

INVENTORS

THE MAGAZINE FOR IDEA PEOPLE >

DIGEST

August 2013
Volume 29 Issue 8
\$3.95

TALKBACK:

Who Do You Call?

PROBONO:

21st Century Innovation for
All in a Global Patent
System

LANDER ZONE:

Selling to the Catalogs

FIRST PERSON:

What I Would Do Differ-
ently

PROTOTYPING:

Make a Model

FIRST LEGO:

The Randomists



Making Life
Easier One
App at a
Time



Scan with your smart phone's QR
Reader to check out our content
online!

WITH
BRIAN FRIED



GOT INVENTION RADIO

AIRS EVERY THURSDAY AT
8PM EASTERN / 5PM PACIFIC

Call in and ask questions live during the show at

888-327-0061

or email your questions to

brian@gotinvention.com.

LISTEN LIVE

WWW.GOTINVENTION.COM

PRESENTED BY

INVENTORS DIGEST



AY HELLO TO INNOVATION

Get to know strategic branding

Shake hands with results

At eventys we breathe new life into existing products and brands, as well as create new ones using an efficient, collaborative approach.

Simply put, we believe there are two ways to grow your business: introduce new innovative products or sell more of what you already have.

Whichever direction fits your needs, we can help you thrive with a proven approach that delivers quantifiable results.

WHAT WE DO



INDUSTRIAL
DESIGN



ENGINEERING
& PROTOTYPING



ADVERTISING
& BRANDING



INTERACTIVE
& WEB



VIDEO
PRODUCTION



PUBLIC
RELATIONS

For more information and to view samples of our work visit eventys.com

or call us at 704-333-5335





The amazing kid-proof bowl is now found in Walgreens, Target, Bed Bath and Beyond and all major retailers across the country. Over 2 million units sold in 12+ Countries!

EdisonNATION™

**“Kid tested, Parent approved”
on The Rachael Ray Show**

Another “Parent-invented, kid-approved” Product Brought to market By Edison Nation.

Edison Nation is partnered with ASOTV industry leaders to find great new “As Seen on TV” products to launch in the more than \$200 billion direct response television market. Does your idea have what it takes to go from concept to TV set? Edison Nation wants to find those ideas with real ASOTV hit potential... just like our Gyro Bowl®, Eggies®, Emery Cat®, and Mister Steamy®.

Visit edisonnation.com/asotv to learn more about this search and other opportunities!

IN THIS ISSUE

ON THE COVER

18



21st

CENTURY
INNOVATION
FOR ALL IN A
GLOBAL PATENT
SYSTEM

30

37



9

MARKETING TIP OF THE MONTH

By: John Rau

10

UNDER THE RADAR

18

MAKING LIFE EASIER

ONE APP AT A TIME

How one company is transforming everyday tasks into effortless apps

22

PROTOTYPING

By: Jeremy Losaw

24

FIRST LEGO

The Randomists

28

TALKBACK

Who Do You Call?

30

PROBONO

21st Century Innovation for All in a Global Patent System

34

FIRST PERSON

What I Would Do Differently If I Knew Then What I Know Now

37

WELCOME TO THE MACHINE

Proper Preparation for Production

38

LANDER ZONE

Selling to the Catalogs

46

CLASSIFIEDS



Available on the iPad

App Store

EDITOR'S NOTE

Back to School

As summer draws to an end and school starts up again for the little ones, I feel a sense of excitement and rejuvenation in the air. A new school year always represented a chance to learn and explore new things for me. Although I was always scared to death that first day, I loved it each and every day afterwards.

My oldest son started 1st grade this year and I watched him face the same fears as well as the eventual excitement that I had at his age. All summer he wanted to attend a new school but fear of the unknown coupled with that excitement, which he expressed by pleading, "I don't like it; please don't make me go." Now that he's gotten adjusted, he's telling me to hurry in the morning so he's not late.

I find the inventor community follows a similar pattern – fervent about the first steps, and overly excited when the process finally begins. I correspond with hundreds of you in all stages of the process and there's a good chance I can detect what stage you're at within 30 seconds. Stage 1 is loaded with questions while the middle stage is a three page e-mail telling me all about the process or an hour-long conversation.

Even though I love it all, I love the passion and enthusiasm the most.

While reading our cover story this month on the new applications (also known as "apps") world, it reminded me of how invention and innovation truly drive our economy. The numbers are staggering when you put them in context. The market has grown from 800 apps just five years ago to nearly 400,000 today, and is poised to surpass 1 million apps by the end of the year. The statistics may be mind-boggling, but it's the pace innovative thinkers thrive on.

Under The Radar Notes:

This month, I've especially had fun reviewing the Radar submissions. We've had so many great submissions that we've held several over for our next issue. I found one particularly apropos for me. Although it's still in the development stage, I loved the concept of a talking head for text messaging that shows emotion, voice inflection, etc. As my wife tells me often, I think I'm much funnier than I really am and I try to use that same humor in texting and e-mails. Needless to say, I have to craft many follow-up emails apologizing and explaining what I meant.

Welcome back to school everyone, and keep your radar submissions coming!

MARK R. CANTEY
VP & ASSOCIATE PUBLISHER



CONTRIBUTORS



JACK LANDER, our regular columnist on all things prototyping, licensing and inventing, explores the gap between inventor and entrepreneur. Jack, a near-legend in the inventing community, is no stranger to the written word. His latest book is *Marketing Your Invention – A Complete Guide to Licensing, Producing and Selling Your Invention*. You can reach him at Jack@Inventor-mentor.com



Dhana Cohen, founder of TheNextBigZing.com knows a thing or two about great innovation, her website searches out and finds these great products and awards only the best “retail ready” products and is sharing a new partnership with Melinda Knight from womentorz.com, called Women Inventorz Network. A new platform to support, inspire and build the brands of women inventors. The network is the only program of its kind to award women inventors each month and the culmination of an Academy Award style Gala in Chicago February 2014!!



EDIE TOLCHIN, “The Sourcing Lady” (SM), “invented” EGT Global Trading in 1997, with a goal to link U.S. inventors with Asian manufacturers, to provide an exclusive import service for sourcing, quality control, production testing and safety issues, manufacturing, international financing, air/ocean shipping, customs clearance arrangements, and dock-to-door delivery.



BERNADETTE MARSHALL, is the president of NB Graphics & Associates, Inc. specializing in the preparation of design and utility patent drawings and trademark illustration nationally and internationally over the past 23 years. Ms. Marshall can be reached at (770) 640-1500, or found online at: <http://www.nbgraphics.com>



JOHN RAU, President/CEO of Ultra-Research Inc., an Anaheim, CA-based market research firm, has over 25 years of experience conducting market research for ideas, inventions and other forms of intellectual property. In addition, he is a member of the Board of Directors of Inventors Forum, based in Orange County, CA, which is one of the largest inventor organizations in the nation. He has been a contributor to *Inventors Digest* magazine since 1998. E-mail: ultraresch@cs.com
Phone: (714) 281-0150

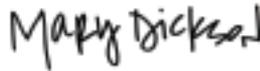
INVENTORS

THE MAGAZINE FOR IDEA PEOPLE >

DIGEST



MANAGING EDITOR
MARK R. CANTEY



ASSISTANT EDITOR
MARY DICKSON



EDITORIAL DIRECTOR
TAYLOR HIGGINS



ART DIRECTION AND LAYOUT
Sarah Hudson

For Advertising Contact Us At:
info@InventorsDigest.com

CONTRIBUTING EDITORS

Andrea Simon
Edie Tolchin
Sarah Hudson

INVENTORS DIGEST LLC

PUBLISHER:

Louis Foreman

VICE PRESIDENT, ASSOCIATE PUBLISHER

Mark Cantey

VICE PRESIDENT, INTERACTIVE AND WEB

Matt Spangard

FINANCIAL CONTROLLER

Debbie Muench

ASSISTANT TO THE PUBLISHER

Kara Sheaffer

ADVISORY BOARD

Ken Bloemer
James Daly
Paul Schols

Ad rates, subscriptions & editorial content: info@InventorsDigest.com www.InventorsDigest.com

© 2013 Inventors Digest, LLC. All rights reserved. Inventors Digest, LLC is a North Carolina limited liability company and is the publisher of Inventors Digest magazine. INVENTORS DIGEST and INVENTORS' DIGEST are trademarks of Inventors Digest, LLC. Reproduction or distribution of any materials obtained in this publication without written permission is expressly prohibited. The views, claims and opinions expressed in article and advertisements herein are not necessarily those of Inventors Digest, LLC, its employees, agents or directors. This publication and any references to products or services are provided "as is" without any expressed or implied warranty or term of any kind. While effort is made to ensure accuracy in the content of the information presented herein, Inventors Digest, LLC is not responsible for any errors, misprints or misinformation. Any legal information contained herein is not to be construed as legal advice and is provided for entertainment or educational purposes only. Interested parties and inventors seeking legal advice should consult a lawyer.

Market Research

tip of the Month

by John Rau

It is generally a good idea before you get too far in the invention development process to get some type of “third party evaluation” of your idea. Friends and family support is good, but not where you should go in this regard. You might try contacting local inventor clubs and related such organizations (See Inventors Digest magazine for a listing of such entities), but there are services, generally fee-based, available to you which will look at your invention and give you an unbiased evaluation, without any conflict of interest. Most noteworthy of these are : (1) the Wisconsin Innovation Service Center at the University of Wisconsin at Whitewater and (2) the Innovation Institute Evaluation Service offered by the Innovation Institute in Missouri.

First, the Wisconsin Innovation Service Center (located at 1200 Hyland Hall, University of Wisconsin-Whitewater, Whitewater, WI 53190, phone number (262) 472-1365, FAX number (262) 472-1600, e-mail innovate@uww.edu and web site <http://wisc.uww.edu>) provides a broad range of new product and invention assessment services for a fee. Specifically, for a basic fee of \$895 a new product market assessment report is prepared covering the following topics:

- **Technical feasibility**—Short overview of your product idea by a technical consultant to estimate whether the product will perform as intended.
- **Competition review**—An assessment of the major competition and a determination as to what makes your product unique. Included in this effort will be a review of a variety of print and online directories and databases, as well as performing a preliminary patent search to uncover any existing similar products. This review may also include a telephone follow-up to one or more selected companies with the most closely related products and patents for the most up-to-date literature and product information.
- **User need estimates**—An estimate of the true market demand for your new product based on industry contacts and an analysis of published market studies.
- **Trend reports**—An analysis and summary of relevant trends (e.g., industry, regulatory, and/or demographic) accessed via trade association reports, published market studies, and other sources as needed.
- **Research summary**—Summary report for you illustrating all of the major elements from above, with suggestions for next steps.

This is, no doubt, probably worth the price as they have been performing these types of services since 1980.

Second, some inventors may recall the services provided by the Wal-Mart Innovation Network and more recently the Center for Business and Economic Development of the College of Business Administration at Missouri State University, both of whom are no longer involved in these types of efforts. All of these services were based on the use of the PIES (Preliminary Innovation Evaluation Service) originally developed by Dr. Gerald Udell in 1979 and now in its 12th edition. The new focus of these services is the Innovation Institute, located at 17551 North Old #7, Sturgeon, MO 65284, phone number (573) 999-4518 and web site www.wini2.com. The Innovation Institute provides the Innovation Institute Evaluation Service which is an inventor/innovator assistance service that provides inventors, entrepreneurs, and product marketing/manufacturing enterprises with an honest and objective third-party analysis of the risks and potential of their ideas, inventions, and new products.

The fee for the evaluation service is \$250 for inventors in the United States and \$270 for inventors outside the United States. To obtain an evaluation, one needs to visit www.wini2.com and print out the form called PIES XII (there is a link to this form in the left-hand column). Then complete the form and send a check to the address cited above. Upon completion of your evaluation, you will receive a comprehensive report which scores your invention on 45 different criteria, such as financing, market research, distribution channels, patentability, etc. You will also receive a copy of Dr. Udell's book which further explains the evaluation system used by the Innovation Institute.

Just as most inventors do not have the expertise to patent their own inventions, most lack the know-how to determine the commercial potential of their ideas and inventions; hence that is why invention evaluation services such as those provided by the Wisconsin Innovation Service Center and the Innovation Institute can be helpful in this regard. Generally speaking, before you invest in a patent or a significant amount of market research or product development, it would be prudent to have a professional assessment of the risks and commercial viability of your invention idea.

ultraresch@cs.com | (714) 281-0150

UNDER THE RADAR

1

Wearable Mouse Prevents RSI

The AirMouse is a wearable mouse set to be released within the next year. Besides looking super futuristic, it might actually help you avoid repetitive stress injuries from constant mouse use. The wearable device only works as a mouse when your hand is in a flat, neutral position, so it encourages good hand posture - and you can continue to wear the glove even when you're typing. And, because it's wireless and can go up to a week between charges, you won't be tethered to a cord.



USB Outlet Gives You Multiple Places to Power up Gadgets

The Bolt USB Outlet, designed by Jeffrey Pettit, takes the place of an electrical outlet and gives you six USB plugs that you can use to charge all of your various devices. The Bolt plugs into a regular outlet and draws its power from your home's electric supply.

Besides giving you a simple, central place to charge a lot of devices at once, the Bolt also eliminates the danger of an open electrical outlet for young, curious children. You could achieve the same effect with child safety outlet covers, but those wouldn't let you charge all of the gadgets that you need to live your modern digital life.

