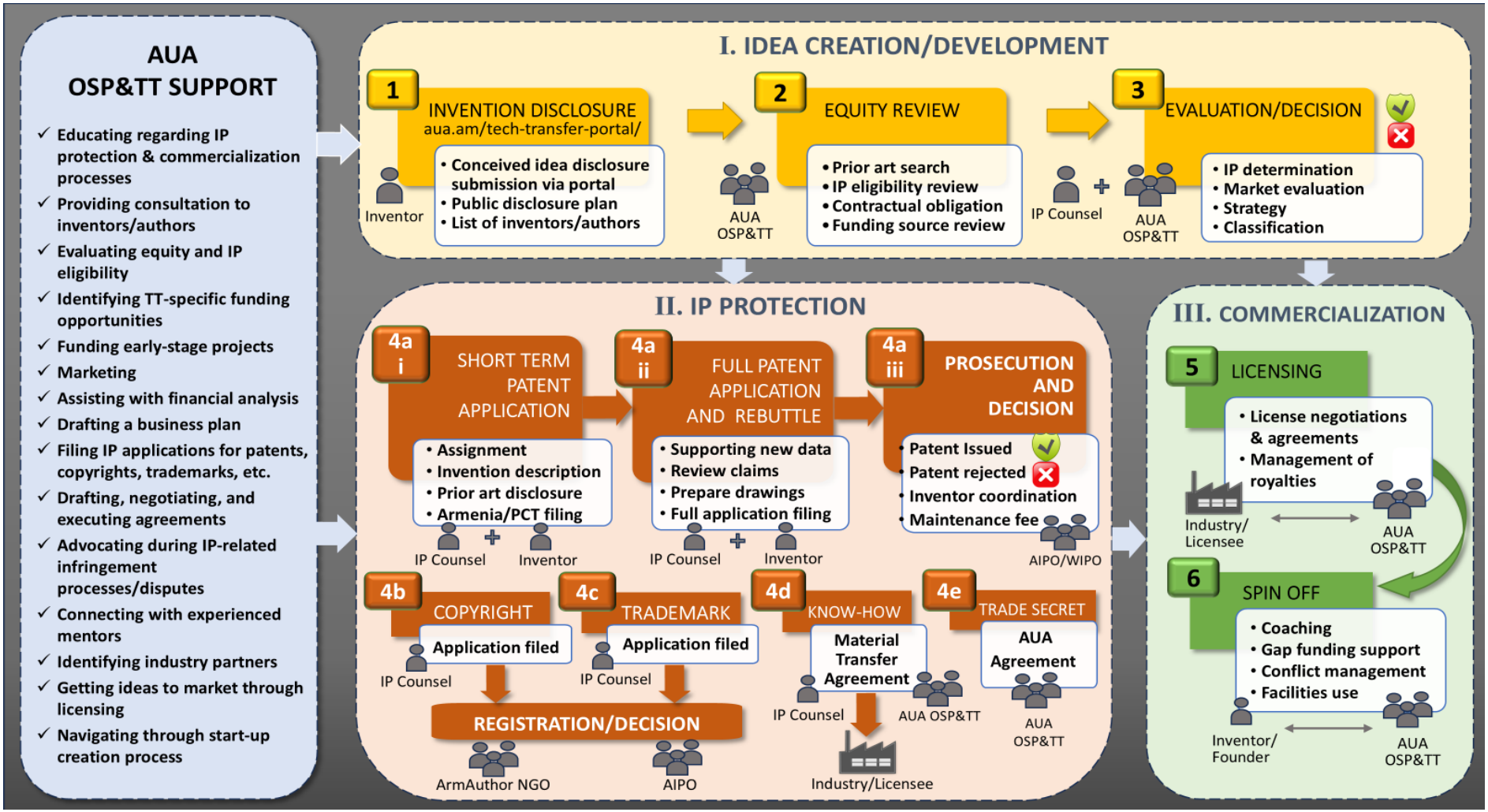AUA INTELLECTUAL PROPERTY PROTECTION AND COMMERCIALIZATION ROADMAP