology transfer program. Access to the wide array of resources of WiSys will provide the Clinic the ability to effectively evaluate and pursue intellectual property opportunities. A key component of this agreement will be research that brings together the unique strengths of each organization. Together, we can facilitate the timely transfer of medical discovery to patient care. This relationship, which is a first for both institutions, will create a synergy that allows both organizations to work toward the common goal of enhancing scientific discovery, protecting our nation's health and improving quality of life," said Carlson.

"This partnership is an extraordinary step forward for Marshfield Clinic, providing opportunity to advance research to find cures for deadly diseases and improve quality of life," said Mark Bugher, director, UW Research Park, Madison; chair, National Advisory Council, Marshfield Clinic; and chair, Laird Center for Medical Research fund-raising campaign, Marshfield Clinic.

Researchers interested in collaborations in the area of clinical science or animal health should please contact Maliyakal John, at 608-265-2135, or by emailing maliyakal@warf.org.