



## AUTM Style Guide

This guide was developed by AUTM’s Marketing and Communications team to help AUTM staff and Association stakeholders prepare content for publication — from website copy to meeting abstracts, emails and social media.

In it, you will find AUTM’s preferred style for punctuation, spelling and terms related to technology transfer. It is based on the Associated Press stylebook, but there are some exceptions.

Thoughtful writing is the foundation for great communication and promotion, both of which work to support the Association’s health and longevity through increased membership and meeting attendance. We encourage you to refer to this guide often whenever you are preparing work for the Association.

If you have questions or suggested additions, please contact the Marketing team:

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# AUTM Style Guide

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### Branding

AUTM's branding guide can be found [here](#). The guide is a useful resource for AUTM staff, vendors and others who need specific instruction on the AUTM-approved use of fonts, colors and logo placement.

### Communication Tone and Style

In 2018, AUTM undertook a corporate rebrand, updating its mark, key messaging and tone. Gone is the stiff corporate style, replaced by a friendly, inclusive, sometimes cheeky tone that invites Members, policymakers and the public to know more.

No matter the topic or channel (social, email, website, program guide abstract, etc.), AUTM's messaging is written for a lay audience. We encourage you to avoid jargon, unexplained acronyms, cliches and a tone that suggests topical snobbery.

### How to Write a Great Session Abstract

AUTM aims to select a balanced mix of sessions and speakers to appeal to all experience levels and reflect timely and interesting topics. The volume of submissions is large, and slots at each conference limited, so getting an abstract accepted is competitive (usually 1 in 3 are picked). To help you, we've put together some helpful tips to maximize your chances for success.

#### **A Well-thought-out Session Description**

Every year we see (and reject) poorly written abstracts that are little more than a title and include spelling and grammatical errors. Although you will have the opportunity to modify the abstract for the final program, submit something polished to increase your chances of being selected. Consider the following:

- Your submission abstract can be as long as you'd like in order to sell your ideas. If you are selected, you will be asked to edit your abstract down to 100 words or fewer for inclusion in the Meeting Program Guide.
- Speakers should be listed separately from your abstract summary.
- Take time to explain why your topic is important.
- Include some of the issues that will be covered in the session.

***Here's a great example of a published abstract:***

#### **MTAs Made Totally Awesome!**

*Each year, hundreds of thousands of material transfer agreements (MTAs) are negotiated among research institutions worldwide. The time-consuming nature of negotiating MTAs imposes a substantial administrative burden and increases costs for technology transfer*

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*with very little value realized. In this session, we'll discuss new developments in MTAs — from automation with the AUTM MTA Toolkit and other standard templates, to the policies and practices of research institutions and providers of research materials — that ease the burden on technology transfer offices and promote the sharing of research materials.*

### **Diversity of Speakers**

It may not be possible to have a final list of presenters at the time of abstract submission, but please include suggestions to show that you're serious about assembling a great team. We want to see speakers who represent a variety of backgrounds and experiences, so try to make your panel diverse in terms of experience level, geographic location (US and foreign), gender, ethnicity and organization type (academic, government, industry — and not just in life sciences, law firms, etc.).

### **Describe a “Hot Topic,” but ...**

Many people will submit the same idea, so the best-written abstract, with the most diverse speaker list, will be chosen. Meanwhile, we need to schedule beginner sessions, so consider submitting refresher abstracts on basic but fundamental topics, as well.

### **Think Broadly**

Some proposals are very narrow and describe a specific program run at one institution or in one state. That's not likely of interest to the broader community and would probably involve speakers from the same institution or geographic region. If you have such a program, combine it with other initiatives from various organizations for a diverse educational session that would attract more attendees.

### **Send an Educational Topic, not an Advertisement**

Avoid drafting an abstract that reads like a commercial pitch for a company, product or service. Companies that seek visibility are welcome to secure a booth in the Exhibit Hall (which now hosts a great networking reception), purchase advertisements in the AUTM Insight newsletter or seek Annual Meeting sponsorship.

