UNLV | ECONOMIC DEVELOPMENT

UNLV & Community Stakeholders Technology Commercialization Project

Six-Month Progress Report

Reporting Period: September 1, 2021 – February 28, 2022

Report Date: April 1, 2022

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Project Purpose

The UNLV & Community Stakeholder Commercialization Project is focused on the development and successful commercialization of inventions developed by UNLV faculty and staff with a specific goal of increasing both the total number of inventions licensed and the number of business startups established. This effort supports GOED's mission to "conduct research and create intellectual property that will be used to develop new, relevant technologies to help companies grow their R&D base and enhance their growth through innovation." The project established the following initiatives:

1. Standardized community assessment for de-risking technologies
2. Engaging community subject matter experts through Entrepreneur-In-Residence (EIR)/ Executive-In-Residence (XIR) efforts
3. Translational grant funding and commercialization validation

Standardized Community Assessment for De-Risking Technologies

The primary purpose of this initiative is to implement new programs that are organized around and involve qualified community groups, service providers, subject matter experts, serial entrepreneurs, and individuals engaged by UNLV's Office of Economic Development ("OED"), to assist with the identification, assessment and ultimately the successful commercialization of UNLV inventions. In short, the primary function of these groups is to "de-risk" the inventions and provide development and commercialization guidance and mentorship. The success of this initiative will be measured through an increase in technologies licensed and startup companies formed. This initiative is expected to last, at minimum, through mid-2022. These community groups and individuals will serve as mentors and resources for both UNLV inventors as well as to startup companies based on UNLV inventions.

The OED is now actively engaging individuals and community groups and other Nevada-based organizations specializing in entrepreneurial and startup support to help with this initiative and serve as part of a "De-Risking Team." One of those engaged groups, Entrepreneurs Assembly (EA), is a Nevada-based organization that has an extensive network of business owners and subject-matter experts on their roster and is now providing support to successfully de-risk and commercialize UNLV inventions. Additional community groups with appropriate expertise and capabilities may be added. EA will assist the OED by engaging with UNLV faculty inventors and Licensing and Business Development team at OED to identify and assess innovations, as may be protected by intellectual property rights, for commercial viability.

De-Risking Goals

This community-based invention de-risking will rely on EA and other various De-Risking Team members, working in conjunction with UNLV and its designees, to identify and advance priority UNLV inventions. The goal for this initiative is to create one startup or spinout business per year, and the completion of two licensing agreements per year, for the two-year trial period, or in lieu of one of these goals, obtain additional funding to further develop inventions to the point they are suitable for spinout or licensing agreements.

By utilizing expertise and experience from EA and OED's Technology Assessment Committee (TAC), OED is proactively engaging with community members to increase the likelihood of successfully commercialized inventions. Additional details regarding TAC and EA follow below.

Technology Assessment Committee (TAC)

The OED Technology Assessment Committee (the "TAC") is comprised of subject-matter experts, entrepreneurs, mentors, venture capitalists, leaders in the business community, and government representatives who assess and champion UNLV based inventions toward commercial success. TAC and OED work in partnership to advance protectable inventions and intellectual property with significant commercial potential through developing and applying start-up, licensing, and business development strategies. This TAC initiative will help unify the economic development sectors through a document-driven assessment and commercialization process.

Members of TAC provide important technical, product development, intellectual property and market information allowing OED and the business community to make more informed, data-driven decisions whether to expend resources protecting and commercializing promising inventions. With the advent of the new Harry Reid Research and Technology Park, TAC will have a greater platform than ever before to engage with forerunners of innovation in key industries within the Las Vegas valley and beyond.

It should be noted that given the demands of COVID-19, in-person TAC meetings were suspended, and none were held during the current reporting period. Notwithstanding, TAC members continued to assist with de-risking technologies through a less formal engagement using primarily email and Zoom meeting approaches.

Entrepreneurs Assembly (EA)

Entrepreneurs Assembly (EA), a Nevada non-profit organization, serves as a global community for the entrepreneur. EA is dedicated to mentoring and advising entrepreneurs in creating and growing their businesses. By creating local collaborative communities of entrepreneurs and mentors, they continue to promote economies around the world. Over the last 9 years, EA has mentored and advised over 1,000 entrepreneurs, startups and small businesses – with the belief that entrepreneurial small businesses are the future of the global economy.

