COMMERCIALIZATION AND OUTREACH STRATEGIES: PROTOTYPES, PATENTS, PUBLIC EDUCATION
THURSDAY, NOVEMBER 9 - ROOM 101 B, 1:15 PM - 3:15 PM

- **Turning Prototypes into Products -** *George Roberts, TechScale Solutions, LLC*

  - Key areas to consider as a product is developed including product definition, cost reduction, manufacturing, supplier development, product launch and product support that will result in a smooth transition from R&D into a commercial product.

- **Protecting Fuel Cell Technology: Trade Secrets -** *Maximilienne Giannelli, Finnegan*

  - As your business grows and you approach commercialization, it is vital to have a comprehensive plan in place for protection of intellectual property. This talk will address how trade secrets may fit into this plan and discuss protective steps to help ensure that your trade secrets remain confidential or, in the unfortunate event of misappropriation, that courts will agree that your stolen technology qualifies for protection as trade secrets.

- **Fuel Cell Commercialization: Patent Law Insights -** *Maximilienne Giannelli, Finnegan*

  - This talk will provide an overview of intellectual property issues related to fuel cell technology to consider in the context of new product development and commercialization and address considerations related to whether, when, and where to patent and freedom to operate in the fuel cell industry.

- **Beyond Twitter & Demonstration Projects: An Introduction to Lean Startup Methods & Marketing Tools -** *Webb Johnson, Pajarito Powder, LLC*

  - An introduction to the Lean Startup methodology, accompanying tools and techniques to gain insights into your customers. This presentation focuses on the framework and provides examples and tools to help you construct your marketing effort.

- **The State of Fuel Cell Technology in Public Education -** *Richard Reynolds, Darien High School Fuel Cell Vehicle Program*

  - This discussion will inform industry leaders of the lack of affordable and appropriate resources available to academia and help industry gain insight to steer opportunities for outreach programs, close the educational gap and help create the next generation of students capable of bringing fuel cell technology to the forefront.

- **Troops to Engineers: An Innovative Approach to Fuel Cell Education by the Military** - *David Cook, Naval Facilities Engineering and Expeditionary Warfare Center*

  - NAVFAC EXWC oversaw "Troops-to-Engineers" program in partnership with General Motors. Office of Naval Research, training on energy technologies for military veterans studying engineering. The workshop was held in two sessions during the

summers of 2016 and 2017, at Marine Corps Base Camp Pendleton, and included a combination of lectures and hands-on shop exercises at the base's hydrogen vehicle and fueling facilities. Students also visited local hydrogen stations, met with university professors, and toured fuel cell technology centers.