

Inventors Society of South Florida

Inventare Maximus

June 2004

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

Provisional Patent Application

Visit www.patentcafe.com and read an important and informative article by **Joy L. Bryant**, published May 11, 2004, titled ***Inventor Beware!*** Ms. Bryant explains that the specification of the PPA must contain a written description of the invention, setting forth the manner and process of making and using the invention in clear, concise and exact terms as to enable any person skilled in the art to which the invention pertains, or with which it is most nearly connected, to make and use the invention; and the best mode contemplated by the inventor of carrying out his invention. Also, where applicable, the PPA must have at least one drawing depicting the invention.



HR 1561 Update

Joanne Hayes-Rines, Publisher, *Inventors' Digest* magazine, UJAUUSA@aol.com

This legislation, as you probably know, passed the House of Representatives in March and was sent on to the Senate Judiciary Committee. On Thursday, April 29, it will be "marked up" by the Committee. This means that the Committee will review it and make any amendments to the bill before presenting it to the full Senate. There are quite a few pieces of legislation before them that day so you have to wonder how much time they will spend debating this bill.

HR 1561 provides for many things (probably too many to be covered in one piece of legislation but that's what they do in D.C. ... you get the good with the bad). The persuasive argument for the bill is that it is supposed to assure that the USPTO keeps all the money it takes in as fees. In the last 15 years or so, Congress has taken nearly \$500 million of patent fees to pay for other federal projects. HR 1561 is supposed to make it impossible for PTO funds to be spent anywhere but at the PTO. I say "supposed" because legislation passed in 1999 was "supposed" to do that same thing, but it didn't and PTO money continued to be siphoned off through the loophole. No guarantee that the same thing won't happen again.

But there is great pressure to pass this bill. Before it was voted on by the House, an amendment was attached that makes it more palatable for inventors. The bill is not great but it's not as awful as it was. HR 1561 includes (among other things):

- Patent filing fees will be reduced by 75% if the applicant files the application electronically;
- The current patent filing fee will now be divided into filing fee (\$300), search fee (\$500) and examination fee (\$200). Small entity inventors will get at least a 50% discount on all (remember, you could get a 75% discount on just the filing fee if you file electronically). So, this means that if you file electronically, the small entity current filing fee of \$385 would go to \$425;
- The search fee would be capped at the sixth year at which time it would be no more than \$864 for large entities, \$432 for small entities;
- A study will be conducted to review the effect of patent fees on small entities with an eye towards considering another category of reduced fees;
- The PTO will separate the search and examination functions meaning that one person (could be a PTO examiner or could be an outside private firm) would do the prior art searching and another person (the PTO examiner) would do the examination to determine patentability. As one primary examiner with 15 years at the PTO told me, "The official PTO position that separating the search and examination of patent applications would 'improve' the difficult work of patent examiners is a fallacy." This separation will start as a limited scope, 18 month long pilot program after which time the PTO Director would submit a report to Congress and the Patent Public Advisory Committee; and
- If the USPTO collects more money in fees than it was appropriated by Congress, the Director of the USPTO will make refunds to those who paid patent or trademark fees during that fiscal year.

Individual Highlights:

PPA	1
HR 1561 Update	1
Killing the Geese	2
Prez' Corner	4
Cathy's Desk	4
Networking Online	5
Infomercials	5
Advertiser's Corner	6
Direct Marketing	7
WIRED to the Future	8
Summer Expo	8
Small Businesses	8

NEXTFEST

Visit www.nextfest.net to learn about the shape of things to come in San Francisco May 15-16...curing cancer, **building the perfect gadget**, transforming television. Check out the May issue of WIRED magazine to see what is ahead in communication, entertainment, space exploration, transportation and medicine. WIRED magazine is an inventor's paradise because it opens the mind. ❖

Continued on page 2.

Mission Statement

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



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I don't want to even think about the bureaucratic nightmare ... and cost! ... of refunding money. Would the refund be the same for all who paid fees, regardless if they paid \$425 or \$3800? Or would it be computed proportionally? No minimum refund is set so could checks for embarrassingly small amounts (more than the cost of producing the check) be sent out?