Entrepreneur-In-Residence (EIR) / Executive-In-Residence (XIR)

An EIR/XIR is a proven business expert that serves as a mentor and guide to members of the UNLV community. EIRs/XIRs are intended to provide insightful and actionable guidance and mentoring to increase the likelihood of success of UNLV inventions and startup ventures, while also fostering engagement between UNLV and the local entrepreneurial community to accelerate the commercialization of UNLV inventions. Beyond their subject-matter expertise and experience, EIRs/XIRs bring a desire to see potential entrepreneurs succeed and have proven to be a valuable asset in advancing university-based innovations toward the commercial marketplace.

EIRs/XIRs represent a wide array of entrepreneurial experience levels from founders to chief executives. They also bring a wealth of skills and a deep network of contacts in disciplines as diverse as finance, operations, human resources, marketing, and law. EIRs/XIRs and UNLV will

synergistically move technologies along the commercialization path and provide distinct resources in assessing technologies, mentoring entrepreneurial teams, locating funding sources, and securing physical locations.

EIR/XIR Goals

Concurrent with serving as a guide and mentor within the UNLV entrepreneurial community, each EIR/XIR is expected to identify a UNLV invention and create and lead a new startup venture that will license and commercialize that invention. Alternatively, they will identify and join a startup venture that is based on an already licensed UNLV invention. EIRs/XIRs are required to contribute their time, knowledge, skill set, subject matter expertise, etc. in a manner commensurate with the funding allocated to the specific project.

EA is comprised of a vast network of entrepreneurs, venture capitalists, angel investors, current and former C-level executives, subject-matter experts, and leaders within the business community. EA has identified several key members within their group to serve as EIRs/XIRs for this project collaboration with OED. See additional information regarding the EA team in Appendix A.

The ability to appoint EIR/XIRs has been impacted by restrictions related to COVID-19. As such, the EIR/XIRs program was largely scaled back during the reporting period and EIR/XIRs served as mentors and advisors through les formal engagements.

Translational Grant Funding and Commercialization Validation

The translational grant funding and commercialization validation initiative supports the development and transition of UNLV inventions, identified by the De-Risking Teams as having high commercialization potential, toward commercialization. These funds will be distributed through an open RFP process on a competitive basis and are intended to develop promising, but earlier stage innovations to a license ready or startup ready stage by providing translational research funding. Additionally, funds are used to support market research and market development and to best understand the uniqueness/novelty of the invention in relation to its ability to fill market needs or solve an important problem. Funds and resources are also used for the development of preliminary data supporting an invention's likelihood to function as anticipated, and the value-added by the proposed invention over current products and services.

Translational Funding Goals

During the reporting period the OED published a RFP announcement to UNLV faculty and researchers. Two notable requirements of receiving this funding include (i) the applicant must have an invention that has been previously disclosed to OED and is "active", and, (ii) the applicant must provide a commercial justification for the funds in addition to a technical or scientific justification.

In total the OED received 15 proposals requesting Translational Grant funding. Proposals were reviewed and ranked by a UNLV internal committee composed of technical, commercial and business subject matter experts as well as representatives from the Office of the Vice President for Research. In addition, external reviewers also ranked and provided feedback on the submissions. External reviewers included EA, TAC, EIR/XIRs and subject matter experts.

The fifteen applications that were received were then evaluated by a panel regarding criteria of:

1. **De-Risking** - does the project sufficiently de-risk the technology enough to get it to the next development level and make it commercially viable?
2. **Commercial Viability** - how likely is the technology to become a commercially viable product or service?
3. **Market Size** - how large is the market, industry, and demand (current and future) for the technology?
4. **Patentability** - how likely is it that the technology's intellectual property can be secured by a patent (useful, novel, and non-obvious)?

