

Inventors Society of South Florida

Inventare Maximus

August 2004

Inventors Society of South Florida, PO Box 244306, Boynton Beach, FL 33424-4306

August Meeting at Broward County Main Library

Please mark your calendars for **August 7, 2004**, and make note that our General Meeting will be at the Broward County Main Library located at 100 South Andrews Avenue, in Fort Lauderdale, beginning promptly at 1:30 p.m. **There will be NO Meeting at Ligi Tool & Engineering in August!**

Eileen Fischlschweiger, the Patent and Trademark Depository Library Representative at the Broward County Main Library, will be our special guest speaker and will discuss new strategies for conducting a patent search at the library. Her presentation is entitled: "Searching a New Invention at a Patent and Trademark Depository Library: The New Seven-Step Strategy."

The presentation will be held in the Bienes Center's Ceremonial Room on the 6th floor of the Broward County Main Library from 1:30 - 3:00 p.m. For directions to the library, visit our website, www.inventorsociety.net, or contact the library directly at (954) 357-7439.

The address of the Main Library, for those who may not have visited the library, is 100 South Andrews Avenue (the SE corner of the Broward Boulevard and Andrews Avenue intersection, just South of Stranahan Park). A City of Fort Lauderdale Parking Garage is located just east of the Main Library building. Parking is \$1.00 per hour. An overpass connects the second floor of the parking garage to the second floor of the Main Library, which is where the entrance to the main portion of the library is located.

We ask that ISSF members not bring food or drink into the library.

Once again, please note that there will be NO Meeting at Ligi Tool & Engineering in August!

11 Common Web Site Marketing Mistakes, Part 2

Craig Garber (Craig@kingofcopy.com) 954-723-0677

Here are the remaining five most costly web site mistakes you will want to avoid:

7. Market To Your Prospects In The Language THEY Speak And Can Understand! Otherwise, instead of "bonding" with them, you're telling them how "unfamiliar" you are with taking care of their needs, and they'll be reluctant to buy anything from you. And while we're on the subject of communication, the rules are the same when it comes to presenting the time, the date, and numbers, as well as when using industry, or cultural "buzzwords" your prospect is using. Doing all these things helps you bond with your prospects. It shows them you empathize with what they want and, it shows you are "one of them". When you are speaking the same language as your prospects, it guarantees you'll go much further in getting them to trust you. They'll Wind Up Buying A Lot More Of What You're Selling!
8. Don't Do Too Many Different Things On Your Site At Once! Consider setting up a separate web page for each service and product you sell, especially if the products are unrelated. Then, use a simple but well-crafted and enticing "back-end" offer for your other goods and services. Don't try to sell them everything "plus" the kitchen sink, all at once. So be patient, and ultimately, always be thinking about your prospect, their needs, and their comfort zone, not your own.



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*ISSF &
Broward County
Main Library
present
Eileen
Fischlschweiger
Searching a New
Invention at the
PTDL*

1:30 pm August 7th at
the Broward County
Main Library 6th floor

Continued on page 2.

Mission Statement

To provide a forum that fosters creativity, freethinking and education that will help further our members' innovations.



Officers

President: Bob Levy
 Vice President: John Fulton, Jr.
 Secretary: Joanna Zaremba
 Treasurer: Lucy Pettersen
 Founding President: Robert White

Directors

Alvin Blum, Howard Silken and
 Richard Loughlin

Membership and Education:

Howard & Paula Silken
 Member Liaison: Joanna Zaremba
 Public Relations: Carmella Morris
 Good Will Ambassador: Paula Silken

Contacts

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 Miami: 305-205-2884

Disclaimer

The Inventors Society of South Florida, Inc. (ISSF) disclaims any responsibility for any financial investment and/or legal, accounting, or other professional advice which may be rendered by individual officers, directors, sponsors, members, speakers and/or guests, at/or as a result of contacts made at any ISSF activity. ❖