### **Don't Repeat a Topic You Presented Last Year**

AUTM seeks variety, so if you spoke at a session last year and submit the same abstract, you may not be selected. So try something new!

### **Pay Attention to Deadlines**

The submission deadline occurs soon after the close of the Annual Meeting. So please pay attention to the early deadline and don't count on extensions or email AUTM staff directly with your proposals. AUTM publishes numerous data-driven reports such as the Licensing and Salary Surveys.

# Presenting Numbers in Copy, Charts and Tables

## Numbers in Copy

Numbers grab a reader's attention and add credibility. Here are quick tips and guidelines for using numbers within reports, emails and website content:

- Use % instead of *percent* with a figure: *50%*, *50%-60%*, *0.5%*.
- Carry significant figures (millions and above) 2 decimal points: *6.23 million*, not *6.2 million* or *6.2367 million*.
- Use a comma to separate groups of thousands: *5,000 people*, *\$100,000*.
- In general, spell out numbers from zero to ten.
- Use numerals for measurements: *7 cm*, *8 miles*.
- Use numerals for currency: *\$6 million*.
- Never begin a sentence with a number: *In the survey, 198 respondents ...* (not *198 respondents ...*)

## Numbers in Charts and Tables

Numbers in charts and tables should be easy to compare or calculate (e.g., if adding numbers in a column).

- Numbers should generally be right aligned in tables / columns.
- Use numerals, including for numbers below 10.
- Currency should generally align with decimal points.
- If not using US currency, make notation within the appropriate axes, title or legend: *Gross licensing income (\$CAD millions)*.
- If using a constant series to show the data for each year in the value of a particular base year, make appropriate notation: *Gross domestic product reported in 2010 dollars*.
- Use symbols such as \$ or % within table cells next to each number.

