



Oklahoma State University  
Office of the Vice President for  
Research and Technology  
Transfer  
203 Whitehurst  
Stillwater, OK 74078

## Patents & Licenses

### Patent Awards January 2008

Patent No: 7,188,450  
Issue Date: March 13, 2007

Title: Use of Within-Field-Element-Size CV for Improved Nutrient Fertilization in Crop Production

OSU Inventors: William R. Raun, Gordon V. Johnson, John B. Solie, Marvin L. Stone and Kyle Freeman

Patent No: 7,200,757  
Issue Date: April 3, 2007

Title: Data Shuffling Procedure for Masking Data

OSU Inventor: Rathindra Sarathy

Patent No: 7,201,066  
Issue Date: April 10, 2007

Title: System for Automatic Tire Inflation

OSU Inventors: Marvin L. Stone and John B. Solie

Patent No: 7,208,898  
Issue Date: April 24, 2007

Title: Near Time-Optimal Jerk Trajectory for Positioning a Control Object

OSU Inventors: Chad A. Stoecker and Eduardo A. Misawa

Patent No: 7,214,784  
Issue Date: May 8, 2007

Title: Protective Antigens for the Control of *Ixodes* Species Infestations

OSU Inventors: Jose de Jesus de la Fuente, Katherine M. Kocan, Consuelo Almazan, Jose Carlos Garcia-Garcia and Edmour F. Blouin

Patent No: 7,244,435  
Issue Date: July 17, 2007

Title: DNA Vaccine Expressing HA1 of Equine-2 Influenza Virus

OSU Inventor: Alexander Lai

Patent No: 7,252,576  
Issue Date: August 7, 2007

Title: Method and Apparatus for Magnetic Float Polishing

OSU Inventors: Ranga Komanduri, Tejas Shrikant Kirtane and Robert Edward Gerlick

Patent No: 7,266,271  
Issue Date: September 4, 2007

Title: System, Probe, and Methods for Colorimetric Testing

OSU Inventor: Albert T. Rosenberger

### License Awards January 2008

Licensee: LipidX Technologies, Inc.  
License Executed: July 2, 2007

Title: Direct Serum Lipids Assays for Evaluation of Disease States

OSU Inventors: Neil Purdie, Justin A. Krouse and Joe Studer

Licensee: BB&K Farms  
License Executed: August 6, 2007

Title: 'Goodwell' Forage Bermudagrass

OSU Inventors: Yanqi Wu, Charles Taliaferro and Rick Kochenower

Licensee: William J. Kolarik  
License Executed: September 3, 2007

Title: 'Goodwell' Forage Bermudagrass

OSU Inventors: Yanqi Wu, Charles Taliaferro and Rick Kochenower

Licensee: Michael A. Crotinger  
License Executed: October 22, 2007

Title: 'Goodwell' Forage Bermudagrass

OSU Inventors: Yanqi Wu, Charles Taliaferro and Rick Kochenower

## Research Week Kickoff -- "International Collaborative Research: An OSU-Germany Example"

Don Lucca, OSU School of Mechanical and Aerospace Engineering, will kick off Research Week with "International Collaborative Research: An OSU-Germany Example," at 10:00 am on Monday, February 18 in the Student Union, Case Study 3.

Lucca will talk about the Transregional Collaborative Research Center on the Replication of Complex Optics, involving Oklahoma State University, the University of Bremen and the Technical University of Aachen. The Center is funded by the Deutsche Forschungsgemeinschaft (German Research Foundation) and the National Science Foundation, and is now in its seventh year of funding. Lucca will present goals of the Center, achieved successes and a few encountered challenges. Lucca is Regents Professor and Tom J. Cunningham Chair in the School of Mechanical and Aerospace Engineering at OSU.

## 2008 KAMM LECTURE "DREAM On: Higher Education, Immigration, and National Security"

Michael A. Olivas will provide the keynote 2008 Kamm Lecture keynote address, "DREAM On: Higher Education, Immigration, and National Security," on Tuesday, February 19 at 1:15 pm in 010 Willard Hall.

Olivas is a William B. Bates Distinguished Chair of Law and Director of the Institute of Higher Education Law & Governance at the University of Houston Law Center. He is a leading expert on higher education law, and served two terms as general counsel of the American Association of University Professors.