9. Remember, two-thirds of your prospects are still plugging into the Internet by using a dial-up connection, which means, the speed their web pages load is painfully slow! So don't put things like slow-loading graphics and displays or anything else other than "words" and maybe a very-simple picture or two (of your product in use), on your web site. If you want your site to look pretty, there's plenty of ways to do this using colors and a well-placed layout. However, you don't need your site to look "pretty" to sell anything. You're going to be light-years ahead of your competition by offering important information that's improving the lives of your prospects, more than absolutely anything else you can think of. Because That's What Your Prospects Want! Adding extra visual bells-and-whistles to your site may look good, but if it's only delaying the amount of time it takes for your prospects to pull up your web site and read your sales message, are these things really helping your cause in the end?
10. Update Your Web Site Content Regularly! There isn't a person alive who will keep logging on to your website and continue buying things from you, If You Don't Ever Change Or Update The Content Of Your Web Site! Being "Boring" Is Your Most Expensive Cardinal Sin When It Comes To Your Marketing! Update the content of your web site regularly with fresh ideas, and your prospects will always be looking forward to logging on to your site and eager to keep Buying Things From You!
11. You shouldn't be spending one red cent more than you need to on Registering Your Domain Name! There are a slew of low-priced registrars out there too now. I'd encourage you to do a Google search for them and check out what each of them has to offer. You may find there are better things out there for you, than what you've got now. Be careful though; apparently, some of the lower-priced domain name registration companies have restrictions of the domain name you register. I've heard of situations where you must also use the company as your host -- meaning, if you want someone else to host your site, you can't. ❖

Craig Garber is America's Top Direct-Response Copywriter and Direct-Marketing Consultant. You'll find all sorts of information to help increase your sales, as well as his immensely popular **FREE** Tip of the Week, on his website, www.kingofcopy.com. Copyright (c) Craig Garber. All rights reserved.

FTC's Plan to Change the Patent System

Jessica Akers and Dennis Fernandez wrote a three-part article, *How Antitrust Laws Affect Patents: Important Points For Patent Firms To Consider*, about the FTC's plans:

- www.cafazine.com/index_article.asp?id=713&deptid=4 discusses antitrust law and intellectual property.
- www.cafazine.com/index_article.asp?id=714&deptid=4 cites six guidelines that raise the bar for those seeking patent protection.
- www.cafazine.com/index_article.asp?id=715&deptid=4 lists points to consider for complying with the FTC's proposals. ❖

SBA Small Business Resource

The *Small Business Resource 2004 Edition* is a magazine targeting South Florida. One article, How to Start a Small Business, includes bulleted lists for Getting Started. Inventors, take note! Other articles discuss business regulations, entrepreneurial development, business financing and business development. If you need to find a lender, this magazine has a participating lenders list. Additionally, you will find information on other resources such as disaster assistance and the Angel Capital Electronic Network. Visit your local SBA office to obtain a copy of this magazine or visit www.reni.net/guides/. ❖

Differentiate Yourself and Your Product

What makes you and your product different or better suited? Determine if there is sufficient demand for your product....identify your market.

- Recommend reading materials.
- Offer tips.
- Place posters and flyers.
- Write a column or series of articles.
- Participate in social and community activities.
- Partner with established area businesses.
- Offer samples, coupons, promotional incentives. ❖

Fundamental Demographics

The U.S. Census Bureau has a lot of very important basic data on population, households, and businesses in this country. It now contains information from the 2000 census and the wealth of information is impressive. Much of this is available for free on the Web. For example:

- State and County Demographic Profile Search (<http://quickfacts.census.gov/qfd/>). Click your state on the map, and then your county within the state. You get a list of people, business and geography facts.
- Statistical Reports Search (<http://censtats.census.gov/>). Choose any of several links including building permits, county business patterns, international trade data and occupations.