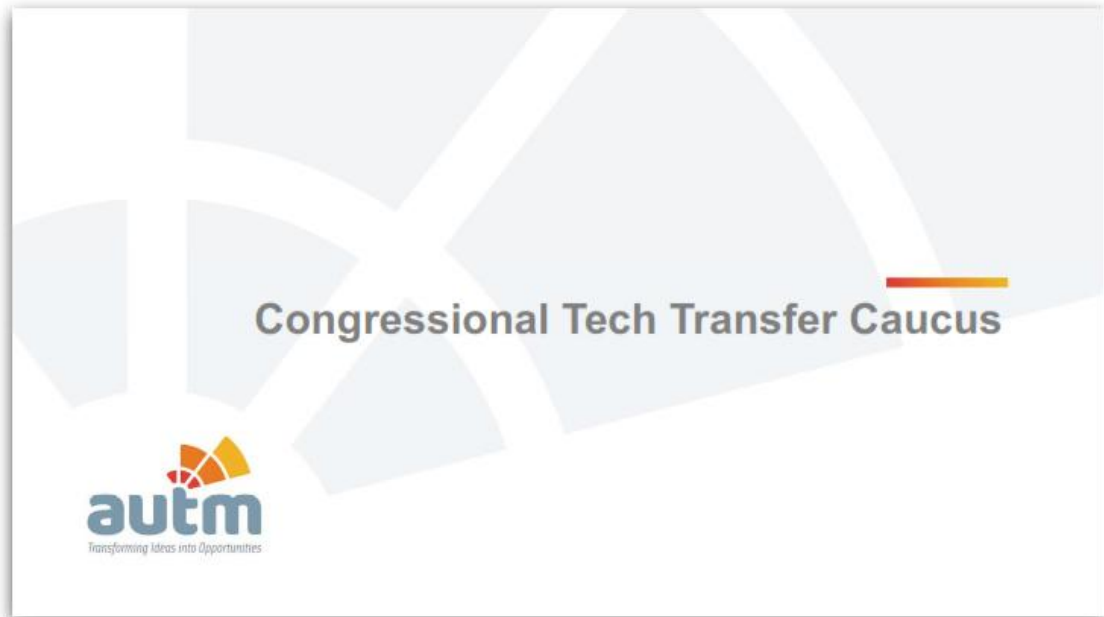
# PowerPoint Presentations

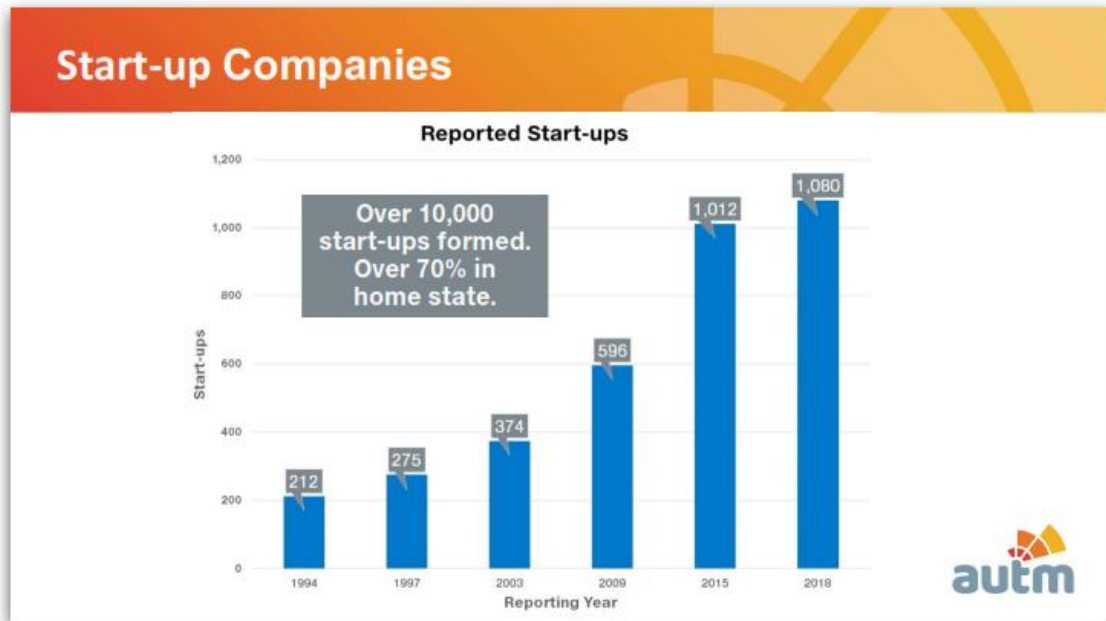
AUTM's standard PowerPoint template can be downloaded [here](#).

Here are examples of the proper way to format slides:

- Cover slide: Include presenter's name and title in lower, right-hand corner
- Title slide: Include title under orange bar
- Content slide: Font for title in header should be Helvetica, 28, white, bold, aligned left

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## Word Documents

### Logo

The AUTM logo with tagline should generally be placed in the upper right-hand corner of the first page.

- Clear space should be used for the logo.
- The minimum size recommendation for the AUTM logo when including tagline is 1.25 inches wide.



### Largest Heading or Display Font:

- Main (recommended): Solex family (used in the logo tagline)

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- 1st alternative/substitute: Baloo (used for the text “autm” logo)
- 2nd alternative/substitute: Helvetica Neue light; Helvetica Neue family

### **Headlines, Sub-headlines, and Captions**

- Main: Solex family (used in the logo tagline)
- 1st alternative/substitute: Helvetica Neue light; Helvetica Neue family
- 2nd alternative/substitute: Arial Narrow family

### **Body Copy**

- Main: Helvetica Neue light; Helvetica Neue family
- Alternative/substitute for digital: Arial Narrow family

For each level listed above, use sizes and weights thoughtfully to establish the hierarchy of information.



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## Website Content

When creating new pages, be sure to check the template style of a similar page. Page characteristics vary between template styles.

All graphics used should be PNG with clear background (where needed).

## AUTM Style Guide

Page headers are Heading 2 style. Color is set automatically.

All other text sections are Paragraph style. Size and color are coded.

