

BevShots Takes Flight With Cocktail Imagery

Florida State University



Michael Davidson, of the FSU Magnetic Laboratory, created images of mixed drinks photographed using a light microscope and polarized light. The photo galleries of the [pictures](#) were first used by Stonehenge Inc in NYC, a NeckTie business, to create and sell a cocktail collection of silk Neckties. These ties were trademark branded by Stonehenge with the images copyright protected by FSU.

“Casual Fridays in the early 2000's shrank sales dramatically.

What emerged was Lester Hutt, a young Tallahassee entrepreneur who used the cocktail gallery of images and created a series of drink related products — wall art as well as a line of women's beach [clothing accessories](#) and [men's clothing accessories](#).

To see available technologies from research institutions, [click here to visit the AUTM Innovation Marketplace.](#)

Share your story at autm.net/betterworldproject

[#betterworldproject](#)