

Inventors Society of South Florida

Inventare Maximus

September 2004

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

Inventor Show in Miami


Show off your invention from 10 AM - 3 PM at the North Miami Beach Public Library, 1601 NE 164th Street, North Miami Beach. The Library is sponsoring this event in support of *National Inventor's Month* and providing an opportunity for local inventors to show the public their inventions. For more information contact Bob Levy at 305-893-5989, 305-205-2884 or boblevy@bellsouth.net.



A Brief Guide to Searching Patents on the Internet

Reprinted courtesy of Eileen Fischlschweiger, PTDL at the Business, Law and Government Department, Broward County Main Library, 100 S. Andrews Avenue, 5th Floor, Ft. Lauderdale, FL 33301; www.broward.org/bclblg.htm; telephone: (954) 357-7439

Please note that the Patent Assistance Center can be reached by calling 1-800-PTO-9199. Also, before starting the patent search, read *The 7-Step Strategy* found at www.uspto.gov/web/offices/ac/ido/ptdl/step7.htm.

- Go to <http://www.uspto.gov>.
- Under **Patents** heading, click on **Search** for patent searching tools. In purple area click on **Tools to Help in Searching by Patent Classification** and click on **USPC Index**. Although you may have more than one term to search, when doing a patent search on the Internet, search each term separately, following it through to the last step before starting with the next term. This will help to avoid confusion.
- Select a letter to go to the index or use the search form to find a term. If searching by letter, peruse the long list of words until you find your search term. If using the search form, type the term in the **Search for:** box and click on **Search Now**. The computer will list your search results leading to all lists that contain your search term. Check each one by clicking on the link and using the browser's **Find** function to find your term on the list. Use the **Find Next** function to find additional entries.
- Once the entry for your search term is found, write down the class and subclass given. If there is a plus sign you will need to check for further subdivisions in the **MOC (Manual of Classification)** by following the dot indent. To access the **MOC** from the class/subclass found in the **USPC (US Patent Classification) Index**, just click on the subclass since it is a hypertext link which will take you to its location in the **MOC**.
- Once you are in the proper location in the **MOC**, follow the dot indent to determine which subclass to use. When you have chosen, make a note of it, and then click on the subclass number, which is a link that will take you to that subclass' definition. Then, read it carefully paying attention to the information given in the search notes and suggestions for further search which includes see references which are hypertext links, and can be seen by clicking on them. **Tip:** Right click on the link and click on **Open in New Window**. If the reference is not relevant, then close the window. This alternate method makes it easier to keep your place.
- When you are satisfied with a class/subclass you have chosen, you can automatically perform a search on it by clicking on the symbol  located to the left of the subclass link in the **MOC** or the **Classification Definitions**. Note that the automatic search will only be performed in the **Patent Grants** database. Therefore, afterwards, a search must be manually performed in the **Patent Applications** database.

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ISSF

presents

Freddie Lee

*How to Present
Your Product to
a Company*

1:30 pm Sept 4th

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
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 Founding President: Robert White

Directors

Alvin Blum, Howard Silken and Richard Loughlin
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 Member Liaison: Joanna Zaremba
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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. ❖

- Once the computer has done the automatic search in the **Patent Grants** database, it will show the results of the search covering all patents for that class/subclass from 1790 to the present. Click on each listed item to view. Full text of granted patents is available since 1976, and full page images since 1790. To view images, click on **Images** button. Requires **TIFF** viewer. Go to <http://www.uspto.gov/patft/images.htm> for downloading instructions.
- Perform class/subclass search in the **Patent Applications** data base. To get there go back to USPTO home page and click on **Search Patents**. Then click on **Quick Search** in yellow area.
- Type class/subclass in **Term 1:** box and use dropdown menu to select Current US Classification in **Field 1:** box. Select years starting with 2001. Click on **Search**. Click each listed item to view. ❖

Inventor Protections

USPTO and FTC Consumer Alert

Visit www.ftc.gov/bcp/online/pubs/alerts/invnalrt.htm to read *Spotting Sweet-Sounding Promises of Fraudulent Invention Promotion Firms*. You will learn about your rights under the American Inventors Protection Act of 1999 when dealing with invention promoters. Invention Promoters must disclose certain information about their business practices during the past five years. Invention Promoters must give you the names and addresses of all invention promotion companies they have been affiliated with over the past 10 years.