Immigrant children face greater obstacles in school and in attending college. To many college administrators and public officials, this is an issue that flew under radar for many years, until it forced itself onto the public agenda in the US Presidential debates. This lecture reviews this complex issue in two parts: undocumented college residency before 9/11/01, including the Illegal Immigration Reform and Immigration Responsibility Act of 1996 (IIRIRA) and post-9/11 developments that affect students, particularly the USA PATRIOT Act, other legislative and regulatory actions that regulate student immigration, and the DREAM Act. Focus will also summarize the current developments at the state and federal levels, with particular attention to Oklahoma.

The 16th Robert B. Kamm Distinguished Lecture in Higher Education is sponsored by the OSU College of Education.

## The Russian Imperial Fashion Industry, 1700-1917

Christine Ruane, Professor of History and Director of Graduate Studies at the University of Tulsa, presents "The Russian Imperial Fashion Industry: 1700-1917," on Tuesday, February 19 at 3:30 pm in the Edmon Low Library Browsing Room.

Ruane's work explores how the introduction of western dress to Russia changed not only the way Russians dressed, but also how they acted and thought about themselves for the next two centuries. This was not a trivial matter; Tsar Peter I ("the Great") decreed the nobility, all other leading henceforth cease and cumbersome clothing, or face This divide and its remained critical up to the present. how changes in both reflected views of them-society during leading up to lutions of 1917. book is entitled, *The Emperor's New Clothes: A History of the Russian Fashion Industry, 1700-1917* and is being published by Yale University Press.

Funded by The Arts and Humanities Lecture Series of the College of Arts and Sciences, this is the fifth in the Tornado Alley Russian History Lecture series of the Department of History.



that all members of townspeople, and members of society wearing bulky some Russian-Style implications have issues for Russians Ruane will discuss the fashion industry and affected Russian selves and their the two centuries Her forthcoming



## The Power of Persuasion

Internationally recognized social psychologist, Robert B. Cialdini, will give a public lecture on "The Power of Persuasion" on Wednesday, February 20 at 7:00 pm in the Student Union Little Theatre. Cialdini is Regents' Professor of Psychology and Marketing at Arizona State University and W. P. Carey Distinguished Professor of Marketing.

Persuasion is no longer just an art. It is an out-and-out science. Indeed, a vast body of scientific evidence now exists on how, when, and why people say yes to persuasion attempts. In his presentation, Cialdini extracts from this body of work six universal principles of influence – those that generate desirable change in the widest range of circumstances.

Cialdini is an internationally respected expert in the fields of persuasion, social influence, compliance, and negotiation. His book, *Influence: Science and Practice*, which was the result of a three year program of study into the reasons that people comply with requests in everyday settings, has sold over a million copies while appearing in numerous editions and twenty-four languages.

Cialdini will also give the keynote address "Recycling the Concept of Social Norms to Protect the Environment" at the OSU Research Symposium on Wednesday, February 20 at 1:00 pm in the Student Union, Case Study 3.

"Organizing for Surprise: Choosing Your Research Topics for Impact and Import" will be the subject of a third talk on Wednesday, February 20 at 10:30 am in the Student Union, Case Study 3.

Cialdini's visit is co-sponsored by the Regent's Professors and the Office of the Vice President for Research and Technology Transfer.



## 2008 Overview of the US Animal Health Industry

President and CEO of Brakke Consulting, Ron Brakke, will present a "2008 Overview of the US Animal Health Industry" on Friday, February 22 at 1:00 pm in McElroy Hall Auditorium.

Brakke's presentation will discuss the state of the animal health industry at the end of 2007 and forecasts 2008 and beyond—all from the point of view of companies involved in the business. New technology opportunities in the animal health area will also be addressed.

## Food Crisis Management -- Surviving an E-Coli Outbreak

Will Daniels of Natural Selection Foods/Earthbound Farm in California, will discuss how his company overcame an Escherichia coli O157:H7 outbreak in the fall of 2006 that was linked to its fresh spinach sold under the Dole brand. Daniels' presentation outlines the five R's they adopted in proactively facing this issue: Regret – expressing empathy to the victims; Responsibility – Trace back to the source; Restitution – taking care of immediate needs; Resolution – raising standards; Reform – defining the pathway forward.

Daniels presentation will be held on February 19 at 10:30 am in 201 Food & Agricultural Products Center as part of the FAPC Research Symposium which runs from 9:30 am to 4 pm.