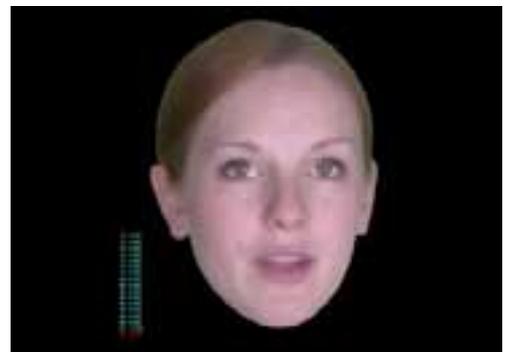
2

3

Zoe - Virtual Talking Head

While texting, chances are you've suffered one of the most common side effects of this thoroughly modern form of communication: misunderstandings caused by the lack of emotional context. A team of engineers at the University of Cambridge and Toshiba's Cambridge Research Lab have created a high-tech solution to this problem, and its name is Zoe.

The program uses the face and voice of actress Zoe Lister-Jones to express messages in an actual human voice, although future versions could allow you to upload your own voice and face. The program would let you send messages silently by typing, allowing for privacy in a public setting. Face and voice can express six emotions: happy, sad, tender, angry, afraid and neutral. The message sender can adjust the tone, pitch and speed of the voice to alter the intended meaning. It can also be used to help autistic kids read emotions and to help deaf children read lips.



3D printing means
prototypes like these,
that help product designers
put their best foot forward.



WHATEVER YOUR GAME, 3D PRINTING IS GOING TO CHANGE IT.



3D printing means virtual inventories
and low-volume production,
which for manufacturers
is the next big step.

They look like shoes. They feel like shoes. But they're actually prototypes.

Printed layer by layer on a 3D printer. 🚀 Every day, 3D printing rewrites

another rule of how things are made. 🚀 3D printers are at work in

product design studios, engineering departments and manufacturing

plants. In schools and hospitals and dental labs. Wherever speed,

efficiency and accuracy matter. 🚀 It is the next industrial revolution.

And Stratasys is here to lead it.

Come explore the game-changing possibilities of a 3D World at Stratasys.com.



Stratasys is a registered trademark of Stratasys, Ltd., registered in the U.S. and other countries.

4

Vibrating Learning Pen

Designer Falk Wolsky's wife was helping their son with his homework when she realized he was making mistakes without her noticing. She casually mentioned the need for a pen that would alert you to spelling and penmanship mistakes. Like any good dad, Wolsky took notice.



Along with fellow designer Daniel Kaesmacher, he created the Lernstift (German for "learning pen"). While the user is writing, it releases a gentle vibration to tell the user that they have made a spelling mistake or to correct their handwriting. The writing utensil has three interchangeable tips: pencil, fountain pen, and ballpoint.

Although it's designed for children, the Lernstift packs a tiny computer inside its ergonomic design. An embedded Linux system runs the board, which contains a motion sensor, processor, memory, vibration module and Wi-Fi module. It has two modes: Orthography mode, which recognizes spelling mistakes, and Calligraphy mode, which recognizes flaws in legibility.



High Efficiency Swim Fins

Stay underwater twenty percent longer using MaxAir™ swim fins, which reduce the effort required to move through the water.

Multi-vane swim fins are not new but TECreation Development, LLC has eliminated the costly mechanics and designed these to be manufactured using exactly the same injection molding techniques used for today's commercial swim fins while making them more durable in use. Extensive testing has shown the patented fins can reduce air

consumption up to fifty percent. Articulated hydrofoils create lift just like an airplane during both kick directions. Divers get the benefit of wing type lift without any change in the way they swim. The improved hydrodynamics also allow divers to reach a higher top speed if needed.

www.TECreationDev.com

5

6

Apple TV and iPhone Combine to Make a Wii-Like Console

If you're still holding out on buying a Wii or a Kinect for whatever reason, your Apple products could prove to be a fun substitute. Rolocule Games introduced an app called Motion Tennis that uses your iPhone and Apple TV for a Wii-like tennis experience. The devices are connected via AirPlay Mirroring so that your iPhone becomes a tennis racket.



The gaming system is a simple one, but one that could prove to be a lot of fun for people whose lives include a lot of Apple products. Just one word of advice, however: strap your iPhone to your wrist before you play or risk some very expensive damages.

PR BOOTCAMP *for* ENTREPRENEURS

Presented by Alyson Dutch, author of *PR Handbook for Entrepreneurs*

No budget to launch your product? You could hire a publicity firm for \$5000 a month - or you could learn how to do it yourself! From the mind of a big brand product PR maven, Alyson Dutch, the bootcamp includes how to:



1. Create a news-worthy differentiation statement



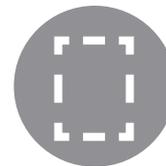
2. Write a press release



3. Develop a pitch that gets TIME magazine to report about you



4. Step-by-step guides



5. Templates



6. Exercises that result in a ready-to-use campaign for your product

Special offer for Inventor's Digest readers:

~~\$39.99~~

\$19.99

www.prbootcamp.myquickcheckout.com/inventorsdigestspecial

Continued from page 12

7

Transparent iPad Concept: See-Through Future of Tablets?

There are entire online communities dedicated to guessing which designs Apple might release next, but some designers go ahead and make their own rather than waiting to see the official versions. Designer/digital artist Ricardo Afonso created this transparent iPad to show what future generations of the wildly popular tablet computer might look like.

The transparent concept is way more stylish than the current generations of iPads. Its body is almost entirely see-through glass, other than the two small bars at the top and bottom. These bars provide a place to grip as well as housing the camera, microphone, speakers and power button, along with all of the other “guts” usually hidden in the bodies of gadgets.



Faucet Light Color-Codes Water Temperature

The LED Faucet Light lets you check your water temperature visually and adds a bit of party-time flair to the kitchen or bathroom.

The sensor and light can be installed on almost any faucet, and require no external power source or batteries. The built-in thermometer will measure the temperature of the water, triggering the light to shine in three different colors: red for hot (above 110F), green for lukewarm and blue for cold. According to some users, the fun, flowing colored water has the added bonus of encouraging children to wash their hands.

8

9

Kwiggle folding Bike is World's Most Compact

Folding bikes are nothing new, but the Kwiggle Bike has just upped the stakes—folding down to a size small enough to be hand-carried onto a plane.

Created by Karstin Bettin, the Kwiggle is being touted as the most compact folding bike in the world. Able to support riders up to 220 pounds, it can also fold down to just 21.6 x 15.7 x 9.8 inches. Some key aspects of the Kwiggle include the placement of the cog on the outside of the frame, which allows it to fold more compactly by keeping the chain out of the way, and a seat that encourages an upright riding style described as a mixture of biking and fitness walking.

The current prototype is a single speed, but Bettin plans to produce a new model with two to six gears and with larger, 14-inch wheels.



10

Pogo Break Away Headphone Jack

The Pogo headphone jack was designed to break away if accidentally pulled too hard, preventing the headphone plug from snapping off.

Created by Jon Patterson, who has snapped off his share of headphone plugs, the two-part device features a pair of neodymium magnets, one on each piece of the device, and four “pogo” pins. The magnets hold the halves of the Pogo securely together while the Pogo pins transfer the electrical signal. The magnets are strong enough to hold the weight of an iPhone, but will separate if subjected to a sudden tug. The Pogo is also universal, and will work with any 3.5 mm plug.

Currently the device is still in the prototype phase.



Plug-In Helps Stop Phishing Attacks

The Uni-IDM plug-in can help keep your password and other computer-stored information secure from hackers by recognizing phishing attacks.

Created by Chris Mitchell and Haithan Al-Sinani of the University College London, the plug-in is designed for use with sites that require the user to log in. Sometimes, these sites can be hijacked by an imposter site that looks very much the same. To help protect computer users from entering their information in such counterfeit sites, the plug-in allows users to create an electronic “ID card” for these websites, which helps to confirm the site’s actual identity before any crucial password information has been entered.

11

12

ASAP Solar Powered Rescue Watercraft

The ASAP solar-powered watercraft not only costs much less than the traditional water craft—it could also help save a life.

Designer Ross Kemp created the ASAP, which is a design combination of a ski, surfboard and catamaran, during a lifeguard training course. Realizing how difficult it is to tow a body in the water, he created the solar, electric motor-powered paddleboard as way to speed water rescues. The ASAP’s central platform makes it easy to slide a body on board, and the V-shaped catamaran hull will move more easily through choppy waters. The ASAP is able to travel a speed up to 15 miles an hour.





Successful Women InventorZ are creating brands every day, and many are still under the radar of our inventor community. They have carved their niche in solutions for noisy toys, yarn organizers, fashionable nursing cover-ups, a blanket that turns into a bag and, to round it all up, easy ID tags for kids' things! We are honored to have these women share their stories for that would-be inventor in all of you!

1

Kidems Wheelsox

Who would have thought? A sock for a bike! Well Marcia Sibley Motuz did – she is the inventor of the Kidems Wheelsox. As the mother of five children, Marcia found that ride-on toys were loud, noisy, and destructive. She decided to create a product that would cover the wheels and protect her floors. Her invention covers most plastic ride-on toys and prevents damage from dirt and sand that has gotten into the wheels - not to mention makes them quieter. As her website proudly states, “Listen to the sound of your toddler’s giggles - not the grind of their ride-on’s wheels!”



www.kidemswheelsox.com



Yarnimals - The Keeper of the Yarn

We love when our AWARD winners have unique products, and it sometimes takes the passion of an artist to bring on an idea. This is what happened to Aubrey Avila, inventor of Yarnimal. As an avid knitter, she was always looking for a solution to organize and hold her yards of yarn without the knots and tangles. The adorable Yarnimal is the smartest way to hold yarn in place for up to 6oz. Inserting the yarn onto the spindle of the Yarnimals belly allows the yarn to unravel tangle free.

www.yarnimal.com

2

3

CoverBoo Couture

I love that moms can take charge and feed their babies on the go – nursing is such a personal moment, and a shame when we forget the all-important “cover up.” Well guess what? A mom did it again! Maria Flores has invented a versatile cover up that is also an adorable scarf. The CoverBoo Nursing Scarf doesn't need to be shoved into a diaper bag; instead, it is worn by the fashion forward mom until she needs to nurse. What I love most is you can wear it a ton of different ways. If I still had a new baby I would buy the entire line!

www.coverboocouture.com



Sky Dreams



My life is travel – I travel for work and I travel for leisure. Do I love traveling? Not so much, but I love getting where I need to be. I truly believe the comfort of home should be easily accessible on planes, trains, or automobiles. That's why we bring you yet another talented woman - an inventor by the name of Angie Higa. Angie developed an ingenious solution for those uncomfortable naps in airplanes - the SkyDream blanket. This multi-functional blanket and pillow is disguised as a fashionable bag so when it's not in use you can easily pack it away. Carry it with you, or hang it on your stroller or luggage. It even comes designed as a backpack for your toddler!

Angie didn't miss a beat with this great invention. Kudos for your insight on what we travel mamas need!

www.skydreamsllc.com

4

5

SwaggerTag Identification Tags

It's back-to-school time, and if you are a parent like me, you know about keeping your kids organized with their things! We've found one of those amazing products that will identify your child's things; such as backpacks, lunch bags, lockers. Anything you can wrap a tie around, you can clip a SwaggerTag ID tag to and personalize their products! Inventor Karen Walker was inspired when she thought there had to be a better way than losing her kids' things. Now with a photo tag, kids will know which packs are theirs at a glance.

swaggertag.com





Making Life Easier One App at a Time

by
Mark
Cantey

Every inventor or innovator has that aha! moment and with the new age of mobile applications (or “apps” in gadget speak) for smartphones, these moments happen when you least expect them. Making a simple dinner reservation at a trendy restaurant has turned one app idea

into one of the fastest growing companies, thanks to that fateful aha! moment and follow through.

On a spring night in May 2010 in Fort Lauderdale, Fla. Scott Rosenblum and his girlfriend Kelly Underwood were planning on

having dinner in one of the trendy, hard-to-get-into restaurants on Las Olas Boulevard. As they approached the restaurant in Kelly's car, which she aptly had named "Royce," it became clear they would be forced to use meter parking. Unfortunately, they had no change and it appeared the only option was to pay by phone, which in itself was an experience. As they pulled up to the meter, they saw directions on a nearby sign that read: "Call this number and pay by phone."

This led to an aggravating experience and 25 minutes spent to get their information set up and the parking paid for. Unfortunately, the whole parking experience caused them to miss the dinner reservation, so they ended up dining at the bar. While they were eating, the restaurant's proprietor, a connoisseur in making his customers feel like they are part of the family, joined them. Scott and Kelly started to discuss their experience, which the owner said was quite common. Scott owned a local marketing and entertainment company, Rock Media. With a strong marketing background and a creative-minded girlfriend, Rosenblum decided not only were they going to solve this problem but also that there had to be a better way to make people lives easier... from here, Royce Mobile Apps is born.

Rosenblum was always intrigued by the mobile app business and was determined to see this concept through. He operated a successful entertainment business and his new digital media business was rapidly growing. So he merged the two companies and created a third division for consumer mobile applications, Neutrino Interactive, to form Neutrino Media Group. The roadmap for the future in consumer mobile applications was now in place.



RoycePark is a mobile app that allows customers to find, park, and pay for their parking session through their mobile device.

The next step for Neutrino Media Group was to find an exceptional Chief Technology Officer. This individual needed to not only understand the technical aspects and challenges of this business, but who could also understand the sophisticated marketing and ideation concepts that would be employed constantly to this ever growing suite of applications.