The article discusses the usefulness of this information and how to handle complaints against promoters. In addition, the article tells you how to obtain a copy of the American Inventors Protection Act through the USPTO. ❖

Marketing and PR Articles Archive

Visit www.entrepreneur.com/business-coaching to peruse numerous articles written by these experts and learn about marketing and PR:

Al Lautenslager, a consummate guerrilla marketer, is committed to helping entrepreneurs learn what it takes to maximize profits from minimal investment.

Kim T. Gordon, a multifaceted marketing expert, helps people increase business success using practical marketing advice and budget-conscious strategies. ❖

IP War of the World

Check the June 2004 issue of **WIRED** magazine for the article *An Atlas of the Free & Unfree* that discusses the global battle of liberty versus control involving producers, pirates and consumers.

While the creator of an idea deserves protection for a set period of time to gainfully exploit it, at what point is that innovation holding back the next one? When does market protection become a monopoly? Consider sharing versus stealing and social benefit versus individual reward. These involve disputes over the limits and rewards of intellectual property.

The maps and charts in *An Atlas of the Free & Unfree*, show enforcers and antagonists of intellectual property for media, medicine, agriculture and software. The article also outlines a new frontier respecting patents and copyrights while enabling broader access. ❖

Small Business Security Checklist

Visit www.microsoft.com/smallbusiness/gtm/securityguidance/hub.mspx for an 11-point, do-it-yourself computer security checklist. You can quickly and easily reduce your risk from viruses, hackers and similar threats. No advanced technical expertise is required; these are simple, straightforward tasks that most anyone can do. ❖

USPTO Online

The USPTO main site offers the following links: FAQ, general information, guides to filing, patent fee information, forms, PTDL information and inventor resources.

The Inventors Assistance Center (www.uspto.gov/web/offices/pac/dapp/pacmain.html) is available to help with patent matters. Send questions about USPTO programs and services through www.uspto.gov/web/menu/feedback.html. You can suggest USPTO web pages or material you would like featured on the Inventors Assistance Center to the webmaster@uspto.gov. While they cannot promise to accommodate all requests, your suggestions will be considered and may lead to other improvements on the website.

Visit <http://www.uspto.gov> and click Inventor Resources at the bottom of the page. You will find several categories with links: patents, trademarks, copyrights, brochures and information. At the top of the Inventor Resources page you will find the tip of the month. This month's tip is *Provisional Patent Applications: What are they? How do they help me?* ❖

Free Newsletters for the Inventor Entrepreneur

- The World Intellectual Property Organization (WIPO) is an international organization dedicated to promoting the use and protection of works of the human spirit. Visit the Small and Medium-Sized Enterprises (SMEs) page at www.wipo.int/sme/en/ and sign-up for their email newsletter. WIPO takes a close look at intellectual property (IP) from the perspective of SMEs and analyzes the possibilities offered by the IP system for improving their performance and competitiveness.
- The Wall Street Journal Center for Entrepreneurs can help you research the market, secure financing, open a shop, hire employees and run the enterprise. Visit <http://www.startupjournal.com/> and click Email Center in the side bar. You will discover a list of eNewsletters, including *On Startup Journal Today*.
- Mplans.com helps you develop winning marketing plans. The articles, sample marketing plans, products, and services will help you achieve your marketing goals. In the side bar at www.mplans.com you can subscribe to their monthly newsletter containing tips and advice on marketing your business.
- Bplans.com contains the largest single collection of free sample business plans online. In addition to that, it has helpful tools and know-how for managing your business. Bplans.com includes practical advice on planning, interactive tools, and a panel of experts. In the side bar at www.bplans.com you can subscribe to their monthly newsletter containing tips and advice on planning your business
- Intellectual Property Owners Association supports member interests relating to legislative and international issues; IPO provides news and educational services and networking opportunities for members; IPO disseminates information to the public on the importance of intellectual property rights. Subscribe to the IPO Daily News™ through the side bar at www.ipo.org. ❖

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



Can you make that winning shot in thirty seconds? Here is the scene. It's your big moment, the chance of a lifetime. It's the Super Bowl Game and you have a thirty-second slot to wow your audience with your product. You have just spent a fortune on this **thirty-second** commercial.