Results for internal and external reviews were aggregated with scoring and recommendations provided to the interim Vice President for Economic Development. Based on recommendations from the reviewers, and with approval of the interim Vice President for Economic Development, a total of 5 awards were granted to UNLV researchers with award notices sent during January 2022. Basic information on all proposals received are as follows:

	Researchers	Proposal Title	Funding
1	**Jun Kang**	**Cancer Treatment**	$27,734
2	**Jeremy Cho**	**Atmospheric Water Harvesting**	$27,734
3	**Yoohwan Kim**	**SCADA Cybersecurity**	$27,734
4	**Ernesto Abel-Santos**	**Anti-Diarreahal**	$27,734
5	**Brian Hedlund**	**DNA Sequencing**	$27,734
6	Shubhra Bansal	Solar Cells	NF
7	Michael Pravica	Reflective Light Device	NF
8	Bob Schill	EM Dots	NF
9	Jay Park	Sensor Vest	NF
10	Jaeyun Moon	Gamma Ray Detector	NF
11	Hui Zhang	Cancer Treatment	NF
12	Yen-Soon Kim Mingon Kang	Food Safety App	NF
13	Samir Moujaes	Automated Whiteboard Er	NF
14	Brendan O'Toole Maria Ramos	Knee Implant Testing Machine	NF
15	Kwang Kim	Flow Sensor	NF

Project Progress

During the reporting term, UNLV has made significant progress toward meeting its proposed goals. Major accomplishments for the current reporting period are outlined below:

Major Projects under Current Review:

Fire-Retardant Polymer

A license agreement between UNLV and NoFire Zone Inc. (dba Firesafe Zone) completed during December 2020 providing the licensee with exclusive worldwide rights to certain intellectual property developed by Dr. Pradip Bhowmik. The licensed technology covers a series of

fire-retardant polymers with multiple potential applications. UNLV will receive certain payments under the license including a royalty on sales of the products that are covered under the licensed patents.

Firesafe Zone was formed and is led by serial entrepreneurs Rahul Harkawat and Shiv Grewal. Both Mr. Harkawat and Mr. Grewal have experience with founding technology-based companies and bringing products to market. In addition, they have substantial contacts within certain industry sectors that have expressed interest in the application and use of fire-retardant polymers.

Current Firesafe Zone efforts are focused on the development of specific applications and uses of the fire-retardant polymer technology with a primary focus on textiles, construction materials, and electronics and high-tech devices.

Current Reporting Period Highlights: Firesafe Zone, Inc. created 2 founder positions within the company. They prepared and submited an NSF SBIR proposal that was not funded. The company will resubmit based on information received from the NSF. In addition, the company has made significant progress with identifying potential global partners that will, upon execution of formal agreements, provide development and manufacturing capabilities necessary for the further development as well as commercial manufacturing of target products. Lastly, the company has been actively engaging potential investors and believes they are on track to received appropriate funding during mid-2022.

Additional highlights include NoFire Zone creating a new subsidiary that will utilize the fire-retardant polymer technology into new battery systems, reducing the chance of fire and providing other desirable characteristics. The company has filed several patents related to this application and is working closely with UNLV researcher Dr. Bhowmik which should yield more innovations and/or intellectual property being developed at UNLV.

Recovery of Li Salts and Rare Earth Metals from Ionic Solutions

During August 2020, EA and UNLV began a comprehensive review and assessment of several technologies related the recovery of lithium metal and certain rare earth metals from ionic solutions, based on methods and technology developed by Dr. David Hatchett. This review, and the identification of potential licensees has continued. This technology has potential application to recycling/recapturing metals found in lithium batteries that are common in automobiles and electronic devices. Current discussion between EA and UNLV include developing a management team and forming a company that can further the development of this technology.

Current Reporting Period Highlights: Key updates from the reporting period include the identification of several subject matter experts and organizations that have the capacity to assist with scale-up of technology methods to allow for larger scale recovery of lithium. Under a joint effort between EA and UNLV, several potential licensees of the IP that covers the subject technology were identified and have been contacted. One of these partners, a chemical company based in Asia, has visited UNLV as part of their due diligence and has requested draft license agreement documents with the goal of completing the license mid-2022.

A second potential licensing is interested in using the technology in the India market. This company has capabilities in battery development and testing. Notwithstanding, the company is very interested in using the technology to recover lithium and recycling of batteries. Draft license agreement documents have been sent to this company. Additionally, there have been discussions

with two U.S. based companies, including one with a significant presence in Nevada, regarding the licensing of the technology. The prosecution of patent applications continues with both active and aggressive pursuit of international patents to protect the subject invention.