Other demographic and economic information may be found at:

- NetEc, an international academic effort to improve the communication of Economics via electronic media (<http://netec.wustl.edu/WebEc/framej.html>)
- International Trade Administration (www.ita.doc.gov/) ❖

Creating a Successful Business Plan

Planning at the front end of your effort can mean the difference between success and failure. Obtain a big binder with at least nine tabs identified as follows:

1. Executive summary – an explanation of your business and its activities with an overview of key objectives and business goals.
2. Business description – your perception of the company
3. Market and competition – who they are and how you distinguish yourself
4. Product or service – the core of your business
5. Selling – how you will access the marketplace
6. Management and personnel – staff profiles and how you will manage business
7. Financial data – balance sheet, profit-and-loss statement, break-even chart, etc.
8. Investment – what the investor will receive as a return, based on cash flow.
9. Appendices – Testimonials, research, relevant charts and graphs, etc.

As you proceed with your idea, file information among these categories. Then, start formalizing it to answer key questions: Is the idea feasible in cost? What is the market timing? What are the preferred marketing methods for my idea? Can you afford to proceed with the development of the idea, or will you need financing?

If you intend to approach bankers or venture capitalists, prepare your formal business plan to be no longer than 40 pages. ❖

Membership

The Inventors Society of South Florida membership application form is available online at www.inventorssociety.net/appform.pdf.

Members are entitled to all that is offered by the ISSF: events, meetings, contests, prizes, awards, nominations, and networking. Members also benefit from a monthly newsletter, full of important information, tips, publications, internet sites and outside expositions.

Membership is the primary source of funds to the ISSF, without which, it is difficult if not impossible to hold meetings, send newsletters, hold special events, and maintain an Internet presence.

During each General Meeting in Deerfield Beach, time permitting, a panel of experts will address questions pertaining to patenting, prototyping, and commercializing. This panel was formed to assist members in taking it to the next step in the inventing process. The panel may include:

Alvin Blum, Registered Patent Agent
John Fulton, Patent Attorney
Freddy Lee, Prototyping Expert
Bob Levy, Product Designer
Howard and Paula Silken, Commercialization Experts ❖



Newsletter Submissions

If you have something you'd like to see in the newsletter, please discuss with or send it to cever@earthlink.net. If it is something that has to be copied, please send the original or a high quality copy. If you need the original document returned, please note this in the submission package.

Please remember that the newsletter is black print only. Submissions that have color (especially over text, i.e. words in a colored box) may not be usable. Try to keep submissions simple and basic. ❖

ISSF Member Meetings

The General Meeting of the ISSF is at 1:30 pm on the **first** Saturday of each month at:

Ligi Tool & Engineering, Inc.
3220 SW 15th St
Deerfield Beach, FL 33442
877-523-6693
www.ligitool.com

From the Florida Turnpike Exit at Sample Rd, Exit 69; turn right on Sample Rd (East); left on Powerline Rd; and right on SW 15th St (pass the first stoplight on Powerline Rd, look for two cement towers and the **Enterprise Center** sign).

From I-95 Southbound Exit at SW 10th St, Exit 40; turn right on SW 10th St (West); left on Powerline Road; left on SW 15th St (look for two cement towers and the **Enterprise Center** sign).

From I-95 Northbound: Exit at Sample Rd; turn left on Sample Rd (West); right on Powerline Rd; and right on SW 15th St (pass the first stoplight on Powerline Rd, look for two cement towers and the **Enterprise Center** sign).

Contact
Bob Levy at 305-893-5989 or 305-205-2884 cell or email boblevy@bellsouth.net



The General Meeting is located at

Ligi Tool

President's Corner



Successful inventions can be challenging, complicated and nerve wracking. However, the rewards may outweigh the hard work. There are usually 27 to 30 days between each ISSF meeting. Use each day wisely and get closer to your **Big Dream**. Here are my suggestions to get you up and running.