For this, he received advice from a family member, who not only was one of the top marketing executives in the world but who also has created the world's number one environmental website. His cousin made an introduction to Abhi Goel, who Rosenblum asked the next day to join forces and alas... the beginning of the most creative team in mobile applications was born.

Goel's task was clear: build a team to develop mobile applications that would solve a company's issues and would make life easier for the consumers with everyday



• Data Entered for Attendance



• Show Receipt



• Record of Transactions

With its quick, simple, easy-to-use interface, RoycePark vastly cuts back on time spent trying to find parking.

tasks, such as parking, shopping, and traveling. Goel suggested that they not recreate the wheel.

Rosenblum approached Barney Pell, Chairman and CEO of QP Quickpay. Pell comes with an impressive resume including CEO of Powerset and the development of Bing for Microsoft.

“The key for us was to have a trustworthy payment platform that can be shared across all applications and QP Quickpay offered that,” explains Rosenblum.

With QuickPay’s cloud-based platform behind each application, users can download and create a profile for one ROYCE app that can then grant access to all apps under that profile. Pell signed up and he and

Rosenblum became fast friends and the rest is history.

Scott then gave the task to Goel and his team to start developing the first Royce-eMobileApp. RoycePark. RoycePark is a mobile application that allows customers to find, park and pay for their parking session through their mobile device. It can even open the gate or a gated lot. RoycePark launched in early 2013 and the second version introduced RoyceValet to the world.

“We went back and forth with our technology staff and potential customers to try and introduce the most robust parking app in the market,” says Goel. After several months, RoyceValet was born.

RoyceValet is as simple as pulling up your car, getting your valet ticket from the valet

parker and when you are ready to retrieve your car, opening the app and summoning your car from wherever you are. You can set the time you want your car to be ready for pick up or if you want it at a set time. The application sends you a message when your car is on the way for the driver to pick up from the valet stand, and then gives the driver the option to pay for the valet session, including the tip, with just a push of the pay button on the application. There is no wait or back up.

RoycePark can be used in hundreds of locations across the country and RoyceValet is quickly expanding across the country.

After the launch of RoycePark and RoyceValet, Neutrino Media Group is keeping the company's tagline of "making life easier" with the planned delivery of RoyceShop and RoyceTravel in 2014. Overall, ROYCE-MOBILEAPPS™ offers a fun consumer experience while solving a need for both consumers and large-scale enterprises when it comes to everyday interaction and payment for services such as parking, shopping, traveling and more.

However it's more than just developing an app.

"You have to let people know and fortunately Neutrino Media Group started as a branded entertainment company. With the app market exploding from just 800 apps 5 years ago to almost 400,000 when we started development, we knew we had to offer something different," says Rosenblum. "We are able to use our marketing background, in addition to our creative media staff to make

"With the app market exploding from just 800 apps 5 years ago to almost 400,000 when we started development, we knew we had to offer something different."

sure our apps are marketed effectively. The app market is expected to surpass one million apps this year so we have to have that point of differentiation."

"It's funny how things happen. Even though the dinner didn't begin or end the way I had planned, I'm not sure the concept for Royce apps would have ever been launched," says Rosenblum. As long as life continues to be difficult, Rosenblum and his staff will continue to "make life easier".

The parent company Neutrino Media Group (NMG) is a multimedia and application company based in Atlanta, Ga. with offices in Charlotte and Fort Lauderdale. The team is currently working with some of the most recognizable names in media software and services, including YouTube, Google, Elle Magazine, Hearst Corporation, Starwood Corporation and more.

For more information, visit www.roycemobileapps.com and www.neutrinomediagroup.com.

protoTYPING

BY Jeremy Losaw

The engineering team at Edison Nation encounters a wide variety of design and prototyping challenges and it's important to have a variety of tools to solve these problems quickly and effectively. This month I would like to take you back into the shop to introduce you to another one of our important and often used pieces of equipment, the Tormach 1100 CNC Mill.

A mill is a piece of equipment that has a vertically-mounted cutting tool and a table that can be moved in and out, left and right, and up and down to remove small amounts of material from a piece of stock material to form a finished part. A manual mill has axes that are controlled by hand and is a piece of equipment that is found in nearly every machine shop and many home-based workshops. Manual mills are typically used for two-dimensional cutting and drilling. CNC (computer numeric control) mills have the same basic architecture, but have motors that drive each of the axes. This makes it possible to program the machine to do precise and complex movements to create complex 3D surfaces. Since consumer products rarely have simple 2D geometry, CNC mills are a great tool to create the look of prototypes in the later stages of product development.

The Tormach 1100 is a great machine for the Edison Nation shop. The table has travel extents of 18" x 9.5" with 16.25" of vertical travel, which is well within the size limits of most products that we work on. It has an RPM range of 100-5140 and a built in coolant system which allows us to get a great surface finish on practically any material. While the Tormach has great specs, its price starts at about \$8,500 which makes it accessible to high-end hobbyists, hacker spaces, and educational environments.

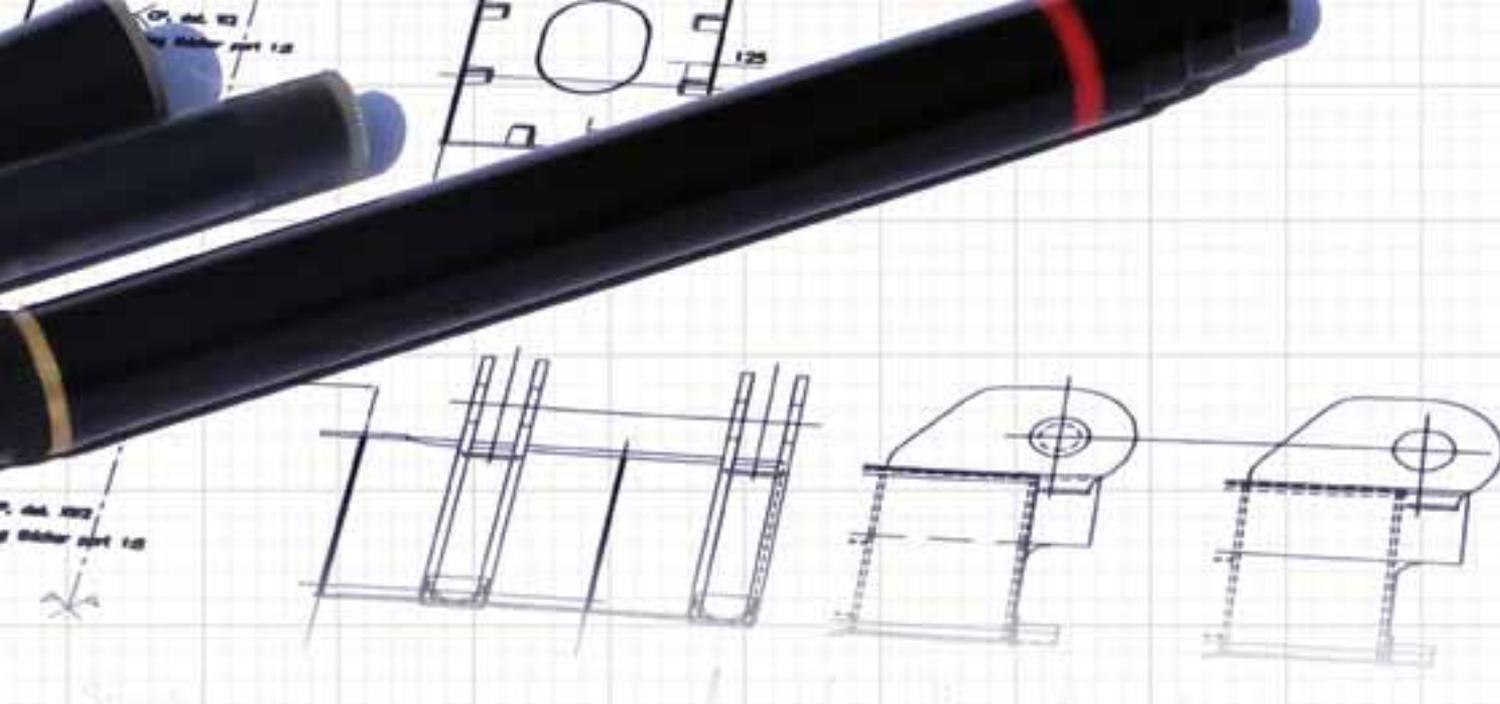
No matter how good a CNC mill is, it still needs a set of instructions, called G-code, to actually get the machine to cut the desired surfaces. There are plenty of programs

on the market that can aid in generating G-code, but the Edison Nation team has chosen SolidCAM as our toolpath generation software. SolidCAM is a perfect fit for us because it runs seamlessly inside our CAD program, SolidWorks. There is no need to export files to another program, and it makes it much easier to make changes to the parts on the fly. They also have a great set of video tutorials on their website, which made it easy for the whole team to learn the software quickly.



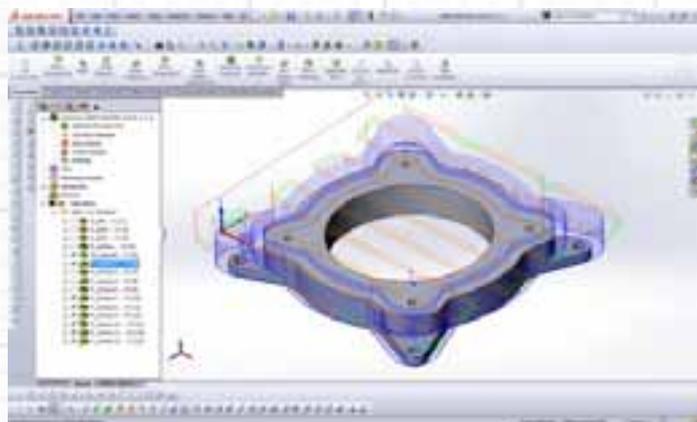
Edison Nation engineer, Kevin Dalquist, using the Tormach 1100 to match a part for a prototype.

The machining process starts from a CAD file. Once we have a part designed in SolidWorks, we use the SolidCAM add-in to create a tool path. We select the origin of the part, clearance limits, and material stock size. Then, we create profiles, pockets, holes, or 3D machining cut paths by selecting profiles or features from our part to act on. Once the operations are defined, SolidCAM computes the G-code file.

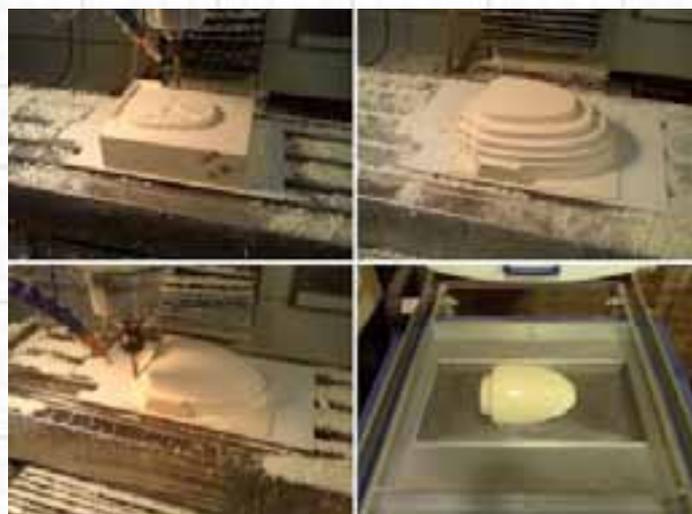


The G-code file is transferred to the computer on the Tormach. We, then, zero all three axes on the machine, install the correct cutting bit, and run the program. Cycle time depends on the number of operations, and the hardness of the material being cut, but most of our programs are between 2 and 90 minutes.

the Germ Master that was also featured on the show. The Tormach and SolidCAM are so versatile that we use it to make parts for our prototypes during all of our projects, especially when we run into material property limitations with 3D printing.



Cut paths for a Germ Master part displayed on the SolidCAM interface



Progression of the vacuum forming tool made for the Splot being machined. The lower right picture shows the finished product after the Tormach was used in the vacuum former to make the form model

The Tormach and SolidCAM have been used together with great success on a number of Edison Nation projects, including a couple of products in season 4 of Everyday Edisons. During the Hydrolyptic project, the impeller, which is the main resistance element in the product, was machined on the Tormach. The Tormach was also used during the Splot project to cut a vacuum form mold, which was used to create a form model to show to potential licensees. I also used it to cut a garolite chassis for

CNC milling capability is a must-have for the Edison Nation engineering team. It allows us to create complex designs out of proper engineering materials when creating our prototypes, which many other pieces of equipment cannot do. The Tormach's capabilities and size suit our needs perfectly, and our SolidCAM software makes it easy to use, whether you need production capability, are outfitting a hacker-space, or simply build prototypes in your garage.



THE RANDOMISTS

Five seventh graders with an interest in STEM develop the Standalone cane

Edison Nation was pleased to again partner with *FIRST Lego League* for their annual *Global Innovation Award*. 10 teams from across the country were selected as semi-finalists in this year's *Senior Solutions challenge*. This month we're spotlighting *The Randomists* team from San Antonio, Texas.

Tell us about your team!

We are a team of five seventh graders from San Antonio, Texas. Our names and ages are: Nia Clements (12), Evan Meade (13), Max Ulmer (13), Luke Vilagi (13) and Madelyne Wilson (12). We attend two different schools – Keystone School and Montessori School of San Antonio.

Who is your favorite inventor and why?

