

# connect

THE WEEKLY NEWSLETTER OF UCSD CONNECT

## UC SAN DIEGO BREAKS INTO TOP TEN RANKS IN MAJOR NATIONAL SURVEY

The University of California, San Diego ranks 10th in the nation by the number of graduate programs rated in the top ten on the basis of faculty quality, according to the results of a major study on Ph.D. programs released yesterday by the **National Research Council (NRC)** in Washington, D.C. Only nine other universities had more programs in the top ten.

Ranked in order, they are: **UC Berkeley, Stanford, Harvard, Princeton, MIT, Cornell, Yale, University of Chicago, and University of Pennsylvania.**

The study ranks the faculty quality of 14 graduate programs at UCSD in the top ten in their fields: oceanography and neuroscience, first in the nation; biomedical engineering and physiology, second; pharmacology, third; genetics and geosciences, sixth; cell and developmental biology, seventh; anthropology, political science, biochemistry and molecular biology, ninth; and psychology, aerospace engineering, and mechanical engineering which all rank 10th.

"This is quite an accomplishment for UCSD to have been ranked so high in this important benchmark study," said **Richard C. Atkinson**, chancellor of UCSD. "The quality of a university's faculty is the primary determinant of the excellence of all of its academic endeavors. This survey has placed us firmly in the company of some of the very finest and oldest academic institutions in the country. For a university that has just recently celebrated its 35th anniversary, this is a phenomenal achievement."

The study, which evaluates the faculty quality and effectiveness of 3,635 Ph.D. programs in 41 fields at 274 American

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## GUEST COMMENTARY

THE FOLLOWING COMMENTARY IS THE OPINION OF THE WRITER, AND DOES NOT NECESSARILY REFLECT THE OPINION OF UCSD CONNECT AND/OR OUR SPONSORS AND MEMBERS.

### MODERNIZATION OF THE INTELLECTUAL PROPERTY LEGAL SYSTEM IN MEXICO By: Alfredo Andere Mendiolea

In a world in which macro-economic changes take place almost every day and in view of the globalization of regional economies, through the execution of Trade-Block Agreements, the nations involved in these changes have to adapt their legal systems to those areas to which they are more exposed. Mexico is not absent to these international changes and a good evidence is the 1994 enactment of the **North American Free Trade Agreement**, which, in a specific manner, deals expressly with issues related to Intellectual Property Rights.

Due to the NAFTA and the change of economic philosophy, Mexico was compelled to modify several bodies of laws and adapt many other legal institutions to properly fulfill its new commercial and investments reality. Under these conditions, on December of 1994, Mexico enacted the new Intellectual Property Law, creating the **Mexican Institute of Intellectual Property**.

In conformance with the new IMPI, on August of 1994 a statute was enacted which confirmed the steps taken in the previously **1991 Law for the Promotion and Protection of the Intellectual Property**, which anticipated the more active role Mexico was called to play in the international arena.

The Mexican Intellectual Property Law makes express recognition to the legal protection of new technology areas, such as biotech processes for the production of pharmaceuticals, medicines, beverages and food. It recognizes and broadens the application scope of industrial secrets and the term of protection for trademarks and patents, in conformance with U.S. and international principles. Due to this statute, the existence of the Mexican Institute of the Intellectual Property (IMPI) was confirmed and this fact, along with the above mentioned innovations, immediately brought the international acknowledgment as to being one for the most advanced and specialized legislation in this area, for the high standards of protection it grants to the owners of the different industrial property rights it regulates.

The IMPI by itself, represents a major step in the traditional approach to the legal regulation of the Intellectual Property, for it is an official entity specially created for the promotion and protection of technological and industrial developments in Mexico. At the same time, the IMPI has the powers to provide assistance to domestic and international persons or companies seeking to protect or prevent the violation of their industrial property rights.

It is important to mention in 1994 and in accordance with its new international policy, Mexico negotiated and successfully obtained its admission to the **Patent Cooperation Treaty**, in which more than 73 countries are members to and which warrants full reciprocity and assistance to its members.

The IMPI will be organizing a Bi-National Seminar to take place in the middle of next November, in the City of Tijuana. We will inform you in time of the specifics of this important event.

Lic. Alfredo Andere Mendiolea is a partner with **Krasovsky-Andere, S.C.**, an international law firm located in Tijuana, Mexico.

