



*Your innovations change the world.
We help the world find them.*

For Immediate Release

Contact: Paul Stutler

Tel: 651-353-1472

Email: pstutler@casttIP.com

CaSTT Gains Momentum with casttIP.com Web address, Leadership Change
Darren Cox Leaves IP Marketing Company

CaSTT is building on its momentum in helping technology transfer organizations market their intellectual property (IP) with a new web presence at casttIP.com and a change in operational leadership. The company continues to grow, onboarding new clients, forging relationships with industry partners, and rolling out improvements to its software and services.

CaSTT, a startup spun out of the University of Minnesota, provides web-based marketing services for universities and research organizations who desire to commercialize the intellectual property coming out of their research labs.

Darren Cox, founder and former CEO, left the company in early June 2012.

CaSTT recently added three new clients to its growing list of university and research organizations and is going live with existing clients' online marketing catalogs, representing hundreds of innovations available for sale or license from these prestigious institutions.

"We're getting great confirmation in the marketplace," said Tom Kieffer, who chairs CaSTT's board of directors. "Being the innovation champions we are here in Minnesota, it's gratifying to help these universities and institutions commercialize their innovations."

Paul Stutler, who joined CaSTT last October as Chief Operating Officer, is leading the company.

"We have a great team at CaSTT," said Stutler, who has launched and led startup and emerging-growth companies in the past, including FindLaw, ProLaw and Sceptre. "Our clients have acknowledged our recent progress, and we are very excited about the momentum that we are building."

###

CaSTT is a software as a service (SaaS) company that provides online marketing, licensing and content development for technology transfer offices (TTO) at universities and research institutions. CaSTT helps its TTO clients commercialize their research and intellectual property by connecting them with companies, entrepreneurs and other potential licensees.

For more information, please contact Paul Stutler at 651-353-1472 or email pstutler@casttIP.com.