

Inventors Society of South Florida

Inventare Maximus

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

November 2004

Learn how to present your product to a company....at the next ISSF meeting!

Market Segmentation

Market segmentation refers to distinct customer groups whose purchasing behavior differs from others in important ways such as by geography, demography, socialization, cultural tradition and psychology. Companies must adjust their marketing mix from segment to segment. For example, your purchasing habits as a teenager were different from your current purchasing habits because your lifestyle, priorities, and interests have changed. Furthermore, if your product is for children, but parents are the purchasers, you have two segments to appease.

The design, distribution, communication and pricing strategies will reflect the customer's world. The goal is to optimize the purchasing behavior of a customer segment and the marketing mix to maximize sales to that segment. The classic example of optimization is the automobile industry for low, medium and high-end vehicles. Rolls Royce vehicles are not advertised on television to the masses, whereas Toyota, Nissan and Ford vehicles are. The mid-range vehicles are targeted to image conscious people who perceive status. The communication strategy is different for the low, mid- and high-end vehicles.

Products are viewed as a bundle of attributes for the purpose of marketing. Vehicle specifications, comfort, body design, color choices, and seating capacity are attributes combined in various ways to attract a specific market segment. Your invention may involve color, shape, multiple-use, versatility, ruggedness, safety features, portability, mechanical features and so on. The trick is to match the attributes with consumer needs.

A typical distribution system consists of a channel that includes a wholesale distributor and a retailer. Distribution systems vary in retail concentration, channel length (the number of intermediaries between the producer/manufacturer and consumer) and channel exclusivity. Should you try to sell directly to the customer, go through retailers, or use a wholesaler? You must determine the relative benefits and costs of each alternative.

The communication strategy may include direct marketing, direct selling, mass media advertising, and sales promotion. Mass media advertising is generally favored for consumer goods directed to a large segment of the market. The media availability in the United States is excessive with a wide array of magazines, newspapers, cable television with focused advertising, cell phones, radio and the Internet via home computers, as well as places where target segments congregate.

At the level of the independent inventor, the pricing strategy will consider the cost to bring the product to market and include profits. The consumer price will be in line with similar competitive products. Your product may be subject to bulk purchases, so you will want to price according to how many sales will be bulk versus how many will be single items. ❖

Medical Invention Roadshow

Eureka Medical Inc., a sister company of the Big Idea Group, is the meeting place for medical inventors and leading medical supply companies. This fall, Eureka will sponsor the first Medical Invention Roadshow to seek out medical device solutions and healthcare products for both professional healthcare and consumer markets. For more information, read the October issue of the UIA newsletter or visit www.eurekamed.com. Also, you may contact their Client Relations Manager, **Donna Voiland**, at Donna@eurekamed.com or 781-229-5878. ❖



Individual Highlights:

Mkt Segmentation	1
Medical Roadshow	1
Direct Marketing	2
Catalog Sales	2
WIPO Articles	3
Enterprise Institute	3
President's Corner	4
Patent Office Role	4
Cathy's Desk	5
Advertiser's Corner	6
Patent Fee Revision	6
Entrepreneur.com	7
Genetic Patent Info	7
Patent Coop. Treaty	7
WIPO Arbitration	8

ISSF

presents

**Freddy Lee &
Howard Silken**

*How to get your
foot in the door of
a big company*

November 6th

Mission Statement

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



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Self-Service Direct Marketing

VerticalResponse, Inc., a leading provider of self-service and customized direct marketing solutions, enables you to build, control and measure your own direct marketing campaigns. The company's flagship product, iBuilder, is the most intuitive Web-based direct marketing solution on the market, allowing customers to deliver highly sophisticated and easy-to-deploy email marketing campaigns as well as printed postcard campaigns for delivery through the US Postal Service.

You can build email lists, publish your newsletters and manage your email marketing campaigns, right from your browser. You can create and send postcard marketing campaigns for your business with the click of a mouse. Receive useful tips and marketing advice from industry experts, when you sign up for their newsletter. Visit www.verticalresponse.com to learn more. ❖

goMerchant.com

goMerchant.com offers merchants one stop flexible credit card processing solutions. Their product mix includes ecommerce functionality, mail/phone commerce, retail commerce and wireless commerce. They provide the highest level of security against credit card fraud. On May 31, 2003, goMerchant.com achieved listing on Visa USA's Cardholder Information Security Program. They are one of a select group that Visa has thoroughly reviewed and can assure card users that they use the utmost security to protect credit card information from fraud.

goMerchant.com is partnered with these processing banking partners: NOVA Information Systems, iPayment, Inc., Bridgeview Payment Solutions, TheBancop.com, & Cornerstone Payment Systems. goMerchant.com is compatible with these Gateway Partners: SurePay, AuthorizeNet, TransPos/Infonox, & LinkPoint. ❖

Catalog Sales for Your Business

There are plenty of benefits to having your products sold in catalogs. But, be wary! There are pitfalls as well in this sales/distribution channel. **Jim Tilberry**, President of Tilberry Direct Marketing, specializes in helping inventors and small companies sell their consumer products through mail order catalogs. Read the September 29th issue of the Mplans.com newsletter for his informative article, *Catalog Sales for Your Business*.