## ANNOUNCEMENTS...

UCSD CONNECT is seeking presenting companies for the **November 9th and 10th Biotechnology/Biomedical Corporate Partnership Forum** to be held at the Sheraton Grande Torrey Pines, La Jolla. Now in its seventh year, we are seeking companies with clearly defined strategic partnering needs and opportunities. This Forum is open to investors and pharmaceutical or large biotech companies, seeking partnerships, to attend. If you are interested in attending or participating, please contact Kelly Hruska at (619) 534-8448 or email her at [khruska@ucsd.edu](mailto:khruska@ucsd.edu).

"*Risk Management*" is the topic of the next **CONNECT TV Show** which will air **Monday, September 18, 1995 at 10:00 p.m.** on UCSD-TV, Channel 15 on Southwestern Cable and Channel 35 over-the-air. Guests are Jere Buffington, VP and Corporate Risk Manager, SAIC; Karin Eastham, VP and Chief Financial Officer, Cytel Corp.; Tom Ferrell, Partner, Baker & McKenzie; and Ed Healy, Managing Director, Marsh & McLennan. Barbara Bry, CONNECT Director of Programs, is the moderator and executive producer. The program will air again on **Sunday, September 24 at 6:00 p.m.** The CONNECT Show can now be seen in Seattle and is expected to be available in other major cities within 12 months. If you have ideas for possible programs, please contact Barbara Bry at (619) 534-6330 or by e-mail at [bbry@ucsd.edu](mailto:bbry@ucsd.edu).

**The Foundation for Enterprise Development** in conjunction with **CONNECT** and the **Center for Entrepreneurial Leadership** is featuring "*Building the High Performance Company: Using Equity to Motivate Your Workforce and Gain a Competitive Edge*", on **September 26, 1995**. The seminar will feature executives from United Airlines, Callaway Golf, Merrick & Company, Services Engineering Industries, SAIC and qad.inc. For further details, please call (619) 459-4662.

CONNECT is pleased to announce the upcoming seminar *Current Issues in Intellectual Property* to be held on **Thursday, October 12, 1995**, from 7:30 to 11:30 a.m. at the Sheraton Grand Torrey Pines. Keynote speaker will be Mr. Lawrence J. Goffney, Jr. Acting Deputy Assistant of Commerce and Deputy Commissioner of Patents and Trademarks. The cost of the seminar is \$35 for members and sponsors/\$50 for all others. For more information call (619) 534-6114.

**Crossborder Connect** in conjunction with **MEXPORT '95** presents *Establishing Crossborder Manufacturing Operations*, a workshop and reception, on **Thursday, October 26, 1995** from 1:00 to 6:30 p.m. at the San Diego Convention Center. A practical workshop designed for small and

## FROM THE DIRECTOR

By William W. Otterson

THE FOLLOWING COMMENTARY IS THE OPINION OF THE WRITER, AND DOES NOT NECESSARILY REFLECT THE OPINION OF UCSD CONNECT AND/OR OUR SPONSORS AND MEMBERS.

### To Renew America by Newt Gingrich

Vacations are for reading, and I am sitting in the sun at a friend's villa on the island in Lake Orta in Northern Italy, reading **Newt Gingrich's** recent book, **To Renew America**. We left the States before I had a chance to learn what the **Wall Street Journal** or the **New York Times** thought of the book, so I am pretty much on my own.

Of course this is the book that was born in controversy surrounding an offer of an enormous advance payment of several million dollars- from a publisher who might have dealings with the Congress and need favors from the Speaker of the House. Critics suggested that the Speaker wait until after leaving the House to write his memoirs.

But this book is less a collection of memoirs than a remarkable look inside the mind of perhaps the most powerful speaker in twenty years. It is the first ever written by a Speaker to describe in considerable detail what he sees as the current evils endangering America and what he proposes to do about them. The book is a prospective, not a retrospective.

For those thirsting for a candidate's views on significant issues, this is a treasure trove. Written after the fact, it might have been little more than an account of "what we tried to do and why", of little more than "ho-hum" interest to any but the loyal believers. Because it is the real view of the leader of the party now in power in the House, arguably the most influential thinker in the **Republican Party**, it had to be written and published now.

The author first describes his youth, as a youth yearning to become a zoologist, then as the son of an Army officer stationed in the Europe of post World War II- events in his life and world history that shaped his views today. His interests in history- his Ph.D. is in European History- manifests itself in his references to **Arnold Toynbee**, **Adam Smith**, **Benjamin Franklin**, **Abraham Lincoln**, **Franklin Delanor Roosevelt**, ("probably the greatest (U.S.) President of the twentieth century"), **Charles de Gaulle**, and others...

He then tells us what he thinks the six most important challenges facing the nation are. Two of these, the Third Wave Information Age and Creating Jobs in the World Market, are right up the alley of technology leadership. How gratifying to high-tech entrepreneurs to learn what a "true believer" we have as Speaker of the House!