The color of embedded links is coded and should not be changed.

Links to other pages on the site do not need to be “targeted.” Links to documents or to other sites should be targeted to open as New Page.

Table styles vary. Those used on section landing pages do not have a border, and the background color should match the page background color (#f2f3f3). Use Noun icons. Tables used elsewhere on the site should have a 1 pt. border and be set to 100% width. The lines in this type of table alternate color automatically.


The right-side navigation does not appear on mobile devices. Therefore, main info pages for events need to include orange buttons for sub-pages in order to be navigable.

Items edited or created for the right column of the home page (Events & Courses) do not refresh immediately. It takes 10 minutes or so for changes to appear. This is not true of the rest of the site.

After webinars have been held, the Global Calendar link needs to be updated to the Order the Recording link.

Graphics for home page news items should be sized to 1600 x 1058 px.

AUTM’s website style guide can be found [here](#).



[Events](#)
[Careers & Courses](#)
[Surveys & Tools](#)
[About Tech Transfer](#)
[About AUTM](#)
[Membership](#)
[Annual Meeting](#)

**AUTM TransACT Database**

Home / Surveys & Tools / Databases / TransACT

### Negotiate Like a Pro

Do you want to improve your negotiations? The AUTM Transactional Academic Comparables Tracking (TransACT) Database is a powerful comprehensive database of transactional terms and conditions designed to improve your agreements. The database provides more useful information than any other source on transactional structures, terms, scope and other relevant details.

- Use comparable data in negotiations
- Discover alternative pricing or deal structures
- Confirm fair market value for transactions

And the database can also help general counsel or other university administrators who are concerned with fair market value and anti-kickback regulations.

**Enter Your Deals**  
If you are an academic institution, enter your deals by visiting the TransACT Database website.

[Enter Your Deals](#)

**Search for Deals**  
If you are an AUTM member or have previously received an AUTM login for TransACT, search for deals here.

[Search For Deals](#)

**Purchasing TransACT Subscription**  
The database is available to anyone who wants to purchase a subscription regardless of membership status. The database subscription fee is \$2,995 per year. Purchase your annual TransACT subscription online or download the TransACT order form.

For academic institutions, the subscription fee can be waived if the academic institution annually enters a certain number of deals into the database. The number of deals to qualify for the subscription fee waiver will vary based on the academic institution's annual research expenditures:

Institution's Annual Research Expenditures	Deals Submitted to Qualify for Fee Waiver
less than \$100 million	at least three (3) deals annually
between \$100 million and \$300 million	at least six (6) deals annually
greater than \$300 million	at least twelve (12) deals annually


AUTM contracts with Peerfocus, an independent third party bound by terms of confidentiality to collect the AUTM TransACT data. Participants enter data directly into the database. The data collected is comprehensive so that the full picture of the value included in the deal is understood. However, no information relating to the identity of the licensee or licensor will be collected or revealed, except that the identity of the party entering data will be separately and confidentially tracked by Peerfocus so that credit is given for pricing purposes. AUTM will only receive information from Peerfocus as to the number of licenses entered into the database, no other information. To ensure duplicate agreements are not entered into the database, only academic institutions will be allowed to input data. AUTM is at no time aware of the parties linked to specific data in the database.

**Questions**  
If you have questions regarding the AUTM TransACT Database including entering deals or searching, please contact Customer Service.

STAT ▼

[TransACT](#)

[AUTM Innovation Marketplace](#)



Transforming Ideas into Opportunities

**CONTACT**

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[f](#) [t](#) [in](#)

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**autm** | Events | Careers & Courses | Surveys & Tools | About Tech Transfer | About AUTM | Membership | Annual Meeting

## 2019 Western Region Meeting

Home / Events / Region Meetings / Western Region Meeting / 2019 / Event Info

### Online Registration is Now Open


**Sept 19 - 20**  
Motel Seattle  
Seattle, Washington

Join us in Seattle, where technology transfer and professional development take center stage. You'll be immersed in tech transfer hot topics, trends and networking in a collegial environment.