I urge you to read the bill at www.senate.gov. It is another attempt to "fix" the USPTO with changes that will probably do no more than create more work but do little to improve quality. It's uninspired but at least the financial impact on inventors will be less severe than it was when introduced. If you do call your Senator, don't be misled when his office tells you this bill will reduce patent fees ... seems that's the line they've been fed and it's simply not true. Your fees will go up. If they would read the bill, they'd know that, but they're told that the filing fee is now \$385 and HR 1561 would reduce it to \$300, but no one tells them to add on the examination and search fees and they believe what they hear. ❖

They are Killing the Geese that Lay Our Golden Eggs

Howard Silken, silkhandp@aol.com, inventor and author

As the title of this article reads, 'They' are a small majority of our elected officials in Congress, who have a bad case of tunnel vision. The 'Geese' are the small minority of gifted people who are responsible for our present standard of living and the general progress of civilization. Without these 'Geese' all of us would still be living the same as our nearest pre-historic relatives, the primates. These unique people think for themselves and each is born with the gifts of imagination and innovation. We call them *inventors*. Important as they are, most people unfortunately take them for granted. Aside from the marvels they produce, the 'Golden Eggs,' they are the forces driving our ever-expanding economy. When was the last time you said to yourself, as you boarded a jetliner, "Thank you, Mr. Wright, for inventing the airplane?"

In spite of this, everyone knows what an inventor is and what he/she does, but few give thought to what an inventor goes through with the inventing and patenting process. Of the two, the inventing is the easy part. The second part, the patenting process, is expensive, time consuming, and frustrating. And last, the expectation of receiving compensation for the invention is almost insurmountable.

So, why try? The driving force, that encourages these innovative people to invent, despite the above, can be summed up in one word: "money".

In every country in the world, Patent Offices have been established to assure inventors they can be financially compensated for their efforts. They do this by granting the inventor a monopoly, for a limited time, to financially exploit his/her invention. Once granted, the inventor is issued a certificate called a "patent". It sounds so simple, but, because large amounts of money are involved, greedy, unrelated, hands reach out to grab a piece of this pie. Most people are unaware of what goes on behind the scenes in the patent process, even before a patent is granted.

For starters, the Patent Office, unlike the Post Office for example, is run completely by our government. The Post Office does not have exclusive rights to make deliveries. Their postal rates are held in check because you can send many items via competitive non-government, profit making delivery companies. The Patent Office, on the other hand, has a monopoly on its services. Today, they can charge all kinds of fees any time they wish.

You would think the intention of Congress, when the Patent Office was established was to be a self sustaining non-profit institution (as opposed to most government offices that are supported in whole or in part by taxpayers' money). As things stand today, the Patent Office is making a profit, a large one at that and we inventors are forced to pay for it.

This situation is ironic because the Patent Office is not responsible for this travesty. It is the elected representatives of our Congress who are. To understand what's going on, it is important to know the interesting history of our Patent Office. Briefly - The Patent Office was created by the government in August 1790. (One of the early inventors granted a patent #6,469 on May 22, 1849 was Abraham Lincoln for his invention enabling grounded boats, in the channels, to be re-floated.)

To be granted a patent, at that time, the inventor had to submit his/her invention or a model of

it to the patent office for examination. The examiner's job was, and still is, to be assured the invention is unique (never been made before). This worked fine until the patent office ran out of space to store the vast numbers of ever growing inventions and models. This problem was solved when they decided a good drawing and description of the invention would be acceptable instead the invention itself or a model of it. From then on, all patent applications were considered in paper form. This kept up for about 100 years and small filing fees helped reduce the cost of running the Patent Office.

As the number of patent applications increased (at an exponential rate), the Patent Office ran into a few problems that potentially would cost a lot of money. They were now running out of space for the paper work. In addition the weight of the paper soon started to exceed the safe floor load of the building. Now a lot of government money was needed for a new building. Who was to pay for it? The taxpayers or the inventors? Increased fees would discourage inventors from inventing thus affecting the economy of the nation. In 1899, U.S. Commissioner of Patents C. H. Duell reportedly stated that "everything that can be invented has been invented." In the mid nineties, in the same vane, a brilliant senator suggested, "Close the Patent Office completely because it was no longer needed." This proves that you have to be very careful who you vote for, they may be elected.

Interestingly and ironically, the space problem was solved, by of all things, an invention. This invention not only saved the taxpayers the cost of a new building, it put hundreds of thousands, perhaps millions, of people to work in our country as well as the rest of the world. The invention is "the computer". Need I say more? Because of this invention the government now collects millions of dollars in income taxes from everyone who earns a living. A multi-billion dollar industry now flourishes because of this one invention. A big part of the tax money pays our representatives' salaries.

