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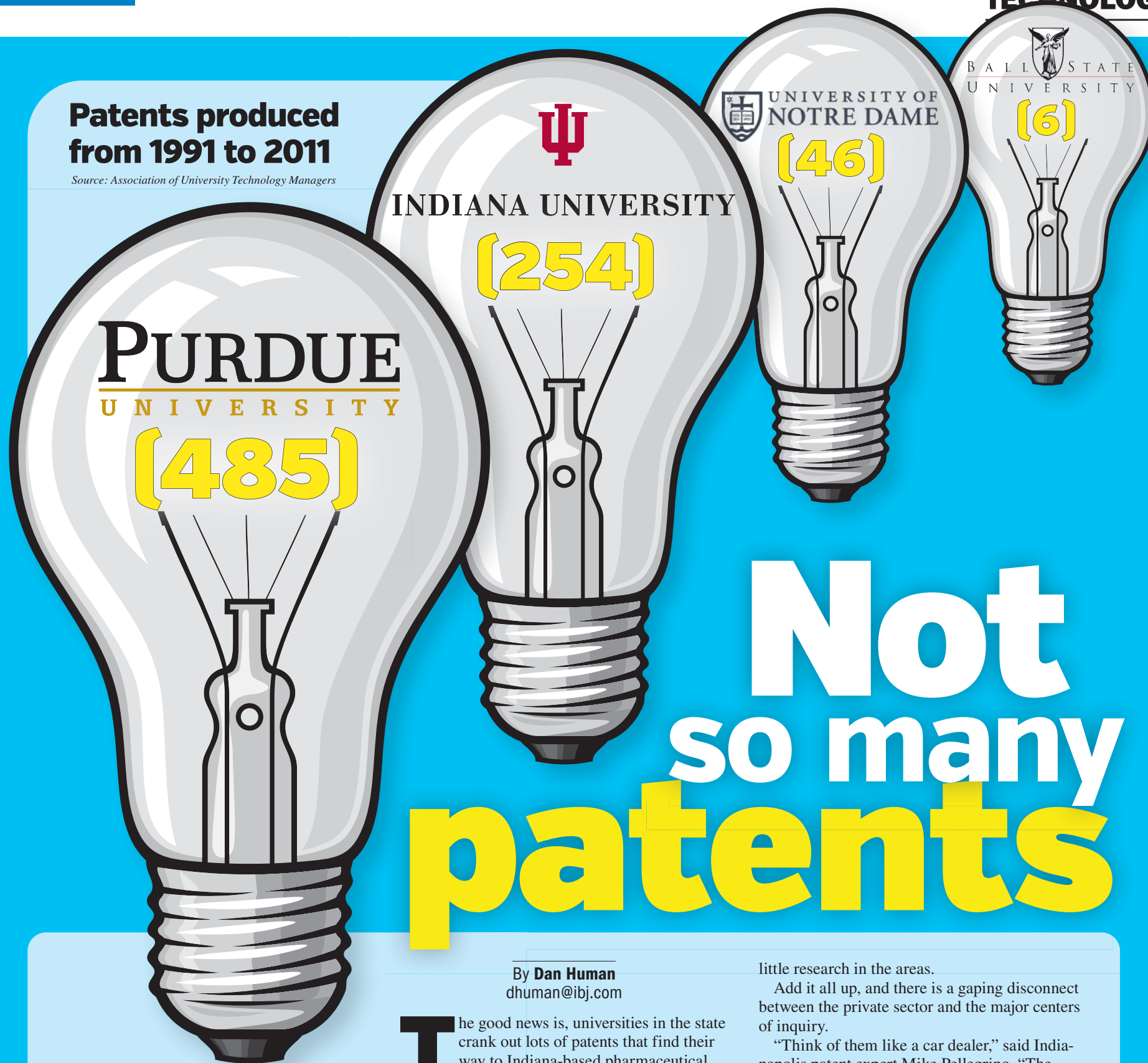
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TECHNOLOGY

Patents produced from 1991 to 2011

Source: Association of University Technology Managers



Not so many patents

*Universities in state
 churn out innovations,
 but many lack
 industrial applications*

By **Dan Human**
 dhuman@ibj.com

The good news is, universities in the state crank out lots of patents that find their way to Indiana-based pharmaceutical, prosthetics and surgery technology companies.

The bad news is that the universities also generate reams of patents in such areas as radiant energy that have little if anything to do with Indiana industry—and that are so irrelevant they create little in the way of royalty streams to the universities.

More bad news: The universities aren't generating royalties from hot fields like semiconductors, transistors, telecommunications and computer-graphics processing—because they do

little research in the areas.

Add it all up, and there is a gaping disconnect between the private sector and the major centers of inquiry.

