

Inventors Society of South Florida

Inventare Maximus

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

January 2005

January 2005 Meeting Will Be Held on January 8, 2005

Please mark your calendars, LIGI Tool & Engineering will be closed on Saturday, January 1, 2005 in observance of New Years Day, so the first ISSF meeting for 2005 will be on Saturday, January 8, 2005. We will return to our regular schedule of the first Saturday of each month in February 2005. **PLEASE NOTE THIS ONE-TIME CHANGE IN MEETING SCHEDULE.**



H.R. 1561 Update

Please visit www.inventorsdigest.com and do a quick search on H.R. 1561. In the results you will find *Free Newsletter* dated 10/12/2004. Read it to learn about passage through the House and what part of the bill made its way to the Senate Appropriations Committee. The article includes contact information for the Senate Appropriations Committee. ❖

I Have an Idea – Chapter 2

Howard and Paula Silken (silkhandp@aol.com) Chapter 2 extracted with permission from their book *I Have an Idea for an Invention! What Do I Do Now???*

You are convinced that your wonderful idea has not already been invented because, if it were, it would surely be for sale on the market. Don't be too sure. You could be wrong!

Before you do anything about your idea, you must find out if someone else has already invented the same thing you have in mind. There are millions of patented inventions and only a small percentage of them ever get to market. It is not the intention of this book to explain why this is the case. As a matter of fact, I can't understand why some wonderful inventions, I have come across during a search, are not available for purchase by the public. You have to be informed about "What's out there."

Locating this information is called, by the PTO, a "search." and, making a search, in theory, is simple. In practice, however, it requires a little bit of time. Simply put, all you have to do is to look up every patent issued up to the present and see if you find anything that is the same as yours. The problem is, there are about 6,000,000 of them as of this year 2001. Fortunately, you don't have to look at every one. To help you, the Patent Office has worked out a system to make your search easier.

(In the late 1700's they did not require a "search" by the inventor. All you had to do was to send them your invention, or a model of it, along with the paper work explaining how it worked. They did the "search" of all the models on hand and decided if the new invention was unique or not. As the years passed, the Patent Office ran out of space storing the vast number of inventions. So, they changed the requirements. Models were not required. All you had to do was to draw your invention on paper and explain, in detail, the working parts. Soon afterwards, they started to group the inventions into classes.)

You must make a search for your own benefit. If your conceived invention has already been granted a patent, it would be a waste of time and money to pursue it any further. However, if you find, during a search, an invention that accomplishes the same results as yours, but the construction of your intended device is different or unique, it becomes a different story. It is possible to get a patent on an improvement on someone else's invention.

In any case, there are several reasons why you have to find out. Spending time and money on something that has already been invented is wasteful and can get you into trouble with the original inventor, if his patent still is in force. If you make the thing and sell it, you could

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ISSF

presents

Lydia Woods

*From Idea to
Market – How I
Did It*

January 8th

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Mission Statement

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



Officers

President: Bob Levy
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Member Liaison: Joanna Zaremba
Public Relations: Carmella Morris
Publicity: Bill Seymour
Good Will Ambassador: Paula Silken

Contacts

Bob Levy in Miami
305-205-2884
Richard Loughlin in Stuart
772-287-2224
Howard and Paula Silken in Delray Beach
561-496-1140
Joanna Zaremba in Broward Co.
954-486-2426
John Fulton in Miami
305-751-5450

find yourself in court, as a defendant, on an infringement case. However, if your search shows it was invented twenty years ago, you can now make and sell it but you cannot get a patent on it. (Once the life of a patent expires, it becomes "Public Domain".) The second reason you must make a search is the Patent & Trademark Office (PTO) requires you to do so.

To make it easier to check on past inventions, they (the PTO) divide the inventions into classes. A special book lists hundreds of classes that cover every type of invention. For example: If you have an idea for a new kind of musical instrument, look up "musical instruments in class # XXXX. It may also list all stringed instruments in a sub class #XXXX or even a sub-sub Class relating to pianos.

Now, your search has been narrowed down from millions to only thousands. Great!!!

Don't let this search business scare you or discourage you from making it. It is not difficult and it can be a lot of fun. You will find things that will amaze and entertain you as you work on your search. The first search may take you a full day. Once you get the hang of it, the second will take only a few hours.