Here comes the kicker. You would think our elected officials would get it through their heads that inventors are good for the economy and do all they can to encourage new inventions. What they did was just the opposite. They told the Patent Office to come up with fees that would make the Patent Office self sustaining. The patent office knew raising fees would be destructive because the costs to independent inventors were getting out of hand. (The average cost of a simple invention, with attorney's fees is between \$6,000.00 and \$10,000.00. This does not include the thousands of dollars needed for R&D, prototypes, promotion, and on and on and on.) So the patent office came up with a brilliant idea. A new fee that is applied after the patent is granted. They call it a maintenance fee. It works like this. Three and a half years from the day the patent is granted, you pay the Patent Office the first fee of, \$455.00. After another 3-½ years this fee doubles. For the last 3-½ years it doubles again (the life of the patent expires in 20 years). If you do not pay any one fee, on time, you can lose the rights to your invention. You can get a short extension but you pay a hefty fine to do so. The unreal thinking behind this is "You should have made a lot of money in 3-½ years so you can well afford the measly \$455.00. Many inventors have paid the first and second fee and still have not made a cent on the invention (only 1 out of hundreds of inventions ever gets on the market).

This maintenance fee has put the patent office in the black and, at present, show yearly profits of millions of dollars. One would think they would give the inventors a break and reduce the fees. No, they did not. They did just the opposite and raised most of their fees. What an easy way to make money. The attitude seemed to be, "If you don't like what we charge for our services, go somewhere else". Because of the financial burdens, on independent inventors, many just gave up. The chances of recouping their large investment are getting too small.

Fortunately, someone in the patent office had brains enough to see the handwriting on the wall. To encourage inventors, they came up with a truly good idea. (However, they also put a carrot on a stick but we can live with it.) This idea gives the inventor one year to determine if his invention is viable, for a very small fee. It enables him to market his invention with the words "Patent Pending" on the invention and/or its literature. The filing fee is \$80.00 (It used to be \$70.00 but it is so popular, they raised it to \$80.00. Wouldn't you know it?)

To get your invention to be Patent Pending, all you have to do is write up a detailed description of your invention and send it to the Patent Office with your \$80.00 check and a special Provisional Patent Application form. (Spelling and neatness don't count.) You can hire a patent attorney or a registered patent agent to file for you if you wish. They will charge about \$100.00 to

Membership

The Inventors Society of South Florida membership application form is available online at <http://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
Howard Silken 561-496-1140
silkhandp@aol.com



The General Meeting is located at

Ligi Tool

President's Corner



Showtime! Mark your calendar for the next local Inventor's Expo to be held at the North Miami Beach Library on August 28, 2004. Remember August is **National Inventor's Month**.

If your idea is already protected, then you may want to take this opportunity to show your product. This is one way to get some feedback from attendees. You can do a little marketing survey on your product or idea by having attendees fill out a simple questionnaire. This info can be useful for your business plan or give you a much better idea as to what you really need to do to. Please contact me at 305-893-5989 or e-mail to boblevy@bellsouth.net for further info as this is still in the planning stages. You may send a fax to the same number.

It is important that you create a 30-second commercial for your product. You have to master the art of telling someone about your idea or invention in about 30 seconds. Very few people have the time to listen to long-winded explanations about every aspect of your invention. Simply state what it does and the benefit of having one.

During my everyday research and activities, I frequently find information on ideas, business related articles, resources, seminars and trade shows that may be beneficial to some inventors, but space constraints does not allow this to be included in the newsletter. I can include you in my special mailing list (if requested as some members consider this a nuisance) to receive this information. Please send me an email with the word ISSF Special Mail in the "**subject line**" to: boblevy@bellsouth.net or fax to 305-893-5989.

Remember our mission is to help you reduce or avoid costly mistakes through education, available resources, encouragement and an interactive environment of inventors who can network and help each other achieve their goals.

Help me help you – and be at the next meeting!

