

SUPA File

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November 2, 1978

Howard Bremer, Esq.
Wisconsin Alumni Research Foundation
614 North Walnut Street
Madison, Wisconsin 53705

Dear Howard:

Last Friday I talked at two separate meetings at the AMA Center near O'Hare Field. The first of these was entitled "Planning and Developing New Products and Markets" and was run by a Mr. Sidney P. Johnson. The second was entitled "Licensing and Acquiring New Products and Technology" and was run by Mr. Stanley H. Lieberstein. Registration lists of the attendees at the two sessions are included herewith.

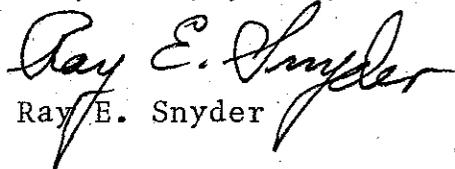
I tried to relate some of the objectives of SUPA and also made some comments about the new bill. I indicated that any support they might lend toward the passage of this bill would be greatly appreciated. Most of my talk was directed toward establishing better communications between the University Patent Administrators and people like the attendees who were involved in the development of new products. The reaction varied from bulls-eye to blah, but on balance I think the time was well-spent.

I offered to send a list of the SUPA members to the parties interested. By copy of this letter I'm asking Mary Spores to send copies of the membership list to the attendees of the meeting on Planning and Developing New Products and Markets. For the other group Mr. Richard L. Wills offered to make copies and send them to the other members of his group.

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At this point I have no indication that these contacts are really worthwhile. On the plus side, these people are directly involved in the development of new products and should be likely candidates. Also I believe we should try to develop supplemental channels to that provided by Dr. Dvorkovitz and Associates. This may fit in with some of the ideas Mary Woerpel was proposing.

Very truly yours,


Ray E. Snyder

RES:cs
enc.
cc:Mary Spores