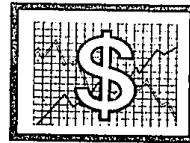


## Business

Marilyn Filchett editor/591-2300

Thursday, May 1, 1986 O&amp;E



(F)C

# Technology transfer

## Universities double as tools for economic growth

By Tim Richard  
staff writer

A new patent policy at Wayne State University may pay bigger dividends to faculty members and the region's economy.

"We have processed 20 patents," said Dr. Garrett Heberlein, the Troy resident who for nine months has been vice president for research at WSU as well as dean of the graduate school.

"They (inventions) are not all patented yet. But we'll probably quadruple the number."

He called WSU's patent policy "among the most liberal in the country" in the percentage payoff of faculty inventors.

"WAYNE WAS very backward. Wayne is one of the best now," agreed Dr. Samuel C. Brooks, Orchard Lake resident who is professor of internal medicine and a co-worker on a cancer treatment.



Dr. Garrett Heberlein  
Views WSU as an 'octopus, reaching out'

"In 1978 Wayne didn't even know what to do" when a faculty member sought a patent, said Brooks, who had to hire his own patent attorney in Arlington, Va. Now he and Jerome Horwitz of the Michigan Cancer Foundation have been awarded three patents with others pending.

"From 1978 to now, everything has changed," Brooks said.

Heberlein, a biologist who came to the Detroit campus from Bowling Green (Ohio) State University, referred to the policy which awards an inventor 52.5 percent of the first \$100,000 in royalties from an invention.

Yale allows 50 percent, Michigan 50, Minnesota 35 and Harvard 30.

It's early to say how much the new WSU policy has been worth, but Heberlein supplies a long list of patent applications of possible use in the auto, construction and health care industries.

**PATENT POLICY** was underlined by Gov. James J. Blanchard as a key ingredient in his economic strategy for Michigan. A Minnesota Law School graduate, the governor cited his alma mater's policy as an example of how higher education could double as a tool for economic growth.

At first Blanchard talked of liberalizing state laws, but it turned out that policies were made individually by state universities, according to Doug Ross, a Southfield resident who heads the state Commerce Department.

"What is going on," said Heberlein, "is that a university that could have been a one-armed structure now is an octopus, reaching out."

"Universities and industries are different animals. Universities are non-profit corporations with long-term responsibilities for basic research — a base for 10 or 15 or 100 years from now."

WSU is one of 21 comprehensive cancer centers in the U.S. Brooks of WSU and Horwitz of the Cancer Foundation are working on a compound as an agent in treating hormone-dependent breast cancer. They have been testing it six years or more in laboratory animals, and Brooks said it "looks promising."

"Toxicology must still be done in humans," Brooks said. "It's going to the National Cancer Institute and takes about a year." Meanwhile, they have talked to five or six drug companies.

Robert L. Thomas, WSU physics professor from Huntington Woods, does research under contract with government and industry. He reports that lasers will reflect heat to the surface if the substance has a crack, air bubble or defect.

One application is non-destructive testing to find small cracks in high-performance structural ceramics for advanced gas turbine engines.

"Most of what we do is by contract," Thomas said, citing the Army Research Office, Soho and Monsanto as supporters. "In some cases they will support a graduate student. Patent rights are negotiable."

Dr. Albert King, professor of mechanical engineering and Bloomfield Hills resident, said, "Our mission, in the auto capital of the world, is to reduce injuries." Under federal contract, supplemented by grants from General Motors and other auto makers, King tests and evaluates restraint devices.

In a biomechanics lab, he uses dummies, cadavers and human volunteers to test such devices as air bags, passive belt systems and knee ball restraints. Purposes: to learn under what conditions they're effective and assure they, too, don't become a cause of injury rather than a cure.

"We still don't know how much injury the head can stand," said the 20-year WSU faculty member.

### Royalty shares to inventors

	Percent share of \$100K of royalties	Percent share of \$200K of royalties	Percent share of \$300K of royalties
Wayne State	52.5	48.25	44.18
Yale	50	50	50
Calif. system	43	43	43
U-M	50	45	37
Minnesota	36	31	29
MSU	33	30	30
Stanford	28	28	28
Texas	29	27	25
Penn	30	30	25
MIT	30	23	20
Harvard	30	23	20
Wisconsin	15	15	15

## GMF adds to robotics line

GMF has a partner in the factory automation business.

The Troy-based robotics corporation has teamed up with Eaton-Kenway Co., considered the leader in automated guided vehicle systems (AGVs), to make and sell the robot transporters worldwide.

AGVs are used primarily in factories as load transporters. They can carry up to 4,000 pounds of materials and follow an electronic guideway in the floor, receiving directions from and reporting status to a central control and communications computer.

The vehicles load, unload and transport loads keeping them stable over bumps, around corners and up or down inclines without an operator.