I suggest that you take someone to help you. While you are finding patent numbers of interest, they can be looking up the patents. You will cut the time by 2/3rds with help. Speaking of help, you can hire any patent agent or patent attorney to do a search for you. The cost ranges from about \$400.00 to maybe \$800.00. If you do hire an attorney or agent, chances are that they will not do the search themselves. They will hire someone, specializing in patent searches, to make it for them. Now you are paying two people to make the search. Making the search yourself will only cost a few dollars. The few dollars will be for the copy machines at the location where you are making the search. Once you have done a search and are determined to pursue your invention further, it is a good idea to engage a patent attorney or agent to review your search and even make one on his own. A professional search could pick up inventions you have missed. What ever you do, **DO NOT HIRE AN INVENTION PROMOTION OR SUBMISSION COMPANY TO DO YOUR SEARCH.** The PTO has gotten so many complaints about them, over the years, that they have a pamphlet warning the public about them. (More on this subject later.)

Patent searches are made at a Patent Office Depository. They are located in libraries all across the country. At the end of this chapter you will find this list. The nearest one in South Florida is at the Broward Public Library on Andrews Ave., Fort Lauderdale. You can also make a search on the internet but it is a little tricky. If you want to try, go to www.firstgov.gov and type in 'patent office'. From there, you will find hundreds of Web sites pertaining to patents and patent searches. You can also do a limited search on the IBM website.

Now go to work on your search. If you can, convince your spouse or a friend to spend a wonderful day at the library with you. When you get there, go to the reference department and you will be greeted by some of the nicest public servants you have ever met. Tell them you want to make a search of an idea for an invention and that this is your first time in the reference department and you would like a little help. They are only too glad to instruct you exactly how to proceed. It will include looking up the class you will need, entering that class on the computer, checking the sub classes, looking up the "brief descriptions" and how to find the patent number and then----- . By the time you find the "classification" book you need, you will have already forgotten what she or he said after that. Don't let it throw you. The next thing you do is easy. You sit down at the computer and ask her (most of the experts are women), "How do I turn this thing on?". Then you request, "Please don't leave me. Computers scare the life out of me! I'm not a teenager. What button do I press to turn this thing on?" She will get the idea and will likely guide you through the computer maze. That is why it is good to have someone with you who is computer wise and has a good memory. What you forgot, your helper probably will remember.

(Continued on page 3)

In about an hour or so, you will have the hang of it. If you already own a computer, you will know what to expect and the job will be easier. Be sure to have a pad and pencil to make a list of any patent numbers, you come across, that even remotely resemble your invention. After you have six or more patent numbers, your search will become very easy. The reason is simple; because the Patent office requires **every** patent applicant to submit the results of a search, every recent patent you look up will have a list of "like" patents that were found in his or her search. This list is located at the upper left-hand corner of the first page of the patent. He (or she) has done most of the work for you. Make a list of the patent numbers listed and look them up. You may find that one or more are on your original list. If so, it shows that you are doing a good job. Add to your list, the patents numbers on the newly found list. When you find that patent, it, too, will have a search list. Write down these numbers and look them up. You can keep this up for hours. In most cases, you will notice that each one refers to some of the same numbers as others. If any of these patents are related or similar to yours, concentrate on these patents making note of the patent numbers.

In order to look at the actual patents, you can go about it in one of two ways. First, and the simplest, is to look them up in a book that contains the patent number you are looking for. The library has all the patents in books in numerical order. Inasmuch as they have about 6,000,000 of them, they fill up a great many books. Shelves full of them. All you have to do is find the right book. At the reference desk, they will show you where these books are. The books are in numerical order. You should find any patent in five to ten minutes. Once you find the patent, look at it but you don't have to read the entire patent to get the gist of the invention. The patent paper will start off with an abstract and a brief description of the invention. You will also find drawings of the invention. If it has nothing to do with your invention, don't spend time on it. If it looks somewhat like your invention or accomplishes the same result, make a note of the patent number. You will be able to make a copy of it. It is best to make a copy of that patent (or others like it), for two reasons. Firstly, to be sure that your invention has not already been patented and secondly, if the patent office claims your invention is not unique to that one, you, the inventor, will have better knowledge about your invention than the patent examiner and you may see different things that he missed. After all, **you** are the inventor and it will be up to you (or your attorney or agent) to argue with the examiner when it comes time for them to issue the patent.

Making copies of any patent is easy. Once you have the patent numbers, you can get a microfiche roll of film, at the reference desk. These reels fit into a projection and copy machine near the patent books. Sometimes you may have ten or more reels. When you are through, the attendant will put them back in the proper files. I'm not sure that all the depositories handle the reels in the same manner. In any case, they are available. As you scan through the projected patents you will notice that they, too, are in numerical order. When you find the number you want, you can look at each page of the patent and make copies of the entire patent or just one page at a time. Sometimes the patent will consist of many pages and it will cost you \$0.10 for each page. I suggest you only copy two or three pages, the first and second and an overall drawing of the invention. If the invention looks very similar to your invention, copy the entire document. Be sure to have a lot of dimes with you. I found the change machines were always out of order or out of change. Things are constantly changing and I expect by the time you make your search, everything, hopefully, will be easier.