Bob "leave it to" Levy

News from Cathy's Desk

The May meeting featured **Craig Garber**, the "father" of modern direct-response copywriting. He discussed language, direct marketing and mailing scenarios. Thank you, Craig Garber, for enlightening us with the following presentation highlights:

- Write in conversational style.
- Use short descriptions to hook a prospect immediately; imagery helps.
- Emotional bonding precedes rationalization in purchases.
- Read your copy out loud to discover errors and shortcomings.
- Identify the prospective customer of your product.
- Selling formulas should be fun, a ray of sunshine in the prospect's life.
- Direct mail is a unique selling proposition (USP)
- Mailing lists include 7% undeliverable addresses.
- Mail your own letters or lose another 10% (not mailed).
- Bulk mailings have a 17% undelivered average; 75% of bulk mailings received by the addressee are never opened.
- Direct mail is most effective when using #10 envelopes, live postage, hand addressing, Times New Roman font, and no teaser copy.
- Second mailings are for a 'hot list' of people who responded previously, and may include a better offer.
- Value Paks work best for local products and services.
- Post card marketing is considered less effective than white envelope mailings. ❖

Networking Online

The best five sites for networking online are different for any two people, because everyone's needs are different, and some of the best sites serve a niche. Three where everybody should maintain a basic presence are **Ryze**, **Ecademy**, and **LinkedIn**. Look at **Meetup** for topical local meetings, and find relevant groups on **Yahoo Groups**. **Spoke** is useful for finding connections to specific people. (Cathy recommends you try only one and see how it helps you. **Ryze.com** sought personal information that was not pertinent to networking in my opinion, and urged the signee to get friends to sign up...suggesting mailing list sales.)

Be human; remember you're connecting with people, not faceless companies. Don't say anything to someone online that you wouldn't say to their face. Be focused; online networking can grow out of control very quickly. Stick to the places and people that add value to your life and work. Be visible; have a web site, weblog and profiles in several communities. Don't expect people to hunt for you. Be prepared; don't make more work for yourself by retyping the same things over and over. Be sensitive to other people's time; don't send an e-mail or post a message unless it creates value for both you and the people who'll read it. ❖

Selling Your Product Via Infomercial

The ISSF board received a tape about making infomercials and extracted the following information for the membership:

- The taping is live and unscripted. When in front of the camera, it will find you. This is show business, so say what is in your heart, counting on your personality to sell a product. Do it in 12 minutes! On the Home Shopping Network, there is always someone waiting in the wings.
- The hardest time for selling is 7AM. The most coveted spot with higher expectations for selling is 7PM.
- Products for the home sell best. You must have a specific sales goal to make it. When your product quantity is sold out, you will be scheduled for a return visit. Only 2-3% make the grade.
- The air date precedes the sales by three months.

Visit <https://view.hsn.net> and review the links in the blue section on the left side of the page; review them thoroughly so you have a better idea of how you and HSN may be mutually beneficial to each other. Click along the top of the screen to learn how to get your product on HSN and obtain vendor documents to start the process. Call HSN at 1-727-872-1000 during normal business hours or write to HSN, 1 HSN Drive, St. Petersburg, FL 33729, Attention: New Business Development.

If you want to become a QVC vendor, visit <http://www.qvcproductsearch.com/> and click in the left side bar.

For more information, visit <http://www.backchannelmedia.com/home-shopping-programs/index.html>.

Be sure to study the networks' programming and determine your products demographic fit. Contact each network's vendor relation's department and request an information kit. If a network is not carried in your area find a friend with a C-band satellite television dish and VCR and tape it.

Develop a 5-10 minute demonstration going over your product's features and benefits. Videotape and critique your performance. Include the best videotape with your product submission. Regardless of the outcome, this exercise will sharpen your selling skills.

For those who do not have Internet access at home, please visit your local library and check out these web sites to save yourself time and resources. ❖

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 ❖



Inventor Statistics

Visit http://www.invention-iffia.ch/independent_inventors_statistics.htm to learn the number of patents filed by independent inventors who are **residents**, compared to the total number of patents filed by residents for several countries. ❖

Invention City

Invention City is dedicated to providing inventors and product developers with education and resources for each stage of product development. Visit them at www.inventioncity.com. Check out the categories listed in the side bar including prototyping, finance and marketing. ❖

Windows 98 Support

Windows 98 will be retired by Microsoft in 2006. Free online help and how-to articles for Windows 98 will be available on Microsoft's web site until 2007. ❖

Networking Associations

Visit www.businesstown.com/associations/index.asp for industrial and professional contacts. ❖

Internet Resources

Before you give out your personal information or buy anything, visit here first to learn if it may be a scam: <http://www.aarp.org/bulletin/consumer/>. Also find nine (9) warning signs of a scam, a scam prevention worksheet and six (6) tip-offs that you are a target for a scam.

Visit http://www.greatvoice.com/speaker/vc_library/selfconfidence.html for tips on improving your speaking skills. Also sign up for **The Voice Coach** ezine.

<http://cism.bus.utexas.edu/resources/ecfaq.html> presents an overview of the electronic marketplace and its broader impacts on business organization, market processes and economic issues such as pricing and product choice strategies.