"Think of them like a car dealer," said Indianapolis patent expert Mike Pellegrino. "The patent that they want to license is a car selling on their lot. They've got a bunch of cars that nobody wants to buy."

Universities produce only about 6 percent of all patents, but the patents pack an economic punch.

Between 1991 and 2011, at least 167 startups sprung from research patented by universities in Indiana, according to the Association of University Technology Managers, based in Deerfield, Ill.

"When it comes to university patenting, it's a

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Largest Indianapolis-Area Website Developers

(Ranked by number of local FTE developers)

RANK 2012 rank	DEVELOPER ADDRESS TELEPHONE / FAX / WEBSITE	LOCAL FTE DEVELOPERS: TOTAL EMPLOYEES/ SITES DEVELOPED IN 2012	MAJOR CLIENTS: NAME/ WEBSITE	SPECIALTIES	HEAD(S) OF LOCAL OPERATIONS, TITLE(S) OWNER(S)	ESTAB. LOCALLY HQ CITY
1 1	Fusion Alliance Inc. 7602 Woodland Drive, Suite 150, 46278 (317) 955-1300 / fax (317) 955-8930 / fusionalliance.com	173 229 / DND	DND	digital strategy, user experience design, mobile, content strategy, usability, project management, testing, application development	Tom Wood, COO Doug Brown, Tom Wood	1994 Indianapolis
2 3	Zanett Commercial Solutions Inc. 11611 N. Meridian St., Suite 625, Carmel 46032 (317) 569-4400 / fax (866) 583-6740 / zanett.com	68 76 / DND	DND	custom development, portals, Web ERP, project management, BI, system integration	Kevin Teder, SVP Zanett Inc.	1997 New York
3 4	Allegient LLC 201 W. 103rd St., Suite 520, 46290 (317) 564-5700 / fax (317) 564-5777 / allegient.com	63 170 / DND	DND	enterprise portals, B2B, B2C, e-commerce, CMS, work flow, search, application integration and development	Gregg Gallant, president, CEO Gregg Gallant, Bill Russell	2001 Indianapolis
4 5	elImagine Technology Group Inc. 8925 N. Meridian St., Suite 115, 46260 (317) 577-9958 / fax (317) 577-9959 / thinketg.com	55 DND / DND	DND	mobile development, Microsoft Dynamics CRM, SharePoint, e-commerce, application and .Net development, IT staffing	Joel Russell, president, CEO Joel Russell	1998 Indianapolis
5 7	Crowe Horwath LLP 3815 River Crossing Parkway, Suite 300, 46240 (317) 569-8989 / fax (317) 706-2660 / crowehorwath.com	37 262 / 20	DND	architecture and design of high-performance sites, mobile solutions, solution review and advisory, application development, CRM	Joe Santucci, principal DND	1982 Chicago
6 8	E-gineering LLC 8415 Allison Pointe Blvd., Suite 200, 46250 (317) 348-1780 / fax (317) 348-1781 / e-gineering.com	36 41 / DND	DND	DND	Nicholas Taylor, partner N. Taylor, M. Dickey, T. Kelley, A. Peterson, D. Taggart	2000 Indianapolis
7 6	BlueSky Technology Partners Inc. 15530 Herriman Blvd., Noblesville 46060 (317) 698-8640 / DND / blueskytp.com	30 37 / DND	Sterling Jewelers Inc. / kay.com Jos. A. Bank / josabank.com Northern Tool & Equipment / northerntool.com	e-commerce, B2B, B2C	Todd Irwin, CEO: Eric Warne, COO Todd Irwin, Eric Warne	2006 Noblesville
7 2	Perficient Inc. 14390 Clay Terrace Blvd., Suite 204, Carmel 46032 (317) 706-7800 / fax (317) 706-7801 / perficient.com	30 40 / DND	DND	portals, business integration, SOA, CRM, BI, wireless, mobility, commerce, content management, platforms, education	Jim Mayes, business development executive public company	1998 St. Louis
9 9	Adaptive Systems Inc. 9785 Crosspoint Blvd., Suite 118, 46256 (317) 806-6400 / fax (317) 806-6498 / adaptivesys.com	26 28 / 16	Roche Diagnostics / intranet QAI / trainingforquality.com RCI / vacationcomments.com	intranet, Internet and portal applications and databases; .Net; Java; e-business process design	David White, president David White, Wayne Graham, John Jackson	1995 Indianapolis
10 10	Apparatus 1401 N. Meridian St., 46202 (317) 254-8488 / fax (317) 254-8240 / apparatus.net	24 154 / DND	DND	managed services, infrastructure optimization, portals and collaboration, unified communications, BI, virtualization	Kelly D. Pfledderer, CEO DND	1999 Indianapolis
11 12	Guilford Group LLC 645 W. Carmel Drive, Carmel 46032 (317) 814-1035 / fax (317) 814-1044 / guilfordgroup.com	21 DND / DND	DND	business advisory, application development, mobile and emerging technology, BI	Jeff Hastings, president Jeff Hastings	1993 Carmel
12 13	TGFI Inc. 212 W. 10th St., Suite C460, 46202 (317) 663-3296 / fax (317) 663-3297 / tgfi.net	16 8 / 30	Allison Transmission / allisontransmission.com Horizon League / horizonleagueneetwork.tv N.K. Hurst / nkhurst.com	website design, iPhone applications, SEO, application architecture, hosting, network support, .Net, Java, PHP, MySQL	Joshua B. Kay, president Joshua B. Kay, Greg Benedict	2002 Indianapolis
