

## Media Relations

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### UNHInnovation Launches New Website to Centralize Commercialization of UNH Assets

DURHAM, N.H. – The University of New Hampshire has launched a new website, <http://innovation.unh.edu>, as part of an ongoing effort to open its doors to the business community and underscore its active role in technology-based economic development.

“We are excited for this next step in rolling out the UNHInnovation initiative,” said Marc Sedam, executive director of UNHInnovation. “We began the website redesign with the key objectives of promoting UNH intellectual property and providing a centralized location where members of the business community can gain access to our equipment, facilities, talent, and expertise. Our goal is for businesses to visit the site and learn about new resources and utilize UNH in a way they had never considered before.”

The new website is designed to not only promote UNH research and assist in bringing research results to market, but to consolidate all of the business resources available at the university. From student and alumni recruitment options to the executive development programs, the website is an information center that provides the contact information to learn more about the various opportunities to connect with the university.

The website is also a hub for UNH news, events, blog posts, and resources for researchers and innovators on campus. A whole section is dedicated to providing faculty innovators with important information regarding the protection of their intellectual property and will include a list of technologies for license.

Formerly the Office of Research Partnerships and Commercialization (ORPC), UNHInnovation was reorganized and rebranded in October of 2013 to take a more complete view of the university’s assets, create new business relationships, and accelerate commercialization of UNH’s intellectual property.

The University of New Hampshire, founded in 1866, is a world-class public research university with the feel of a New England liberal arts college. A land, sea, and space-grant university, UNH is the state's flagship public institution, enrolling 12,200 undergraduate and 2,300 graduate students.

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Media Contact: [Chelsey DiGiuseppe](#) | 603-862-5318 | UNHInnovation

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