Visit Tilberry Direct Marketing online at www.catalogrep.com or call 630-837-1915 for a free evaluation of your product's potential for success through catalogs. They earn 100% of their income through commissioned sales; they only make money when they succeed in generating orders for you. ❖

American Society of Inventors

The American Society of Inventors, Inc., the nation's oldest continuous inventor help group, reviews ideas and inventions from members each month. They are a non-profit group and do not charge for this review, and none of the board members gets paid a cent.

To have your invention or idea reviewed, the only requirement is that you must be a member (\$49 annual membership) to submit your invention. Although the reviews are informal, board members are highly regarded specialists in their own fields. They occasionally review products mailed by members and return the product (when accompanied by return packaging and postage) along with an audio tape of their 1/2 hour review. Contact ASI at 215-546-6601, P.O. Box 85426, Philadelphia., PA 19102. ❖

WIPO Articles and Papers

Find the following list of documents at www.wipo.int/sme/en/documents/articles_papers.htm:

- Intellectual Property and E-commerce: How to Take Care of Your Business' Website
- Branding: How to Use Intellectual Property to Create Value for Your Business?
- Savvy Marketing: Merchandising of Intellectual Property Rights
- Advantages of the Madrid System of International Registration of Marks for SMEs
- Trademarks Usage: Getting the Basics Right
- New Product Launch: Evaluating your Freedom to Operate
- Getting a Grip on Accounting and Intellectual Property
- Leveraging Intellectual Property: Beyond the 'Right to Exclude'
- Dealing with Violators of Intellectual Property Rights
- Patenting Software
- Standards, Intellectual Property Rights (IPRs) and Standards-setting Process
- Starting a New Company: Considering Franchising as an Option
- Dispute Resolution for SMEs
- Valuation of Intellectual Property: What, Why and How?
- Domain Names: Making a Good Choice
- Overview of Contractual Agreements for the Transfer of Technology
- IP Licensing: Reaping the Benefits
- Intellectual Property Rights and Exports: Avoiding Common Pitfalls
- Business Success, Copyright and the Digital Environment
- Copyright Protection: Reaping the Benefits of Literary or Artistic Creativity
- IP Ownership: Avoiding Disputes
- Practical IP Issues in Developing a Business Plan
- The Value of Collective and Certification Marks for Small Players
- Patents: Tapping the Potential of Innovative New Products
- Trade Secrets: Policy Framework and Best Practices
- Trade Secrets are Gold Nuggets: Protect Them
- The Power of Designs for Marketing Success
- The Role of Trademarks in Marketing
- Why is Intellectual Property Relevant to Business? ❖

Enterprise Institute Innovation Expo

The Enterprise Institute is hosting its first annual Innovation Expo at the Swiftel Center in Brookings, SD on November 3, 2004. The Expo is intended for inventors, entrepreneurs, economic development organizations, city and state officials, venture capitalists, and existing businesses. The Expo will feature several break-out sessions with topics ranging from "Legal Issues for Start-up Companies" to "Intellectual Property" to "Funding Start-ups." There will also be a Distinguished Entrepreneur Lecture during the noon Luncheon. Call the Enterprise Institute at 605-697-5015 for more information or to register for this event. See <http://www.sdenterpriseinstitute.org/events.shtml>. ❖

M&E Components

M&E Components, Inc. was established in 1984 as a distributor of mechanical and electrical components. They have in-house engineering and manufacturing. They offer numerous products and services including warehousing. Request a free sample. Contact them at 1828 Mound Road, Joliet, IL 60436; tel 815-730-0555; fax 815-730-7506; or www.mecomponents.com. ❖

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



Another piece of the puzzle, did you get it?

Our mission statement is “to provide a forum that fosters creativity, free thinking and education that will help further our members’ innovations”.

This was quite evident at the October 2nd meeting where a big piece of the invention jigsaw-puzzle was revealed – in case you missed that meeting, the topic was *Commercializing Your Invention*.