Our favorite inventor is Ole Kirk Christiansen, the creator of LEGO®. His simple idea can stimulate and encourage people from “3 to 99 years of age” as said by LEGO. LEGO inspires everything from simple cars to complex machines; from simple brick to complex architecture construction; and Elementary to University use of robots. LEGO robots can inspire kids of all ages and genders to explore the fields of science and technology. We would

not be competing in this educational competition without Ole Kirk Christiansen's invention of the LEGO brick.

What inspired you about this year's Senior Solutions challenge?

The project challenge this year was to conduct research and develop an innovative solution to help seniors continue to be independent, engaged, and connected in their communities. We had many ideas, so to help us better understand daily problems we met with several residents at a senior living center. They all indicated they had problems with balance. We didn't realize the walking aids used today made life difficult because they are either too bulky, too heavy or fell over. They liked the traditional cane design but it only leaves one hand available for simple task like getting mail out of the mailbox or opening a door when carrying a shopping bag. Knowing these were real-life problems for many seniors, we looked at ways to improve the traditional walking cane. We decided if we could create a cane that did not fall over this would allow the seniors to use both hands for every-day tasks. Our innovation was the “Standalone”, a cane that combines two existing technologies into a regular cane to allow it to stand without falling.

The Randomists share their passion and what they've learned with a math class.



Tell Inventors Digest about your team - how did you all come together?

We share a common interest in science and technology, so when the opportunity presented itself, we couldn't resist getting involved in a program that combined our passion for STEM and creating solutions to real-world problems. We have been together as a team for two seasons. As we go to different schools we meet for about four hours during weekends. During the summer break we work on learning new things, and as we prepare for competitions we spend a lot more time at the weekends. We also find time to help other teams, and to promote FLL within our community.

Did you encounter any problems or obstacles during the Senior Solutions challenge?

Yes, in fact many. A major problem we encountered this year was designing a simple cane to incorporate all the technology. We brainstormed ideas, drew new prototypes, and created a concept model with LEGOs to test and simulate the actual invention. The first several prototypes were unsuccessful, but helped us identify the issues that we needed to address. We addressed the issues using the Engineering Design Process (EDP) until we found a solution that would work.

How did the team problem-solve together to invent, and what has it taught you?

The team solved problems together using the Engineering Design Process (EDP). The EDP is how you identify the problem, research it, generate possible solutions, select the best one, construct a prototype/concept, test and evaluate the solution, communicate the solutions, and redesign if necessary. We went through the process many times before we came upon a solution that was both functional and practical. The EDP process has taught us to effectively and methodically solve problems in everyday life such as balancing school and extracurricular activities, time management, prioritizing the steps in school projects, and effectively working together.

How does it feel to create something new?

It is exciting to know that you created something that will have a real-life effect.



As a part of their project, the team presents the Standalone to a group of seniors.

What do you all want to be when you grow up?

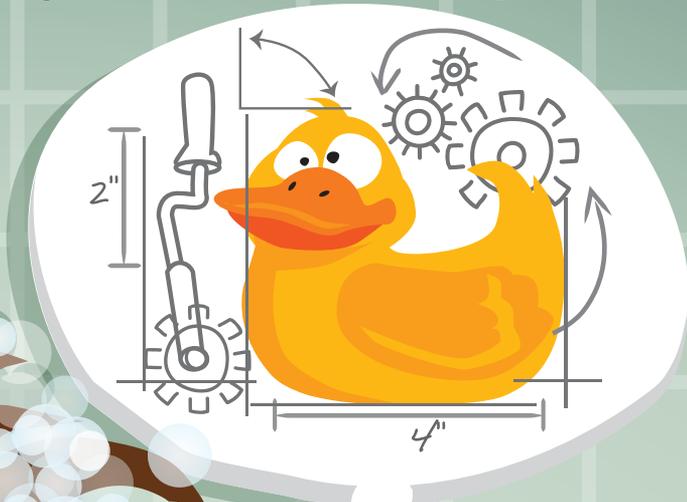
We all have interests in science, technology, engineering, and mathematics (STEM). We want to work in engineering, bioengineering, or health sciences to either design automobiles, create robots for the military, program computers to make things easier, or develop solutions to treat or cure medical conditions.

If you win the Global Innovation Award, what's next for the team?

If we win the Global Innovation Award, we would like to work with people who can patent and manufacture the "Standalone". Lots of seniors (and younger people) have said they would buy the "Standalone" if it was available today.

GREAT IDEAS CAN HAPPEN ANYWHERE!

(Just dry off before you contact us)



The United Inventors Association

www.uiausa.org

InventingQuestions@uiausa.org

Providing free Inventor Education programs for over 25 years

1025 CONNECTICUT AVENUE 1000 • WASHINGTON D.C. 20036

WHO CAN YOU CALL?

BRIAN FRIED TALKS ABOUT GETINVENTIONHELP.COM AND HOW IT PAIRS INVENTORS WITH TRUSTWORTHY COMPANIES

One of the biggest challenges for inventors is to find reputable partners to work with, whether they're looking for designers, manufacturers, or patent attorneys. With each contact, the inventor is placing his trust in a company that has yet to prove its honesty. For most people, it's a leap of faith that can't be avoided – and that's why Brian Fried of Got Invention radio has developed a way to pair individuals and startups with companies that have a proven track record.

Here at Inventor's Digest, we've been following all of Brian's ventures, from his radio program to his in-store, patented products. As soon as we heard about his latest work, GetInventionHelp.com, we sat down with Brian to talk about the development of the site, how it works, and how inventors can be assured their ideas are protected.

1. TELL US ABOUT YOUR LATEST "INVENTION" AND WHY YOU CAME UP WITH IT?

I am approached by inventors at

all stages of the invention process, and one of the biggest reasons for inventors not moving forward with their ideas is because they do not know what to do next and who to call. When they do find a service provider to call, they are not sure if they are "inventor friendly," meaning that they work with inventors, and also what the cost of services should be. When I did my research and asked inventors if they would be interested in a referral service like this the answer over and over again was YES. When I asked service providers if they would like to have inventors contact information for their service for a nominal fee, most of the time the answer was YES, and I am ok with some not being interested, as I only want businesses that are going to take care of inventors confidentially, providing great service and pricing to be considered in our network...then came GetInventionHelp.com!

2. HOW DOES IT WORK?

An inventor goes to the GetInventionHelp.com website and can easi-

ly navigate and choose the step they are at in the invention process, fill out a simple form and then wait for up to four service providers to contact them and discuss their needs.

3. WHAT SERVICES ARE AVAILABLE TO INVENTORS?

We have covered almost every step of the process you would need help with:

Search- Inventors can look to see if their ideas can be protected, or if the idea is someone else's intellectual property.

Develop- If you need drawings, 3D (CAD) files for prototyping, or to make a prototype, need to find a manufacturer in various industries, need an engineer or a product safety expert

Protect- Here you can select what type of Intellectual Property you are looking for someone to help you with, from various patent applications, trademarks, copyrights, or if you need help with an office action, need an accountant or to even form a company.

Promote- If you need a logo or

website, any type of graphic work, packaging, making a short video or commercial, writing of a press release, promotional products, or to generate more traffic to your website.

License- Connect with a licensing agent for specific industries to make a deal with a licensee and collect royalties from your invention.

Launch- Once you've produced your product, choose this step to find a manufacturer representative or sales rep to get into retail, find a warehouse/distribution service or if you need an overseas customs agent.

Advice- An inventor can connect with an inventor coach.

4. HOW MUCH DOES THE INVENTOR PAY FOR THIS REFERRAL SERVICE?

The inventor pays nothing to come to select the step, fill out the form and have service providers contact them.

5. WHEN A SERVICE PROVIDER CONTACTS THE INVENTOR WHAT HAPPENS NEXT?

You can expect up to four service providers to call you after you hit submit on the form. When they contact you, describe what you need help with, find out what they can do for you and get a quote. Once you determine who you feel would be the right candidate for the work, get started and keep going with your invention!

6. WHAT DO YOU DO TO PROTECT THE INVENTOR?

We are happy to offer an opportunity for the service providers to receive our inventor leads. If a business wants to join our network, they must fill out a form, including their Tax ID number. We do our best to make sure they have no complaints, find out how and what they charge and how they service inventors.

We speak to the business directly to confirm and obtain information we need to determine if they are the right fit for inventors' contact information to be directed to them. As an inventor going through the process many times and my staff helping me to run GetInvention-Help.com, we look for vendors that we would feel comfortable working with ourselves! We look for respect, confidentiality, service and price as the main factors in our approval process.

Also, if you need a Non-Disclosure Agreement (NDA), we have one for you to download on our website for you and the other party to sign and keep for your records.

7. HOW DO SERVICE PROVIDERS SIGN UP?

Businesses that can accommodate inventor requests for various services can go directly to the sign-up page at www.inventorleads.com or the link on any of the pages on www.GetInventionHelp.com. Once the form is filled out, they will get a call from someone on our team, they fund their account and as soon as an inventor's leads come through, the contact information will be delivered to them and engage the inventor for their business.

8. WHAT IS THE ULTIMATE GOAL FOR THE INVENTOR USING THIS WEBSITE?

I wanted to provide a hub for the inventor to start and continue with their ideas by submitting a request for qualified services, compare costs from various vendors and decide who to work with.

I also know that there are great service providers currently helping inventors and others that are just starting their businesses. We generate inventor leads for potential business so they can focus on doing what they are great at and leave the marketing/advertising to us.

9. WHAT IS YOUR NEXT INVENTION YOU ARE WORKING ON?

Can I ask you to sign an NDA? Just kidding... I have another service website just about to launch, another book I need to finish and I've been working on several of my daughter Alana's pet product ideas and I still have a pipeline of my own. Right now I am fortunate to have three products in Wal-Mart and other retailers and supermarkets, and several on TV where I am collecting royalties.

ABOUT BRIAN FRIED

Brian has been featured in newspapers and magazines, including New York Times, Inc. Magazine, Inventors Digest and Newsday. He has appeared on major and local city news broadcasts and television, including CBS News and Food Network. He also founded and continues to run both Inventors & Entrepreneurs Clubs in Nassau and Suffolk Counties in New York and authored a resource guide for innovators, inventors and entrepreneurs called "You & Your Big Ideas". Brian hosts a live online radio show called, Got Invention Radio he started in 2009. Since 2006, Brian continues to be a guest speaker at public libraries, schools and for government agencies presenting his seminar called, "An Inventor's Adventure." He spends his time coaching inventors and licensing products as an agent. Brian also consultant corporations to help develop products, brainstorm concepts and as an innovation motivator. You can visit Brian at: www.gotinvention.com. Brian was just started working with answers.com as their Content Expert Writer for the invention category.

21st

CENTURY
INNOVATION
FOR ALL IN A
GLOBAL PATENT
SYSTEM

By: Adam Burrowbridge* and Alex Camarota**

*Law Clerk, U.S. Court of Appeals for the Federal Circuit, Washington, DC, USA

**Office of Innovation Development, United States Patent and Trademark Office, Alexandria, VA, USA

Nonprejudicial disclosure periods are vital to many small and medium-sized enterprises seeking to patent their technology. Also known as a “grace period,” nonprejudicial disclosures allow inventors to publicly disclose their inventions 1 year prior to filing without compromising the patentability of the invention on grounds of novelty. As the US and European Union move forward in harmonization, the need to build nonprejudicial disclosures into global patent harmonization framework has never been more timely or important.

AN UNPARALLELED OPPORTUNITY

On September 16, 2011, President Obama signed the America Invents Act (AIA), a breakthrough in US patent law reform which sought to, inter alia, “improve the United States patent system and promote harmonization of the United States patent system with the patent systems commonly used in nearly all other countries throughout the world”. Such improvements include monumental reforms—the most significant being the transition from a first-to-invent to a first-to-file (FTF) priority system. In June 2012, the European Union reached a historic agreement on the establishment of a European unitary patent. Together, these two key advancements present an unparalleled opportunity in the effort to harmonize the international patent system.

A central goal of any effort to harmonize substantive patent law must be to ensure that the rights of innovators are protected by adopting the best practices that promote the commercialization of their research and development across the globe. The universal adoption of a 12-month period of nonprejudicial disclosures (often referred to as a “grace period”), during which inventors may publicly disclose their inventions without inadvertently losing the right to obtain patent protection, is critical to ensuring that such disclosures do not sacrifice rights internationally and is a necessary step in achieving a standardized global patent system.

THE NEED FOR A GLOBAL SAFETY NET

The grace period is a pro-inventor, pro-business, and pro-innovation provision that provides a safety net for

inventors by ensuring that valuable research and development has an opportunity to make it to the marketplace as innovative goods and services. This mechanism allows researchers, innovative businesses, and national economies to capitalize on valuable inventions that otherwise would have been left to wither on the vine.

A fundamental condition for establishing patent rights is that a claimed invention must be novel, which requires that the invention remains undisclosed to the public prior to filing for patent protection. The grace period is an exception to the novelty requirement where an invention may be disclosed in any manner (e.g., magazine and journal articles, research presentations, exhibits at tradeshow, etc.) without compromising its eligibility for a patent on the basis of novelty. This internationally recognized best practice was preserved in the AIA. Under the AIA, applicants’ own publication or disclosure that occurs within 1 year prior to filing will not act as prior art against their applications. Similarly, disclosure by others during that time based on information obtained directly or indirectly from the inventor will not constitute prior art.

This 12-month grace period allows inventors to more freely research, test, and develop their invention while simultaneously providing time to perform critical market research into the value of their invention. A period of 12 months is reasonable for innovators to assess options for progressing from research to commercialization, including identifying potential licensing partners and better positioning inventors to promote the prospective technologies to investors in a transparent manner. For inventors that have disclosed prior to patent consideration, this time is often vital for determining whether pursuing patent protection will provide long-term value greater than the expense of prosecution.