What do you say to the millions of people with their eyes glued to the screens that will:

- Wow them?
- Let the viewers and game attendees want to find out more about your product?
- Let the viewers and game attendees feel that they and just about everyone else has to have one?
- Find out how to invest in this product and get a piece of the action because it is a winner?
- Let them think it's the best thing since sliced bread?

This happens more often than you think, except the audience maybe a small group or just one person. Regardless, you still need that winning commercial. You kept aiming but never took a shot. From the last newsletter, I suggested you create a 30-second commercial. Have you done so, even a 60-second commercial that is well rehearsed, something you can recite if someone was to wake you up 3:00 AM and shout at you, **"What's that?"** or **"What does your product do?"**

An example is each Inventor's meeting during the introduction round. Inventors have the opportunity to use their thirty-second commercial but they don't. By the time they are finished, no one remembers anything about the invention. No one wants to know that you fell down a flight of wooden stairs, hit your head on the marble floor, broke the dog's nose and were in a coma for three days. And when you awakened, the idea hit you to develop automatic hand rails. A potential investor, licensee, buyer, partner or service provider may be there and you miss the mark.

In a nutshell:

- What does your product do?
- What is the benefit of having one?
- How will it help or change the world?
- Who is going to buy it?
- What does it cost?
- Where can you get one?

Build a thirty-second commercial around the above questions. Create it, rehearse it, modify it, copyright it, and sing it, whatever!

Just have one ready!

Bob "leave it to" Levy

The next ISSF meeting offers the insight and experience of **Freddie Lee** on *How to Present Your Product to a Company*. Freddie has great preparation and presentation expertise that can help you get noticed. Please come to the meeting and take notes!

News from Cathy's Desk

Thank you, **Eileen Fischschweiger**, for the fabulous presentation on *The New Seven-Step Strategy*. I hoped that all the ISSF members would have attended this informative presentation. For those who did not attend, Eileen gave ISSF permission to reprint the PTDL's brief guide on searching patents using the USPTO web site. You will find this information on the first page of this newsletter.

For those who do not know, the Seven-Step Strategy is a basic guide to conducting a preliminary patent search (a.k.a. a novelty search) of U.S. patents and published applications to locate relevant prior art related to a new invention. A search is based on the use of classifications found in the U.S. Patent Classification System (USPC) rather than keywords because not all patent documents use the same key words to describe the same kind of technology. This makes USPC searches more complete.

The Seven-Step Strategy has been changed (again) for several reasons:

- It now makes better use of Internet-based resources.
- *Official Gazettes* are no longer published in paper, nor are they archived online, except for the most current 52 weeks.
- With the availability of full-text and full-image, there is no need for the *Official Gazette*.
- Pre-grant publication of patent applications published since 2001, is now a major source of prior art information.
- Cited references are now easily searched online, and including them in the search can lead to greater completeness.

Eileen offered tips to the searcher:

- Since the same search can now be done with materials in a variety of different formats, it is a good idea to become familiar with the variety of materials, plan the search, and create a course of action based on the Seven-Step Strategy.
- Careful attention should be paid to the limitations of the content of the various formats so that a complete search is performed no matter what course of action is chosen.
- While it is possible to find the appropriate classes and subclasses for your invention on the Internet, it is much easier to use the printed resources at the PTDL for this portion of the search. Plus, you can ask questions.
- For those who find the classes and subclasses search to difficult, the PTDL has a form that you can send to the USPTO and they will identify the classes and subclasses for you for free.

The Seven-Step Strategy presentation included numerous screen captures of the USPTO web site with an explanation of retrieval methods. Eileen told the listener what to look for, available formats and her experience. She said, "It is always better to err on the side of searching too much than searching too little."

The PTDL librarian's role is to guide customers as they perform their own searches, as well as to provide information and assistance in using PTDL and other library material and resources. The staff will not perform a patent search nor offer any advice, interpretation, or opinion regarding the patentability of an invention or any other specific legal concern. Eileen concluded her presentation by citing 2003 Florida Statute 454.23 regarding the unauthorized practice of law.

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Business America

Business America is a monthly compendium of U.S. trade policies and features a calendar of trade shows, exhibitions, fairs and seminars. Call 202-512-1800.