Methods and Devices for Disinfecting Exhaust Air from Ventilators and Other Systems from Viruses and Bacteria Contamination (COVID-19 Device)

Dr. Zhiyong (John) Wang has contributed to combatting the COVID-19 virus by creating Methods and Devices for Disinfecting Exhaust Air from Ventilators and Other Systems from Viruses and Bacteria Contamination. This technology is being developed to protect the world population against the current pandemic that has disrupted the global economy and unfortunately resulted in many deaths. Dr. Wang's technology has been accepted for commercialization funding through this program to develop a prototype for testing and commercial viability.

A UNLV student intern, Paul Wolf, connected the technology transfer office to Donaldson Company, Inc., a global leader in providing engine and industrial air, oil, and liquid filtration solutions. Donaldson is very interested in the technology and will await further testing for industrial and commercial deployment.

UNLV is currently negotiating a license agreement through preliminary term sheet discussions with Dr. Wang's startup company. This agreement will result in revenue royalties to UNLV based on net sales of the COVID-19 device under the patent rights in the marketplace.

Additional efforts have been taken to secure testing of the efficacy of the device through the University of Texas Medical Branch (UTMB) at Galveston National Laboratory. UNLV and UTMB are currently negotiating a non-disclosure agreement to protect proprietary information of both parties once formal discussions begin. Once this NDA is completed, UNLV will determine the appropriate testing needed from Galveston Labs to measure the reduction and/or elimination of the COVID-19 virus by using the technology.

Current Reporting Period Updates: UNLV executed a non-disclosure agreement with UTMB to begin discussions regarding the appropriate testing mechanisms for validating Dr. Wang's COVID-19 disinfection device. The conversation was helpful to determine parameters in which the device could be tested for its efficacy in deactivating the COVID-19 virus. There were also discussions of splitting up the testing into multiple phases due to budgeting and timeline issues. UNLV is still waiting for the full results from the UTMB testing.

Other Project Developments:

Technology Patent License

A license agreement granting certain patent rights to the Electrical Potential for Nano Manufacturing and Machining Difficult-To-Cut Materials invention was executed during May 2020. The license will require payment of a royalty to UNLV based on net sales of products by the licensee that rely on the licensed patent rights. It is not anticipated that royalties will be paid until sometime during the 2023 calendar year. The licensee continues to develop the technology and provide UNLV with periodic updates.

Engagement with EA

UNLV formally engaged EA to provide professional services necessary for the successful execution of this project. The formal engagement became effective July 23, 2019. UNLV has begun the confidential sharing of information and documents with EA related to university inventions. These documents include patent intellectual property filings, internal invention disclosures, and any other related research materials. EA is currently evaluating these technologies for commercial viability.

UNLV has established policies and procedures for the sharing of this confidential information by EA to outside third parties. EA may share all publicly available information, but disclosure of proprietary material requires a non-disclosure agreement to protect project confidentiality and intellectual property. UNLV and EA will continue the dissemination of information as both organizations continue to collaborate together, such as reviewing patent filing actions through the United States Patent and Trademark Office (USPTO) Public Pair portal.

EA has begun contacting network affiliates who have industry and subject-matter expertise aligned with project focus areas in order to facilitate technology commercialization. EA is also engaging with interested parties that have expertise and capabilities to advance university innovations through partnerships, investment, and licensing. The next section lists the technologies currently being analyzed and commercialized.