[Register Now](#) | [Hotel & Travel](#)

#### 5 Reasons to Be There

- Garner best practices and insights from seasoned tech transfer professionals
- Gain leadership skills and principles
- Network face-to-face with fellow colleagues and industry contacts
- Earn credits toward professional certification
- Get inspired!



#### Bio Manufacturing Partnering Forum

Registration for the Western Region Meeting includes the Bio Manufacturing Partnering Forum sessions at this year's meeting. A Bio Manufacturing Partnering Forum only registration option is available, too. See the Registration page for details.

Need help making the case for attending the meeting? We can help. Tap into our Convince Your Boss toolkit.

[Convince Your Boss](#)

#### Western Region Meeting Scholarship

Intelem Company, LLC is pleased to offer one scholarship subsidy to the AUTM Western Regional Meeting. Applications must be received by Intelem by Monday, Monday, July 1 to be considered.

[Download Scholarship Application](#)

#### Network Like a Pro

The Western Region Meeting features AUTM Connect, our partnering and networking app that enables users to create detailed organizational and personal profiles, search for other attendees, send and receive messages, and easily search for licensing and collaboration opportunities. Watch your inbox for notice of when the app is ready for download.

#### Continuing Legal Education (CLE)


Attorneys attending the meeting are encouraged to apply for CLE credits in the state(s) where they are licensed. Look for self-reporting instructions at the meeting.

#### Sponsorship Opportunities




A wide range of sponsorship opportunities are available for the 2019 Western Region Meeting. For details, email Madh Carson, AUTM Sponsorship and Exhibits Manager, or call +1 847 686-2362.

Questions? Email Sandra Liery, Professional Development Coordinator, or call 847 686-2380.

#### TITANIUM SPONSORS



#### SILVER SPONSORS



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transforming ideas into opportunities

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### Glossary

**Abbreviations and Acronyms** Abbreviations and acronyms can be useful shorthand, but try not to overwhelm readers with them. Unless the abbreviation is commonly known, spell out a term on first reference followed by the abbreviation or acronym in parentheses: *Annual Licensing Activity Survey (ALAS)*. This is necessary only if the abbreviation will be used again in the text. Here are examples that are specific to AUTM and tech transfer:

**AAMC** Association of American Medical Colleges

**AAU** Association of American Universities

**ACE** American Council on Education

**AIM** AUTM Innovation Marketplace

**AIPLA** American Intellectual Property Law Association

**ALAS** Annual Licensing Activity Survey (U.S. and Canadian)

**APEC** Asia-Pacific Economic Cooperation

**APLU** Association of Public and Land-grant Universities Note lowercase *grant*.

**ASTP** Association of European Science and Technology Transfer Professionals

**ATTP** Alliance of Technology Transfer Professionals

**BIO** Biotechnology Innovation Organization

**BWP** Better World Project

**CLP** Certified Licensing Professional

**COGR** Council on Governmental Relations

**CRISPR** clustered regularly interspaced short palindromic repeats. Does not need to be spelled out in abstracts, but use a short explainer when appropriate: *the genome editing tool known as CRISPR*.

**FLC** Federal Laboratory Consortium for Technology Transfer

**INBIA** International Business Incubator Association

**ISTA** International Strategic Technology Alliance

**KCA** Knowledge Commercialisation Australia

**LDC** Leadership Development Committee

**LES** Licensing Executives Society

**LMS** Learning Management System

**MARCOM** Marketing & Communications

**MRC Technology** Formerly UK Medical Research Council

**NACRO** Network of Academic Corporate Research Officers

**Netval** Italian Network for the Valorisation of Research

**NIBA** National Business Incubation Association

**NIH** National Institutes of Health

**NIST** National Institute of Standards and Technology

**NORDP** National Organization of Research Development Professionals

**NVCA** National Venture Capital Association

**OOC** Office of the Chair

**PD** Professional Development (in references to AUTM's Professional Development Portfolio or Programs)

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**POW** Plan of Work

**QAT** Quick Action Team

**RFAT** Request for Agenda Time

**RFP** Request for Proposals

**RTTP** Registered Technology Transfer Professional. Use this logo, not the older version with the words embedded in the image:



**SARIMA** Southern Africa Research and Innovation Management Association

**SNITTS** Swedish Network for Innovation & Technology Transfer Support

**SOP** Standard Operating Procedure (in references to AUTM's SOP initiative; otherwise lowercase)

**SOW** Scope of Work

**SRA** Society of Research Administrators International

**STATT** Statistics Access for Technology Transfer Database

**STEM** Steering Technology Management. If necessary, distinguish it from science, technology, engineering and math.

**TF** task force. Capitalize only as part of a name of a specific working group.

**TransACT** Transactional Academic Comparables Tracking (TransACT) Database

**TTPM** Technology Transfer Practice Manual

**UNITTJ** University Network for Innovation and Technology Transfer – Japan

**US** United States. An exception to AP.

**USCOC** US Chamber of Commerce

**USIMP** Industry Cooperation Centers Platform of Turkey

**USPTO** United States Patent and Trademark Office. *US Patent and Trademark Office* is also acceptable.

**WIPO** World Intellectual Property Organization

**academic degrees** *Bachelor of Science, Bachelor of Arts, Master of Science, Master of Arts, Doctor of Philosophy*, but *bachelor's degree, master's degree, doctorate*. Do not use periods in abbreviations: *BA, MS, PhD*. Set off abbreviations with commas after a name: *Gomer Pyle, PhD, delivered the commencement speech*. List a series of credentials after a name in this order: (1) religious orders; (2) theological degrees; (3) academic degrees; (4) honorary degrees, honors and decorations; (4) professional licenses, certifications and affiliations: *Chris Smith, PhD, JD, CLP, RTTP, Southern University*. Do not list degrees that have been superseded by another degree. That is, do not say, for example, *John Doe, PhD, MS, BS* because the MS and BS degrees have been eclipsed by the PhD. AUTM generally does not list degrees below master's.

**Advancing Women And underRepresented Entrepreneurs** *AWARE* is acceptable on second reference.

**adviser**

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**ampersands** Do not use in place of “and” except as part of a company name or composition title, or certain abbreviations: *Procter & Gamble, Texas A&M, House & Garden, B&B, R&B.*

**artificial intelligence** *AI* is acceptable on second reference. Do not hyphenate as a modifier: *artificial intelligence algorithms.*

**Association** Capitalize in references to AUTM.

**AUTM** Do not use *Association of University Technology Managers*. Capitalize *Association* on second reference. Also: *AUTM Foundation, the Foundation; AUTM Board of Directors, the Board; AUTM Cabinet, the Cabinet.*

**AUTM Annual Meeting** *Meeting* (capitalized) is acceptable on second reference.

**AUTM Region Meeting** Not *Regional: Canadian Region Meeting, Western Region Meeting*. *Meeting* (capitalized) is acceptable on second reference.

**BA** Bachelor of Arts

**Bayh-Dole Act** Acceptable in all references to the Patent and Trademark Law Amendments Act of 1980, which created a uniform patent policy among the many federal agencies that fund research, enabling small businesses and nonprofit organizations, including universities, to retain title to inventions made under federally funded research programs. This legislation was co-sponsored by Senators Birch Bayh (D-IN) and Robert Dole (R-KS). The Bayh-Dole Act was especially instrumental in encouraging universities to participate in technology transfer activities. *B-D* is acceptable on second reference.

**bias, inclusive language** Communications should reflect and respect the diversity of the AUTM community. Avoid drawing attention to a person’s gender, race, sexual orientation or ability unless it is relevant to your topic. Use gender-neutral terms when possible: *humanity* instead of *mankind*, for example. Gender-specific pronouns (*he, she, his, her*) can often be avoided by making the nouns plural: *A student can improve his grades by doing extra credit* can be changed to *Students can improve their grades by doing extra credit*. If that is not possible, AP permits a singular *they/their/them*. Do not use terms that reinforce stigmas or invite pity: *cancer patient* or *survivor*, not *cancer victim*; *uses a wheelchair*, not *confined to a wheelchair*. When in doubt, go with the preference of the individual or group you are referencing.