Commercial News USA

Commercial News USA is a catalog-magazine (10 issues per year) promoting U.S. products and services to overseas markets. It is disseminated to 125,000 business readers via U.S. embassies and consulates in 155 countries. For paid listings and advertising rates, call 202-482-4918. ❖

Patent Enforcers

Read Jason Reyes article at www.cafezine.com/index_article.asp?id=749&deptid=4 to learn the conditions under which the International Trade Commission will enforce your U.S. patent rights. ❖

Patent Litigation

Visit **Patent Café** and read Bruce M. Berman's article *When Winning Can Mean Losing*, for real insight on litigation. The article discusses intangible costs, jurisdictional success rates, time and venue. Patentees have won approximately 63% in the Southern District of Florida. Check the statistics on litigation before you file a lawsuit in Massachusetts where patentees have won only 30% of the time, or Western District of New York where the slowest settlements occur in 1.97 years. ❖

Product Development

Visit the Better Mousetrap People at www.thetrap.com/consulting/Archive.asp for the complete archive of BMP's bi-monthly newsletters, a great resource with all you need to know about product development. Register for their free newsletter! ❖

Small Business

Darrell Zahorsky offers a free newsletter and numerous articles about business plans, marketing and sales, and starting a business. Find him at <http://sbinformation.about.com>. ❖

Canada Business

Visit <http://sbinfocanada.about.com/> for Susan Ward's *Guide to Small Business: Canada* and sign up for her free newsletter. ❖

SCORE Newsletter

Visit www.score.org for numerous entrepreneurial resources including the SCORE eNews for the latest in small business news and resources. Also, subscribe to the SCORE Expert Answers Newsletter. ❖

Fight Against IP Piracy

"The fight against piracy and counterfeiting of Intellectual Property" is the title of an International Chamber of Commerce policy statement issued by the Commission on Intellectual Property and submitted to the 35th ICC World congress on June 7, 2004. Find it at www.iccwbo.org/home/intellectual_property/fight_against_piracy.pdf. ❖

Financing & Money

Visit <http://sbinformation.about.com/od/creditloans/> to learn all about money for small business including handling, managing, finding, and protecting capital for your business. ❖

Market Forecasting

Read Tim Berry's *Making a Market Forecast Estimate*, found at www.mplans.com when you type Market Forecast in the search field and click Go. You will find other useful information in the search results, as well. ❖

Advertiser's Corner



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Patent Agent

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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. ❖

Department of Commerce Services

The National Trade Data Bank (NTDB) is a one-stop source for export promotion and international trade data, collected by 17 U.S. government agencies. The NTDB is available on CD ROM and by subscription via fax on-demand and the Internet as part of STAT-USA (www.stat-usa.gov). For information on all of NTDB's services and costs, call 202-482-1986.

The Trade Information Center Fax Retrieval Hotline is a 24-hour fax information service. Call 800-USA-TRADE from your touch-tone phone; follow the instructions, and the information will be automatically faxed to you.

Flash Facts is a 24-hour fax retrieval service for information on specific countries, including Offices of the Americas (Mexico, Latin America, Canada and Caribbean) 800-872-8723 and Business Information Center of Northern Ireland 202-501-7488. ❖

WISC 2004 Conference

Ideas to Profits: Learning from Innovative Leaders is an innovation commercialization conference for innovative manufacturers, technology entrepreneurs and inventors. It will be held Friday, October 1st through Saturday, October 2nd at the University of Wisconsin-Whitewater. The keynote speaker, **Karen Field**, Chief Editor at *Design News Magazine*, will discuss using design as a driver of innovation and its critical role in creating "uniqueness" for new products.

Experts will show you how to...

- increase business profitability with effective new product development
- create awareness for your product
- create competitive advantage with the right intellectual property protection
- target potential licensing and strategic partners
- understand commercialization options
- assess the market for your new product
- design and test affordable prototypes
- uncover growth financing opportunities.

For more information on registration, conference curriculum, sponsors, or to be added to our mailing list; please contact Erin Tischendorf by phone at (262) 472-1663 or email at tischendea10@uwv.edu. ❖

Small Entity Status

If you receive the IPFrontline™ newsletter from Patent Café, you will find an interesting article written by Todd Garabedian titled *Erroneous Small Entity Designation Can Jeopardize Patent Rights*. Please read it and ensure that you are qualified for "small entity" status when paying fees to the U.S. Patent and Trademark Office. One company that granted non-exclusive licenses to companies that each had more than 500 employees almost lost its patent. Failure to conduct such an investigation before making any claim for small entity status could form the basis of an inequitable conduct claim if the patent is challenged in court. ❖

Invention Review Before Patenting

The American Society of Inventors, Inc., the nation's oldest continuous inventor help group reviews ideas and inventions from *members* each month. Contact ASI at 215-546-6601, P.O. Box 85426, Philadelphia., PA 19102. They take the summer off. Annual membership costs \$49. They determined that only 15% of inventors make a profit if the person works hard on it and goes about it in the right way.