Review of Innovation Cohorts

EA and UNLV are continuing the review process and anticipate the parties will select specific innovations for further de-risking and more focused efforts on commercialization. However, during the reporting period UNLV and EA did not review any additional innovations or technologies for under this program (beyond those reviewed as part of the Translation Funding Grant program. Technologies reviewed to date under the program include the following:

UNLV-ID	Project Name
Technology Cohorts Previously Review	
2019-026	Direct Dissolution of Li Salts and Recovery of Li Metal Hydride from Ionic Liquid Solutions
2015-004	Rare Earth Recovery and Separation from Ionic Liquids
2020-029	Methods and Devices for Disinfecting Exhaust Air from Ventilators and Other Systems from Viruses and Bacteria Contamination
2020-027	A Novel Means to Create Vaccines via Useful Hard X-Ray Photochemistry
2014-008	Secure Authentication Method Using Private User Identification Information
2019-033	Three-Dimensionally Flexible/Twistable Electronic Device
2019-032	Hazard-Based Tactile Awareness System
2016-001	Synchronizing Software Modules - Integrator for OBIEE and ESRI
2018-031	Mobile 3D Printing and Welding Techniques for Fixing Train Rail Wear and Damage On Site
2016-038	Electrical Potential for Nano Manufacturing and Machining Difficult-To-Cut Materials
2019-004	Modularly Expandable 3D Printer System
2016-055	Reporting of Highway Capacity Using Oracle Business Intelligence
2018-041	Drone Arm and Gripper
2016-039	A Novel Synthetic Route for Polymers Utilizing Hard X-Ray Photochemistry
2019-025	Conversion of Uranium Hexafluoride and Recovery of Uranium from Ionic Liquid

2014-003	Design and Synthesis of Phosphine Oxide Containing Poly-Pyridinium Salts as Fire Retardant Materials
2021-005	Pressure Sensing Compression Garment
2021-003	Multi-Modal Tissue Perfusion Assessment
2020-027	Creation of Vaccines via Useful Hard X-Ray Photochemistry
*DRI21-003	Precision Weighing Water Balance Lysimeter
*DRI18-005	Automated Sampling and Analysis Device for e-cigarette Emission Characterization

* These technologies were developed by researchers at DRI but were discussed and reviewed by EA and UNLV as part of this project.

Budget

The following table provides project expenditures and the remaining budget for the reporting period. Expenditures included a payment to EA for professional services related to the evaluation and de-risking of UNLV innovations.

COVID-19 has presented several delays in project expenditures as anticipated. For example, UNLV is in communication with the University of Texas at Galveston National Labs and the University of Oregon to conduct testing for the COVID-19 device. UNLV is currently waiting on both parties to provide testing parameters and costs to select testing partner based on capabilities. An extension of funds was granted extending the project through December 31, 2021.

Project Expenditures

Budget (Expended and/or obligated): $205,755.32, 68.5%
Remaining Budget (Not expended or obligated): $94,244.68, 31.5%

Project Expenditures
For Reporting Period
September 1, 2021 – February 28, 2022

	Program Budget	Actual Expenditures To Date	Actuals plus Obligations	Remaining Budget
Professional Services	$ 101,267.00	$ 88,764.00	$ 88,764.00	$ 12,503.00
Commercialization Grants	$ 192,285.00	$ 36,936.25	$ 109,734.44	$ 82,550.56
Personnel Expenses	$ 6,448.00	$ 4,996.96	$ 7,256.88	$ -808.88[2]
Total	**$ 300.000,00**	**$ 130,697.21**	**$ 205,755.32**	**$ 94,244.68**[1]

1. The full remaining budget has been committed and it is anticipated these amounts will be fully expended on or before June 30, 2022.
2. Negative balance shown in personnel included an over obligation of funds that will not be charged and will return to a positive figure prior to the end of the award.

For Reporting Period
September 1, 2021 – February 28, 2022

	Reporting Period Actuals	Previous Reporting Periods	Total
Technologies Assessed	15[3]	24	**39**
Jobs Created	1	2	**3**
Businesses Created	0	1	**1**
Executed License Agreements	0	2	**2**

3. The 15 reported technologies assessed during the current reporting period are those technologies for which a Translational Grant Fund proposal was received and reviewed.

Additional Knowledge Fund Reporting Requirements

Public Benefit

This project will provide benefits to the public and the local community in the form of new businesses, job growth, and economic dynamism. New businesses are typically the primary source of job creation in the American economy. Newly created businesses also contribute to economic dynamism by injecting competition into markets and spurring innovation.