- Day 1. **Think seriously if your idea or invention has commercial value (who will buy it?).**
- Day 2. **Talk to a Patent Attorney or Agent.** (Get professional help to properly protect your idea).
- Day 3. **Do a patent search** yourself or use Day 2. **Attend the August meeting to learn, "How to".**
- Day 4. Find out what it takes to be a **manufacturer**, to **license** your product (royalties) out or just **sell**.
- Day 5. Decide if you want to be a **manufacturer**, **license** your product (royalties) out or just **sell** it.
- Day 6. Learn about your **market and competition**. Learn from their successes and mistakes.
- Day 7. **Get a binder** with protective sheets to keep your documents in one place and organized.
- Day 8. Get a **Non-disclosure Agreement** made that is specific to your product. (No generics!!)
- Day 9. **Educate yourself** about all aspects of your invention (know your invention inside out).
- Day 10. Get **quotations** to produce your product, (don't forget the packing and literature).
- Day 11. **Learn the different ways to make your product** (there may be many ways).
- Day 12. Determine a **cost price** and **selling price** (no guessing please) (see Day 10).
- Day 13. Write a **60-second** commercial about your product. (tell anyone about your product in 60 seconds).
- Day 14. Make a list and plan to attend **trade shows** that are in your market (use internet, trade magazines).
- Day 15. Find a list of **magazines and publications** related to your product or industry (Trade magazines).
- Day 16. Develop a **resource list (contacts, services, professional help, materials, etc.)**.
- Day 17. Get help with putting a **Business plan** together (find out what is needed and then get it).
- Day 18. Make a **flow chart** showing all that's needed from **idea stage to market stage (use Day 15)**.
- Day 19. Attend **business seminars** that can help you (free ones are listed in the business section of papers every Monday).
- Day 20. **Rest and Review** what you have accomplished to this point. (Days 1 thru 15)
- Day 21. **Start reading.** Pay more attention to details. Read success stories (arm yourself with knowledge).
- Day 22. Write a **Product Proposal Letter**. Get some samples (get help if necessary).
- Day 23. **Talk to successful inventors.** Learn some of their techniques, success and mistakes (ask for help).
- Day 24. **Partner with someone** if you cannot afford to do it on your own. (Find an honest person).
- Day 25. **Network with other inventors and resource people** (make quality contacts).
- Day 26. **Put it all together** (Day 1 through Day 25) in your **Flow Chart**.
- Day 27. **Go for it!!**

Bob "leave it to" Levy

News from Cathy's Desk

Thank you, **José Gutman**, for an informative presentation titled *Commercializing Inventions Through Licensing* on July 3rd. Licensing is an important topic for all the nuances of the agreement. Fortunately, José was ready with handouts, and provided his email address for questions that he did not have time to answer. He began with an overview of licensing including rights, types of licenses, ways of creating licenses and forms of payment under a license. He offered three examples of patent rights licensing to emphasize that the language of the patent claim enables the legal right.

From José's presentation, it is imperative that the inventor to do all the research to help himself. The inventor must:

- Look for teachings in the patents when conducting the patentability search.
- Read the technical literature for similar products on the market.
- As a course of due diligence in developing his invention, research alternatives not previously covered to determine feasibility and inclusion in his patent claims to prevent work-arounds by competitors.
- Not depend on his patent attorney or any other process partner to do the work for him, because no one knows more about the invention than the inventor who did the research.

José offered good tips to inventors in licensing their invention:

- The USPTO web site offers an Inventors Resource Center where you can find a tip of the month, a complaint form for scam companies, a database of scam company complaints with feedback, and links to other web sites.
- In your attempts to contact potential licensing companies if you are sent to the legal department, then you contacted the wrong person. You want to speak to marketing because they drive the business.
- Go to conventions to network and identify marketing contacts for the companies who may want to license your patented invention.
- Negotiating is like dating: treat each other nice and don't bring an attorney; negotiate as a principal; review the terms and understanding of the negotiation with your attorney; then go back to the negotiator. Have several meetings. This may take weeks. Don't be in a hurry.