AGVs are designed to work hand-and-hand with robotic assembly lines. They can transport parts or tools to different areas of an assembly line, and they can move supplies

to storage areas, making them attractive to the automotive industry.

"THEY'RE NOT replacing fork lifts by any means," said Vic Mandrill, a spokesman for Eaton-Kenway in Salt Lake City.

"This represents an exciting opportunity for GMF to expand its factory automation, problem-solving capabilities beyond robotics and machine vision, adding flexible mobility concepts," said Eric Middelstadt, president of GMF.

At present, GMF plans to concentrate on marketing the AGVs in the automotive industry. In the future, though, GMF hopes to expand its market to non-automotive industries where AGVs can be used.

Eaton-Kenway's expertise in the AGV field is being utilized by GMF with 40 to 50 of its employees now working for GMF. GMF also has an

office in Salt Lake City where Eaton-Kenway, a subsidiary of Eaton Corp. is headquartered.

The agreement provides the two to tap the quality and production resources from FANUC (GMF's parent company in Japan), according to Jim Haugen, GMF vice president of automotive assembly and robot vehicle systems. Also, FANUC will market AGVs in Asia.

**FANUC DEMONSTRATED** a mobile robot for flexible manufacturing system usage (FMS) last fall at a Japanese robotics trade show.

GMF's first AGV was shown recently at the Robots 10 exposition in Chicago and simulated an engine assembly in a work cell. GMF robots, equipped with vision systems, mounted pulleys and fans on an engine block which was then mounted on a GMF AGV.



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<b>Birmingham</b> Hunter at Woodward 844-4440	<b>Farmington</b> 37085 Grand River Ave. 478-9311	<b>Madison Heights</b> Near Universal Mall 845-8727	<b>Livonia-South</b> 34901 Plymouth Rd. 422-2400	<b>Redford</b> 9350 Telegraph Rd. 533-4650

Hermnoff & Associates of Farmington Hills has been named the public relations agency of Eric Yale Lutz & Associates, Birmingham real estate and investment company.

Dorf & Stanton Communications has opened an office in Southfield. Headquartered in New York, it specializes in automotive and consumer marketing, public and corporate relations, industrial and technological communications and sports marketing.

Lukenbach/Ziegelman & Partners of Birmingham have been selected to design Chestnut Hills, a \$50-million office, retail, restaurant and hotel project at Eight Mile and I-75 in Livonia. It will be developed by Janna Construction Co. of Farmington Hills.

Sarah Wolk Associates of Birmingham has been named to handle public relations, marketing and advertising for R.E. Dalley & Co., Southfield general contracting firm.

Arthur Andersen & Co. has opened an office at 200 Long Lake Road, Bloomfield Hills.

Boyes, Wright, Pittman & Moug, a CPA firm, has moved to 28552 Orchard Lake Road, Farmington Hills, from Southfield. New telephone number is 855-8100.

Snyder, Kinney & Bennett, Birmingham Realtors since 1932, has reorganized and expanded its commercial real estate department by merging with Edward May, a West Bloomfield commercial Realtor. The business will be housed in the Continental Market Building in downtown Birmingham.

Ray D. Elsbrenner & Co. of Birmingham has been named regional public relations counsel of Blount Engineers.

CNA Insurance Company's Birmingham life sales office won two awards recently at CNA's national life sales meeting in Nashville. The office received CNA's Regional Life Sales award as leading life sales office. Dave Greer, senior life sales representative, won honors as the region's leading senior life salesman.

W.B. Doer & Co. of Southfield has been named the advertising agency of the University of Michigan Medical Center and Genie Home Products, makers of automatic garage door openers and electronic home products.

Reichold Corp. of Farmington Hills is the advertising agency for LeValley Olds/Cadillac of Benton Harbor.

Voitax International of Troy, spe-

cializing in high-technology voice systems, has changed its name from Voitax Inc. following the acquisition of CMC International of Bellevue, Wash.

Sundance Shoes will open its third shop in The Boardwalk Shopping Center at 6911 Orchard Lake Road in West Bloomfield.

Eric Yale Lutz and Associates, a real estate and investment company, has acquired substantial interest in the Thunderbird Research Center at 1874-1908 Thunderbird Road, Troy.

Jenkins, Augspurger, Reebel & Zameck, a Southfield law firm, has opened an office in Tokyo. The practice is a result of the consolidation of Augspurger & Groll, Merle R. Jenkins, Walker F. Reebel and Harvey J. Zameck.

The Berline Group of Birmingham has been named advertising and public relations agency for Total Health Care health maintenance organization.

Stone, August & Co. of Birmingham has been named the advertising agency for Lionel, the toy company. The agency earned two 1985 Silver Addy Awards from the Flint Area Advertising Federation for its work for Genesee Bank.