13 NR	Diverse Tech Services Inc. (1) 6325 Digital Way, Suite 100, 46278 (317) 524-5700 / fax (317) 524-5702 / diversetechservices.com	15 DND / DND	Diverse Staffing / diversestaffing.com Rekrutr / rekrutr.com Eli Lilly and Co. / lilly.com	design, e-commerce, B2B, B2C, .Net technology, Flash, Macromedia, Illustrator, Dreamweaver, PHP, SEO, email marketing, IT staffing	George Apgar, managing partner George D. Apgar, Clyde D. Harris	1999 Indianapolis
13 13	SmallBox 6332 Guilford Ave., 46220 (317) 254-0932 / fax (317) 536-3679 / smallboxweb.com	15 20 / DND	Angie's List / angieslist.com IUPUI / philanthropy.iupui.edu WFYI / wfyi.org	culture-powered marketing, strategy, design, Web development, organizational health consulting	Jeb Banner, CEO Jeb Banner, Joe Downey	2006 Indianapolis
15 11	Galvin Technologies 4622 W. 72nd St., Suite 2, 46268 (317) 297-2910 / fax (317) 297-2971 / galvintech.com	14 DND / DND	DND	Web design and development, Internet and content marketing, software application development, Salesforce.com and CRM consulting and development	Gary Galvin, president Gary Galvin	2003 Indianapolis
16 13	Imavex LLC 9615 E. 148th St., Suite 5, Noblesville 46060 (317) 774-7460 / DND / imavex.com	13 DND / DND	NCAA Hall of Champions / ncaahallofchampions.org Australian Gold / australiangold.com Gaither Music Group / gaither.tv	Internet TV, website design/hosting, video, PPC advertising	Brady Whitesel, CEO S. Burzynski, G. Stanley, R. Mull, K. Burzynski	2001 Noblesville
17 NR	FireCloud Consulting 5225 Exploration Drive, 46204 (317) 627-6195 / DND / firecloud.net	10 10 / 100	DND	responsive Web and application design	Chris Pruitt, CEO Chris Pruitt	2009 Indianapolis
17 19	Marketpath 3850 Priority Way S. Drive, Building 62, Suite 100, 46240 (317) 660-0209 / fax (866) 298-2028 / marketpath.com	10 10 / 27	Katz Sapper & Miller / ksmcpa.com Warren Township School District / warren.k12.in.us Lafayette Interior Fashions / lafvb.com	Web content management, website design and development, content marketing, e-commerce, business blogging, SEO	Matt Zentz, CEO; Kevin A. Kennedy, CMO DND	2001 Indianapolis
17 22	TrendyMinds 531 E. Market St., 46204 (317) 926-1727 / fax (317) 926-1728 / trendyinds.com	10 30 / DND	Indiana University Health / iuhealth.org Eli Lilly and Co. / lilly.com Teachers Credit Union / mytccu.com	website design and development, video production, CMS, e-commerce, content auditing and development	Trevor Yager, president, CEO Trevor Yager	1995 Indianapolis
20 22	ASCII (2) 634 Conner Creek Drive, Fishers 46038 (317) 490-4321 / DND / aurgroup.com	8 8 / 8	Microsoft Corp. / microsoft.com Dell / dell.com AquaSpy / aquaspy.com	development of website and mobile apps (for iPhone, Android and Windows phones); Microsoft Gold Certified partner	Auri A. Rahimzadeh, president, CEO Auri A. Rahimzadeh	2012 Fishers
20 NR	Connect Think LLC 6507 Carrollton Ave., 46220 (317) 682-0282 / DND / connectthink.com	8 9 / 40	Hirons & Co. / hirons.com Raidious / raidious.com Wheeler Mission / wmm.org	integrated solutions for Web, mobile, and desktop platforms for small startups to Fortune 500 clients	Justin Bolles, Chris Waugh, partners Justin Bolles, Chris Swinefurther, Chris Waugh	2010 Indianapolis
22 22	Web Connectivity LLC 1828 N. Meridian St., Suite 227, 46202 (317) 920-0234 / fax (858) 923-0383 / webconnectivity.com	7 9 / DND	Zenith American Solutions Inc. / zenith-american.com BMW Motorcycles / bmwmotorcycles.com Indianapolis Downtown Inc. / indydt.com	database-driven Internet applications, integration of business systems to Web-accessible client portals, labor unions	Mark Ping, president; Blaine Boyland, COO Mark Ping, Blaine Boyland	1999 Indianapolis
22 NR	Willow Marketing Management Inc. 3590 N. Meridian St., Suite 200, 46208 (317) 257-5225 / fax (317) 257-0184 / willowmarketing.com	7 20 / 21	Brehob / brehob.com Indiana Association for the Education of Young Children / iaeyc.org Hall Render / ntracts.com	business processes; intranet, Web and mobile application development; responsive design; custom PHP development; database integration	Brad Gillum, president, CEO Brad Gillum	1992 Indianapolis
22 NR	xiik 107 S. Pennsylvania St., Suite 610, 46204 (317) 644-0569 / fax (800) 420-2840 / xiik.com	7 22 / DND	ecopath / echopath.com Prairie Godmothers / prairiegodmothers.com Health Care Education and Training / talk2protect.org	DND	Topher Overstreet, founder, president Topher Overstreet	2008 Indianapolis
25 6	Bitwise Solutions Inc. 11495 N. Pennsylvania St., Suite 100, Carmel 46032 (317) 805-4376 / fax (317) 805-4377 / bitwisesolutions.com	6 DND / 50	Elanco / DND Remy International Inc. / DND Just1Word / DND	Web strategy, Web design and development, SEO, PPC, Web marketing, application development	Ron Brumbarger, president, CEO Ron Brumbarger, Scott Workman	1992 Carmel