Throughout the book, he emphasizes the importance of new technologies to producing better living conditions for Americans in a new global economy. Gingrich is steeped in the **Toeffler's Third Wave Information Age** and **Edward Deming's Total Quality Management (TQM)** concepts. He celebrates the importance to America of the biotech revolution, wireless communications, and basic research in universities.

It is gratifying to read how closely our study and recommendations for reforming the **FDA** parallel his desires to foster the theses of Deming. **The CONNECT/Price Waterhouse FDA Study** was initially conceived as strictly a TQM project by **Don Grimm**, then chairman of **Hybritech** and **Terry Bibbens**, then CONNECT Director of Public Policy Studies. Although the claim of being a TQM study has since been dropped in the interests of strict accuracy, our study certainly meets the TQM need for an initial study of customer's needs and attitudes. In fact, it is the **ONLY** such study ever attempted of the interaction of small medical device and biotech companies with their regulating authority. The survey's finding that communications (in a broader sense) need to be improved between regulators and regulatees, would scarcely surprise Deming! Further, the suggestion that a representative of entrepreneurs and investors like CONNECT, plus citizen-customers (patient advocates) and practitioners to oversee the reinventing of the FDA is almost pure Gingrich!

The author credits **San Diego Mayor Susan Golding** and the **San Diego Congress-**

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medium size companies interested in or already manufacturing in Baja California, and Mexican and U.S. Suppliers. The program will help entrepreneurs understand the \$5.4 billion supplier market in Baja California and give up to date information on establishing a successful manufacturing operation. Registration includes a complimentary VIP pass to MEXPORT on October 27 at the Convention Center. For more information call Joan Watkins at 534-0677.

**UCSD Career Services** offers employers looking for science and technical majors the opportunity to participate in the 17th annual Science and Technical Job Fair on **Thursday, October 27, 1995** from 10:30 a.m. to 2:00 p.m. in the UCSD Price Center Ballroom. The fair draws more than 800 students with bachelor's, masters, and Ph.D. degrees in the areas of biology, chemistry, bioschemistry, and computer science. For information or

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## NEWS...

Over the last 12 months, two partners in the San Diego office of **Baker & McKenzie** have helped companies around the world raise in excess of \$2 billion. The money was generated by tapping international finance markets, a growing trend affording companies the opportunity to go outside their respective countries and attract investors from around the world. "San Diego companies can also look to the global capital markets for new funding", said Clark Libenson, one of the partners involved in the financing. Companies receiving financing include P.T. Idosat, an Indonesian telecommunications company; Interplast, a Taiwanese plastics manufacturer; and Sahaviriya Steel Industry, a Thai steel manufacturer.

**Barney & Barney**, a San Diego-based insurance brokerage and consulting firm, and **Human Resources Group**, the largest regional human resources consulting firm in San Diego county announced the establishment of a strategic alliance. The agreement between the two companies involves joint services delivery to clients, and a synergistic approach to serving businesses in the region.

Ciba-Geigy AG said it will buy a minority stake in San Diego-based **IDUN Pharmaceuticals** and collaborate with the closely held biotech company to develop new drugs to treat neurological diseases. Ciba said that under the research and licensing agreement, it will receive exclusive rights to IDUN's technology for uses involving the central nervous system, as well as nonexclusive rights for certain technologies to treat cancer.

Ciba-Geigy AG announced that it will buy an additional \$7 million of shares in Carlsbad-based **Isis Pharmaceuticals, Inc.** and acquire the marketing rights for two drugs it is developing with the company. This will boost Ciba's stake in Isis to approximately 10%.

**Cytel Corp.** has been awarded a \$3.3 million Strategic Programs for Innovative Research on AIDS Treatment grant from the National Institutes of Health. The four year award calls for Cytel to conduct research on its Theradigm technology as an immuno therapeutic vaccine for HIV-1 infection.

**DepoTech Corporation** announced their relocation to its new 82,000 sq. ft. facility in Torrey Pines Science Center. The company's new address is 10450 Science Center Dr., San Diego, CA, 92121. DepoTech is a drug delivery company engaged in the development and manufacture of sustained-release therapeutic products based on DepoFoam, an injectable, depot drug delivery technology.

Calling its nine-month restructuring complete, **IVAC Corp.** has estimated 70 permanent positions in San Diego. The

company said that the layoffs were a result of cost reduction initiatives and job duplication resulting from its integration with River Medical. The company eliminated about 165 positions in February and another 40 in May. (SDDT, "Local Scene", 09/14/95)

**Molecular Biosystems, Inc.** announced that it has received clearance from the US FDA to begin human Phase III clinical trails for FS069, the Company's next generation of intravenous ultrasound contrast agents.

