

# Connecting Your Innovation to Impact

## Panel Discussion

**Thursday, May 16, 2019, 12:00-1:00 PM**  
**Silver @ Sage Room, Old Main, The University of Arizona**



**Ashley Bright**  
Entrepreneur,  
Communications Coach



**Joyce Schroeder, Ph.D.**  
Professor @ Department  
Head, Molecular @  
Cellular Biology



**Marie Wesselhoft**  
Biotech Entrepreneur,  
Mentor-in-Residence,  
Tech Launch Arizona

When it comes to taking your idea from the lab out into the world, how can you make all the pieces come together? Join us as we discuss the art of maximizing outcomes at the intersection of science and technology, business opportunity, competitive intelligence and intellectual property.

Our topics will include:

- Leveraging conferences and connections
- Planning marketing and communications strategies
- Protecting your intellectual property
- Free invention commercialization services available to all UA employees

**Join Tech Launch Arizona for lunch  
and bring your questions for our panelists.**

*This event is primarily for faculty, researchers,  
graduate students and staff.*

**Please RSVP by May 14 so we have an  
accurate count for our lunch order.**



THE UNIVERSITY OF ARIZONA  
**TECH LAUNCH  
ARIZONA**

*Commercializing inventions stemming  
from the work of UA faculty, researchers  
and employees to make a better world.*



**MODERATOR:**  
**Laura Silva**  
Tech Launch Arizona  
Sr. Licensing Manager,  
College of Science

**Questions? Contact us.**

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Find all of this information and more  
updated events at

<http://techlaunch.arizona.edu>

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