(1) formerly DSS Consulting Inc. / Diverse Tech Services
(2) formerly Auri Group LLC

B2B=business to business
B2C=business to consumer
BI=business intelligence
CMO=chief marketing officer
CMS=content management systems
COO=chief operating officer
CRM=customer relationship management
DND=did not disclose
ERP=enterprise resource planning
FTE=full-time equivalent

IT=information technology
LLC=limited liability company
LLP=limited liability partnership
NR=not ranked
PHP=Hypertext Preprocessor
PPC=pay per click
SEO=search engine optimization
SOA=service-oriented approach
SQL=structured query language
SVP=senior vice president

Some developers may have been omitted due to lack of information or deadline restrictions.

The Indianapolis Business Journal list of largest Indianapolis-area website developers is the most comprehensive available. For copies of this list, go to www.IBJ.com and click on the "lists" link.

Research by Barbara Hoffman
(current as of June 5, 2013)
Email: bhoffman@ibj.com

Information was provided by the individual firms and has not been independently verified.

Top 25 lists are compiled each December in the Book of Lists.

PATENTS

Continued from page 13

great source of revenue for the university, which is a good thing, and it leads to valuable technologies that will create jobs and create economic growth," said Jonathan Rothwell, who in February co-authored a Brookings Institution report tracking patents and regions.

The study said a lot of patent activity appears to tie into cities that have both strong research universities and prominent industry clusters.

San Jose, Calif., has Stanford University and the Boston-Cambridge area of Massachusetts has Harvard University, for instance. Both cities lead in rankings throughout the report on various economic measures.

"In recent decades, patenting is associated with higher productivity growth, lower unemployment rates, and the creation of more publicly traded companies," the researchers wrote.

In an interview, Rothwell added that the University of Wisconsin appears to be accomplishing the same in biotech; in Detroit, the University of Michigan is contributing to auto research.

If any state could use help with its economy, it's Indiana, which has the 39th-lowest per-capita income and 10th-highest unemployment rate.

The engineering hub of Purdue University dominates academically based patents in Indiana, but doesn't stack up particularly well against peers.

Purdue produced 485 patents from 1991 to 2011, according to the Association of University Technology Managers. That compares with 254 at Indiana University, 46 from the University of Notre Dame, and six from Ball State University.

However, Purdue ranked eighth and IU was at the bottom of the 12 schools in the Big Ten conference, which is dominated by the deep-pocketed research powerhouses of Wisconsin and Michigan.

Nationwide—the University of California, based on its sheer size and resources—leads. The school, with 165,000 students scattered across 10 campuses, has a research budget 10 times larger than Purdue's and has generated almost 10 times as many patents, according to AUTM.

Purdue Research Foundation, which handles the school's patent matters, isn't so much concerned with the numbers as with the greater societal impact, Elizabeth Hart-Wells, assistant vice president of the Office of Technology Commercialization at the foundation, said in an email.