For more guidance, consult these entries in the AP Stylebook: **disabled, handicapped; gender; LGBT, LGBTQ; mental illness; race-related coverage; transgender.**

**Board of Directors** Capitalize in references to AUTM’s Board of Directors. *Board* (capitalized) is acceptable on second reference.

**BS** Bachelor of Science



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**bulleted lists** In such lists, try to keep the items as parallel as possible; either all complete sentences or all sentence fragments/phrases. Capitalize the first word of each item and end each item with a period.

**Canadian Licensing Activity Survey** Exceptions for Canadian English: *per cent*; *licence* (n) but *license* (v), *licensing*; *practise* (v); *towards* instead of *toward*; *colour*; *honour*; *neighbour*; *labour*; *centre*; *fibre*; *cheque*.

**Chair** Capitalize in references to AUTM's Chair. Also *Immediate Past Chair* and *Chair-Elect*. Do not use *chairman*, *chairwoman* or *chairperson*.

**charts, graphs** – exceptions; upstyle or downstyle; source lines and footnotes; numbers; avoiding redundancy

**comma** Do not use the serial or Oxford comma for simple lists. It may be necessary in more complex lists to avoid confusion: *He prepared ribs, cornbread, and pork and beans*.

**company names** In general, follow the company's preference. But do not capitalize all letters of a name even if the company does, unless the letters are individually pronounced: GE, BMW, but Ikea, Nike. Capitalize the first letter of a name regardless of the company's practice, unless another letter in the name is capitalized: eBay, Lululemon. Separate partner names in law firms and the like with commas: Bartlit, Beck, Herman, Palenchar & Scott LLP. Abbreviate corporate tags such as Co., Corp., Ltd. as part of a name, and do not use commas before them.

### continuing legal education (CLE)

**courses** Capitalize names of courses but do not use quotation marks: *AUTM Agreement Maintenance Course*.

**dash** Use an em dash ( — ) separated by spaces to signify a pause for emphasis or abrupt change in thought: *I used the dash correctly — or I thought I did*. Also use an em dash to set off a series within a sentence: *My shopping list — kumquats, leeks, Camembert and paper towels — grew longer and longer*.

In numerical ranges, use an en dash ( – ): *Feb. 8 – 16, 2019 – 20, 5 – 6:30 p.m., \$500 – 600*.

**data** Follow AP: "The word typically takes singular verbs and pronouns when writing for general audiences and in data journalism contexts: *The data is sound*. In scientific and academic writing, plural verbs and pronouns are preferred. Related terms: *databank, database, data center, data processing, data set*."

**datelines** In press releases, follow this style: *Philadelphia, PA (June 5, 2019) – The licensing of university and nonprofit*

**dates** With exact dates, abbreviate months and set off the year with commas. With just a month and year, do not abbreviate or use commas: *On Jan. 1, 2000, we celebrated the turn of the millennium. I got a new job in February 2000*.

**dealmaker, dealmaking** No hyphen.



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**diacritical marks** Use in non-English words or names that carry them. Terms that have become incorporated into English do not require diacritics: *naive*, *Noel*. But keep them if necessary to avoid confusion: *résumé*, *rosé*.

**Dr.** Do not use before a name unless the individual is a physician.

**early-stage funding** Note hyphen. Also *early-stage technologies*.

**ellipsis** Signals omitted material. If a sentence ends before the ellipsis, end it with a period, space, ellipsis, space: *I have always tried to do what was best for the nation. ... However, it has become evident to me that I no longer have a strong enough political base in ... Congress.*

**fiscal year** Avoid using *FY* with a year. *Fiscal year 2019* or simply *2019* in a chart is acceptable.

**footnotes** Follow the Chicago Manual of Style.

**for-profit** Hyphenate when used as an adjective. *Walmart is a for-profit company.*

**full-day** Hyphenate the two words used in compound modifiers which act together like one adjective: *full-day course*. This also applies to *one-day*, *full-year*, *one-time*, *quick-witted*, etc.

