

★

March 20, 1979

Ms. Phoebe Hoban  
New Products Department  
Newsweek International  
444 Madison Avenue  
New York, N. Y. 10022

Dear Phoebe:

Thank you for your letter of March 15, 1979. When I spoke with you in Atlanta most of our conversation had to do with the University Small Business Bill and the speech to be given by Senator Bayh. This was at the Awards Banquet on Wednesday evening.

Incidentally, in the University category I was honored to accept the first place award on behalf of Dr. Roy Patterson of Northwestern University. His invention had to do with a polymerized form of ragweed antigen E. For people who suffer from ragweed allergies, this invention could have great importance.

Regarding your request for new product announcements, this poses a very difficult problem for me, representing university clients, and for all universities for that matter. The results of scientific research conducted at the universities generally are not in forms where they are ready to be announced as new products. They generally require substantial investments on the part of the licensees before they can be so announced.

Speaking on behalf of the University community, we are continually trying to find new and better ways to make known the results of our scientific research. Much of this work holds the potential for long term and far reaching economic benefits. Perhaps you could devote part of your news letter to the announcement of some of these more significant scientific developments as speculations for new products rather than new products per se.

Ms. Phoebe Hoban

-2-

March 20, 1979

I appreciate your interest and would like to explore further some means of cooperating with you for our mutual benefit.

Please keep in touch.

Very truly yours,

*Ray E. Snyder*  
Ray E. Snyder

RES/ao

cc: ✓ H. Bremer  
M. Rachmeler  
P. Keenan