"Our goal is to increase the number of innovations coming out of Purdue and providing life-changing technologies for the public," Hart-Wells said. "Startups, granted patents, jobs are favorable consequences to increasing Purdue's efforts in technology transfer and commercialization. Revenue

generation has always been second to that primary mission."

Purdue and IU are not complete mismatches for the state.

Purdue has received more patents in molecular biology and microbiology than any other category in the past 20 years. The class is also the second most popular area for patents at all levels worldwide—academic, corporate and government, according to data provided by Pellegrino, who runs Pellegrino & Associates LLC and IP Software Inc., which provides the database ipAnalytix.

Purdue and IU also crank out large amounts of intellectual property related to drugs, prosthesis and surgical technologies, all of which rank in the top 10 for most patents produced.

However, Purdue has yielded only three patents for dispensers—anything that treats or handles fluent material—even though it's the third most prolific area for patent activity in the state, according to ipAnalytix. IU has produced no patents in the category.

No university-produced patents have been granted in electrical generators or motor structures, the fifth-biggest area in Indiana.

Pellegrino described the situation as "a lot of opportunities" for the universities, which generally gauge research success on how often professors publish their work and not on how many patents they obtain.

"It's an opportunity to more entrench themselves with some of the local players," he said. "You get a really tight coupling then with the research arm and the commercial sector."

Underperformer?

Former Gov. Mitch Daniels, in his new role as Purdue's president, preached the need for patents as a way to generate revenue for the university as he cuts costs.

But he changed his attitude in April, believing in them as more of a tool for innovation and economic development.

Patents create little direct financial gain for universities.

Purdue grossed \$5.8 million in 2011, the most recent year for which data was available. The royalties supported a university with an annual budget of more than \$1 billion for its four campuses.

Medically focused IU, despite having fewer patents than Purdue, generated \$11.1 million in royalties to support its \$3 billion budget covering eight campuses.

Still, both universities are encouraging faculty to patent their work more than they used to.

At Purdue, Dan Hasler, who was secretary of commerce when Daniels was governor and is now president of Purdue Research Foundation, said in April the university would make it easier for faculty to patent inventions. Researchers can now collect intellectual property rights they sign over to the university if the school did not

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Fair at best

Purdue University ranks just above the middle of Big Ten schools in patents issued, and Indiana University is dead last.

U.S. patents issued 2007-2011

1. Wisconsin	630
2. Michigan	403
3. Illinois	349
4. Purdue	214
4. Michigan State	214
6. Northwestern	207
7. Minnesota	205
8. Penn State	197
9. Iowa	147
10. Ohio State	128
11. Nebraska	97
12. Indiana	48

Source: Association of University Technology Managers

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Largest Indianapolis-Area Intellectual Property Law Firms

(Ranked by number of local intellectual property attorneys)

