



Cantor Colburn LLP

*Intellectual Property Attorneys*

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For Immediate Release:

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### **Cantor Colburn Sponsors UMass Amherst Innovation Challenge**

Cantor Colburn is a Silver Sponsor of this year's UMass Amherst Innovation Challenge (IC). The IC educates students in innovation, technology, and entrepreneurship. The competition is designed to help students and young alumni who want to pursue a novel business idea, develop a technology into a marketable product, or take a new approach to a difficult problem or compelling opportunity. The goal is for interdisciplinary teams to conceptualize a product with regard to its scientific and technological design, and then create a business plan for the product's commercialization. Judges of the competition are entrepreneurs, legal experts, and consultants who volunteer their time to meet with students who are interested in marketing their new ideas.

The Challenge has helped to lay the foundation for several entrepreneurs, many who have gone on to be successful in starting up their own companies. One Innovation Challenge alumnus has enjoyed notable success: Localocracy was recently acquired by The Huffington Post Media Group.

#### **About Cantor Colburn LLP**

Cantor Colburn is one of the largest full service intellectual property law firms in the country, with growing offices in Hartford, Washington, D.C., Atlanta, Houston and Detroit. In recent rankings, Cantor Colburn is 9th in the country for issued U.S. Patents and 20th for registered U.S. Trademarks. The firm's clients are among the leading companies in the United States and around the world, including Fortune 100 companies, privately held companies, select high-tech start-ups, and universities. For more information, go to [www.cantorcolburn.com](http://www.cantorcolburn.com).

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