Visit <http://www.pueblo.gsa.gov/scamsdesc.htm> to search for scams. Visit <http://www.fraud.org> to search for Internet and telemarketing fraud, advice, trends and more....

<http://www.entrepreneur.com/article/0,4621,315293,00.html> How to research your business idea.

<http://inventors.org/tradeshaw/> has a list of Market Launchers who have new inventions for sale or licensing, and who also help manufacturers find new products for their product lines.

www.newideatrade.com directly links innovators and investors around the world. You will also find business ideas, investors, invention marketing and invention submission information.

<http://www.money4ideas.com/> is an international invention licensing company looking for inventors with exciting new inventions and new product ideas for established clients and contacts.

www.profit-strategies.com offers the Entrepreneur Hour Radio Show on WBZT AM1230 at 1pm every Monday. On May3rd, Marty Zients, certified business analyst for Florida Atlantic University's Small Business Development Center, shared tips on helping small business owners creatively finance their business. Contact Suzanne@profit-strategies.com or sbdc@fau.edu for assistance with your small business. ❖

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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 donation (no tax) to **ISSF** for \$20.00. (\$13.50 of this is tax deductible.) The donation goes to the ISSF education fund. The book can be purchased at Barnes & Noble for \$24.95, plus tax. ❖

Recently, I spoke with two inventors who happened to discuss new ideas with a mutual friend. These were two separate conversations. The mutual friend exploited both ideas through business contacts without creating a paper trail. So, please document and safeguard your ideas. Your true friends will tell you to keep your idea to yourself, if you have any thought of patenting or otherwise making money from it.

- Cathy VerSchneider

"...your headlines *must* attract attention... they *must* be compelling...and they *must* transmit at least one *HUGE* benefit to your prospects."

- Craig Garber

\$200.00 instead of thousands for a traditional or formal patent. Most new inventors do not know, if you show your invention before it is patent pending, you can lose the rights to your invention. (It's a little complicated. Just trust me on this. I hold 12 patents and applied for 3 PPA's. (Provisional Patent Application) I converted two of them to formal patents.)

This PPA has become so popular, that the patent office is currently showing a profit of many millions of dollars per year and growing. (The last rumor was \$200,000,000.00.) This is money comes out of the pockets of ordinary citizens like you and me. (We are all inventors to some degree.) You would think the Patent Office would take pity on us and encourage us to invent more things by reducing the fees. Perhaps they would like to but they can't.

The Patent Office exists by the will of Congress. When our elected officials found their baby was making a large profit they were happy as a kid let loose in a candy store. All this profit goes to the government general fund.

This situation is being tested and perhaps the courts will get involved. In the mean time inventors are giving up by the hundreds. If you are a novice inventor or thinking about inventing, there is a lot more to learn that can save you thousands of dollars. I would suggest you contact the "Inventors Society of South Florida". They are listed in "Inventors Digest", an excellent publication in Boston, MA. Most of my information has been gathered from the publication and the Inventors Society of South Florida (www.inventorssociety.net).

Holding a patent can be an asset, even if you never make a cent from it. Owning a patent becomes part of your CV (legalese for your resume) Once you have been granted a US Patent, you are lettered. You can add to your name, if you wish, the letters Pte. They stand for "Patentee". ❖

Direct Marketing Goals

Craig Garber, craig.garber@comcast.net, *Words That Sell*, 954-723-0677

- Avoid wasting money marketing your goods and services the "traditional" way.
- Discover the right way to market your goods and services.
- Reveal the very best places you can find your prospects.
- Figure out what you're REALLY selling, and how to cleverly communicate this to your prospects!
- Uncover the very best selling formulas you should be using to market your product and the smartest ways to use them!
- Determine a USP (a "Unique Selling Proposition") that'll set you head-and-shoulders above your competition. You must have this "reason why" people should buy from you - if you don't have one... why should your prospects even consider giving you their hard-earned money?
- Identify profitable back-end products! If you don't do this you're leaving just a ton of money lying on the table, and at the easiest and most opportune time for you to take it!
- Find the right "hook", so your sales messages are so compelling, you're attracting business like super-models... attract... attention!
- Remove as much of the risk as possible off your prospects' shoulders, and determine the easiest way to do this! If you get this right, your sales will skyrocket almost immediately!
- Determine if you should market your own products or find someone else to distribute them for you! (While you're sitting home waiting for your check to arrive every month like clockwork!)
- Develop each of the following "pipelines":
 1. Your existing customers, your very biggest asset for selling your products
 2. Direct mail that gets opened and read by the people who want your products
 3. Display ads (newspaper advertising, val-paks, magazines and yellow pages)
 4. Writing a book to market your products
 5. The power of the Internet for information-gathering tool and a selling formula
 6. Press releases and publicity to sell your products
 7. Joint venture partners to market your products! ❖

