CCTSI's Boot Camp Translation cuts medical jargon, improves community health[1]

Bash the Bluffs 5K to honor police officer, professor[2]

Five questions for Tara Dressler[3]

If you are an entity not affiliated with the University of Colorado and try to use the interlocking CU logo for a brochure you are developing and haven't received permission from the university, you might get a phone call from Tara Dressler. She will politely, but emphatically, tell you that the logo and program names associated with the institution are trademarked and using them isn't allowed without consent. Dressler is the associate director for trademarks and patent administration and manages the trademark portfolio for the university's four campuses and system administration. That entails everything from enforcement – protecting the trademarks from misuse – to preparing filings with the U.S. Patent and Trademark Office. She spends time doing outreach, both internally and externally, to educate people about exactly what a trademark is and how to use and protect it. She also helps with brand compliance and licensing. She worked as a paralegal at several law firms – all specializing in intellectual property – before coming to the university in 2007. Her first position was as patent administrator with the Technology Transfer Office, but, she said, people began to remember that she had trademark experience and asked her to review the university's trademark portfolio. She was promoted to the position of intellectual property manager and began taking on trademark duties. After a year, she transitioned away from the patent side to the trademark side of the business and, with the support of the campuses and University Counsel, created the position that she currently is in primarily under University Counsel. "I'm thrilled that I found the patent administrator job that brought me to the university. The Tech Transfer Office has been a wonderful home and working with University Counsel has been fantastic. I've enjoyed my transition from law firm to university and I hope I can continue to support the university well," Dressler said. "My job is something different every day. I'm constantly on different campuses and it's great to get to know people and be of assistance."

1. What types of CU items do you deal with that must be protected?

I deal mostly with trademarks, which are geared toward the name of something or the brand for something. For instance, if a program has a specific name attached to it, then the name is what a trademark protects. Trademarks can also be logos that are used to identify an entity's goods or services. Inventions are items that are patented and anything that is published or printed, including photos, falls under copyright protection.

2. What are some of the trademarks in the CU portfolio?

We have about 150 or so trademarks in the portfolio; they are a bit different depending on the campus. With Boulder, you probably think of athletics first – Ralphie and the Buffs. But we now have a new initiative, Be Boulder, and we have protected that trademark as well. There are other marks or brands on the Boulder campus, such as the A9 Identified program. This is through dining services, which puts labels on food to identify allergens for students so they can pick what they want to eat accordingly to make sure they aren't grabbing something that could potentially be harmful. Another cool project is PhET, which are interactive simulations developed by the physics group at Boulder.

Denver has gone gangbusters with the lynx mark and with their lynx mascot, Milo. Their main campus campaign is Learn With Purpose, and that campaign is going extremely well.

Anschutz is very program-oriented. They have a huge program called the Nurse Family Partnership, which is an in-home nurse program for moms, especially first-time moms who come home and are scared about dealing with a baby. They have in-home nurses who educate them and help them. That program is now in five countries. IPharmD is a program developed by the Skaggs School of Pharmacy and Pharmaceutical Sciences for working pharmacists licensed outside the United States who can come to CU or take classes primarily online to get their doctor of pharmacy degree.At UCCS, there are the mountain lion athletic marks, and they also have a new trademark, Health Circles, which will be the name of the new health clinics on campus.And at the system level, we have the interlocking CU logo and the university seal, as well as the Brussels + Muscles children's wellness program, developed through the Health