**PRISA Networks, Inc.** introduced a new product line of ultra-fast digital computer networks, capable of transmitting data at one billion bits (one gigabit) per second for motion picture and television studio production and post-production. The networks will move more than 100 times faster than systems generally used by studios today, reducing transfer time for multi-gigabyte video files from tens of minutes to a few seconds.

In its latest equity research company update, **Wedbush Morgan Securities**, has reaffirmed its "buy" recommendation for **QUALCOMM, Inc.** stock. Much of the optimism over the San Diego-based wireless communications company is due to its promising Code Division Multiple Access (CDMA) technology for cellular personal communications services and wireless local loop applications. The recent decision by Sprint Telecommunications Ventures to select CDMA over a competing loop application is cited as a factor. Several developing countries including China, India, Russia and Brazil are expected to deploy the CDMA technology. (SDBJ, "High-tech", Ken Wells, 09/11/95)

**QUIDEL Corp.**, a leading developer and marketer of rapid diagnostic tests, announced the signing of an agreement with ABCO Dealers, Inc. This will position QUIDEL as ABCO's primary manufacturer of rapid diagnostic test kits. The ABCO network is comprised of over 40 medical product distributors serving the U.S., Canada and Puerto Rico.

**TV/COM International, Inc.** announced that its international partner, **Nokia**, agreed to deliver one million interactive digital decoders to BetaTechnik, a subsidiary of the Kirch Group in Germany. The decoders use TV/COM's technology to turn a television set into a multimedia station, allowing Pay-TV programs, on-line services, such as interactive games, home banking or home shopping to be received. TV/COM, a subsidiary of Hyundai Electronics of America, provides high performance delivery solutions for cable, satellite, and terrestrial television networks. Nokia, based in Helsinki, Finland, is a telecommunications and electronics manufacturer of mobile phones and consumer electronics.

## VADIVOSTOK UPDATE

**Dr. Abi Barrow**, Director of Emerging Technology, **UCSD CONNECT**, who is currently in Vladivostok, Russia, reports....

It is now my third trip to Vladivostok and the city almost feels like a second home. I know my way around town, the best places to eat and shop, the right tram to get downtown, and, in a country which seems to have a severe shortage of toilet paper and toilet seats, the location of passable restrooms!

The **InterCONNECT** office, **CONNECT's** sister program in the city, has now been operating for four months and is beginning to function. During the two weeks that I'm here we'll be working on several projects which have their twins in San Diego -- preparing for a seminar on patents and intellectual property protection, helping scientists develop business plans, and developing a list of potential sponsors. But there are a few key differences to working on such projects here as compared to sunny, entrepreneurial San Diego.

On the project side, one of our first problems was that in this city of almost 800,000 people and the location of the **Far Eastern Academy of Sciences**, there are NO patent attorneys! Our solution is to use an administrator from the **Chemistry Institute** who has been working on patent issues for the Institute for several years and seems to be aware of the developments taking place in Moscow to strengthen patent protection in this country.

The scientists have some good technology -- although some of the ideas of new products in which the technology may be applied are somewhat far fetched. The scientists have all been indoctrinated with the necessity of writing a business plan and asking for investment capital. They all know exactly how much their project needs -- but few can tell you how the money would be spent. The other worrying aspect is that although they know there is a market, they don't know if their potential customers have the money to buy the finished product. We hope with more coaching that some of these scientists will develop functional business and financial plans or be able to sell their technologies to companies which can use them.

Money is of course the root of our problem on the development of a list of potential sponsors. As noted above there are no patent attorneys here, neither are there any investment bankers or venture capitalists, the banks are all bankrupt, there is only one law firm and two of the "Big Six"

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## **ANNOUNC. (CONTINUED)**

reservations, please call (619) 534-3750.

**The Small Business Development Center** presents *"Building a Successful Consulting and Professional Services Practice"* on **Wednesday, September 20, 1995** at the San Diego Princess Resort. At this workshop, a panel of successful San Diego consultants, will share valuable marketing tips. To register call (619) 557-7250.

**The American Institute of Aeronautics and Astronautics** presents *"Harnessing the Sun's Energy Using the Moon and Microwave Technology"* on **Thursday, September 21, 1995** from 5:30 to 8:00 p.m. at the San Diego Aerospace Museum. The dinner will feature speaker Dan Greenwood, President, Netrologic, Inc. To register call 544-5236.

