



MEDIA ALERT
December 2, 2008

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FOR IMMEDIATE RELEASE

**PANELISTS AT UNIVERSITY OF ROCHESTER TO DISCUSS
'GOOD SCIENCE VS. GOOD COMMERCIAL PRODUCT'**

- School of Medicine and Dentistry Hosts Free Entrepreneurship Lecture -

WHAT: Three panelists will discuss “When Good Science Makes a Good Commercial Product—and When It Doesn’t” at the University of Rochester School of Medicine and Dentistry on Dec. 11. **Free and open to the public**, this talk is part of the F.I.R.E. (For Inventors, Researchers, and Entrepreneurs) Lecture Series and is sponsored by the University’s Offices of Technology Transfer and Center for Entrepreneurship. Refreshments will be provided.

Seating is limited and **pre-registration is required**. To register, please call 585.276.3500 or email cfe@rochester.edu.

WHO: Panelists:

- Marjorie Hunter, JD, associate vice president of technology transfer, University of Rochester Medical Center
- Duncan Moore, Ph.D., vice provost for entrepreneurship and professor of optics, biomedical engineering, and business administration, University of Rochester
- Rick Richmond, MBA, M.S., president and CEO, SiMPore Inc.

WHEN: Thursday, December 11, 2008
9 to 10 a.m.

WHERE: Louise Slaughter Conference Room (B CC 1-9555)
University of Rochester School of Medicine and Dentistry
601 Elmwood Ave., Rochester, N.Y.
Free parking available in the Kornberg Lot (425 Elmwood Ave., Rochester, N.Y.)

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