Many thanks again to **Dr. Pamela Riddle-Bird** who traveled that long hurricane ravaged, weather beaten path from Gainesville to LIGI TOOL and shared her vast knowledge, experiences, gave advice and inspiration resulting from an un-paralleled twenty-plus years in the invention arena. Dr. Bird has counseled thousands of inventors throughout this country and as I have found out from talking to other inventors, she delivers solid information and is a mentor to many who achieved success.

If your invention has been shelved (which happens quite often) while you ponder your next move, then Dr. Bird's book, *Inventing For Dummies*, should get you back on track. When combined with **Howard** and **Paula Silkens'** book, *I have an Idea for an Invention, What do I do Now??*, you have information spanning over forty years of hard to find information in plain, easy to understand language.

My suggestion to you – get both books – it is a small investment. It is like having your own invention consultant at your fingertips 24/7. Read both books; make a road map of where you are now and where you want to go with your idea –

- Sell it outright?
- Manufacture it yourself?
- Get royalties?

If you missed the meeting and cannot find these books, please contact me.

Please, turn over a new leaf and read. You may be tested for paper pulp residue at the next meeting.

Best regards,

Bob “leave it to” Levy

Report on the Role of Patent Offices

IBM Business Consulting Services provided a final report to the European Community Commission in 2003 on the role of national patent offices, the European Patent Office, as well as the Japanese and US patent offices in promoting the patent system. Find this report on the WIPO web site under Best Practices. Innovation promotion activities are understood to mean the efforts to disseminate/promote the use of patent system information and encourage businesses, academic institutions, other government departments/agencies and the public to use the patent system. The AIDA (Awareness, Interest, Desire, and Action) marketing formula was used to categorize the different activities. ❖

News from Cathy's Desk

Please take the time to peruse the WIPO documents cited on page 3 of this newsletter. Let's look at the first article in the list, *Intellectual Property and E-commerce: How to Take Care of Your Business' Website*, found at www.wipo.int/sme/en/documents/bussiness_website.html.

Lien Verbauwhede, says that a company's website can be a great tool for promoting business online and for generating sales. However, as Web commerce increases, so does the risk that others may copy the look and feel of your website, some of its features or the content on your website. The risk also increases that you may be accused of unauthorized use of other people's intellectual assets. His article deals with the following issues:

- What elements of your website can be protected?
- How to protect your website
- Who owns the IP rights in your website?
- If you pay a person to develop your website, who owns the copyright?
- What topics should be included in a web development agreement?
- Can you use material owned by others on your website?
- What to keep in mind when creating, launching, maintaining or developing a website?

Next, I would like to draw your attention to the series of articles extracted from **Howard and Paula Silkens'** book, which will appear in subsequent newsletters, starting with the December issue. Although the book is geared to new inventors, all will gain from reading the articles. Even experienced inventors need a refresher!

Next, I thank the member who approached me at the October 2nd meeting to say that the newsletter was a timely resource for finding the detailed information he required.

Finally, I thank **Dr. Pamela Riddle-Bird** for sharing with the membership the mfg/ship markup ratios: Walmart 4:1, medical 16:1, electronics 10:1; TV advertised items 6:1. R&D costs are heaviest in the electronics and medical industries. She also informed listeners that 7% of patents are licensed and 6% make money, so the odds are improving. ❖

'I Have an Idea' Series

Howard and Paula Silken (Silkhandp@aol.com)

The Inventors Society of South Florida will be featuring in the newsletter, excerpts of our book *I Have an Idea for an Invention! What Do I Do Now?* The abridged excerpts will appear in the December issue with the first chapter and continue sequentially. If you wish, you can make copies of each chapter and assemble them into a book for yourself (free). If you would like to own a bound copy now, it is available at any meeting for a tax deductible donation of \$20.00. (Barnes & Noble and Borders sell the book for \$24.95 plus tax.)

The book is designed for new inventors. The information in the book is the result of 50 years of experience, including costly mistakes that you will avoid. The book will save you time and money because you will have critical information about inventing and the patent process.