**The Association of Corporate Growth** will hold its monthly meeting on **Tuesday, September 26, 1995** at 5:30 p.m. at the Embassy Suites in La Jolla. Guest speaker, Cam Garner, President and CEO, Dura Pharmaceuticals, will discuss Dura's present and future business plan. For reservations contact Karen Gerry at (619) 234-9682.

**The San Diego Regional Business Incubation Alliance** is meeting on **Thursday, September 28, 1995** from 5:30 to 7:00 p.m. at the San Diego Technology Incubator. The meeting will provide an advance look at San Diego's newest incubator before its grand opening in October. Topics will include marketing for tenants and developing a network of professional consultants. To register call Michele Nash-Hoff at 265-7607.

**The International Biotechnology Expo and Conference** will be held **November 13 - 15, 1995** at the Moscone Convention Center in San Francisco. IBEX will feature an exhibit of bio-pharmaceutical products and technology; a career opportunities center; and conference tracks. IBEX Technical Business sessions will include topics such as: how to get help for

successful scale-up manufacturing, addressing gene therapy and chromatography, and facilities design and construction. IBEX International Business sessions will address key issues regarding domestic and international business development, patenting, product approval and market opportunities. Featured keynote speaker for the conference is Michael Kirk, Chief U.S. Negotiator for Uruguay Round GATT, and former Deputy Commissioner of Patents and Trademarks. For more information call (800) 654-1480.

## **TOP TEN (CONTINUED)**

universities, was undertaken by the National Research Council's Committee for the **Study of Research-Doctorate Programs in the United States**. The National Research Council is the principal operating arm of the **National Academy of Sciences, the National Academy of Engineering, and the Institute of Medicine**.

According to the National Research Council, the report provides a benchmark database for future studies. The report is based on: data on students and faculty in graduate programs provided by universities participating in the study; detailed information from national databases about faculty research productivity and the demographic characteristics of program graduates; and a survey of nearly 8,000 university faculty members providing peer assessments of the scholarly quality of each program's faculty and program effectiveness in training scholars and research scientists.

## **GINGRICH (CONTINUED)**

**sional Delegation** with help in founding **Corrections Day**, a monthly exercise in which the House will ask, "why we allow unelected bureaucrats to persist in doing dumb things even when it becomes obvious to everyone

that the ideas will not work. For example the author remembers a February visit by **Mayor Susan Golding and Los Angeles Mayor Dick Riordan** during which Golding complained that the Environmental Protection Agency (EPA) had persisted in a law suit to require San Diego to spend upwards of \$10 billion for additional treatment for the Point Loma sewage treatment facility for water that is then dumped deep into the Pacific Ocean. This issue (currently on its way towards being resolved) was the ember that ignited one of Gingrich's favorite tools to change the attitude of professional bureaucrats.

The **University of California** and California high-tech economy should benefit from this type of leadership in Congress.

## **VLAD (CONTINUED)**

accounting firms -- and none of our entrepreneurs are about to use them as service providers. We have yet to find a solution to this problem.

Of course the major difficulty of working here is that there is a severe shortage of oil and coal for the power stations so that the power is cut off every week day between 9:30 a.m. and 1 p.m. and then again between 3:00 p.m. and 5:00 p.m. No power -- no computers, no faxes, no phone and no e-mail. We try to schedule meetings during these hours so that at least we are achieving something, but even meetings are difficult as most people rely on public transport and, of course, during power cuts there are no trams or trolley buses either.

While this may all sound very dire, there are some signs of change and development in the city, there are a few entrepreneurs who are making it, and if we ran a Most Innovative New Products Competition we would have at least five entries.

## **MAKING MONEY (AND KEEPING IT) THROUGH PARTNERS**

**THURSDAY, OCTOBER 12, 1995**  
**7:30 A.M. - 11:30 P.M.**

**SHERATON GRANDE TORREY PINES**

### **Keynote Speaker:**

**Mr. Lawrence J. Goffney, Jr.,  
Deputy Commissioner of Patents and Trademarks**

*Intellectual property is one of your company's major assets. Find out about the pitfalls and profits in successfully defending and enforcing patent protection, and how to interpret and understand patent law.*

A UCSD-CONNECT PROGRAM

## **MOST INNOVATIVE NEW PRODUCT**

**APPLICATION DEADLINE  
HAS BEEN EXTENDED TO**

**SEPTEMBER 22, 1995**

**There's still time! We are soliciting applications for the 1995 Most Innovative New Product competition for the San Diego/Baja region.  
Call Kelly Hruska at CONNECT at (619) 534-6114.**

*The Most Innovative New Product competition was established to recognize the outstanding technology-related products developed in this region.*

A UCSD-CONNECT PROGRAM