and Welfare Trust.
3. How often does someone or an entity attempt to illegally use a protected brand and how do you stop them?
Thank goodness it doesn't happen too often. The few times it has happened, a simple phone call or email has done the trick. We'll just say that this is a CU program or trademark and if the person or group would like to use the trademark, we can talk about getting a license in place, as long as that would be a good partnership for the university. Otherwise, we nicely ask them to stop, and we explain that the university must be diligent in protecting its trademarks. We could proceed with a cease and desist letter, but we only want to pursue that course of action when absolutely necessary. A lot of people confuse fair use with protected trademarks. They think that since the brand is widely used that they can use it, too. Usually there is an element of not being informed about protected trademarks and a general lack of understanding as to what they can and cannot do. It can get complicated when you have an individual who wants to associate themselves with CU or who is proud of CU and wants to use the mark in connection with whatever they are doing. It is obvious that they have good intentions and want to support the university, and we tell them that the support is awesome and we want them to continue to do so, but they need to do it in a certain way. We don't want to quash anyone's efforts to associate with CU in a good way and support the university; we just want to make sure that they are doing it correctly when it comes to using trademarks. If someone wants to use the CU name or one of the trademarks, we are happy to talk them through the possibility of a license agreement if we believe it is a good fit for the university and would result in a compatible relationship. With all of our athletic brands, we contract with CLC, the Collegiate Licensing Company, and they handle all the licenses with our vendors that produce merchandise. If CLC comes across something that is being produced by an unlicensed vendor, they know it is unauthorized and they will handle it for us. They are also on the lookout for infringers and will work with the university to stop blatant infringement of the trademarks and logos. When it comes to the main university trademarks and the big athletics trademarks and logos, there is a royalty that comes back to university through the sale of licensed merchandise. These agreements are handled primarily through CLC. Agreements for the use of university programs are handled on a case-by-case basis. For example, at Anschutz, one faculty member is directing the Fostering Healthy Futures Program, which is a positive youth development program used to identify high-risk youth and help reduce those risk factors and promote healthy development. It's a really cool educational program that is community-based. If another entity wanted to implement this program, we would likely structure that agreement to be fee- and royalty-free, because we want this program out in the world and we want people to succeed in helping kids.
4. Is it harder to defend against infringement in the age of social media and other technological advances?
Absolutely, it is a lot harder. Back in the day when I first started in this profession, the job was about monitoring what was being filed at the trademark office and more or less word of mouth. For instance, you might hear about a company that was trying to do something you already were doing and then you would take action. But with social media, the Internet, and all kinds of different media outlets, it is difficult to monitor everything. We rely on a combination of our internal departments – our communications and marketing departments have a really good pulse on what's going on – and we're also looking into contracting with an outside company that would help us monitor what is going on out there.
5. What is something that most people don't know about you?
I'm an animal lover and have been a vegetarian for about 20 years, which some people do know, but what they don't usually know is that my goal in the next 10 years is to buy a "forever house" that would have lots of acreage where I'd have horses, llamas and maybe some other animals and be able to raise chickens for fresh eggs. It would be my own little farm and my piece of paradise. I have a passion for horseback riding, and seeing all of the horses and ranches out here has been an inspiration for my dream.

CU health savings account to debut during Open Enrollment[4]

Beginning July 1, the University of Colorado will offer a health savings account (HSA) through Wells Fargo.

Benefits-eligible CU faculty and staff may enroll in the HSA during CU's Open Enrollment for contributions to begin July 1 or at any time after that. To qualify for an HSA, employees must be enrolled in a high-deductible health plan, such as CU Health Plan – High Deductible (HSA Compatible).

HSAs offer three main benefits – tax-free health savings, the ability to grow those savings, and spending on qualified medical expenses anytime, from today throughout your retirement.

Don't know your FSA from your HSA? Congratulations, you're human.

Figuring out the best savings account for your health care expenses can be tricky. That's why Employee Services created resources to help you decide which plan is best for you. Visit www.cu.edu/employee-services/cafeteria-plan-options[5]

If you have questions, please contact Employee Services benefits professionals at 303-860-4200, option 3, or benefits@cu.edu[6].

An HSA is like an IRA for health care: It allows enrollees to save money for health expenses with unused balances rolling over from year to year, and even accumulating interest. An HSA may also be used to save and pay tax-free today for your health care expenses — from doctor's visits to prescriptions, as well as dental and vision expenses.

