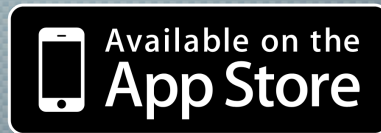




Mobile Apps at UMSL

MIMH Presentation 01/28/14

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Technology Transfer Office
Office of Research Administration



The Business of Apps

- The world has gone mobile
 - Global revenue forecast to rise 62% (\$25B)
- Address social, medical, and clinical issues

Faculty are driven by the belief that mobile devices should play a role in education, not just entertainment and communication



Seizing the App-ortunities

Free
App

- Disseminate work to wide audience

Paid
App

- Also, disseminate work
- Potentially receive revenue for future research



UMSL Mobile App Overview

- Mobile Apps are treated like Software
 - Follow the [UM Copyright Policy](#)
- Any Mobile App created by UMSL employees should be submitted via [Invention Disclosure Form](#) to the TTO
- TTO can help you get access and upload to the Apple Store and Android Market



Copyright

Form of Intellectual Property that protects the expression of a creative idea that is fixed in a tangible form

- Summary
 - Acknowledgement of who created the work
 - Applies automatically (Formal Registration)
 - © Copyright (year) by The Curators of the University of Missouri, a public corporation.



Procedure for Developing an App

Contact Tech Transfer Office

Submit an Invention Disclosure Form

TTO will Evaluate and Test App

ITS will create an account for i-Tunes Connect/Google Play

Upload App...Nurture App



Invention Disclosure Form

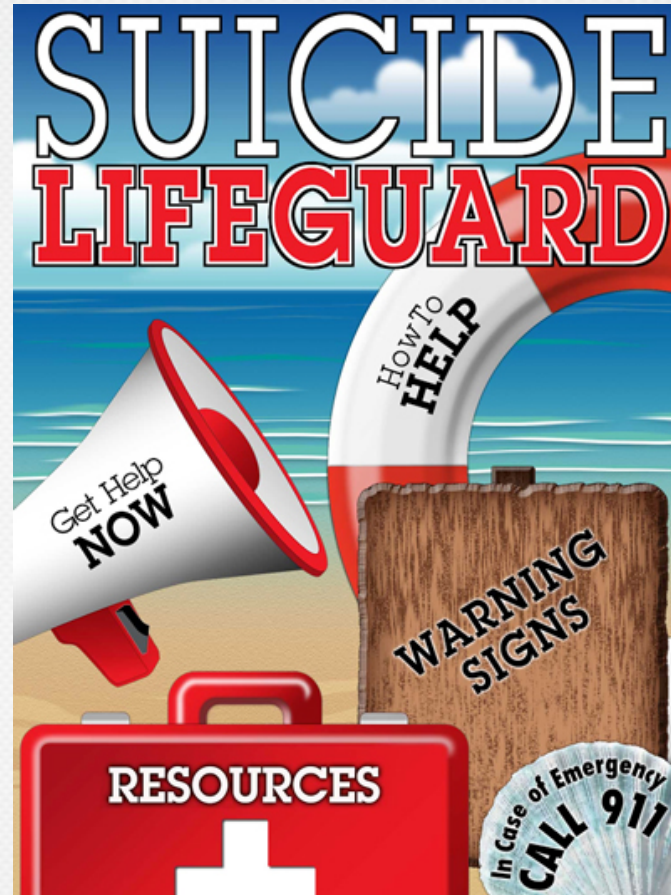
- New Form Coming Soon...

Special Considerations

- 3rd Party Code
- User Generated Data
- Comply with Apple Agreement



In Practice



Technology Transfer Office

- **UMSL ORA Website**
<http://www.umsl.edu/services/ora/>
- **Tamara Wilgers, Director**
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