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## **VCU getting more from inventions**

### ***Licensing revenue soars as school looks to tout products and ideas born on campus***

BY JEFFREY KELLEY

TIMES-DISPATCH STAFF WRITER

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#### [Making waves, but hearing only music](#)

Virginia Commonwealth University earned \$1.5 million in licensing revenue from products invented at the school, an increase of more than 50 percent from the prior fiscal year.

"Those are strictly the numbers," said Ivelina Metcheva, director of the school's Office of Technology Transfer. "Even more exciting for us are the stories of entrepreneurship, where ideas born at VCU have taken on a life of their own in the commercial marketplace."

The office, known as Tech Transfer, helps researchers secure patents and licenses for intellectual property -- inventions or discoveries -- they develop at the university.

Tech Transfer, trying to boost name recognition, unveiled its new logo last night at a reception in the Virginia BioTechnology Research Park that recognized VCU inventions.

Metcheva highlighted two companies and a product spun out of the school:

- Centrieva Corp., a Henrico County firm, sells a software program to reduce paperwork in a university accreditation process. Five years ago, school administrators -- not VCU's Ph.D.-ranked scientists or engineers -- came up with the idea while looking for a way to improve the lengthy process. The software, WEAVEonline, has been sold to several universities, including George Mason and Clemson.
- TraumaCure develops what looks like pebbles, but smack a handful of the minerals on a life-threatening hemorrhage such as a gunshot wound and bleeding will stop in less than five minutes. "This is a product that has potential to revolutionize the care of victims in the minutes following an accident or injury, and it promises to save many, many lives," Metcheva said.

- The SwiMP3 is an iPod-like digital music player for listening to tunes underwater. It works by conducting sound waves through the skull. SwiMP3's technology was developed by the chief executive of the VCU Health System, Dr. Sheldon M. Retchin, and Martin L. Lenhardt, a professor in the department of biomedical engineering.

The product is marketed through California-based Finis Inc. and sold at Wal-Mart stores.

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