The Kauffman Foundation reports that businesses with fewer than 50 employees represent over 95% of all U.S. companies and these young startups are the firms most likely to lead to job creation. New businesses account for nearly all net new job creation and almost 20 percent of gross job creation. Additionally, companies less than one-year-old have created an average of 1.5 million jobs per year over the past three decades.[1]

By commercializing UNLV technologies through successful license agreements or the formation of startup companies, this project will foster innovation in the marketplace and create jobs with high growth potential for the local economy.

Research Faculty

All current UNLV research teams and faculty jobs have been retained during the project. This project has not resulted in the hiring of any additional UNLV research teams and faculty. Initial

[1] https://www.kauffman.org/what-we-do/resources/entrepreneurship-policy-digest/the-importance-of-young-firms-for-economic-growth

funds allocated to this project have been used to employ EA services related to the de-risking and evaluation of technologies, see the Budget section for additional information.

Research Laboratories

During the project, there has not been any use of research laboratories or related equipment beyond that which is already being performed by current UNLV research faculty.

One of the most promising technological developments pertains to the Fire-Retardant Polymer technology where EA has been in discussion with the Lublin Institute of Technology in Poland to assess the efficacy of the polymer and conduct testing upon the synthesized materials. The results of the testing will assist in determining the vertical industries and myriad applications in which fire-retardant polymers can be used for commercial purposes.

Research Clinics, Institutes, and Facilities

There have not been any research clinics, institutes, facilities, or related buildings created as a result of the project.

Current Research Efforts

Funding allocated from the Knowledge Fund will be to provide translational "Gap-Funding" to UNLV researchers in support of projects identified as having high commercial potential.

Patents and Intellectual Property

No additional patents have been filed on university innovations as a direct result of this project. It should be noted this project is primarily focused on the commercialization of existing UNLV intellectual property. As the project progresses, UNLV, EA and community stakeholders will identify which technologies require new or supplemental patent protection to advance commercialization efforts. UNLV and EA have been in negotiations to determine patent prosecution strategies for technologies moving forward.

Research Grants, Gifts, and Donations for Research Teams

To date, no research grants, gifts, or donations have been received for this project. Notwithstanding the foregoing, several SBIR/STTR grant applications are currently being prepared.

Research Grants, Gifts, and Donations for Knowledge Fund Account

To date, no research grants, gifts, or donations have been received for this project.

Federal and Private Grant Matching Funds and Contract Opportunities

There have not been any matching funds for federal or private sector grants or contract opportunities that support economic development as a result of this project.

Business Growth and Impact

No businesses have been created to date as a result of this project. EA anticipates a successful startup, spinout, or license agreement within the next six months.

Job Creation and Impact

Three new jobs were created to date as a result of this project. NoFire Zone, Inc. created two executive/founder positions within their organization. All current EA employees and UNLV research faculty related to technologies that are being evaluated have been retained.

Workforce Development

No workforce development and training, such as certificate programs and degree programs, has been created as a result of this project.

Appendix A: EA Project Members

Matt Westfield, Vice Chair, Co-Founder

Matt started his first entrepreneurial endeavor at age 10, starting a TV Guide route, garnering 150 customers in the first year of operations. At 21 he founded the New Year Ultimate Fest, a Frisbee tournament in Tempe, AZ, now in its 33rd year. The directors donate tourney proceeds to aid abused/neglected children every year.

His next successful venture was a design/build firm, started after dropping out of college at age 21 because he thought he knew everything. At 30, realizing that he did not know anything, he sold the successful company and went back to school, earning undergrads in computer science and international business, then pursued a Masters in Marketing from City University in Seattle WA.

In 1994 Matt accepted the COO position for Dine-Rite software, an early internet restaurant play. Then in 1997, as a Microsoft Business Partner, he helped build the world's first desktop anti-fraud software, developing the markets, channel strategies, & strategic alliances with the FBI, CIA, DOJ, DOD, and State Farm Insurance.

He moved to Reno in 1999 to help launch an investor relations dotcom. In 2004 he acquired the US rights to a European design collection of executive gifts. The in 2005 he and a partner invented the first custom paperclip brand, which remains the leader in the space — www.LOGOpaperCLIPs.com.

