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Technologies cultivated at AU win praise for commercialization success

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Two **Auburn University**-born technology commercialization success stories are among 100 profiled in the Association of University Technology Managers' inaugural "Better World Project" field report.

The Food Source Lure Corp., an environmentally friendly fishing lure company, and **AU MEDS**, a medication error reduction technology, are the two AU-developed technologies featured in the publication.

Jan Dowdle Thornton, director of AU's Office of Technology Transfer, says the university also tops the report's "mix-and-match tickler on the publication's back cover."

The accolades, she says, place Auburn research among "some very high-profile academic peers."

The Food Source Lure, made entirely of consumable fish food, resulted from a research collaboration between AU's colleges of human sciences, agriculture and business. The technology is licensed to Birmingham-based **FoodSource Lure Corp.**

AU MEDS, developed in the university's Harrison School of Pharmacy, is being commercialized by the Lenexa, Kan.-based MedAccuracy. The technology, which provides hospitals with a tool to quickly and accurately identify and quantify medication errors, represents the culmination of more than 40 years of collaborative research.

The report, unveiled recently at the association's annual meeting in Orlando, Fla., highlights the top technology transfer performances across the United States and Canada in 2005.

The Better World Project is designed to promote public understanding of how academic research and technology transfer have changed and improved quality of life. Future editions are expected to include worldwide accomplishments.

With more than 23,000 students and 6,500 faculty and staff, Auburn University is Alabama's largest educational institution.

www.fslures.com

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