RANK 2012 rank	FIRM ADDRESS TELEPHONE / FAX / WEBSITE	IP ATTORNEYS IP PARTNERS AND IP MEMBERS (1/ TOTAL IP EMPLOYEES (2)	IP ASSOCIATES IP OF COUNSEL / IP STAFF ATTORNEYS IP PARALEGALS	LOCAL OFFICES IP ATTORNEYS IN U.S. OFFICES	PARTNER(S) IN CHARGE OF IP GROUP	IP SERVICES	IP REPRESENTATIVE CLIENTS	ESTABLISHED LOCALLY
1	Barnes & Thornburg LLP 11 S. Meridian St., 46204 (317) 236-1313 / fax (317) 231-7433 / btlaw.com	43 20 / 65	13 10 / 0 2	1 106	Shawn Bauer	patents, trademarks, copyrights, trade secrets and associated litigation	Allison Transmission Inc., Berry Plastics Corp., Cummins Inc., DePuy Inc., Dorel Industries, Eli Lilly and Co., Hill-Rom Inc., IMMI, Indiana University, Purdue University, Roche Diagnostics Corp., Stant Manufacturing Inc.	1940
2	Krieg DeVault LLP 1 Indiana Square, Suite 2800, 46204 (317) 636-4341 / fax (317) 636-1507 / kriegdevault.com	28 15 / 35	13 0 / 0 2	3 29	John H. Allie, Alastair J. Warr	patent, trademark, copyright, trade secret protection, litigation and opinions	Rolls-Royce Inc., Klipsch Group Inc.	1870
2	Woodard Emhardt Moriarty McNett & Henry LLP 111 Monument Circle, Suite 3700, 46204 (317) 634-3456 / fax (317) 637-7561 / uspatent.com	28 17 / 29	8 3 / 0 1	1 28	Thomas Q. Henry, Christopher A. Brown, Daniel Lueders	patent, trademark, copyright, biotechnology, pharmaceutical, life sciences, trade secrets, software, Internet, e-commerce, litigation	Cook Medical, Roche Diagnostics, Allison Transmission, Biomet, Aristo Inc., Grote Industries, Clarian Health, Eli Lilly and Co., Indiana University, Purdue University, Interactive Intelligence Inc.	1879
4	Faegre Baker Daniels LLP 300 N. Meridian St., Suite 2700, 46204 (317) 237-0300 / fax (317) 237-1000 / FaegreBD.com	23 14 / 27	8 1 / 0 4	2 102	Eric J. Groen, Michelle Kaiser Bray	full-service	DND	1863
5	Ice Miller LLP 1 American Square, Suite 2900, 46282 (317) 236-2100 / fax (317) 236-2219 / icemiller.com	15 6 / 18	6 3 / 0 1	1 30	Michael Wukmer, Tom Walsh	patent, trademark, copyright, trade secret, right of publicity enforcement and defense, IT, software, sports, entertainment, merchandise, franchise	Lucas Oil Products Inc., Indianapolis Motor Speedway, Indiana University Research & Technology Corp., Angie's List, Allison Transmission, Ontario Systems, National FFA, Ingram Micro Mobility	1910
5	Maginot Moore and Beck LLP 1 Indiana Square, Suite 2200, 46204 (317) 638-2922 / fax (317) 638-2139 / maginot.com	15 7 / 25	7 1 / 0 5	1 15	DND	full-service	Robert Bosch Corp., Xerox Corp., Johnson & Johnson, Siemens Corp., Purdue Research Foundation, Indiana University, Under Armour Inc., Airbus GmbH, Emerson Electric Co., Remy International	1995
7	Brannon Sowers & Cracraft PC (3) 1 N. Pennsylvania St., Suite 800, 46204 (317) 630-2810 / fax (317) 630-2813 / bscattorneys.com	13 3 / 16	5 5 / 0 3	1 15	C. John Brannon	patent, trademark, copyright, Internet, entertainment, trade secret, licensing	Indiana University Research & Technology Corp., Nanotech, Dillinger, Algeon, Scientific Molecular, Purdue Research Foundation	2008
8	Taft Stettinius Hollister LLP 1 Indiana Square, Suite 3500, 46204 (317) 713-3500 / fax (317) 713-3699 / taftlaw.com	12 9 / 21	2 1 / 0 3	1 27	James A. Coles	counseling, prosecution, litigation, patent, trademark, copyright, software, right of publicity, trade secret, e-commerce	DND	2003
9	Bingham Greenebaum Doll LLP 10 W. Market St., Suite 2700, 46204 (317) 635-8900 / fax (317) 236-9907 / bgdlegal.com	9 6 / 15	1 2 / 0 1	1 20	John V. Daniluck	patent, trademark, copyright, trade secret, export control, e-commerce, domain name disputes	OrthoPediatrics Corp., Purdue Research Foundation, Indiana University Research & Technology Corp., Saint-Gobain Containers, Simon Property Group, Dallas Smith Corp., Illinois Tool Works, Penske Racing Shocks	1990
10	Bose McKinney & Evans LLP 111 Monument Circle, Suite 2700, 46204 (317) 684-5000 / fax (317) 684-5173 / boselaw.com	8 6 / 15	0 2 / 0 0	1 8	Michael Bartol	patents, trademarks, copyrights, trade secrets, unfair competition and infringement, individual literary and artistic rights, licensing agreements	Roche Diagnostics, AHI of Indiana, Eli Lilly and Co., Crowe Horwath, Endress+Hauser, Children's Museum of Indianapolis, Aircom Manufacturing, U.S. Country Radio, Remy International, Emmis Communications	1996
11	Brinks Hofer Gilson & Lione 201 N. Illinois St., Suite 1100, 46204 (317) 636-0886 / fax (317) 634-6701 / usebrinks.com	6 2 / 11	3 1 / 0 0	1 156	Sanders N. Hillis	appellate, biotechnology, pharmaceutical, chemical, copyright, electrical, computer, green technology, asset management, patents	Ball Corp., Cook Inc., Purdue Research Foundation	1982