A safety net for qualifying disclosures is important for all inventors and innovative businesses that rely on their patent portfolios to grow their businesses in domestic and global markets. Too often, however, the absence of parallel international protection for an inventor who has disclosed his invention causes that inventor to unnecessarily and inadvertently forfeit his patent rights in foreign jurisdictions. Accordingly, stakeholders and governments around the world should seize the opportunity made possible by the enactment of the

AIA to overcome the final major hurdle to substantive patent law harmonization and establish an internationally accepted 12-month grace period.

EQUAL ACCESS TO THE PATENT OFFICE

A global safety net against the inadvertent loss of patent protection stemming from common research, development, and commercialization practices is critical to protecting innovative industries such as small and medium-sized enterprises (SMEs), universities, and research institutions. This exception facilitates early dissemination of scientific research and the opportunity to raise capital without fear of forfeiting the right to a patent. Additionally, providing all inventors an exception for nonprejudicial disclosures enables many of the most innovative and, in some cases, resource-strapped entities to test and promote their inventions without prematurely forcing them to the patent office, thus providing full access and benefits of the global patent system to all users.

Twenty-first century models of innovation increasingly require iterative and collaborative research facilitated by quick, nonconfidential dissemination of information that often predates patent consideration. Many of the world's most innovative companies are, or began as, startups, SMEs, or joint ventures supported by an academic scientific research culture that incentivizes the publishing and sharing of research results to advance science, often prior to the realization of a patentable invention. The "publish or perish" culture that exists throughout academia has produced profound spillover effects for innovative industries in the US and elsewhere; however, it is in direct conflict with some countries' patent laws, which treat any prior disclosure as an absolute bar to an inventor's right to obtain patent protection. Protection for open communication of scientific research has also been shown to accelerate knowledge transfer to the public and enables the protection of patent rights that are essential for continued research and development. The competing interests of publishing scientific results, often to secure critical financial resources, while maintaining absolute novelty to ensure patentability, underscores the need for an effective grace period.

For small businesses that may lack sophistication in the intricacies of patent law and may only realize the importance of novelty after having disclosed their invention, the grace period may provide the only hope of capitalizing on a newly invented technology. As economies attempt to turn the tide on global recession, supporting these small businesses has never been so important. According to the World Intellectual Property Organization (WIPO), small and medium-sized businesses represent over 90% of businesses worldwide and produce more than 70% of goods and services. These businesses are driving forces of innovation and contribute to 21st CENTURY INNOVATION FOR ALL 65 the growth of national economies through employment creation, investment, and exports. In the US alone, small businesses have generated 65% of net new jobs over the past 17 years and hired 43% of high tech workers (e.g., scientists, engineers, and computer programmers). Internationally recognized protection for an inventor's disclosure is critical to ensuring that the innovations of SMEs are realized and contribute to a nation's economy. Ultimately, businesses of all sizes prosper when rights to valuable inventions are preserved, thereby providing investment opportunities that are essential for expanding operations and meeting market demands.

INCREASED CERTAINTY FOR INVENTORS, INVESTORS, AND BUSINESSES

Establishing a 12-month period of nonprejudicial disclosures strikes an appropriate balance between any perceived legal uncertainties and protecting against inadvertent disclosures that would otherwise be susceptible to the complete and permanent loss of rights. In an FTF system without a grace period, any disclosure of the invention prior to filing, whether by the inventor or a third party, destroys patent rights. Some industries may have reservations about adopting a grace period, arguing that a grace period preceding the filing date adds up to 12 months of uncertainty if the inventor uses the full grace period term before filing the applications. However, fears that legal uncertainty could frustrate the inventor's own interest or the interests of third parties are likely overstated.

First, any disclosure by or derived from the inventor made in any form, anywhere in the world within the 12-month window should be considered nonprejudicial. Concerns that this inventor protection would encourage disclosures that could increase the risk of the inventor being deprived of his rights are therefore likely inflated. Second, concerns regarding the interests of third parties that inadvertently develop on disclosed, yet potentially protected subject matter under the grace period, ignore parallel situations of uncertainty that are routinely overcome upon publication of a patent application 18 months after filing and prior to final disposition. Under the grace period, any copying of disclosed technologies that mature to granted patents would be identified and resolved expeditiously through established proceedings.

Certainty for all stakeholders can, in fact, be enhanced by the universal adoption of a 12-month grace period. Innovative industries across the globe would be able to rely on a level playing field that provides congruent expectations and reduced transaction costs. A novelty regime with a limited public policy exception for customary research, development, and commercialization activities provides the necessary balance between the rights of inventors and the patenting processes that make their innovative ideas publicly available through published patent applications and new products in the market place. Accordingly, worldwide adoption of a 12-month grace period is not only sound as a matter of national innovation policy—it is also critical to achieving a standardized global patent system that removes market barriers to more seamlessly connect innovators to users throughout the world.

WIDESPREAD AGREEMENT ON GRACE PERIOD

The decades-old dilemma of incongruent international protections has long been understood, as has the solution: an internationally accepted system for recognizing an inventor's disclosure as nonprejudicial if made within the 12-month grace period. In fact, every harmonization text over the last several decades has included the grace period as a basic tenet. This inventor protection garnered widespread support in the Basic Proposal of the World Intellectual Property Organization as a pillar of the Substantive Patent Law Treaty leading up to the 1991 Diplomatic Con-

ference. A grace period provision was also included in the 2001 WIPO Substantive Patent Law Treaty negotiations and the 2006 Group B+ "Reduced Package" negotiations. In these previous harmonization negotiations, Europe resisted adoption of a 12-month grace period pending US adoption of an FTF priority system. Under the AIA, the US has adopted many harmonizing provisions including the FTF system. Accordingly, member states of the European Union should join the scores of countries throughout Latin America, Asia, and Eastern Europe, including major trading partners such as Australia, Canada, Korea, and the US, in adopting a 12-month grace period.

THE TIME IS NOW

Over the last 25 years, international negotiations have aimed for a harmonized patent system that includes a first-to-file system and a 12-month grace period. The transition of the US to a first-to-file system is an important step in achieving a standardized global patent system and sets the stage for reengagement on substantive harmonization. Innovators in the US should work with their counterparts in Europe to illustrate how providing pragmatic exceptions for disclosures by European inventors for a limited period prior to filing a patent application provides mutual benefits for innovators on both sides of the Atlantic and is critical to protecting the most innovative industries in Europe and throughout the world. The time is now for widespread international agreement and commitment to making the global patent system simpler, more certain, and user-friendly for all innovators.

PUBLISHER'S NOTE:

This article first appeared in the journal *Technology and Innovation – Proceedings of the National Academy of Inventors*®, 15(1) pp.63-66, and is reprinted by permission of the publisher Cognizant Communication Corporation (NY). DOI: dx.doi.org/10.3727/194982413X13608676060619. "The reprinting of this commentary does not constitute an official endorsement or approval by the United States Patent and Trademark Office of Inventor's Digest magazine or organization."

ACKNOWLEDGMENT: A. Burrowbridge authored this article while an employee for the United States Patent and Trademark Office. He is currently a clerk for the U.S. Court of Appeals for the Federal Circuit.

What I Would Do Differently If I Knew Then What I Know Now

An inventor's journey first time around

For this month's First Person, we sat down and talked with Melissa Ortega, the inventor of The Sphinx Personal Lounger. We asked her about what she'd learned along the way, how she tackled problems common to every inventor, and what she would've done differently if she had to do it again.



An included chest support allows loungers to lie on their stomach comfortably

1. From an idea standpoint, do you feel you learned the right process to take your idea to prototype? To final product? Or would there have been a better way?

I am sure there are many ways to go about starting this process. Right or wrong I was pretty fortunate when I began the process of prototyping the Sphinx Personal Lounger™. I had no idea what I was doing. I had a duct taped concept prototype using other inflatable products. I was nervous about going directly to China to find a company to make a

prototype. So, I just looked in the yellow pages and found a company willing to look at the duct-taped-together prototype concept I had created. I used them to create the needed drawings for prototyping this type of product. In hind sight I would have gotten several opinions from different product design firms. Although in the end this company did a great job, they were very expensive and as a startup company, I could have spent the money more wisely. However, they did take the ideas I had in my head and created CAD drawings that really captured what I wanted to create. They also had other contacts I needed and introduced me to a product development and manufacturing company with factories in China. I began to work with them and they were able to 'speak the language' to get the final version created. I paid the price for the CAD work, but ultimately gained a great relationship with this company and we've worked together for over two years.

2. While searching for manufacturers, what did you do to find the right one? Have you had to change along the way?

Because I work with an outsourcing company I am using their expertise on which factory they feel will do the best job with the Sphinx™. Since I don't have direct contact with the factory this is a bit difficult and requires a lot of trust. I have to rely on them to get the details across. I have to trust that they are looking out for quality control. I am fortunate that my people go to China regularly to the factories and have taken photos for me to feel more at ease about the integrity of the environment that the product is being produced in. Due to the labor intensity of making this flagship product, we have faced some challenges with manufacturing and we are now trying our third factory. This factory is a bit different than the previous two however; I will be going to China

and doing a product check before the shipment is sent and the final payment is made. This new factory recommended we do this so that they are sure they've gotten everything just how we need it before it lands in the USA. I feel much better about using them. The second factory we used didn't package the loungers correctly and I had to re-package all of them, myself. I certainly don't want several thousand more units coming to the warehouse and having to do that again.

3. Once you had your product designed the way you wanted and were ready for market, what did you do to initially get the word out? Do you feel you are making the right choices trying to get your product seen and heard?

Interestingly enough, even before I had the first full order in hand I had about 12 shelf ready prototypes. I showed them to everyone and got pre-orders. The first order wasn't going to be ready until right before Christmas so it made a great present. I pre-sold over 150 of the first 500 ordered. I created my website and used a little bit of social media to share this terrific new product with anyone and everyone I could. I would have done A LOT more social media marketing if I were as savvy then as I am now. I also sent out samples to companies when I was nowhere near ready to fulfill orders to. I should have started a bit smaller to get the proof of sales needed to market to these big players. I thought I was doing the right thing. However, because my product is not like anything else on the market people would look at it and say "What is it?" Then I would do a demonstration and they would say, "Wow that is so cool, I want one." Today, I would do things much different were I to do it again. I was told by people I thought knew what they were doing to follow a certain sequence of events to get a product to market...pay to have a business plan done, do strategic planning

to know what your target market is, do your branding etc. I would have spent that \$50K much differently. If I knew then, I would go anywhere I could to demonstrate the Sphinx™, I would put up video after video on how many uses it has and sell as many as possible. Who cares what the name of the product is when first starting out if no one will buy it? Go door to door if you need to. Lesson learned.

4. Retail, Retail, Retail...what have you done to get your product in the retailer's hands? Have you attended trades shows? Sent out samples? Would you do it differently? And if so, how?

This is exactly where I am at right now, trying to get the Sphinx™ into the hands of retailers. This isn't an easy task. These buyers are pitched so many products I will not take no or even no response for an answer. This is the step in the process that I would certainly welcome finding a mentor! This is new territory. If I knew then, I would have spent the money to go to any small tradeshow or farmers market I could attend. Even now, I am attending trade shows. I just returned from INPEX, the nation's largest inventor's trade show where I won a Gold Medal for Innovative Excellence in the category of Recreation. I gained an abundance of interest from that show. These are the places the buyers for my product will be. I am also sending out samples to the major inflatable players now that I am in a position to fulfill orders. This is the perfect time for presenting to the buyers for 2014 summer products.

5. From a packaging standpoint, would you do anything differently?

So far the packaging has worked. However, I recently had the opportunity to pitch my product in front of three major retailers; SkyMall, EB Brands and Hampton Products. The packaging was brought up. They all liked it, but the one thing that came out about changing it was to add all the in-home uses to the photos. We've decided to do a double-sided belly band so that it can be used variably depending on the market. I wish we would have done this from the beginning. The Sphinx™ has so many target markets I think we missed out on some consumers that may have thought they needed a pool to use the product when using this in the water isn't the market at all. I think the packaging will morph when we start to enter the retail spaces on a grander scale. It will also depend on the shelf space we're trying to fit into. The most important thing is for the packaging to tell what the product is and it not look like just another pool float product, so, new photos are being done very soon. And, if it looks like we need to change from a cylinder on peg hooks to a box on a shelf, we will. Options are important.



Although inflatable and portable, The Sphinx Personal Lounger doesn't compromise comfort

2 **Critical Steps** to getting your **NEW PRODUCT** "out there"

1 GET IT MADE

Contact Edie Tolchin – "The Sourcing Lady" (SM) for sourcing, China manufacturing, product safety issues, packaging assistance, quality control, production testing, final shipment inspections, freight arrangements, import services and delivery to your door!

www.EGTglobaltrading.com

EGT@warwick.net

P. O. Box 231 - Florida, NY 10921

845-321-2362

2 GET A WEBSITE!

Contact Ken Robinson – While your order is being manufactured, you need to start working on your WEB PRESENCE! Get people talking about your product on Social Media (Facebook, Twitter, YouTube, Google+), get good search engine placement (SEO)!

www.widgetsontheweb.com

kenrbnsn@widgetsontheweb.com

614 Van Liew Court - Hillsborough, NJ 08844

908-963-2447

Get more BANG for your BUCK from two professionals with a combined total of over 60 years of experience!

