



SANTA CRUZ TECH BEAT

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Digest #338

It didn't occur to me until this week that we've just completed a 3-part SBDC-related series of interviews. First, a few weeks ago, we introduced you to Brandon Napoli, Director of the local Small Business Development Development Center (SBDC). Then, we introduced you to Gerry Barañano, Program Director of SBDC's Tech Futures Group (TFG). This week, meet IP attorney Patrick Reilly (although I'm guessing many of you already know Patrick). Patrick is the founder of IP Society and is also an IP expert with TFG. Voila: SBDC interview series.

Feel good father-daughter story alert! Michael David Winery named their new wine "Going Viral" Merlot *before* the pandemic hit. But the timing of that name presented a huge problem. Find out why they went to market anyway, and how the winery is helping raise funds for a UCSC COVID-19 research lab.

Thank you so much to these renewing partners! We appreciate your support!

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Sara Isenberg
Founder, Publisher, Editor-in-Chief
Santa Cruz Tech Beat

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Patrick Reilly, Esq. | Intellectual Property Law

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Top Stories

Watch this week's "Five in Five" with IP attorney Patrick Reilly to learn how to get your intellectual property in order and address trademark concerns during the pandemic.

[Watch the video.](#)

Baskin Engineering students find innovative ways to collaborate and finish capstone projects without working together in person. [Read the article.](#)

AgTech Insight's new interactive — and visually stunning — Agtech Ecosystem Market Map features leading startups, investors, and accelerator programs. [Read the article.](#)

UCSC researchers find evidence that material built up during Pluto's formation may have generated sufficient heat to create a liquid ocean. [Read the article.](#)

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Indistractable author Nir Eyal talks about the hidden psychology driving us to distraction. Join this SC Works webinar on July 1. [Read the article.](#)

Netflix's Reed Hasting and Patty Quillen announce plans to donate \$120M — the Santa Cruz locals' largest donation ever — to be used for scholarships at historically Black colleges and universities. [Read the article.](#)

The Monterey Bay Aquarium is set to reopen on July 9, with changes to the experience to address COVID concerns. [Read the article.](#)

Michael David Winery offers "Going Viral" Merlot to honor the lifesaving work of daughter Rebecca DuBois, virologist and UCSC associate professor of biomolecular engineering. [Read the article.](#)



Jobs/Internships

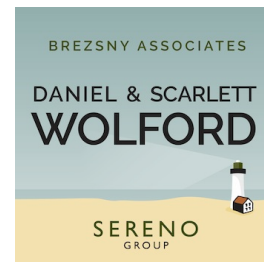
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