## Curriculum Spaces: Reclaiming Research in Education

Join Lisa J. Cary as she presents "Curriculum Spaces: Reclaiming Research in Education" on Thursday, February 21 at 4:30 pm in 010 Willard. Curriculum Spaces is an avant-garde theory that highlights the importance of understanding how we know what we know in the discursive production of exclusions and power (e.g., race, class gender and sexuality), bringing together curriculum theory, educational research theory and exemplars of research projects.

An internationally recognized scholar in curriculum studies, Cary is an associate professor in the Department of Curriculum and Instruction at the University of Texas at Austin. Author of *Curriculum Spaces: Discourse, Postmodern Theory and Educational Research* (2006, Peter Lang), she has published numerous articles in professional journals. She received the Early Career Award from the American Educational Research Association in 2004. Her current work focuses on using postmodern curriculum theories to inform educational research and involves educational settings in Australia, Canada and the US.

Complete schedule of events available online at:  
[researchweek.okstate.edu](http://researchweek.okstate.edu)

## Exploring the Arts

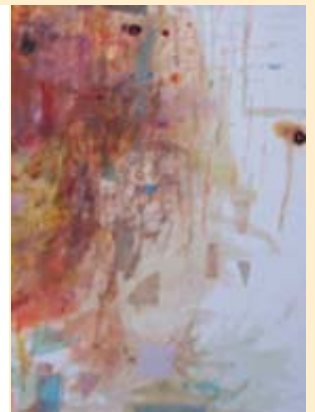
### Students Create Public Sculptures: "The Sciences"

In support of student research in the arts, OSU students participated in a student created public sculpture contest of exhibits reflecting "The Sciences" in abstract or representational form.

Winners and those receiving honorable mentions will be honored at a Research Gala during Research Week where they will receive their monetary awards. Sculptures are currently on display as a part of the Gardiner Gallery Permanent Collection in the Gardiner Art Gallery and will eventually be displayed in the Interdisciplinary Science Research Building after its completion. The competition was co-sponsored by the Department of Art and the Office of the Vice President for Research and Technology Transfer.

### Gardiner Art Gallery Exhibition, Helen O'Leary

An Irish painter and professor, Helen O'Leary creates work that explores 'abstraction' from a decidedly postmodern perspective. O'Leary's work is on display at the Gardiner Art Gallery through February 29 with an artist's lecture and reception on Friday, February 29 from 5:00 – 7:00 pm.



Sr. Vocal Recital by Alyson Friesen  
February 19, 8:00 pm, Seretean Concert Hall

## The Art and Science of Oklahoma Funding

Project funding in a wide variety of areas is available for large and small projects right here in Oklahoma, but these sources are often overlooked by researchers and project directors. Representatives from three prominent Oklahoma funders will present valuable information about their agencies on Monday, February 18, at 1:30 pm in the Student Union, Case Study 3. Discussion will include how the agencies themselves are funded, how agencies set funding priorities, how to submit proposals and how they will be reviewed, and the variety of funding programs available within each of the agencies.

Panelists include Kim McCoy, Grants Director, Oklahoma Arts Council; David Pettyjohn, Director of Programs, Oklahoma Humanities Council; and Carol Stearns, Director of Programs, OCAST.

## Loss, Survival, and Redemption: Young African American Men's Narratives of Life without Fathers, Manhood, and Coming of Age

Based on a study of young African American men's constructions of manhood, Dr. Andrea G. Hunter will give a public lecture on Thursday, February 21 at 7:00 pm in the Student Union Little Theatre.

Hunter's presentation will focus on young men's reflections on coming of age and the meanings of father loss. It was through autobiographical narratives of loss, survival, and redemption that young men positioned themselves ideologically and constructed the type of man they wanted to become. These emergent narratives reflect the complex ways young men worked out the meaning of father loss and the defining intragenerational and intergenerational lessons about manhood learned from their relationships with fathers and others. Within these narratives, young men also constructed both wanted and unwanted possible selves and evoked the discursive tropes of respectable manhood and deadbeat daddies. Implications for research, youth policy, and intervention will also be discussed.

## More ...

- **Food & Agricultural Products Center Symposium**  
Tuesday, February 19, 9:30-4:00, FAPC
- **Sociology Research Symposium**  
Tuesday, February 19, 8:00-4:00, Case Study 1, Student Union
- **OSU Research Symposium**  
Wednesday, February 20 through Friday, February 22, Student Union
- **Venture I Open House**  
Thursday, February 21, 4:00 - 6:00 pm  
Oklahoma Technology & Research Park