"The HSA option gives employees an opportunity to set aside pre-tax money to plan for those expenses that may occur in retirement. Medicare is only going to pick up a percentage of a person's medical costs," said Michelle Martinez, director of Benefits and Payroll Administration at CU Employee Services. "Estimates today are that a 65-year-old retiree should plan on $250,000 to cover their future medical expenses. An added bonus to the HSA: CU is picking up the administrative fees for the employees."

The 2015 IRS maximum contribution limits for HSAs are $3,350 for individual coverage and $6,650 for family coverage. Those age 55 or older may make an additional catch-up contribution of $1,000. After opening an account, participants will be mailed a welcome package, which includes all the information needed to start managing an HSA. Within a few days of receiving the welcome package, participants will receive an HSA debit card in a separate mailing with instructions for using the card. The debit card may be used to pay for prescriptions, doctors' visits, dental expenses, hearing aids, eyeglasses and more. Expenses are automatically deducted from an enrollee's HSA. Employee Services has created a resource page explaining the Wells Fargo HSA and its major advantages, as well as a comparison chart to help employees decide whether an FSA or HSA is the best choice, based on their needs. If you have questions, please contact Employee Services benefits professionals at 303-860-4200, option 3, or benefits@cu.edu[6].

School of Medicine alumni share stories of giving back to CU[7]
[8]

Bill Maniatis, M.D. (CU School of Medicine, '65), president of the Medical Alumni Association, welcomed 33 medical school alumni and CU staff at a breakfast reception at the Denver Country Club and spoke about the importance and value of giving back to the university that helped launch their careers.

"We are here in this room today because we all share a common cause, and we want these stories to be an inspiration to you," Maniatis said.

Ed Kinzer, M.D. (CU School of Medicine, '52) shared how he and four classmates decided at their 50th class reunion to commit $10,000 as a group to the School of Medicine. With CU Advancement staff's guidance, the Class of 1952 Endowment Fund is projected to reach $30 million by 2052, 100 years after they graduated as medical students, and will last in perpetuity. The Class of 1952 Endowment Fund was created in memory of three classmates who were prisoners of war, as many School of Medicine alumni from this era served in World War II and the Korean War, Kinzer said.

"If we can do it, other people can do it, too," Kinzer told attendees, adding that he and his friends wished they had created the endowment sooner to capitalize on the time value of money and compounding effect.

Wag Schorr, M.D. (CU School of Medicine, '63) next spoke about how he and his wife have created a legacy fund with the flexibility to distribute funds from their IRA retirement account upon their deaths to charitable causes such as the

School of Medicine. Doing so, Schorr explained, helps minimize hefty future taxes for their heirs while preserving other portions of their estate.

“This solves my desire to say ‘thank you’ and demonstrates my gratitude for having a wonderful career,” he said. “I just feel good.”

Lastly, Clara Winter, M.D. (CU School of Medicine, ’65) spoke about the William G. Winter Award in Orthopedics, which was created in memory of her late husband, a School of Medicine alumnus and professor in the Department of Orthopedics. The medical resident who won the first award in 1999, in a remarkable twist, treated their grandson years later at the University of Utah, where the award recipient now is an orthopedic surgeon.

“This is a wonderful way to honor a loved one or teacher through the mechanics of planned giving as a way to repay the opportunities in education we have had at the university,” she said.

The Medical Alumni Association hosts events like this to introduce alumni to the variety of ways they can support the next generation of medical students and physicians by investing in the School of Medicine’s long-term stability and growth. The association organizes reunions and presents first-year medical students with new stethoscopes at their matriculation ceremony, and, as of 2014, awards $5,000 scholarships to fourth-year medical students.

Off-cycle system policy changes in effect this month[9]

One new policy, one recission and six revisions make up the slate of system policy changes that took effect last week.

The Office of Policy and Efficiency (OPE) announced off-cycle changes to Administrative Policy Statements (APSs) from the academic/research, administrative/general, facilities, information technology and student areas as presented and discussed at the April 9 TEAM meeting; the changes, approved by President Bruce Benson, also became effective that day.