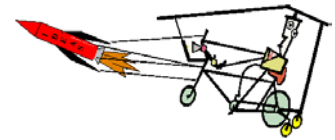
I Have an Idea For an Invention! What Do I Do Now? is in its second printing and contains a new chapter *The Record Book*. You will also find many PTO forms that you can legally copy to send to the Patent Office when needed. The book is written in plain talk, **no legalese**. Feel free to send us comments and/or suggestions to enhance the next printing. ❖

Scams and Frauds

Quatloos.com is a public educational website covering a wide variety of financial scams and frauds, including wacky "prime bank" frauds, exotic foreign currency scams, offshore investment frauds, tax scams, "Pure Trust" structures and more. ❖

Compare Phone Rates

Phonedog.com lets you compare landline and mobile phone rates and find the best deal for you and/or your family. ❖



Innovation Article

A Crash Course in Innovation, by **Chris Anderson** (canderson@wiredmag.com) in the May 2004 issue of WIRED magazine, discusses the four collisions that make a breakthrough technology: critical price, critical mass, displacement, and price nears zero. ❖

Masters of Innovation

Kevin Kelleher (kpk99@yahoo.com) identifies the 40 companies driving the global economy. Only Costco Wholesale is involved with retail consumer products. Only nine of the current list appeared on the original list in 1998. These leaders have demonstrated an uncommon mastery of technology, innovation, globalism, networked communication and strategic vision. Learn about them in the June 2004 issue of WIRED magazine. ❖

Asian Pacific Bar Assn.

A group of lawyers with Asia-Pacific roots has formed the first South Florida chapter of the National Asian Pacific Bar Association, reflecting the area's growing Asia-Pacific community and its links with Asia. The non-profit group seeks to boost networking opportunities for lawyers, paralegals, law students and law educators. For information, call **Alice Sum** at 305-379-9000. ❖

USPTO Has Moved

The public search facilities and the trademark search library opened September 27th. The new public search facility occupies the first two floors of the Madison East Building. It consolidates current patent and trademark information sources and staff and focuses on electronic delivery of information. The Public Search Facility is located at Madison East, 1st Floor, 600 Dulany St., Alexandria, VA 22313. For additional information call 571-272-3275. ❖

No Copyright at NASA

You can download and reproduce some of the most expensive photographs in history from one of the richest storehouses on the planet, as long as you do not imply that NASA is a big fan of what you are advertising. ❖

Patent Workaround

"The Monsanto Company owns scores of patents covering its genetically modified seeds and the entire development process that creates them. This gives Monsanto a virtual monopoly on genetically modified seeds for mainline crops and stifles outside innovation." Such statements told **Richard Jefferson, Susan McCouch and Robert Goodman** how to work around the patents and the monopoly. They used an expanded knowledge of plant genomes to create new crop varieties without violating Monsanto's patents. Get the whole story in *Super Organics*, by **Richard Manning** (rdmanning51@earthlink.net) in the May 2004 issue of WIRED magazine. ❖

Patent Applications

All electronic copies of patent application records will now be provided as certified copies in electronic form. Read about it at the USPTO website. ❖

Application Abandonment

Applicants seeking to expressly abandon an application for the purpose of avoiding publication are strongly advised to file a petition under 37 CFR 1.138(c) accompanied by the petition fee set forth in 37 CFR 1.17(h). For more information contact the Pre-Grant Publication Division at 703-605-4283. ❖

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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. ❖

Revision of Patent Fees for Fiscal Year 2005

The USPTO is adjusting certain patent fee amounts to reflect fluctuation in the Consumer Price Index. Also, they are adjusting, by a corresponding amount, a few patent fees that track the affected fees. The Director is authorized to adjust these fees annually by the CPI to recover higher costs associated with doing business. This is effective October 1, 2004. Visit www.uspto.gov to read the *Revision of Patent Fees for Fiscal Year 2005* on page 52604 in the Federal Register, Volume 69, Number 166.

A proposed rule notice was published at 69 CFR 25861 on May 10, 2004, which requested comments by June 9, 2004. No comments were received.

The fee changes range from a minimum of \$2 to a maximum of \$100 under the final rule, and the small entity fee range is \$1 to \$50. ❖

USPTO to Protect Traditional Knowledge & Folklore

The Commerce Department's United States Patent and Trademark Office (USPTO) supported ambitious proposals to focus and accelerate work on the protection of traditional knowledge and folklore at a meeting of the World Intellectual Property Organization (WIPO) in Geneva, Switzerland in March. At the Sixth Session of WIPO's Intergovernmental Committee on Intellectual Property and Genetic Resources, the United States and other WIPO member states agreed to work towards common policy objectives and principles and to consider legal mechanisms to protect traditional knowledge and folklore.

Traditional knowledge may include traditional methods of treating illnesses with a combination of herbs, for example. Folklore may include such artistic expressions as a tribal dance. ❖

Entrepreneur.com

Entrepreneur.com offers business coaches at no charge. What's the hitch? You have to visit their web site and read the articles written by the business coaches. For example, Al Lautenslager offers several marketing articles, including:

- Make Marketing a Priority
- PR Alone Isn't Enough
- Do You Need Help Promoting Your Business?
- Who Should Receive Your Press Release?
- Implement a PR Strategy in 7 Days.