**Laughter.
Elation.
Heartbreak.
Inspiration.**

...and that's just the first episode.



**Experience the excitement of invention
on American Public Television.**

This spring, the fourth season of *Everyday Edisons*® follows the journey of 11 innovators who team up with industry experts to learn how to take their ideas from a drawing on a napkin to store shelves.

Inventions featured on Season Four span a broad range of product categories, from medical solutions to household innovations and fitness devices.



Ordinary People, Extraordinary Ideas®

For more information visit:

www.EverydayEdisons.com

Proper Preparation for Production

Or, how to get that invention or new product ready for mass-production in China.

By Edie Tolchin, EGT
Global Trading

This brief report covers preliminary steps to make sure your product is safe BEFORE embarking on the tremendous undertaking of manufacturing.

Your Aunt Molly, who is a whiz at sewing, will stitch your prototype. Since your invention is a special baby blanket made out of the newest fibers that, according to your own research, will soothe your baby to sleep,* you figure you'll just grab some of that new fabric from the big-chain fabric store, some matching thread, pretty buttons and even prettier ribbons. You get some thin foam rubber for stuffing the blanket, and then have Aunt Molly do her magic. You now have what you think is the perfect prototype.

You've consulted with your attorney on intellectual property issues and you're ready to have a small batch made in China, so that you can set out to marketing the first run on your own. You're now ready to contact some factories in China – right? WRONG!

First, all products made for babies and children under 12 years of age (even many consumer products in general) MUST be evaluated by an independent safety testing lab before even considering the sourcing process. There are numerous reasons why. First, IT'S A LAW. (The Consumer Product Safety Improvement Act – go to <http://www.cpsc.gov/en/Regulations-Laws--Standards/CPSIA/The-Consumer-Product-Safety-Improvement-Act>).

Using the above blanket as an example, you and I may look at the prototype – even after you've tested it on your own child – and say, “it seems perfectly safe!” But the trained eyes of the independent

safety testing labs will find, at the very least, six concerns with your invention:

- 1) Buttons (sewn-on) = choking hazards
- 2) Ribbons may also be choking hazards, no matter how securely they are affixed to the blanket
- 3) Thread? How strong is it, and what type is it? Polyester, cotton or nylon? Monofilament?
- 4) Flammability issues. Not too many people smoke near their babies nowadays, but you never know...
- 5) Stuffing (i.e., foam rubber or new materials) automatically calls for the requirement of the special “Law Label.” Remember purchasing a pillow, cushion, or comforter and seeing that intimidating label that reads, “Do not remove under penalty of law”? Well, HOW and WHERE do you get this label? (Ask me.)
- 6) Toxic chemicals and lead: What types of dyes were used in the fabric? What type of plastic was used in the button? Were the buttons painted with anything harmful?

A product Design Evaluation (DE) with an independent safety testing lab is the most useful tool you'll ever obtain before sourcing and manufacturing in ANY foreign country, especially in China. It may even change your mind about having the product manufactured “as is,” as disappointing as it seems. You may ultimately even need to completely redesign your invention, or sadly, start from scratch.

The DE will provide you with the following information all in a concise, thorough and detailed report-form:

- 1) Recommendations for modification of any potential hazards that only someone trained in these issues would be aware of.

- 2) Government regulations for imported merchandise will be addressed, such as proper marking and labeling. (US) Customs and Border Protection has steep penalties for violation of these regulations! This is definitely something your prospective factory must be advised of.

- 3) A list of both recommended AND mandatory production tests, which you will unquestionably need to arrange.

Consumer safety is the most important issue nowadays; and you'll surely want your new business to be protected by Product Liability Insurance. Try to obtain some without having a fully evaluated, and ultimately tested new product? Think of the ramifications of just one lawsuit from a disgruntled consumer. Surely you've heard of the recent nightmare Product Recalls from the Consumer Product Safety Commission for lead levels and other toxic chemicals in children's products? Go to <http://www.cpsc.gov/en/Recalls/> for examples.

I have always considered the Design Evaluation a vital guide for beginning any sourcing project. To arrange for a Design Evaluation with one of the labs I work with, or to arrange a sourcing and manufacturing project, please contact me as follows:

Edie Tolchin - EGT Global Trading
“The Sourcing Lady”(SM)
P. O. Box 5660
Hillsborough, NJ 08844 USA
Phone 845-321-2362
EGT@egtglobaltrading.com
www.egtglobaltrading.com

We can discuss the next steps required in order to prepare for the sourcing process, including what constitutes the “perfect” prototype.

SELLING TO THE CATALOGS

An Interview with Catalog Agent, Jim Tilberry



Traditionally, catalogs have been a receptive market channel for inventors. Catalogs don't send the "facilities police" to check out your "factory." They don't mind if you have only one product in your product line. And they don't ask how long you've been in business. If you've got something that fits their product mix, and they can price it advantageously, you might find yourself shipping hundreds of your product to one or more catalogs, rather than shipping one at a time from your website.

But e-commerce has disrupted traditional catalog operations. More customers are searching online at Amazon.com, Ebay.com, and one thousand more companies whose names are not well known. Thus, catalogs can no longer rely on their readers viewing an item and buying it on impulse. Readers now check sources on the Internet for product pricing and shipping charges. Has this competition hurt the catalogs? And what is the future of the printed catalog?

To get the authentic scoop on these and other question, I contacted Jim Tilberry, a catalog agent I have known for several years. Jim graciously agreed to be interviewed exclusively for Inventors' Digest.

LANDER: Jim, how are the catalogs doing these days considering that the Internet has made significant inroads into their traditional market?

TILBERRY: The catalogs are hanging in there. A few have gone out of business, but that has always happened. Many have formed partnerships with other catalogs, or have been bought out by them. But the catalogs have had to change in order to survive. One of the biggest changes is that catalogs now have a website that significantly enlarges their ability to describe their products. For example, the relatively low cost of web pages, compared with paper catalog space, enables them to show various colors for clothing, and front and back views of the product. Websites can also show greatly enlarged still photos, and videos of items for which demonstration of the product increases the customer's understanding, and therefore increases its sales.

LANDER: Can't the other Internet sellers offer these same ways of presenting products?

TILBERRY: Sure, but the big Internet sellers tend to list an extremely large number of products to a general audience. The catalogs appeal to a selective audience. They come to you through your mailbox, and invite you to learn more details about their products by visiting their websites.

Today, in the U. S., about six percent of retail sales occur via the Internet, and the rate of such growth is about 10 percent per year, so the losses that catalogs suffered through Internet competition is compensated by the increase in sales that formerly may have gone to brick and glass retail stores. The catalogs are actually increasing their print circulation, because Internet searchers find them, and ask to be on their mailing lists.

Branding is also important, and more effectively accomplished by catalogs. People buy from L. L. Bean because of brand, not price.

LANDER: Speaking of price, what's the margin below which catalogs can't afford to take on a product?

TILBERRY: Well, that varies, of course. Catalogs like Miles-Kimball and Walter Drake offer products priced as low as \$4.99—in some cases, even lower. But their typical order hopefully consists of a few items, not a single item, so their packing and shipping costs are lower per item than catalogs that ship a lot of single-item orders. A more typical minimum dollar figure is \$7 or \$8. And the sweet spot is \$19.95 to \$29.95. If an

inventor is developing a product that can sell for \$4.95, it may be a good idea to upgrade it with beneficial features so that it can be priced at \$9.95, for example.

LANDER: How do the catalogs want to be contacted when we have a product we think they will want to sell?

TILBERRY: By e-mail, and without any attachments. They won't open attachments. And they don't want snail mail. So that means that your sell-sheet has to be condensed, and placed in the body of your e-mail. Describe your product; show a color picture of it; tell a few of its benefits, strongest first; and offer a free sample. (Do not send unsolicited samples.) Then, give your name and contact information, and add a couple of testimonials below your name. This arrangement keeps your information brief, and to the point until the buyer is interested, and wants to know more. Don't distract your buyer with an amateurish sales pitch such as, "Your customers will definitely want to buy this great product," etc.

Before sending your inquiry, contact the catalog to find the name of the person who would be the appropriate buyer of your item, and address your e-mail to him or her.

Another way to contact catalogs is through agents, which is what I do for a living. We work on commission, and handle all of the details for you.

LANDER: What kinds of products are hot today, Jim?

TILBERRY: I've got a paper titled, "Launch Your Invention in Catalogs," which I'll e-mail your readers who inquire. It lists several standard categories that offer opportunities for inventors. But hot items right now are technology products, accessories for computers, smart phones, tablets, and green products.

LANDER: Jim, how do you work with inventors who have developed a product, and hope that you will handle it for them? Do you mind questions from these inventors?

TILBERRY: Not at all. But most proposed items don't fit my criteria, which is disappointing to the inventor, of course. But I try to guide them to other resources. For example, I often advise trying Internet businesses, which work better for inventions that, in my opinion, may not have enough activity to justify being in a catalog. Another good way to find sellers and agents is by having a small booth at a trade show. The Housewares Show in Chicago and the Hardware Show in Las Vegas have relatively low-cost sections for inventors and new product developers. The traffic at these shows is enormous, and the potential for making meaningful connections is excellent.

LANDER: Any other advice for the inventor who is developing a product that he or she hopes to produce and market?

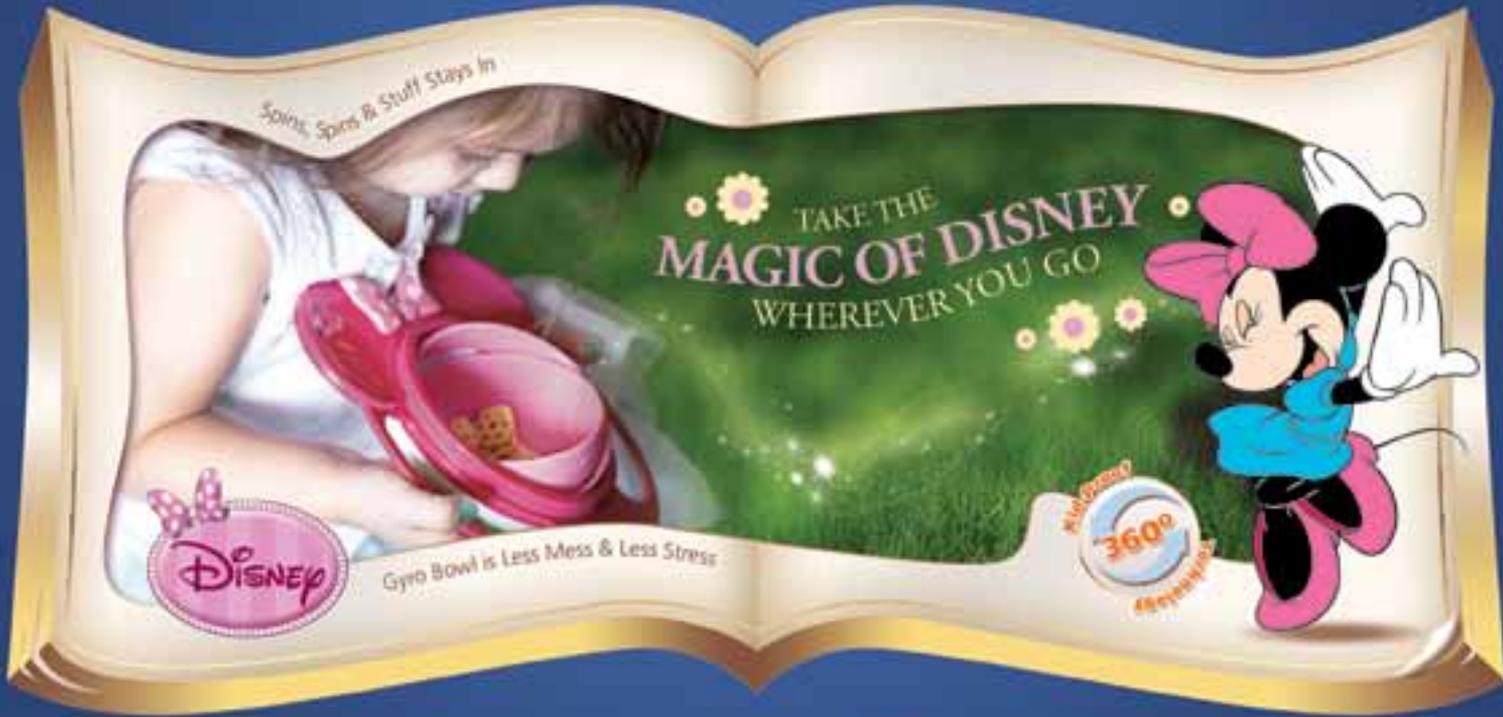
TILBERRY: There's a lot to learn about pricing, and controlling production costs, but that's for another article. I think we've covered the basics for now.

JACK LANDER
Jack@Inventor-mentor.com

Disney GYRO BOWL

100% KID-PROOF

Stays open side up, no matter what!



Minnie Mouse

Cars

Princesses

Toy Story

The Disney Gyro Bowl is the first ever bowl that spins and spins, and stuff stays in! The inner bowl rotates to keep snacks off the floor, because let's face it, kids spill stuff. No matter how you drop, kick or roll it... it's virtually indestructible! Dishwasher safe and BPA free, moms and kids alike love the Disney Gyro Bowl!

ONLY

\$16.99

VISIT

www.NewGyroBowls.com

TO GET ALL 4!

LID INCLUDED!





innovia

AUTOMATIC PAPER TOWEL DISPENSER

DELIVERS SANITARY PAPER TOWELS
WITH THE WAVE OF A HAND.