For more detailed information, go to http://www.cu.edu/ope/policy/latest-changes-administrative-policy-statem...[10].
Rescissions
1010-Program Discontinuance When No Tenured or Tenure-track Faculty Face Dismissal
Revisions 1015-Implementing Program Discontinuance 2001-Commencement Exercise Responsibilities 3002-Capital Construction Planning and Projects 6001-Providing and Using Information Technology 8003-Campus Designation on Diplomas and Transcripts 8004-Admission Procedures for Assessing Student Applicant Criminal History New 2025-University Brand Identity and Trademarks
For more information on system policies, go to: http://www.cu.edu/ope[11].

To receive periodic policy updates from the Office of Policy and Efficiency, please send an email to ope@cu.edu[12] and ask to be added to the OPE Distribution List.

New technique could slash energy used to produce many plastics [13]

Offices find new homes across campus[14]

Wartgow shares insights about workforce training, education with SPA graduate class[15]

Sayers attends Homeland Security training[16]

Kinshasa Sayers, an emergency responder from the University of Colorado Denver | Anschutz Medical Campus Police Department, recently completed training offered by the Center for Domestic Preparedness (CDP), in Anniston, Alabama. The CDP is operated by the U.S. Department of Homeland Security's Federal Emergency Management Agency and is the only federally chartered Weapons of Mass Destructions (WMD) training facility in the nation.

Officer Sayers has been with the University Police Department for eight years. He serves as a trainer and was recently recognized for his outstanding commitment as a trainer receiving the 2014 Stephen Emerson Award for Outstanding Instructor. The information learned during this training will be shared by Officer Sayers in future University Police Department trainings.

The CDP develops and delivers advance training for emergency response providers, emergency managers, and other government officials from state, local and tribal governments. The CDP offers more than 40 training courses focusing on incident management, mass casualty response, and emergency response to a catastrophic national disaster or terrorist act. Training at the CDP campus is federally funded at not coast to the state, local and tribal emergency response professionals or their agency.

A number of resident training courses culminate at the CDP's Chemical, Ordnance, Biological and Radiological (COBRA) Training Facility. The COBRA is the nation's only facility featuring civilian training exercises in a true toxic environment using chemical agents. The advanced, hands-on training enables responders to effectively prevent, respond to, and recover from real-world incidents involving acts of terrorism and other hazardous materials.

Larson named TTO Inventor of the Year[17]
[18]

Michael Larson, El Pomar Chair of Engineering and Innovation at UCCS, recently received Inventor of the Year honors from the CU Office of Technology Transfer.

Larson was recognized during the annual Mountain Lion Research Day event for his work to develop a laser tissue fusion device to make nasal septal surgery easier with shorter healing times and fewer side effects. He has created a startup company, Tissue Fusion, to further develop the idea.

Larson shared processes leading to the new device and thanked the Technology Transfer Office for its support and recognition.

Students, faculty and staff presented 118 research topics at Mountain Lion Research Day, according to Ali LaForce, executive assistant, Office of Sponsored Programs. Of the 118 presentations, 61 were from undergraduate students, 46 from graduate students and 10 from faculty members. One staff member also presented.

The CU Technology Transfer Office pursues, protects, packages, and licenses to business the intellectual property generated from research at CU. The TTO provides assistance to faculty, staff, and students, as well as to businesses looking to license or invest in CU technology.

Boulder Faculty Assembly announces excellence awards[19]

The Boulder Faculty Assembly recently announced the recipients of the 2015 BFA Excellence Awards. These awards recognize outstanding contributions by faculty in the areas of teaching, service and leadership, and research and creative work. The awards are peer-nominated; awardees will be formally recognized at a ceremony later this semester. This year's awardees are as follows:
Excellence in Leadership and Service James Austin, music Nicholas Flores, economics Carmen Grace, French and Italian Timothy Seastedt, ecology and evolutionary biology and INSTAAR. Excellence in Teaching Elissa Guralnick, music Andrew Martin, ecology and evolutionary biology Stefanie Mollborn, sociology. Excellence in Research, Scholarly, and Creative Work William Bowman, ecology and evolutionary biology Chris Braider, French and Italian and Journalism and Mass Communication Brian Catlos, religious studies Yongmin Chen, economics.