Study your searched patents very carefully. If you find a patent starting with the letter "D" before the number, it is a design patent. This means that the patent is issued on what it looks like, not how it works. Unless you want a design patent yourself, don't bother to look it up or copy it. More on design patents in the chapter 'The Patent Itself'.

(Continued on page 7)

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



Backward and Forward

As the sun slowly sets on 2004, the next time we meet, it will be the dawn of 2005. Throughout 2004, many valuable bits and pieces of information, solutions, and resources came your way through an array of speakers and events.

Backward:

- Some landed in your lap – that is, if you were paying attention.
- Some passed you by - because you were inattentive or did not understand – Ask next time.
- Some inventors did not hear – busy talking during the presentation.
- Some inventors did not believe it – and never will believe anything.
- Some inventors do not think it could be that simple – believe me, sometimes it is.
- Some inventors thought it was too much effort - so there must be an easier way.
- Some inventors think they know it all – and they have that right.
- Some inventors are reluctant to go and get information – it will fall in their lap somehow.
- Some inventors are still looking for better to come along – it may not –or it may already have passed you by.
- Some inventors did not take notes - now they cannot remember.
- Some inventors had a very successful year – get to know them in 2005.

Forward to 2005 and Beyond:

- Resist the urge to put down fellow inventors ideas – remember the pet rock.
- Put more effort behind your own ideas.
- Ideas need to be transformed into products – The Patent Office does not issue patents on ideas.
- Learn about your industry – the market, season, processes, etc.
- Learn how to present your product or ideas to individuals. Use every opportunity to practice. Be prepared for the big day you dream of, when, you have to present to a company. It may be an individual or a group, so be prepared. KISS (KEEP IT SIMPLE STUPID) your product or idea. Become a salesperson. You have to sell your idea first.
- Do not forget your 30-second commercial - fortune. Create it, rehearse it, modify it, copyright it, sing it, - Just do it!

In the meetings of November and December, Freddy Lee and Howard Silken gave us the inside track on how to approach companies and present your products. The prototyping demonstration by Freddie Lee showed what you could do on your own by thinking outside the box.

Thanks to the group for giving me the opportunity to be the Club President. May 2005 be your year as a successful inventor. May many ideas flow in the creative arena and morph into successful products and ventures. May you have good health to enjoy the fruits of your labor.

Season's greetings to you and your families.

Bob "leave it to" Levy

News from Cathy's Desk

When you send an email to anyone, please use the subject line to identify what is in the email and what it pertains to. Why, you ask? Since spam mail is rampant, many email communicators use anti-spam programs to eliminate unwanted email. Also, be sure that your email address helps to identify you to the recipient.

Bear in mind that people who earn a living using their computer have a lot of email addresses in their address book. For instance, I have 239. If I receive an email from someone in the membership with a cryptic address and poor subject line, it will be placed in my "suspect email" folder until I read it and decide to accept or reject it. If you have an email address that is not your name, please be sure to include "ISSF" in the subject line.

Moving along, this month's newsletter features Chapter 2 of *I Have An Idea for an Invention, What Do I Do Now???* The board decided that offering one chapter in the newsletters over the next 12 months would help focus inventors on what they need to do. It is sensible to read what others have done so you don't make expensive mistakes or waste your time. So, please read each of the newsletters for the chapters of the Silkens' book.

There are numerous informative books about inventing. Read several. No one author has all the answers or has had every experience you will encounter. Invest some time and money learning what to expect, so you can save down the road. Anyone can do a search or write in a log book, but technique is what counts. Learn the process from experts at little or no cost. ISSF brings you information from experts, provides the opportunity to speak with experts at monthly meetings, and offers resources at your finger tips through the monthly newsletter. Take notes and save newsletters because you will need the information at some point in your efforts.

Remember that people who are fearful will try to talk you out of what you are doing. People who want to take advantage of you will try to talk you into their agenda. It pays you to get multiple opinions through reading, attending meetings, professional query, and so on. Do not rely on any one source as your authority because the journey costs you time, resources and money. Knowledge is power!