Moving along to the August 7th meeting of the society, this is a fabulous opportunity for inventors to learn about the patent search. **Eileen Fischlschweiger**, the Patent and Trademark Depository Library Representative at the Broward County Main Library, is the resident expert at the depository. I plan to attend, so I can offer newsletter readers accurate information about patent search. I want you to be there, too!

The ISSF is offering an **Inventor Expo** in conjunction with the Miami Public Library on August 28th. Inventors are encouraged to show their patent-pending and patented inventions to the public for free. Since thousands of people of all walks of life visit the library, it behooves inventors to set up a display with their invention. Remember, Miami is a hub for famous people, business executives and others who influence markets. Please contact **Bob Levy** (305-893-5989, 305-205-2884, or boblevy@bellsouth.net) immediately to arrange for a table and space at the library for this event.

Finally, I want to stress the research aspect of inventing. If you have an idea for an invention, you will want to know if it has been previously invented....if you intend to pursue a patent. You will likely want to do a patentability search, a technical literature search and update those searches until the patent is applied for. In this search activity you will learn what has been done, what not to do, feasibility information, similar products, and the language of claims. You will realize how critical thorough research of your idea is to subsequent activities along the path to patenting and marketing. ❖

ISSF Speakers in Miami

When the ISSF offers a second speaker, it is at 1:00 pm on the **third** Saturday of each month at:

N. Miami Beach Public Library
1601 NE 164th St
North Miami Beach, FL

From I-95 Northbound: Exit at NW 167th St, Exit 17, turn right on NW 167th St (East); Pass 163rd Street Mall and turn left on NE 16th Ave one block to NE 164th St. The library is straight ahead through the stoplight.

From I-95 Southbound: Exit at Miami Gardens Dr (N.E. 183rd St); Straight through stoplight onto NE 6th Ave; left on NE 167th St (East); Pass 163rd Street Mall and turn left on NE 16 Ave one block to NE 164th St. The library is straight ahead through stoplight.

Contact: Bob Levy at 305-893-5989 or 305-205-2884 cell or email boblevy@bellsouth.net

❖



Patent It Yourself

Visit www.cafezine.com/index_article.asp?deptid=3&id=707 and read the article 'Just Patent It Yourself.' It discusses the nine steps that one inventor used to file his own provisional patent application. Patent Cafe's Cafezine offers many articles about inventing and patenting. ❖

Hire a Marketing Pro

Visit www.startupjournal.com/howto/marketingsales/20040608-cohen.html and read "Use These Tips to Hire a Qualified Marketing Pro." ❖

Check 21 Banking Law

Visit www.startupjournal.com/columnists/enterprise/20040610-bounds.html and read "How a New Banking Law Will Impact Small Firms." ❖

Use Photos in Marketing

Visit www.kingofcopy.com/tips/howtousepictures.htm to learn how to use pictures to increase the response rate of your marketing. ❖

Business Plan Articles

Visit www.gc.edu/sbdc/articles.htm for a series of articles written by the Director of the Galveston County Small Business Development Center and published in the *Galveston County Business Journal*. They walk the reader through the process of developing a Business Plan and touch upon issues which every entrepreneur needs to consider. ❖

IP Valuation

The value of an asset is a function of its ability to generate a return and the discount rate applied to that return. **Kelvin King**, founding partner of Valuation Consulting, looks into some of the practical matters involved in IP valuation and provides insights into how they can be addressed at www.wipo.int/sme/en/documents/value_ip_intangible_assets.htm. ❖

Inventor's Online Kit for Making a Difference

With the purpose of educating and helping you become informed about legislation related to inventing, this Online Kit for Making A Difference provides you with resources you need to find out who your congressmen are and how to contact them, as well as links to sites that provide more detailed information for interested in more in-depth information. Get the kit at <http://inventionconvention.com/ncio/insidewashington/p2.html>. ❖

Thomas Register

Thomas Register (www.thomasregister.com) is the most comprehensive online resource for finding companies and products manufactured in North America where you can:

- Place orders online
- View and download millions of Computer Aided Design (CAD) drawings
- View thousands of online company catalogs and websites. ❖

Find Advice and Support

Visit www.startupjournal.com/columnists/startupqa/20040621-qa.html to learn Paulette Thomas' suggestions on 'How to Find Groups for Advice and Support'. ❖

Advertiser's Corner



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The book "I Have an Idea For an Invention! What do I Do Now?" by Howard & Paula Silken, illustrated by Robert Levy (ISBN 0-9724422-0-0) is available for a \$20.00 tax deductible donation. The donation goes to the ISSF education fund. The book can be purchased at Barnes & Noble for \$24.95, plus tax. ❖

Fast Pitch Networking

At 'Fast Pitch!' you spend 5 minutes discussing your product or service in a one-on-one format with another attendee. After 5 minutes, all businesses rotate, and begin a new discussion with a different business.

Events typically last two hours and include FREE appetizers and drink specials. At the conclusion of the event, you are provided with a Directory of Attendees which includes contact information for each attendee (names, emails, etc.).

To RSVP please call 941-730-1793 or visit www.fastpitchnetworking.com to discover events scheduled in your geographic location. ❖



Thomas Register Regional Industrial Buying Guides

With unparalleled coverage of local industrial companies, buyers and specifiers have at their fingertips the resources they need to locate and purchase industrial products and services quickly and easily. Thomas Register Regional provides reliable, comprehensive information on over 6,000 product/service categories, offering a seamless solution for all your company's design, manufacturing, production, material handling, quality control, MRO, facilities management, distribution and packaging needs.

Whether you're looking for a new supplier, a local distributor or service company or that hard-to-find part, you'll find the information you need to make best-educated buying decisions. Available in a single print volume or one-disk CD-ROM, the Guide help you find what you need, where you need it. Your best suppliers could be right around the corner. Find them today with Thomas Register Regional.

19 Thomas Register Regional Buying Guides and 120+ magazine categories are available. Visit www.freeconstructionmagazines.com/78-2048825164/description.aspx. ❖

Inventing With a Business Plan

Cathy VerSchneider (cever@earthlink.net)

So, you have an idea and you want to patent it and make a million bucks. Is it marketable? Of course, you say! Who is the target market? How will you reach them? What will it cost you for the patent, R&D, manufacturing, distributing and advertising? Do you have the initial investment monies? Do you have monies to cover running costs until returns are realized? How much time will take you to get from concept to income?

If you want to invent anything, you need to answer these questions early in your invention research, shortly after determining patentability. To help you answer these questions, let me introduce **Tim Berry**, expert business planner. Visit www.bplans.com for access to business information including:

- Write a Business Plan – Articles, Cash Flow Calculator, Starting Costs Calculator, Break Even Calculator, Business Resource Finder, Glossary, Business Plan Template, Executive Summary and Mission Statement.
- Marketing and Advertising – Articles, SWOT (strengths, weaknesses, opportunities and threats) Analysis, Email ROI, and PPC (pay per click) ROI.
- Ask the Experts – Weekly Feature, Browse Answers, Ask a Question, Plan Coaching, Glossary, SBDC Finder and Newsletter.

Additionally, Tim Berry offers:

- *Hurdle: The Book on Business Planning*, a book to help encourage people to empower themselves and to learn the process of business planning to better accomplish their business goals.
- *Start with an Initial Assessment* in the July 7, 2004 issue of the *Bplans.com Planner* newsletter. (Subscribe to the newsletter at www.bplans.com/n/.)
- *How to Market an Innovative Product* at www.bplans.com/ma/article.cfm/37.
- *A Standard Business Plan Outline* at www.bplans.com/dp/article.cfm/26.