Matt's on 3 boards, founded and leads the vision for the Entrepreneurs Assembly (an entrepreneurial 501c3 non-profit he founded in 2009 — (www.EA-NV.org). He helped develop and instructs the Entrepreneurial Minor @ the University of Nevada, Reno, while creating business strategies, business plan mentoring and advising the UNR Entrepreneurs Club. He's been a business plan writer since 1992, and a business plan judge since 2003.

Matt has tirelessly given back to charity and the community, recently being awarded the distinction as one of the Top 10 Community leaders for Reno-Tahoe, the 2014 Governor's Cup Mentor of the Year, and the 2014 SBA Entrepreneurial Spirit Award for his work with the EA.

Jeffrey Sheldon, Esq.

Jeffrey focuses his practice in all aspects of intellectual property, from prosecution and litigation to domestic and international licensing. Jeffrey has been recognized by California Lawyer as one of the 20 best intellectual property lawyers in the state.

Prior to joining Cislo & Thomas, Jeffrey was the founding partner of Sheldon Mak & Anderson. Jeffrey's leadership in intellectual property professional organizations has established him at the pinnacle of his professional specialty.

Jeffrey regularly lectures on intellectual property law, serves as an expert witness, mediator (on the Central District of California panel), and is the author of the foremost treatise on how to write patent applications, "How to Write A Patent Application," First published in 1992 by the Practicing Law Institute. The treatise is used in law schools and by aspiring patent attorneys throughout the world.

He has taught intellectual property law courses at multiple law schools, and currently teaches a ten-week online course for the Practicing Law Institute training students to be a practicing patent attorney or agent. He is also the author of the Manager's Guide to Intellectual property (contact him for a free copy).

His leadership positions include Chairman of the State Bar of California Intellectual Property Law section, President of the Los Angeles Intellectual Property Law Association, and Committee Chairman for the American Intellectual Property Law Association and IP section of the ABA. Jeffrey's peers have selected him as a "Best Lawyer" for many years and achieved the distinction of being named the "Best of the Best" in Southern California for both patent and trademark law. Jeffrey was recently awarded 2019 and 2020's Best Lawyers Award in The Best Lawyers of America for IP Litigation, Patent Litigation, Patent Law, and Trademark Law.

Jeffrey is regularly retained by in-house counsel of large corporations, start-ups, and individual inventors because of his command of intellectual property law. He is skilled at achieving clients' objectives through the most effective and efficient means. He was previously employed as a chemical engineer by Exxon and then Shell Chemical. Prior to that, Jeffrey was a scientific coordinator at Lee Pharmaceuticals and a medical device development engineer at American Hospital Supply Corporation.

Kellen Kautzman

Serial entrepreneur Kellen Kautzman is the founder and operator of Send It Rising where he manages business development and strategy for more than 30 clients, while overseeing a team of over 20 internet marketing professionals.

After receiving a Bachelor's Degree in Spanish and Master's Degree in Education from the University of Minnesota, Kautzman began his professional career teaching K-12 and later as a Spanish teacher at the prestigious Saint Paul Conservatory for Performing Artists.

After five years of teaching, Kautzman got the itch to start blogging in 2007, and in turn became an early player in the practice of SEO. He began blogging for Bright Hub and Associated Content, and later served as the Director of Operations at ADvise Media Group, an SEO and social media-based internet marketing company, prior to forming Send It RIsing.

Kautzman is a well-regarded expert on growing small business with internet marketing and SEO, and is a regular guest on national business-related podcasts, such as Business Show 2.0, The Entrepreneur Way and Money for Lunch. Kautzman is an accomplished public speaker and has been featured as the keynote or guest lecturer at dozens of universities, conferences, workshops and networking events including the Westman Group Incorporated Sales Conference, Entrepreneurs Assembly, Roseman University, University of Nevada at Reno, and the Cessna Pilot Centers Conference in Daytona Beach. Inspired by motivational business writers like Simon Sinek ("Start with Why") and Malcolm Gladwell ("The Tipping Point"), Kautzman was led to author his own self-help book "Everybody's Doing It – Advertising Redefined by an SEO Expert," which initially launched as the #1 New Release on Amazon.com in the SEO category in August of 2017.