Product Recalls

<http://www.pueblo.gsa.gov/recallresources.htm> offers a list of sites that announce product recalls. So, if you are looking for a specific recall and didn't find it mentioned on pueblo, check these sites...including CSPC, EPA, FDA, and NHTSA.

Find the latest federal and Industry initiated recalls in the news at <http://www.pueblo.gsa.gov/recallsdesc.htm>. Categories include: Automotive Products, Childrens' Products, Consumer Products, Food Products, Health Products, & Plant and Animal Products.

Search <http://www.cpsc.gov/cpsc/pub/prerel/prerel.html> to find recalls by month & year, product type, company, product description, product category, or press release number. ❖

S. FL Business Journal

The South Florida Business Journal helps small businesses grow. It builds awareness for small businesses including, networking events, award opportunities, public relations initiatives, sponsored activities, and many others. Visit <http://www.bizjournals.com/southflorida/>. Email, call, fax, or send a letter:

South Florida Business Journal
1000 East Hillsboro Blvd.
Suite 103
Deerfield Beach, FL 33441
Phone: 954-949-7600
Fax: 954-949-7591
Email:
southflorida@bizjournals.com ❖

Consumer Action

Visit <http://www.consumeraction.gov/>, now based on the 2004 version of the Consumer Action Handbook! Learn what to do before you buy, after you buy and to file a complaint. ❖

Office Scams

http://www.pueblo.gsa.gov/cic_text/smbuss/o-scams/supply.htm has a great article on office scams. ❖

Statistics Online

If you are searching for statistics visit http://www.firstgov.gov/Topics/Reference_Shelf.shtml#statistics. Find Federal, state, local and tribal government links, as well as consumer, business/non-profit, federal employee and B2B links.

*You will be
okay, no
matter what.*

- Suzanne Mulvehill

*LIGI Tool
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presents*

Alvin Blum

*Inventing to
Manufacture*

1:30 PM June 5, 2004

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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.

WIRED to the Future

WIRED magazine opens the mind to *futuristic* products, human needs and business direction. Peering into future technology and business, gives the inventor an advantage in refining designs, enabling functionality and developing new inventions. The May issue includes an article on **Walt Mossberg**, Kingmaker; this is history in the making since Mr. Mossberg makes and breaks products in the **Wall Street Journal**. He is the Ralph Nader and Alan Greenspan of consumer products. Mr. Mossberg may be contacted through <http://ptech.wsj.com/ptech.html> where you will find the archives for his columns and his mailbox.

Also, WIRED has product reviews, opinions, ideas, provocations and interviews with mavericks and dreamers. Some articles (June 2003) are an exposé, such as the fast, cheap creation of wonder drugs by recycling old ones. Please visit the newsstand and have a look. Find WIRED online at www.wired.com. ❖

USPTO Offering Summer Expo

Ruth Ann Nyblod, Deputy Press Secretary, Office of Public Affairs, USPTO, 703-305-8505

The **USPTO's Office of Public Affairs** is planning an expo this summer in Washington, DC to showcase some of America's entrepreneurs and small businesses that wouldn't exist without their patents. We're focusing on the states of Ohio, Florida, Pennsylvania, Michigan, Illinois, Iowa, Wisconsin, New Hampshire, New Mexico, Oregon, Washington, Missouri, Minnesota, Arkansas, and Utah.

I would greatly appreciate any help you could lend me in identifying the entrepreneurs and small businesses in your area. We will then invite them to apply to participate in the expo. ❖

Small Businesses Thrive on Competition

A **National Federation of Independent Business** (NFIB) poll reveals that 80 percent of small businesses say that competition abounds in today's economic climate. How do small businesses pursue competitive strategies? Some deliver the highest possible quality products and services; others simply deliver better service than competitors. Eighty-seven percent of small businesses assign top priority to goods and services sold, while 83 percent focus on excellent customer service. Other quality methods of competing with rival businesses include keeping overhead to a minimum and taking advantage of technology to run their businesses efficiently. Visit www.nfib.com. ❖

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

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