

## Cantor Colburn Sponsors the UMass Innovation Challenge



Cantor Colburn LLP, one of the largest intellectual property law firms in the country, sponsored the 2013 UMass Innovation Challenge (IC). Michael Buchanan (far right), a partner in Cantor Colburn's Hartford office, represented the firm as a judge of this year's competition, which culminated in April 2013 when the winning team, Fetch Rewards, was chosen. Buchanan stands next to Curt Owen and Wes Schroll of Fetch Rewards. Next to them (right to left) are IC judges Steve Luby, Senior Vice President, Specialized Engineering Software Business Segment at Siemens PLM Software and Michael Mahoney, Manager, Corporate External Venturing at Saint-Gobain. Through the Innovation Challenge, UMass awards more than \$65K in prizes each academic year through competitive events that are designed to help and reward UMass students and young alumni who want to pursue a novel business idea, develop a technology into a marketable product, or have a new approach to a difficult problem or compelling opportunity.