Fisher, Koo receive funding to study new breast cancer treatment[20]

University of Colorado Cancer Center members Christine M. Fisher, assistant professor of radiation oncology and residency program director, and Philip Koo, section chief for nuclear medicine and molecular imaging, recently were awarded a $500,000 grant from Bayer to support a research study investigating a novel treatment for breast cancer patients with disease that has metastasized to bone.

The major focus of the project will be to refine treatment methods for metastatic breast cancer patients that may have a higher burden of bony disease. These tumors can act very aggressively and grow to invade surrounding normal structures in the spine, causing neurological dysfunction, pain, fractures, and other problems. In such cases, it is necessary to use local therapy such as high doses of radiation or orthopedic surgery as possible in an effort to stop debilitating local progression of the disease. However, it is difficult to treat many sites at once while protecting the bone marrow, which is a potential major advantage of Radium 223 being studied.

Dropping names …[21]

Raphael Sassower, professor in the Department of Philosophy at UCCS, recently published "Compromising the Ideals of Science," a book that uses an historical approach to examine the conditions under which scientists compromised the ideals of science, and offers some ways in which the expectations of the scientific enterprise can be transformed.

Eight people accepted teaching and non-teaching positions at UCCS in March. They are: Christina Bailey, Office Manager, Student Health Center; **Karen Bisset**, coordinator, University Studies Program; **Guy Hagen**, research associate, Colorado Initiative in Molecular Biotechnology Biofrontiers; **Aaron Parker**, cook, Dining and Food Services; **Justin Parker**, student success coordinator, Office of Veteran and Military Student Affairs; **Katherine Placzek**, administrative assistant, Academic Advising; **Jacob Skinner**, cook, Dining and Food Services; and **Stephanie Vigil**, program assistant, Department of Mechanical and Aerospace Engineering.

CU Anschutz Researchers Leading the Way in Telehealth[22]

Links
[1] https://connections.cu.edu/stories/cctsi-s-boot-camp-translation-cuts-medical-jargon-improves-community-health[2] https://connections.cu.edu/stories/bash-bluffs-5k-honor-police-officer-professor[3] https://connections.cu.edu/spotlights/five-questions-tara-dressler[4] https://connections.cu.edu/stories/cu-health-savings-account-debut-during-open-enrollment[5] http://www.cu.edu/employee-services/cafeteria-plan-options[6] mailto:benefits@cu.edu[7] https://connections.cu.edu/stories/school-medicine-alumni-share-stories-giving-back-cu[8] https://connections.cu.edu/sites/default/files/amc-alumn-donors_top.jpg[9] https://connections.cu.edu/stories/cycle-system-policy-changes-effect-month[10] http://www.cu.edu/ope/policy/latest-changes-administrative-policy-statements[11] http://www.cu.edu/ope[12] mailto:ope@cu.edu[13] https://connections.cu.edu/stories/new-technique-could-slash-energy-used-produce-many-plastics[14] https://connections.cu.edu/stories/offices-find-new-homes-across-campus[15] https://connections.cu.edu/stories/wartgow-shares-insights-about-workforce-training-education-spa-graduate-class[16] https://connections.cu.edu/people/sayers-attends-homeland-security-training[17] https://connections.cu.edu/people/larson-named-tto-inventor-year[18] https://connections.cu.edu/sites/default/files/p_larson.jpg[19] https://connections.cu.edu/people/boulder-faculty-assembly-announces-excellence-awards[20] https://connections.cu.edu/people/fisher-koo-receive-funding-study-new-breast-cancer-treatment[21] https://connections.cu.edu/people/dropping-names-173[22] https://connections.cu.edu/stories/cu-anschutz-researchers-leading-way-telehealth