- Accepts any standard paper towel roll
- Perfect for families, new parents and seniors
- Easy hands-free operation delivers as many paper towels as needed
- Automatically retracts excess paper towels
- Quick and simple installation
- Fits conveniently under most cabinets

BUY ONLINE AT:

www.innoviahome.com

THE INTELLIGENT, SLEEK,
SIMPLE SOLUTION.

Alabama
Auburn Student Inventors and Entrepreneurs Club
 Auburn University Campus
 Samuel Ginn College of Engineering
 1210 Shelby Center
 Auburn, AL 36849
 Grant Moore
 hgm0001@gmail.com

Invent Alabama
 Bruce Koppenhoefer
 137 Mission Circle
 Montevallo, AL 35115
 205-222-7585
 bkoppy@hiwaay.net

Arizona
Inventors Association of Arizona, Inc.
 Tim Crawley, President
 PO Box 6436
 Glendale, AZ 85302
 (623) 680-5192
 azinventors.org

Carefree Innovators
 34522 N Scottsdale Rd
 Scottsdale AZ 85266
 ideascouts@gmail.com
 http://ideascout.org

Arkansas
Arkansas Inventors' Network
 Chad Collins
 PO Box 56523
 Little Rock, AR 72215
 Phone: (501) 247-6125
 arkansasinventors.org

California
American Inventor Network
 Jeff McGrew II
 1320 High School Rd.
 Sebastopol, CA 95472
 (707) 829-2391

Inventors Forum
 George White, President
 PO Box 1008
 Huntington Beach, CA 92647-1008
 Phone (714) 540-2491
 inventorsforum.org

Invention Accelerator Workshop
 11292 Poblado Rd.
 San Diego, CA 92127
 (858) 451-1028
 Enovex@aol.com

San Diego Inventors Forum
 Adrian Pelkus, President
 1195 Linda Vista, Suite C
 San Marcos, CA 92069
 (760) 591-9608
 sdinventors.org

Colorado
Rocky Mountain Inventors' Association
 Roger Jackson, President
 1805 So. Bellaire St., Suite 480
 Denver CO 80222
 (303) 271-9468
 info@rminventor.org
 RMInventor.org

Connecticut
Christian Inventors Association, Inc.
 Pal Asija
 7 Woonsocket Ave.
 Shelton, CT 06484
 (203) 924-9538
 pal@ourpal.com
 ourpal.com

CT Invention Convention
 PO Box 230311
 Hartford CT. 06123-0311
 860-793-5299

Danbury Inventors Group
 Robin Faulkner
 2 Worden Avenue
 Danbury, CT 06811
 (203) 790-8235

Inventors Association of Connecticut
 Doug Lyon
 521 Popes Island Road
 Milford, CT 06461
 (203) 924-9538
 inventus.org

Aspiring Inventors Club
 Peter D'Aguzzo
 773 A Heritage Village
 Hilltop west
 Southbury, CT 06488
 petedag@att.net

District of Columbia
Inventors Network of the Capital area
 P.O. Box 18052
 Baltimore, MD 21220
 Ph: 443 794 7350
 www.dcinventors.org

Florida
Inventors Council of Central Florida
 Dr. David Flinchbaugh
 5635 Commerce Drive
 Orlando, FL 32839
 407-760-7200
 Inventorscouncilcentralfla.us
 drdavidflinchbaugh@bellsouth.net

Edison Inventors Association, Inc.
 PO Box 60972
 Ft. Myers, FL 33906
 (239) 275-4332
 edisoninventors.org
 gossrdlab@yahoo.com

Inventors Society of South Florida
 Leo Mazur, President
 P.O. Box 6008
 Delray Beach, FL 33482
 561-676-5677
 inventorsociety.net
 mazurelectric@earthlink.net

Space Coast Inventors Guild
 Angel Pacheco
 4346 Mount Carmel Lane
 Melbourne, FL 32901-8666
 321-768-1234
 Tampa Bay Inventors' Council
 Wayne Rasanen, President
 7752 Royal Hart Drive
 New Port Richey, FL 34653
 (727) 565-2085
 tbc.us

Georgia
The Columbus Phoenix City Inventors Association
 PO Box 8132,
 Columbus GA 31908
 Mike Turner
 cpcinventorsassociation@yahoo.com
 http://cpcinventorsassociation.org

Inventor Association of Georgia
 Dave Savage, Point of contact
 1407 Bunky Lane
 Dunwoody, GA 30338
 404-323-8686
 GaInventors.org
 dave@davesavage.com

Hawaii
Hawaii Inventors Club
 95-488 Awiki st
 Mililani, HI 96789
 http://HawaiiInventorsClub.com
 Email: GaryF@ClayInnovations.com

Idaho
Inventors Association of Idaho
 P.O. BOX 817
 SANDPOINT, IDAHO 83854
 http://inventorsassociationofidaho.webs.com/
 inventone@hotmail.com

Creative Juices Inventors Society
 7175 W. Ring Perch Drive
 Boise, Idaho 83709
 http://www.inventorsociety.org
 reme@inventorsociety.org

Illinois
Chicago 1st Black Inventors/Entrepreneurs Organization
 Calvin Flowers
 2444 W. 16th Street
 Chicago, IL 60608
 312-850-4710
 cfbico.org

Black Hawk Hills Entrepreneur & Inventor Club
 PO Box 173
 Lanark, IL 61046
 (815) 541-0577
 http://www.bheic.com
 Email: info@bheic.com

Illinois Innovators & Inventors
 Don O'Brien, President
 P.O. Box 623
 Edwardsville, IL 62025
 ilinventor.tripod.com

Indiana
Indiana Inventors Association
 David Zedonis
 10699 Evergreen Point
 Fishers, IN 46037
 (317) 842-8438
 indianainventorsassociation.blogspot.com

Iowa
Iowa Inventors Group
 Frank Morosky-President
 PO Box 10342
 Cedar Rapids, IA 52410
 (206) 350-6035
 info@iowainventorsgroup.org
 iowainventorsgroup.org

Kansas
Inventors Assoc. of S. Central Kansas
 Richard Freidenberger
 2302 N. Amarado St.
 Wichita KS, 67205
 (316) 721-1866
 inventor@inventkansas.com
 inventkansas.com

Inventor's Club of Kansas City
 Carrie Jeske, President
 15701 Howe Street
 Overland Park, KS 66224
 (913) 322-1895
 inventorsclubofkc.org
 Carrie@theickc.org

MidAmerica Inventors Association, Inc.
 David F. Herron II
 PO Box 12457
 Overland Park, KS 66282
 (913) 495-9465
 midamerica-inventors.com

Kentucky
Central Kentucky Inventors Council, Inc.
 Don Skaggs
 699 Perimeter Drive
 Lexington, KY 40517
 dlwest3@yahoo.com
 ckic.org

Louisville Metro Inventors Council
 PO 17541
 Louisville, KY 40217
 Alex Frommeyer
 lmic.membership@gmail.com

Louisiana
International Society of Product Design Engineers/Entrepreneurs
Roderick Whitfield
PO Box 1114
Oberlin, LA 70655
(337) 802-9737
international-society-of-productdesign-engineers.ws

Maryland
Inventors Network of the Capital Area
C/O Glen Kotapish
PO Box 18052
Baltimore, MD 21220
(443) 794-7350
ipatent@aol.com
dcinventors.org

Massachusetts
Cape Cod Inventors Association
PO Box 143
Wellfleet, MA 02667
(508) 349-1628
inventne.org

Innovators Resource Network
P.O. Box 6695
Holyoke, MA 01041
(Meets in Springfield, MA)
413-367-3668 (367-MEET)
info@IRNetwork.org
irnnetwork.org

Inventors Association of New England
Robert Hausslein
PO Box 335
Lexington, MA 02420
(781) 862-9102
rhausslein@rcn.com
Inventne.com

Michigan
Jackson Inventors Network
John D. Hopkins, Chairman
2755 E. Berry Rd.
Rives Junction, Mich. 49277
jhopkins@jacksoninventors.org
jacksoninventors.org

Grand Rapids Inventors Group
Bonnie Knopf, President
2100 Nelson SE
Grand Rapids, MI 49507
(616) 293-1676
grinventors.org
info@grinventors.org

Inventors Council of Mid-Michigan
Martin Sovis
PO Box 232
Lennon, MI 48449-0232
(810) 659-6416
msovis@comcast.net
inventorscouncil.org

Muskegon Inventors Network
Orville Crain
530 East Giles Road
Muskegon, MI 49445
(866) 719-1290
muskegoninventorsnetwork.org

Minnesota
Inventors' Network (Mpls./St.Paul)
Todd Wandersee
4028 Tonkawood Rd
Mannetonka, MN 55345
(612) 353-9669
www.inventorsnetwork.org

Minnesota Inventors Congress
Deb Hess, Executive Director
235 S Mill Street, PO Box 71
Redwood Falls MN 56283
507.627.2344
800.468.3681
info@minnesotainventorscongress.org
www.minnesotainventorscongress.org

Society of Minnesota Inventors
20231 Basalt street
Anoka Mi 55303
(763) 753-2766
inventorsnetwork.org

Missouri
Southwest Missouri Inventors Network
Springfield Missouri
Jan & Gaylen Healzer
PO Box 357
Nixa, Mo 65714
janhealzer@yahoo.com
(417) 827-4498

Inventors Association of St. Louis
Robert Scheinkman
PO Box 410111
St. Louis, MO 63141
(314) 432-1291
inventorsconnection.org
president@inventorsconnection.org

Inventor's Club of Kansas City
Carrie Jeske, President
15701 Howe Street
Overland Park, KS 66224
(913) 322-1895
inventorsclubofkc.org
Carrie@theickc.org

Mississippi
Mississippi SBDC Inventor Assistance
122 Jeanette Phillips Dr.
University, Mississippi 38677
(662) 915-5001
(800) 725-7232
msbdc@olemiss.edu
mssbdc.org

Nevada
Inventors Society of Southern Nevada
3627 Huerta Dr.
Las Vegas, NV 89121
(702) 435-7741
InventSSN@aol.com

Nevada Inventors Association
C4Cube Location
300 east 2nd st #1405
Reno, NV 89501
775-636-2822
info@nevadainventors.org
nevadainventors.org

New Jersey
National Society of Inventors
Stephen Shaw
8 Eiker Road
Cranbury, NJ 08512
Phone: (609) 799-4574
Monthly meetings Held in Roselle Park, NJ
nsinventors.com

Jersey Shore Inventors Group
Bill Hinchler, President
24 E 3rd Street
Howell, NJ 07731
(732) 407-8885
ideasbiz@aol.com

New Mexico
The Next Big Idea: Festival of Discovery, Invention and Innovation
Los Alamos MainStreet
109 Central Park Square
Los Alamos, NM 87544
Phone: (505) 661-4844
nextbigideaLA.com

New York
The Inventors Association of Manhattan (IAM)
Ananda Singh-- Membership Manager
Location TBD ever 2nd Monday of the month
New York, NY
manhattan-inventors.org
Email: manhattan.inventors@gmail.com

Inventors Society of Western New York
Alan Reinnagel
174 High Stone Circle
Pitsford, NY 14534
585-943-7320
inventny.org

Inventors & Entrepreneurs of Suffolk County, Inc.
Brian Fried
PO Box 672
Melville, NY 11747
(631) 415-5013
iesuffolk.com

Long Island Forum for Technology, Inc.
111 West main Street
Bay Shore, NY 11706
(631) 969-3700
LCarter@lift.org

NY Society of Professional Inventors
Daniel Weiss
(516) 798-1490 (9AM - 8PM)
dan.weiss.PE@juno.com

North Carolina
Inventors' Network of the Carolinas
Tom Getts, President
520 Elliot Street, Suite 300
Charlotte, NC 28202
(704) 369-7331
www.inotc.org
tgetts@ezclaw.com

North Dakota
North Dakota Inventors Congress
2534 South University Drive, Suite 4
Fargo, ND 58103
(701) 281-8822
(800) 281-7009
neustel@patent-ideas.com
ndinventors.com

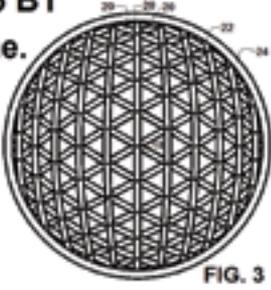
Ohio
Inventors Council of Cincinnati
Jackie Diaz
PO Box 42103
Cincinnati, Ohio 45242
(513) 898-2110 x4
Inventorscouncil@inventcinci.org
www.inventcincy.org

Canton Inventors Association
Frank Fleischer
303 55th Street NW
North Canton, OH 44720
(330) 499-1262
cantoninventorsassociation.org

Inventors Connection of Greater Cleveland
Don Bergquist
Secretary 440-941-6567
P.O.. Box 360804
Strongsville, OH 44136
icgc@aol.com
Sal Mancuso- VP (330) 273-5381
salmancuso@roadrunner.com

Inventors Council of Dayton
Stephen W. Frey
Wright Brothers Station
PO Box 611
Dayton, OH 45409-0611
(937) 256-9698
geopierce@earthlink.net
daytoninventors.com
groups.yahoo.com/group/inventors_council

Patent No. US 7,900,405 B1
A Simple Structural Dome.