12	Hall Render Killian Heath & Lyman PC 1 American Square, Suite 2000, 46282 (317) 633-4884 / fax (317) 633-4878 / hallrender.com	5 1 / 9	3 1 / 0 0	2 8	Jeffrey W. Short	DND	DND	1967
12	Lewis & Kappes PC 1 American Square, Suite 2500, 46282 (317) 639-1210 / fax (317) 639-4882 / lewis-kappes.com	5 4 / 6	1 0 / 0 1	1 5	David S. Klinestiver	trademark, copyright, trade secret, patent litigation, right of publicity, publishing, e-commerce, Internet, software and technology licensing	DND	1985
12	Plews Shadley Racher & Braun LLP 1346 N. Delaware St., 46202 (317) 637-0700 / fax (317) 637-0710 / psrb.com	5 4 / 6	1 0 / 0 1	2 5	Brett E. Nelson	patents, trademarks, copyrights and unfair competition	DND	1988
15	Frost Brown Todd LLC 201 N. Illinois St., Suite 1900, 46204 (317) 237-3800 / fax (317) 237-3900 / frostbrowntodd.com	4 4 / 0	0 0 / 0 0	1 31	James Dimos	prosecution, litigation and transactional work related to patents, trademark, copyright and trade secret; IP portfolio management; media	Nature Corp., Seven Corners Inc., Just Marketing International, IMMI, GI Track LLC, Mechanical Electric Systems Inc., Sendgine	1990
15	Overhauser Law Offices LLC 101 W. Ohio St., Suite 2000, 46204 (317) 891-1500 / fax (866) 283-8549 / overhauser.com	4 1 / 7	1 2 / 0 2	2 4	Paul Overhauser	patent, trademark, copyright, infringement litigation, licensing, trade secret, non-compete covenants	BidPal Inc. Exacq Technologies, Interactive Intelligence Inc., iSalus Healthcare, Leaf Software Solutions Inc., Piezo Technologies, Capital Machine Co.	1999
15	SmithAmundsen LLC 201 N. Illinois St., South Tower, 16th floor, 46204 (317) 927-3602 / fax (317) 997-1872 / salawus.com	4 3 / 5	1 0 / 0 1	1 9	Constance R. Lindman	patent, trademark, copyright, trade secret, software and technology, litigation, dispute resolution, e-commerce, portfolio development	Auto Master Systems, Bitwise Solutions, Interactive Intelligence, Just Pop In, Load Out Technologies, Techniks	2013
18	Benesch Friedlander Coplan & Aronoff LLP 1 American Square, Suite 2300, 46282 (317) 632-3232 / fax (317) 632-2962 / beneschlaw.com	3 1 / 5	2 0 / 0 0	1 13	Jeffrey Kosci	IT, trademark, copyright, patent licensing and litigation, trade secrets, audits, due diligence, right of publicity, advertising, sweepstakes, promotions	DND	1911
18	Indiano Law Group LLC 8310 Allison Pointe Blvd., Suite 204, 46250 (317) 436-7402 / fax (317) 585-8562 / iplawindiana.com	3 1 / 4	0 2 / 0 1	1 3	E. Victor Indiano	patent, trademark, copyright, trade secret, computer, Internet, licensing, litigation	Auralex Acoustics Inc., Wabash Valley Manufacturing, Blairex Laboratories Inc., United Student Aid Funds Inc., Wild Birds Unlimited Inc., M4 Sciences, Nexus Valve Inc., Bitron Industrie SpA, Riverview Hospital	2000
18	Kightlinger & Gray LLP 1 Indiana Square, Suite 300, 46204 (317) 638-4521 / fax (317) 636-5917 / k-glau.com	3 2 / 4	1 0 / 0 1	1 6	Erin A. Clancy	trade secrets, copyright and trademark litigation and registration	DND	1946
18	Reichel IP LLP 212 W. 10th St., Suite D-280, 46202 (317) 966-6835 / fax (317) 454-1349 / reichelip.com	3 2 / 4	0 1 / 0 1	1 3	Mark Reichel, Kevin Erdman	patent, trademark and copyright applications and prosecution; IP licensing and litigation; life sciences, Internet and informatics IP services	3DT Holdings, ASV Plastics, Eco-Lighting Solutions, Extension Inc., Information Exploration, LEL Home Services, Medeolinx, Meister Cook Wilks & Wilson, WeCare Card	2011
22	Bahret & Associates LLC 320 N. Meridian St., 46204 (317) 423-2300 / fax (317) 423-3063 / bahretlaw.com	2 1 / 3	1 0 / 0 0	1 2	William F. Bahret	patent, trademark, copyright	DND	2001
22	McNeely Stephenson Thopy & Harrold 2150 Intelliplex Drive, Suite 100, Shelbyville 46176 (317) 825-5201 / fax (317) 825-5109 / msth.com	2 2 / 3	0 0 / 0 1	1 3	Jonathan L. Faber	establish and protect interests, trademarks, right of publicity, litigation, licensing	Buddy Holly Enterprises, Johnny Unitas, Raymond Berry, Lenny Moore, Art Donovan, DiMaggio LLC, Chuck Berry, Marilyn Monroe LLC, Sony Corp., Action Performances, James Dean Inc., Major Hospital	2001
22	Riley Bennett & Egloff LLP 141 E. Washington St., fourth floor, 46204 (317) 636-8000 / fax (317) 636-8027 / rbelaw.com	2 1 / 3	0 1 / 0 1	1 2	Kathleen Hart, Kevin Tharp	patent, trademark, copyright and trade secret litigation; registration of trademarks and copyright	Hunt Construction Group, IBJ Media, Advanced Turf Solutions, United Turf Alliance LLC, Berger Table Pads Inc., Bloomfield Manufacturing Co., XData Corp., eTAGZ Inc.	1997
25	KLF Legal 451 N. New Jersey St., 46204 (317) 808-0000 / DND / klfllegal.com	1 1 / 1	0 0 / 0 0	1 1	Kenan Farrell	trademark, copyright, contracts	DND	2003