The Innovation Institute offers a commercial evaluation service, as part of the WIN program in conjunction with Wal-Mart, and SW Missouri State University. It costs \$175. Gerald Udel, the director there recommends you do not get a patent first. If your product can't be commercially manufactured and successfully sold, why patent it? ❖

More on Patents

Visit <http://sciencelawyer.com/resources/> for an e-newsletter, a patent primer and patent articles. Articles include:

- Your Patent Rights Under SBIR Contracts
- When Sales Activities Can Endanger Your Patent Rights
- Best Practices for Using Laboratory Notebooks
- Expedite Your Patent Applications
- When is the Right Time to File a Patent Application?

If you peruse the Resources Index, you will find a more thorough web site list. ❖

Network for Inventors

Here are four online business networking Web sites where you can find investors.

- LinkedIn, www.linkedin.com
- EntreMate, www.entremate.com
- Ryze, www.ryze.com
- National Venture Capital Association, www.nvca.org

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. ❖

H.R. 4358

This is the *Stop Counterfeiting in Manufactured Goods Act*. INTA has advised Congress that it supports provisions in the bill that would enhance forfeiture and restitution provisions in existing trademark anticounterfeiting laws. A copy of H.R. 4358 can be found by accessing the Library of Congress legislative website at <http://thomas.loc.gov/>. ❖

Costs of Counterfeiting

Visit www.iacc.org and click Get the Facts and then click Facts on Fakes. The article tracks counterfeiting events and costs to society in dollars, jobs and lives. ❖

WBO Annual Report

The World Business Organization's annual report at www.iccwbo.org/IP_RoadMap/index.asp, provides an overview of the current and emerging issues in intellectual property and how they relate to doing business.

The roadmap has been compiled by the ICC's Commission on Intellectual Property, a group of some 240 IP professionals from all sectors of business, who pooled their combined knowledge to make sense of the continually evolving intellectual property landscape. ❖

Every inventor is a crackpot until his idea succeeds.

-- Mark Twain

ISSF

presents

Freddie Lee

How to Present Your Product to a Company

1:30 pm September 4th

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.

Perfume is Now Covered by Copyright

A Dutch appeals court has now ruled that perfume compositions, historically protected by patents and trade secrets, are also covered by copyright. To determine whether a perfume can claim copyright protection, a two part test must be satisfied: (a) Is the product a "work" as defined in the Copyright Act of 1912? (b) Does this work have an original character which carries a personal stamp by the maker of the work? Visit www.cafezine.com/news_template.asp?deptid=8&id=656 to read the article by Thomas G. Field, Jr., Professor of Law. ❖

1000inventions.com

1000inventions.com offers licensing and sales opportunities at an international level, a necessity in the world of today. It is a fully operational and automated database. The site's architecture is easy to navigate and well laid out. Inventions can be submitted online, by e-mail or by post. Inventions presented on the web can be browsed free of charge via 5 search systems: 1) key words, 2) numerical order, starting by the most recent inventions posted, 3) ten technical categories based on the International Patent Classification (IPC), 4) country of residence of the inventor, 5) name of the inventor. As an organization of inventors working in favor of inventors, the International Federation of Inventors' Associations (IFIA) offers this service free of charge to independent inventors and inventive small enterprises. ❖

Emerging Technology Business Showcase

The seventh annual showcase is scheduled for Thursday, November 18th at the Westin Cypress Creek, Fort Lauderdale. Sponsored by Office Depot and Enterprise Development Corporation, the showcase features keynote speaker **Dr. E. M. Temeres**, VP-IT, CIO and Dean, College of Engineering of the University of Miami. There will be panel discussions, company presentations and exhibits. For more information or to register: www.edc-tech.org or ckennelly@edc-tech.org. ❖

ISSF Speaker for October

Pamela Riddle-Bird will present "Commercializing Your Invention" at the October 2nd meeting at LIGI Tool in Deerfield Beach, FL. ❖

Inventare Maximus
September 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.

Inventors Society of South Florida
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