



**SCULLY SCOTT MURPHY & PRESSER PC**  
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## **For Immediate Release**

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## **Scully, Scott, Murphy & Presser Creates Innovation Award**

### ***Stony Brook University Undergraduate Team to Receive Patent Application***

**Garden City, NY** -- Scully, Scott, Murphy & Presser, a leading Intellectual Property Law firm, has announced that they have created an Innovation Award -- in coordination with the Stony Brook University Office of Technology Licensing and not-for-profit Assistive Play Technologies, Inc. (APT) -- to be given to a Stony Brook University undergraduate engineering team that has the best senior design project for a disabled children's assistive device. On a pro bono basis, Scully Scott will prepare, file and prosecute a patent application for the winning project and present the award at Stony Brook University's commencement ceremony.

"We're very pleased to have created the Innovation Award," said Paul Esatto, Senior Partner at Scully, Scott, Murphy & Presser. "It will incentivize and recognize the achievement of an outstanding Stony Brook University engineering student team. We particularly like the idea that our award will teach the engineering students about the patent application process and at the same time help disabled children."

"The Scully, Scott, Murphy & Presser Innovation Award will help us publicize the fact that our university research often yields commercially valuable intellectual property," said Jack Petersen, Director of the Stony Brook University Office of Technology Licensing. "As the flagship campus for research in the SUNY system, our commercialization efforts have included license agreements with over 300 startup companies and other small and large companies."

"The Innovation Award recognizes the efforts of young engineers to bring joy to special children," said Judy Hayward, founder of APT. "Thanks to Scully Scott we'll attract the attention of toy manufacturers who can make these innovations available more broadly to a very worthy audience."

The Stony Brook University senior design program provides opportunities for senior engineering students to develop custom-made prototype devices to improve the quality of life for a group of severely disabled children. The program centers on a systematic approach to engineering design called "Total Design." This approach requires the students to interact directly with their clients in order to develop the product design specifications -- based on the specific physical limitations of a physically challenged child -- and then carry out the design tasks systematically. One of the areas emphasized in these projects is the development of adaptive toys that literally level the playing field for the disabled child. The program was conceived by Judy and James Hayward, founders of APT.

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***About Scully, Scott, Murphy & Presser***

Founded in 1973, Garden City-based Scully, Scott, Murphy & Presser is one of Long Island's largest and most preeminent law firms exclusively dedicated to Intellectual Property. Comprised of highly skilled attorneys with highly technical backgrounds, SSMP confidently sits at the crossroads of cutting edge science, technology and law where it offers detailed, bankable opinions and secures, protects and enforces intellectual property for its clients. For more information, visit Web site <http://www.ssmp.com>.

***About Stony Brook University***

Established in 1957, Stony Brook University is one of the leading public research institutions in the nation. Its renowned graduate and undergraduate programs include the humanities, arts and sciences, and engineering and applied sciences. Internationally known faculty members teach courses in more than 100 programs to 22,000 students. Stony Brook's Health Sciences Center trains undergraduate and graduate students for careers in healthcare and Stony Brook University Hospital is the tertiary care facility for Suffolk County's 1.7 million residents. Last year, Stony Brook University expanded into New York City with a new state-of-the-art Manhattan facility. Stony Brook University is a NCAA Division I school and a member of the invitation-only organization of top research universities, the Association of American Universities (AAU).

***About Assistive Play Technologies***

Established in 1998, Assistive Play Technologies, Inc was initially funded by the employees of The Collaborative Group, Ltd. APT's goal is to enable play for physically challenged children. In addition to collaborating with Stony Brook University on device engineering, APT is developing a toy-lending library to service the local community. Contact APT for more information at 631-632-9014.

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