DND=did not disclose
FTE=full-time equivalent
IP=intellectual property
IT=information technology
LLC=limited liability company
LLP=limited liability partnership
NR=not ranked
PC=professional corporation

(1) Partnerships have partners; professional corporations have members.
(2) including partners or members
(3) formerly Brannon Robinson PC

Some firms may have been omitted due to lack of information or deadline restrictions.

The Indianapolis Business Journal list of largest Indianapolis-area intellectual property law firms is the most comprehensive available. For copies of this list, go to www.IBJ.com and click on the "lists" link.

Research by Barbara Hoffman
(current as of June 5, 2013)
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Information was provided by the individual firms and has not been independently verified.

Top 25 lists are compiled each December in the Book of Lists.

PATENTS

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pursue patents.

Indiana University Research and Technology Corp. has been reaching out more to faculty members, but the focus will always remain on publishing research, said Marie Kerbeshian, the office's vice president of technology commercialization.

"You can get a patent on something but then never find any company interested in marketing and selling it, in which case the patent isn't much good," Kerbeshian said. "I think that's the struggle academics have, is that the patent is the means to the end of making the product available, where as the publication is the means to the end of making the knowledge available."

Social focus

Few patents emerge from universities in areas that would interest fee-paying companies because academia is much more concerned about the knowledge than the actual invention, said life sciences industry adviser Jack Pincus, president of BioStrat Consulting LLC.

Trying to protect innovations and collect royalties on them is usually seen as icing on the cake.

Universities are much better at basic research—generating conclusions and theories that could ultimately lead to an invention.

Companies are usually the ones that take the ideas and conduct the applied research that results in patented products, Pincus said.

"University faculty pursue their interests and pursue something that they consider interesting, novel, innovative," he said. "But corporations have specific needs."

He added, "Faculty are promoted for publications and get tenure for the same reasons. They are promoted for coming up with novel ideas. Their standing in the academic field is based on how exciting other academics think their research is, not on whether it's relevant to industry."

Also, companies don't usually publicly indicate what their research needs are, he said, which makes it hard for university

researchers to know what the business world is interested in R&D-wise.

But the expensive research equipment that universities already have and the wealth of knowledge among the faculty could be more of a resource for corporations, Pellegrino said.

"What you do is, you set up research collectives or collaborations with those companies," he said. "They have remarkable R&D budgets. The R&D budgets of a Biomet or a Zimmer or a DePuy are large. So the amount of dollars they can commit to a university to solve a really snarky problem for them is not a lot in the grand scheme of things."

Collaborations

Research collaborations between universities and corporations are far from new.

"Companies definitely need that early research" that universities do, the IURTC's Kerbeshian said.

An Eli Lilly and Co. spokeswoman, when asked about the pharmaceutical companies' relationship with universities, referred to a \$12.7 million grant program the National Institutes of Health announced in June.

Eight pharmaceutical companies, including Lilly, will work with university professors from around the United States to study treatments for eight types of diseases.

Lilly will work with an IU doctor to study the effectiveness and safety of selective estrogen receptor beta agonists.

Universities, Pellegrino said, need to find more ways to set up these types of partnerships.

"What we do is, we enable a greater potential exchange of ideas between somebody that's got a lot of bench strength in core science, basic research—the university systems—with the applied research, which are the product companies," he said. "[Companies] need to say, 'Hey, I know you've got a really good thing over here.' We need that help."•

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Meager income

Indiana and Purdue universities fare poorly among Big Ten schools in reaping income from patents.

Gross income from patents 2007-2011

1. Northwestern	\$1.4 billion
2. Minnesota	\$337.1 million
3. Wisconsin	\$269.6 million
4. Iowa	\$117.2 million
5. Michigan	\$111.5 million
6. Illinois	\$59.9 million
7. Indiana	\$40.8 million
8. Nebraska	\$27.6 million
9. Purdue	\$22.5 million
10. Michigan State	\$22.4 million
11. Penn State	\$9.8 million
12. Ohio State	\$8.4 million

Source: Association of University Technology Managers

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