Caution: If you share copies of your business plan, be sure to number each one and record the name of the individual who receives it and the date. Also, ask those who review your business plan to sign a nondisclosure agreement that prohibits them from using or discussing the information. ❖

Creativity

The inventor must evaluate the patent agent or patent attorney for creativity, experience and cost. Read about this key factor in Peter JC Normington's article at www.cafezine.com/index_article.asp?id=716&deptid=3. ❖

Conceiving Creative Ideas

Visit www.startupjournal.com/ideas/b2b/20040420-fox.html to learn 12 ways for conceiving creative business ideas. ❖

Toy & Game Fair

The Chicago International Toy and Game Fair will be held Labor Day Weekend (Sep 4-6) on Chicago's landmark Navy Pier. Call 847-677-8277. Write to the Toy & Game Fair at 6842 N. Kilpatrick Avenue, Lincolnwood, IL 60712 for more information. Visit www.chitag.com/ for information on exhibitors, hotels, and more. ❖

Press Release Guide

Visit <http://www.netpress.org> to find *Care and Feeding of the Press*, a guide to sending press releases. Plus, you will find examples of the best and worse net journalism. ❖

Interviewing Patent Examiners

Visit www.cafezine.com/index_article.asp?id=721&deptid=3 to learn the basics for interviewing patent examiners, advantages, and certain points that should be observed by the practitioner when scheduling and conducting a successful interview to avoid disasters. ❖

POPA

POPA is the professional labor organization for Patent Examiners. POPA keeps you posted on the fast-breaking events now taking place at the PTO. Visit them online at www.popa.org/ and be sure to look through their newsletters. ❖

IRS for Small Business

Visit www.irs.gov/smallbiz for a broad range of resources across federal and state agencies as well as industry/profession specific information and links to other non-IRS sites. ❖

The experienced inventor is used to investigating all possibilities, paying the necessary attention to every detail. If not, he will be sentenced by the most severe judge – namely reality.
 - Heinrich Brandenberger

*ISSF &
 Broward County
 Main Library
 present
 Eileen
 Fischlschweiger
 Searching a New
 Invention at the
 PTDL*

1:30 pm August 7th at
 the Broward County
 Main Library 6th floor

Visit us at:

InventorsSociety.net

For any comments about the content of this newsletter email cever@earthlink.net. Please tell us how the newsletter and web site have helped you.

Independent Inventors Conference

This 9th annual conference will be held August 9-10 at the Franklin Pierce Law Center in Concord, NH. Contact USPTO's Inventor Assistance Center, Cathie Kirik, Phone: (866)767-3848 or visit www.uspto.gov. ❖

Product Idea-to-Market Boot Camp

The Center for Design & Business is having an intensive full-day workshop for the inventor or entrepreneur bringing a new product or invention to market. The focus is on concept evaluation, market research, intellectual property protection, product development, presentation methods and business models. The event is scheduled for October 10, 2004 from 9 AM to 6 PM at 169 Weybosset Street, 2nd Floor, Providence, RI 02903. Call 401-454-6108 or visit www.centerdesignbusiness.org. ❖

Mini Business Plan

Visit www.miniplan.com/wsminiplan/index.cfm?affiliate=wsj to create a mini business plan free online. Test your assumptions and start documenting your ideas for your new business. The Mini Plan guides you through creating the basics of a business plan including:

- Break-Even Analysis
- Market Analysis
- Executive Summary
- Company Objectives
- Mission Statement
- Start your MiniPlan ❖

Inventor's Show at Miami Library

The City of North Miami Beach Public Library is hosting an inventor's show on August 28, 2004 in support of National Inventor's Month. The address is 1601 NE 164th St., North Miami Beach, FL 33162. This is a free event. No sales are allowed. See the flyer inserted in this month's newsletter for more details. Contact Bob Levy at (305)-893-5989 or (305) 205-2884 or e-mail to boblevy@bellsouth.net. ❖

**Inventare Maximus
 August 2004**

To receive the newsletter via email, send your email address to fruton@malloylaw.com. For those without email, hard copy of the newsletter will be mailed through USPS.

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