Available for Licensing

JOHNDJACOBY@HOTMAIL.COM

Source Direct™
 Product Innovation



Our Services Include:
 Product Development
 Sourcing & Design
 Manufacturing
 Quality Control
 Logistics & Marketing
 25 Years of Product Success

Got an Idea?
 Not sure what to do next?
We Can Help!
 Call for a FREE Consultation
888.373.3876
 info@thesourcedirect.net
 www.TheSourceDirect.net

A company run by a fellow inventor who's been through the struggles and has found success.

Inventors Network (Columbus)
 1275 Kinnear Road
 Columbus, OH 43212-1155
 (614) 470-0144
 www.inventorscolumbus.com

Youngstown-Warren Inv. Assn.
 100 Federal Plaza east
 Suite 600
 Youngstown, OH 44503
 (330) 744-4481
 rherberger@roth-blair.com

Oklahoma
Oklahoma Inventors Congress
 Dan Hoffman
 PO Box 204
 Edmond, OK 73083-0204
 (405) 348-7794
 inventor@telepath.com
 oklahomainventors.com

Oregon
MicroEnterprise Inventors Program of Oregon (MIPO)
 Kedma Ough
 5257 NE MLK, Suite 201
 Portland, OR 97202
 (503) 998-9560
 mipooregon.org

South Coast Inventors Group
 c/o Southwestern Business Development Center
 2110 Newmark
 Coos Bay, OR 97420
 541-756-6866
 lcapps@southwestern.cc.or.us

Inventors North West
 Attn: John Herrick
 #11 Pioneer Lane
 Sunriver, OR 97707
 Jhunterh2001@yahoo.com
 www.inventorsnorthwest.com

Pennsylvania
American Society of Inventors
 Henry Skillman
 PO Box 58426
 Philadelphia PA 19102-5426
 (215) 563-4100, Ext. 235
 hskillman@ddhs.com
 asoi.org

Central Pennsylvania Inventors Assn.
 9 First Avenue
 Lemoyne, PA 17043
 (717) 763-5742
 S1Pickford@aol.com

Pennsylvania Inventors Assn.
 2317 East 43rd St.
 Erie, PA 16510
 (814) 825-5820
 pa-invent.org

Williamsport Inventor's Club
 One College Ave., DIF 32
 Williamsport, PA 17701
 http://www.wlkiz.com/resources/inventors-club
 info@wlkiz.com

Puerto Rico Asociacion de Inventores de Puerto Rico
 Dr. Omar R. Fontanez Canuelas
 Cond. Segovia Apt. 1005
 San Juan, PR 00918
 (787) 518-8570
 inventorespr.com

Puerto Rico Inventors Association
 PO Box 1081
 Saint Just, PR 00978
 (787) 760-5074
 acuhost@novacomm-inc.com

Tennessee
Music City Inventors
 James Stevens
 3813 Dobbins Rd
 Springfield, TN 37172
 (615) 681-6462
 inventorsassociation@hotmail.com
 http://musiccityinventors.com
 WWW.IAMT.US

Mid South Inventors Association
 Deborah Murdock
 1115 Halle Park circle
 Collierville, TN 38017
 (meets in Memphis)
 (901) 850-7324
 murdock@legacytransfers.com

Tennessee Inventors Association
 Igor Alexeff
 PO Box 11225
 Knoxville, TN 37930-1225
 (865) 483-0151
 ialexeff@comcast.net
 www.tninventors.org

Texas
Amarillo Inventors Association
 J. T. Haynes, President
 2200 W. 7th Avenue
 Amarillo, TX 79106
 (806) 367-8610
 info@amarilloinventors.org
 www.amarilloinventors.org

Houston Inventors Association
 Ken Roddy
 2916 West TC Jester #100
 Houston, TX 77018
 (713) 686-7676
 kenroddy@nol.net
 inventors.org

Alamo Inventors
 3463 Magic Drive
 Suite T-14
 San Antonio, Texas 78229
 210-582-5835
 Alamoinventors.org

Austin Inventors and Entrepreneurs Association
 Lill O'neall Gentry
 12500 Amhearst
 Austin, TX
 lillgentry@gmail.com

Utah
UtahInventors.org
 David Osborne
 8180 s 700 E, Suite 350
 Sandy, UT 84070
 (801) 748-1939
 utahinventor.org

Virginia
Virginia Inventors Forum
 Bambi Walters
 PO Box 5743
 Williamsburg, VA 23188
 (757) 253-5729
 www.virginiainventors.org

Wisconsin
Inventors & Entrepreneurs Club of Juneau County
 Economic Development Corp.
 Terry Whipple / Sandra Morris
 PO Box 322, 122 Main Street
 Camp Douglas, WI 54618
 (608) 427-2070
 www.iandclub.com
 jcedc@mwt.net

Inventors Network of Wisconsin
 Jeff Hitzler
 1749 Chateau Dr.
 Green Bay, WI 54304
 (920) 429-0331
 www.inventors-network.org
 inventorgb@sbcglobal.net

CHINA MANUFACTURING

"The Sourcing Lady"(SM) Over 30 years' experience in Asian manufacturing – textiles, bags, fashion, baby and household inventions. CPSIA product safety expert – Licensed US Customs Broker.

Call 845-321-2362, EGT@egtglobaltrading.com, www.egtglobaltrading.com

INVENTION DEVELOPMENT SERVICES

Market research services regarding ideas/inventions. Contact ULTRA-RESEARCH, INC. at (714) 281-0150 or P.O. Box 307, Atwood, CA 92811.

AFFORDABLE PRODUCT DEVELOPMENT

Retired Product Engineer with 12 U.S. Patents and 44 Records of Invention is looking for a project to work on. With money limited, timelines critical and the product development path full of pit falls experience is your best asset. Contact Jim at jjwulfing@q.com or Call 651-483-0031.

PRODUCT DEVELOPMENT / INDUSTRIAL DESIGN SERVICES

Independent Industrial Designer with 40 years of experience designing plastic and metal consumer and medical products for corporations and entrepreneurs. Conversant in 3 D modeling, all forms of prototyping, and sourcing for contract manufacturers. Request disk of talks given in the NE and NYC to inventor and entrepreneur groups.

jamesranda@comcast.net or www.richardson-assoc.com (207) 439-6546

PRODUCT DEVELOPMENT/OFFSHORE MANUFACTURING

David Fussell is a prolific inventor with 32 patents, and 35 plus years experience in manufacturing, product development and licensing. David is the author of The Secret to Making Your Invention a Reality, as well as a public speaker and consultant to companies and individuals. Why trust your new product ideas to large impersonal marketing, engineering and product development companies? Work one-on-one with an expert who has made money inventing, developing and marketing new products. One of David's inventions sold over 60 million worldwide. David has enjoyed success in the consumer electronics, pneumatics, Christmas, camping, and pet products industries, to name a few. His areas of expertise include: microchip design, PCB fabrication, injection tooling services, and retail packaging. To view some of David's patents and to learn more about his products and services, visit www.ventursource.com. David Fussell - 2450 Lee Bess Road, Cherryville, NC 28021. (404) 915-7973

dafussell@gmail.com



We always take a personal approach when assisting clients in creating, improving, illustrating, and proving product concepts. Contact us today to get started proving your concept.

- 3D models
- Physical Prototypes
- Realistic Renderings
- Manuals
- Product Demos
- And More...

info@ConceptAndPrototype.com

www.ConceptAndPrototype.com

PATENT SERVICES

Affordable patent services for independent inventors and small business. Provisional applications from \$500. Utility applications from \$1800. Free consultations and quotations. Ted Masters & Associates, Inc., 5121 Spicewood Dr., Charlotte, NC 28227. (704) 545-0037.

www.patentapplications.net.

Patent filing services for independent investors and small businesses. Competitive fees. Provisional application \$500, utility applications from \$2000.

Free consultations. IP Legal Services, 36 Greenleigh Drive, Sewell, NJ 08080. 1-866-387-5386 www.ipprocure.com

PATENTS GUARANTEED!

PATENT ATTORNEY WITH 21+ YEARS OF EXPERIENCE OFFERS A PATENT GUARANTEE PROGRAM. I HAVE SUCCESSFULLY RECEIVED HUNDREDS OF PATENTS FOR MY CLIENTS. INQUIRE ABOUT MY PATENT GUARANTEE PROGRAM AND VISIT MY WEBSITE AT WWW.PATENTINFOPLUS.COM

OR CALL 763-497-0529 AT LINGBECK PATENT LAW FOR DETAILS.

SHOP AT OUR ONLINE STORE.



Shirts, mugs and much more for the inventor, creator and Edison in your life.

T-SHIRTS STARTING AT \$11.99

Offering a variety of colors, styles and sizes to choose from

100% cotton, double-needle stitching throughout.

Shipping and handling not included. www.cafepress.com/inventmag

Animations
Rapid Prototypes
Sell Sheet Web Pages
Sell Sheets
Virtual Prototypes made in IGS, STL and STEP
Photo Real Images
Graphic Design
Concept Design

Suburban Artworks
 www.suburbanartworks.com
 1-360-306-5539
 sales@suburbanartworks.com

design patent handbook
 How to prepare, file and prosecute
 U.S. Design Patent Applications

Features hundreds of quotations showing what the USPTO permitted in issued design patents, as well as rules, commentary and suggestions for enhancing design applications.

Essential to anyone drafting a design application!

by Registered Patent Attorney DAVID A. BURGE
 \$39.95 + \$2.00 handling (Ohio add Ohio Sales Tax)
 Available From The Publisher
 COBBLESTONE TECHNOLOGY FAX: 216-921-1808
 16781 CHAGRIN BLVD. #42B + SHAKER HEIGHTS, OH 44120-3721

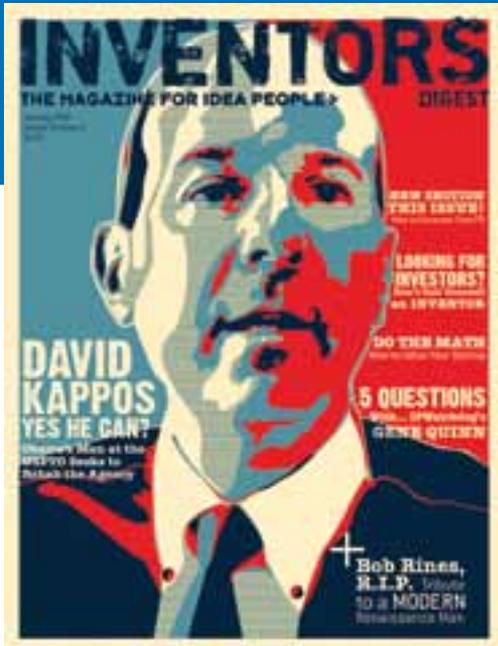
NEED A MENTOR?

Whether your concern is how to get started, what to do next, sources for services, or whom to trust, I will guide you. I have helped thousands of inventors with my written advice, including more than six years as a columnist for Inventors Digest magazine. And now I will work directly with you by phone, e-mail, or regular mail.

No big up-front fees. My signed confidentiality agreement is a standard part of our working relationship. For details, see my web page:

www.Inventor-mentor.com

Best wishes,
 Jack Lander



INVENTORS

THE MAGAZINE FOR IDEA PEOPLE > DIGEST

ORDER ONLINE NOW
WWW.INVENTORSDIGEST.COM

TO PLACE NEW ORDERS OR RENEW SUBSCRIPTIONS BY MAIL FILL OUT CARD, OR CALL 1-800-838-8808 OR EMAIL US AT INFO@INVENTORSDIGEST.COM.

NAME _____ (please print)

ADDRESS _____

CITY/STATE/ZIP _____

E-MAIL _____ PHONE _____

1 YEAR \$36.00 U.S. 2 YEARS \$63.00 U.S.

Make sure to enclose payment and send to
 INVENTORS DIGEST 520 Elliot St., Suite 200
 Charlotte, NC 28202

HAVE AN INVENTION
OR PRODUCT IDEA?

LICENSE YOUR
INVENTION AND BE
PAID ROYALTIES!

IDEA

INTRODUCING LAMBERT & LAMBERT

If you are an inventor with a patent or just someone who has one great idea for a new invention, we can help. We are licensing agents in search of great inventions or product ideas to bring to market by way of licensing.

IDENTIFY + DEVELOP + COLLABORATE

Lambert & Lambert represents inventors and product developers all over the world. Our focus is to identify great products, develop them and place them with companies well-positioned to sell the products in high volumes. In doing so, our clients maximize the return on their invention by receiving royalties for as long as it sells.

CONTINGENCY BASED - RESULTS DRIVEN

Our first step is for us to perform a license feasibility study for your invention to evaluate its potential. If we like it and think your product could sell, we will represent you on contingency! That means we are paid only when we are successful at getting royalties for you.

**TO LEARN MORE
CONTACT US TODAY!**

Phone 651-552-0080

Email info@lambertinvent.com

Web www.lambertinvent.com



SELF EVALUATION

- Does your Invention Provide a Unique Solution to a Real Problem?
- Is it Superior to Existing Products?
- Does it have a Large Potential Market?
- Can it be Produced and Sold at a Profit?

**IF YOU ANSWERED YES TO THESE QUESTIONS,
WE WANT TO SEE YOUR INVENTION!**

IN OUR CLIENTS WORDS...

"I want to thank your team for a job well done in achieving what so many other companies said they would do, but did not...I heartily recommend your company to other inventors like myself."

- Steven D., Kansas City, MO

"Thanks to Lambert & Lambert, my invention was successfully licensed...They found a forward-thinking, imaginative housewares manufacturer, stuck with it and sculpted the agreement until all parties were happy. I'd submit another invention to L&L in a minute - they are professional, honest, accessible and do what they say they will."

- Jim M., Chicago, IL