Entrepreneur.com offers a weekly series to help you get more out of your business. Whether or not you have a business, you will have a head start on making yours successful. The series includes business goals, marketing, work/life goals, and media.

For business startups, Entrepreneur.com provides startup topics, tells you how to get started, and offers research tools. If you have an idea that you want to patent and make money on, you need to think about how you intend to market the invention. Whatever you do (sell the patent, license it, or make and sell it), you will benefit by reading the startup section of the web site. ❖

Genetic Patent Information

PatentInformatics is the resource for researching genetic patent information. PatGen is a search tool that queries genetic patent documents and retrieves biological sequences. PatGen, which has recently increased its body of patents by 10%, is available free of charge on the Internet. The company also offers several USPTO registered services. Visit them at www.patentinformatix.com. ❖

Patent Cooperation Treaty (PCT)

A WIPO press release dated September 21st, *Advantages of the PCT System*, discusses the advantages for patent applicants, national patent offices and the general public. The PCT offers applicants seeking patent protection in multiple countries a more user-friendly, cost-effective and efficient option. PCT membership gives better access to the national patent systems in multiple countries. The PCT streamlines the administrative tasks required to process international patent applications. The main advantage of the PCT to the broader public lies in the fact that the system facilitates and accelerates access to up-to-date technological information on inventions. Visit www.cafazine.com, click Worldview International, and scroll down to the article, *Advantages of the PCT System*. ❖

An Effective Website

Online content is simple, accurate and detailed enough to be informative, yet short enough to invite reading. In other words, our Web sites should tell prospects what they need to know about us, provide third-party credibility in the form of previous clients, awards or media mentions, and whet their appetite to learn more. ❖

StartupJournal.com

StartupJournal editors have rounded up some of the best advice and tools for entrepreneurs into two helpful reports. "Small Business" is an in-depth look at issues of interest to entrepreneurs and small-business owners. The report includes articles, interactive quizzes and links to other relevant areas of the site. "Focus on Franchising" provides information critical to selecting a successful concept and running a profitable business.

They can also push their daily editorial content to your desktop through **RSS**, a popular Internet technology for syndicating articles. Getting started is easy, and it's free. Visit www.StartupJournal.com/about/rss.html for information on obtaining an RSS news reader and subscribing to a free feed from StartupJournal or any sister sites, including CareerJournal.com and WSJ.com. ❖

No Copyright at NASA

You can download and reproduce some of the most expensive photographs in history from one of the richest storehouses on the planet, as long as you do not imply that NASA is a big fan of what you are advertising. ❖

Fair Use

Thanks to the 1976 US Copyright Act, federal judges decide whether your use of someone else's material is fair or foul. The courts ask four key questions:

- Is the use transformative?
- What's the nature of the copyrighted work?
- How much did you change?
- What's the effect on the market?
- Unofficial 5th question: Is the defendant a good guy or a bad guy? ❖

Marketing is a "process," not an "event." It's a process of doing a lot of little things consistently instead of looking for instant gratification. In other words, you have to be willing to put in some work and market yourself on an ongoing basis.

—Steven Van Yoder

ISSF

presents

Freddy Lee & Howard Silken

How to get your foot in the door of a big company

November 6th

Visit us at:

InventorsSociety.net

Email your comments about the newsletter to **cever@earthlink.net**. Please tell us how the newsletter and web site have helped you.

WIPO Arbitration and Mediation Center

To illustrate the types of intellectual property disputes that can be resolved through arbitration and mediation, the WIPO Arbitration and Mediation Center (<http://arbiter.wipo.int/center/caseload.html>) has made available on its website an overview of its caseload as well as examples of particular cases. To date, the Center has received 27 requests for mediation and 18 requests for arbitration. In addition to domain name issues, the subject matter of the proceedings has included trademark co-existence agreements, patent licenses, copyright issues, software licenses, distribution agreements for pharmaceutical products and research and development agreements.

Visit <http://arbiter.wipo.int> to learn about dispute resolution for the 21st century from the World Intellectual Property Organization. ❖

Custom Signs, Lettering and More

Signsbyyou.com is "Your Online Design Shop". This powerful web site is centered on an online design engine giving you the power of a custom print shop. ❖

Newsletter Disclaimer

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THE BOTTOM LINE – YOU ARE RESPONSIBLE FOR YOUR OWN INDEPENDENT INVESTIGATION AND EVALUATION OF EACH EVERY RESOURCE WHICH YOU MAY CHOOSE TO UTILIZE. ❖

**Inventare Maximus
November 2004**

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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