

PRESS RELEASE

FOR IMMEDIATE RELEASE

RELEASE DATE: 3 December 2009

PraxisUnico - a new name for UK leading research commercialisation bodies

Today (3 December 2009), Praxis and Unico announce a new corporate name – PraxisUnico. This announcement follows the organisations' recent merger to enable more effective support for the technology and knowledge transfer community.

Supporting the new logo, the strapline 'Commercialising research', forms part of the new identity and conveys the range of knowledge transfer activities which facilitate the commercialisation of university and public sector-based research, such as consultancy, collaborative and contract research, licensing, spin-out formation and teaching.

This rebranding is heavily influenced by a wish to acknowledge the strong brand heritage of both Praxis and Unico by stakeholders. Professor David Secher, PraxisUnico Chair said, "This is a key moment for PraxisUnico. Over the last few years Praxis and Unico have been working closely together but this unification further enables us to maximise our full potential. We will build the new organisation around the needs of our members and customers under a common identity which will bring many positive changes and improvements to our services in the future."

Praxis and Unico have been working closely together since 2005. This latest move is a key part of the strategy of uniting the business to better serve its members and customers and build on the solid foundations of both businesses. In a 2009 project evaluation report¹ for the Department of Business Innovation and Skills (formerly known as the Department of Innovation Universities and Skills), Praxis was described as "arguably the most impressive of educational projects from a UK perspective".

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For further information:

Lee Willmott

Communications Officer

Tel: +44 1223 422085

lee.willmott@praxisunico.org.uk

Additional information

References

1. An Evaluation of the Cambridge-MIT Institute, prepared for the Department for Innovation Universities and Skills (DIUS now known as the Department of Business Innovation and Skills).

About PraxisUnico

1. Praxis and Unico legally, financially and operationally merged on 1 October 2009.
2. PraxisUnico is a not-for-profit educational organisation set up to support innovation and commercialisation of public sector and charity research for social and economic impact. PraxisUnico encourages innovation and acts as a voice for the research commercialisation profession, facilitating the interaction between the public sector research base, business and government. PraxisUnico provides a forum for best practice exchange, underpinned by first-class training and development programmes.
3. A volunteer board of Trustees will govern PraxisUnico and oversee three committees: member services; training; and conferences.

About Praxis and Unico

1. Praxis is the UK's leading technology/knowledge transfer training provider, addressing the shortage of skilled knowledge and technology transfer personnel. Unico, is the representative body of professionals that work to commercialise UK university and public sector research, works to support the profession.

PraxisUnico.
Commercialising research

St John's Innovation Centre
Cowley Road
Cambridge
CB4 0WS

T 01223 422087
F 01223 420844
E info@praxisunico.org.uk
www.praxisunico.org.uk

New logo

PraxisUnico.
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A high resolution image is available.

PRU_008_09