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**e-Zassi Demonstrates Commitment to Innovation at the Association of University Technology Managers 2011 Annual Meeting**

*Will Endow \$20,000 License of Innovative Empowerment Software to a Research Institution*

FERNANDINA BEACH, Florida, February 11, 2011 – e-Zassi.com a provider of a proprietary software platform that has been developed to address the challenges of technology transfer and business development will be awarding a one year license during the 2011 AUTM (Association of University Technology Managers) Annual Meeting later this month in Las Vegas. Peter von Dyck, CEO of e-Zassi, said, “Innovation is a critical driver of the economy, and as such, we are very pleased to be able to provide this endowment to help accelerate the development and commercialization of life saving and jobs producing medical technologies.”

Earlier this year during his State of the Union address, President Obama said that the first step in winning the future was by encouraging American innovation. He called on the country to do what we do better than anyone else, “spark the creativity and imagination of our people. In America, innovation doesn’t just change our lives. It is how we make our living.”

Over the past year many of the world’s leading universities and research organizations began using the e-Zassi platform to triage their med-technologies to identify the most commercially viable ones, find partners to help develop and fund the technologies, and securely supercharge their technology marketing efforts around the world.

e-Zassi will also be exhibiting at the 2011 Association of University Technology Managers (AUTM) Annual Meeting to be held February 27<sup>th</sup> – March 2<sup>nd</sup> at Caesars Palace in Las Vegas; Meeting attendees from all around the world are encouraged to come by the e-Zassi exhibit booth #502, to see the software in action and also to register for a chance to win this endowment for their institution.

**About e-Zassi.com**

e-Zassi.com, a provider of web-based Business Process Improvement (BPI) software that enhances business development and technology transfer of medical devices. It is simple to use, more cost effective than traditional methods and protects all parties from confidentiality risks delivering immediate competitive advantages. For additional information call 866.474.6328 or visit [www.e-zassi.com](http://www.e-zassi.com).