Kautzman has also been featured as an SEO expert in his published articles for Nevada Business Magazine, Small Biz Daily, Small Biz Club and Las Vegas Business Press. Kautzman is obsessed with continually adopting new business strategies, exploring new endeavors, and engaging in new marketing trends, serving as a leader in emerging fields. This entrepreneurial spirit has led Kautzman to start up other ventures including Kautzman Properties, a family-run real estate investment company; and Crypto Miner Group, a crypto-currency mining company he co operates with three business partners. Originally from Mandan, North Dakota, Kautzman relocated to Las Vegas in 2011.

In his spare time, he enjoys playing board games, running, basketball, and listening to audiobooks on business strategy. Kautzman lives in Anthem Highlands with his wife, Lonaeja, a video game recruiter, and their two young children.

Rahul Harkawat

Entrepreneur with over 25 years' experience in developing information technology start-up businesses. Has detailed experience in developing business strategy and ideas for companies ranging from startups to global organizations. For ten years worked as Mentor/Advisor to companies incubated at Nanyang Technology University; National University Singapore NUS and Singapore management University SMU. Participated as a member of the Singapore Govt. Research Grant Committees for NINE years to determine Proof of Concept/ Proof of Value funding, under the auspices of the NRF -National Research Foundation (under Prime Minister office) and Media Development Authority etc.

Rahul has been a founder of multiple startup company(s) in the US and globally in the ICT domain. Has expertise and capability in building global organizations for the US and international markets. Since the eighties he has been one the early technology entrepreneurs showcasing offshore software product development from INDIA.

Over the last twenty-five years has experience in building global product development and delivery programs and services. In the 1980s showcased globally the capabilities of a pioneering Indian PC product software company. For an Indian company built an offshore development center to support with C. Itoh, Japan. For a subsidiary of C. Itoh; Japan, built the company's System Integration practice in the USA from inception to over a hundred-million-dollar company in three years. Started and bootstrapped companies in the 1990s to successful exits. Experience includes developing software companies in the telecommunication and mobile sector in the last decade. Investor in multiple innovative med tech, medical devices and Software companies globally.

Gary Larkin

Gary Larkin is a veteran in the fields of marketing, distribution and strategic business development having honed his skills over a 35-year career operating in every corner of the globe. In his various senior executive capacities at established corporations or as an entrepreneur, Gary has lead pioneering initiates across a wide range of products and industries in territories as diverse as Western Europe, Sub-Saharan Africa, Middle East, SAARC, ASEAN and Pacific Rim, North America, Central America, Caribbean, Russia and the former CIS countries.

Gary's extensive commercial knowledge and global business relationships span gaming, travel & hospitality, consumer & industrial manufacturing, financial and graphics industry technology, media, sport & entertainment production and marketing, and financial services.

He has personally lead many product/brand development, launch, distribution and roll-out campaigns for both established high-profile brands and start-ups alike including PepsiCo-Mountain Dew, Adobe, 21th Century Fox/The Simpsons, Bond Media Asia Pacific, Sky Television Europe, ESPN-Sports, TVKO, Caesars Entertainment, Visa, Travelex, Citibank, Raiffeisen Bank Group, Cash America, MetaBank, Coca Cola, Miller Brewing, Anheuser-Bush, Fosters Beer, Pontiac, Nissan, Formula 1 Motor Racing, IndyCar.

Gary has consulted on export development programs for the Australian, Swedish and Norwegian trade commissions and many of their respective corporate partners. As founder and CEO of 3rd Rock Communications, Inc. Gary continues to provide product and market development consulting to a number of leading players within both the North American and global banking, mobile payments, technology and gaming industries.

Paul Neidermeyer

Paul has spent more than 10 years as an executive, entrepreneur and advisor with high tech, digital media and consumer packaged goods (CPG) companies, leading teams in product, business development, finance and operations.

Currently, Paul is President of PN, LLC where he serves as a management consultant. Paul also works with Palo Alto Strategy Group (PASG) as an Executive Strategist on strategy and diligence projects for investors and private equity clients.

Professionally, he has earned the following certifications: Certified Fraud Examiner (CFE) and Project Management Professional (PMP). Paul holds a B.A. in Economics and B.S. in Business Administration from the University of California at Berkeley. He also holds a M.S. in Computer Science from Florida Atlantic University (FAU).