**headlines, labels** Capitalize all words except articles (*a*, *the*, *an*), prepositions of three or fewer letters (such as *to*, *on*, *up*) and conjunctions of three or fewer letters (such as *and*, *but*, *for*, *yet*), unless any of those start or end the head/label.

### I-Corps

**intellectual property** *IP* is acceptable on second reference.

### *inter partes* review

**jargon** Avoid industry jargon except when writing for a very specialized audience.

**lists within sentences** Set off numbers with parentheses: *Santa's agenda for the day was to (1) make a list, (2) check it twice and (3) find out who's naughty or nice.*

**login** No hyphen. Use as a noun or a verb: *issue a new login password; login with your new password.*

**material transfer agreement** *MTA* is acceptable on second reference.

**Meeting** Capitalize on second reference when referring to the AUTM Annual Meeting or AUTM Region Meeting.

**Member** Capitalize in references to AUTM Members.

**MS** Master of Science

**National Institute of Standards and Technology** *NIST* is acceptable on second reference.

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**National Institutes of Health** Note plural *Institutes*. *NIH* is acceptable on second reference.

**non-** Hyphenated, an exception to AP: *non-exclusive*. *But: nonprofit*.

**non-member** In references to AUTM non-members.

**nonprofit** No hyphen.

**numbers** In general, spell out numbers from zero to ten. See AP for exceptions, which include ages, currency, fractions, measurements and percentages. Do not start a sentence with a number.

**onsite** No hyphen. Use as adverb or adjective: *onsite registrations*.

**Patent Trial and Appeal Board** *PTAB* is acceptable on second reference.

**percent, percentage point** Use % after figures: 100%, 0.6%.

Do not confuse percentages with percentage points. A change from 10 percent to 15 percent is a 5 percentage point increase or a 50 percent increase.

**PhD**

**PraxisAuril**

**prefixes** Generally do not hyphenate when using a prefix with a word starting with a consonant. An exception is *non-*. *But: nonprofit*. See AP for other exceptions.

**professor** Capitalize as a title before a name.

**phone numbers** 800-588-2300 (no 1), x345

**ranges of years, times** In regular text, use *to*: 12:45 to 2 p.m., 2000 to 2017. In meeting programs, charts and other graphic contexts, use an en dash: 12:45 – 2 p.m., 11:15 a.m. – 12:45 p.m., 2007 – 17, 1998 – 2001.

**RedTransfer**

**Registered Technology Transfer Professional (RTTP)**

**research reports** Capitalize major words in titles and put in quotes: “The Economic Contribution of University/Nonprofit Inventions in the United States: 1996-2015.” See **titles of works** or AP for more capitalization guidance.

**scientific terms** Capitalize the first, or generic, Latin name for the class of plant or animal and lowercase the species: *Escherichia coli*, *E. coli*.

**Special Interest Group** *SIG* is acceptable on second reference. Plural: *SIGs*. *SIGs* bring together AUTM members with a common area of interest within the technology transfer field. There are *SIGs* in these areas: Administrative Professionals; Compliance; Plant and Plant Variety Protection Act Issues; Small Offices; Sustainability; and Women Members.

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**start-up** Not *startup*.

**states** Do not abbreviate names of states except in mailing addresses and datelines.

### TechnologieAllianz


**technology transfer** Do not hyphenate as a modifier; *tech transfer* is acceptable on second reference.

**technology transfer office** *TTO* is acceptable on second reference.

**times** *2 p.m.* (not *2:00 p.m.*), *3:30 a.m.*, *noon*, *midnight* (not *12 a.m.* or *12 p.m.*), *4 in the morning*.

**titles of people** Capitalize titles of people, whether or not they precede a name: *Leef Smith Barnes is the Chief Marketing Officer of AUTM.*

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## **Additional Resources**

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