

Instructions for Completing the TTAP Marketing Abstract Form:

- Choose and read the linked materials for **one** of the Options below. For the Option you choose, follow the instructions in the form below to write a marketing abstract. **Do not** write about a technology from your lab.
 - Option 1 [[NIH Reference # E-272-2012 Patent Application](#)]
 - Option 2 [[NIH Reference # E-158-2014 Patent Application](#)]
 - Option 3 [[NIH Reference # E-234-2010 Patent Application](#)]
 - Follow the instructions next to each item below. Proper formatting counts!
 - For drop-down boxes, select one category that is the most appropriate option for the technology. If multiple categories fit, type out other responses.
 - Review examples of published abstracts here: <https://techtransfer.cancer.gov/availabletechnologies>
 - **Do not** reach out to the inventors or authors. Please direct any questions to TT_Ambassadors@mail.nih.gov
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TTAP Marketing Abstract Form

Title of Invention: Enter title - Capitalize each letter (not articles), e.g. "A Multiple Phase Transitioning Peptide Hydrogel for Use in Vascular Anastamosis"

Product Type: Select one item from the drop-down list

Therapeutic Area: Select an item from the drop-down list (or type out more than one in the text box if there are multiple)

Description of Technology: Enter a three-paragraph description 1) Problem statement, 2) Describe technical solution and “why you should care”, and 3) Licensing opportunity and/or inventor expectations for collaboration

Keywords: Enter three or four keywords found in the Description, plus the lead inventor's last name

Potential Commercial Applications: Enter 2 to 3 applications

Competitive Advantages: Enter 2-3 quantitative data points that describe how this technology is better than current technology

Development Stage: Select one item from the drop-down list

Publications (if available): Enter the most recent 2-3 publications that describe this invention, including title and PMID. Include the PMID hyperlink.

Example - Rosenberg SA, et al. Adoptive cell transfer as personalized immunotherapy for human cancer. (PMID 25838374)