The Inventors Society of South Florida wishes everyone a joyful holiday and a successful New Year. ❖

Magazine Seeks Garden Products to Review

"One of my personal media contacts, who is a feature writer for a HUGE national general interest magazine, asked me to help her find new garden products to review for her upcoming Spring issue. This is one of the top 3 magazines in the US. Product must be on the market, ready for purchase by consumers either in stores, by phone or online. No prototypes or almost-ready products. **Drop me an email** (address below) if you have a product that fits. Please provide me with product info, website address, pricing, availability (stores or online)."

"Please don't email photos on first reference. If it turns out to be a good match, I will request photos be sent separately. I'll forward on to her if I find it to be a good editorial match."

Todd Brabender

Spread The News Public Relations, Inc.

Generating publicity & media exposure for innovative products/businesses/experts /inventions.

todd@spreadthenewspr.com <http://www.spreadthenewspr.com>

PS --- Other media outlets will be planning their garden coverage in the next few weeks as well. ❖

Enterprise Florida

Enterprise Florida, Inc. (EFI) is the public-private partnership responsible for leading Florida's statewide economic development efforts. EFI was formed in July 1996, when Florida became the first state in the nation to replace its Commerce Department with a public-private organization that's responsible for economic development, international trade and statewide business marketing.

Visit the Enterprise Florida web site at www.eflora.com and click Small Business Assistance. You will find a list of 18 links including grant writing assistance, Florida Black Business Investment Corporations, Florida Manufacturing Extension Partnership, Minority Business Development Center, SCORE, SBIR and SBA.

Also, you can download the *Florida Small Business Start-Up Guide* from the Florida SBDC Network that provides basic guidelines on local, state and federal requirements for starting a business in Florida. ❖

Patent Reform

Following review and study of the U.S. Patent System and hearings in which numerous witnesses testified, the National Academies Board on Science Technology and Economics and the Federal Trade Commission issued reports changes in the U.S. Patent Law. The American Intellectual Property Law Association (AIPLA) thoroughly reviewed both reports and separately prepared detailed responses to each in separate reports. The three organizations have joined to initiate a discussion of the common recommendations for change among all stakeholders in the patent system. Registration information for these meetings can be found on the AIPLA website: www.aipla.org. ❖

Who Gets Paid First

Paulette Thomas wrote a useful article about partnerships titled, *When the Profits Roll In, Who Gets Paid First?* If you are considering invention partners, please read this article first to prevent problems. Visit <http://www.startupjournal.com/columnists/startupqa/> for this article and more. ❖

Business Resources

Broward County Library/Bank of America Small Business Resource Center, Main Library, 100 S. Andrews Ave., Fort Lauderdale; 954-357-7565.

Micro Business USA: helps start-up businesses through business training and loans. Meetings 6:30 pm Monday through Wednesday. Call 305-438-1407.

The Florida Venture Forum: a networking group that identifies sources of capital and assists in business plan writing. Visit www.flavencap.org or call 813-335-8116.

Odeon Group, SBA intermediary: offers classes on how to get an SBA loan and start a business; 10am Wednesdays, Miami. Call 305-681-9600.

First Florida Capital: private nonprofit that offers the SBA's 504 loan program. Visit ffcc.com or call 888-320-5504.

Florida Division of Corporations web site www.sunbiz.org offers information on doing business in Florida.

US Business Advisor web site www.business.gov offers federal government information.

Mplans.com

Visit www.mplans.com/qam search the database of business question and answers from the board of Mplans.com Experts. Their board of experts consists of some of the brightest business minds in the world today. Their expertise ranges from advanced business planning, to startup advice, to marketing strategies.

Browse their database of marketing question and answers in the following categories:

- Market analysis
- Strategies
- Components and outlines
- Industry-specific. ❖

'The Patent Guidebook'

John T. Pienkos wrote this book for practitioners and executives; it provides a summary of basic concepts of the patent law, the patent system, how patents interrelate with other forms of intellectual property, and the various purposes and uses of patent rights. Get it at Barnes and Noble or search the title online. ❖

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Patent Law Offices of Rick Martin, P.C.
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Longmont, CO 80501 USA
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Catherine VerSchneider
Information Products
638 Snug Harbor Drive E15
Boynton Beach, FL 33435
561-737-2182
cever@earthlink.net
www.InventorsSurvivalGuide.com

Ron Reardon
Patent Agent



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to RECEPTION in the Marketplace'

3356 Station Ct.,
Lawrenceville, Ga.
30044-5674

770.241.4907
Fax: 770.736.6633
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Ken Eddowes Remembers Dr. Jay Morton

I am still impressed by Dr. Morton. One doesn't meet that many real geniuses in one time here on earth. Jay Morton was certainly a genius by any measure. He spoke at several of Pam Riddle Bird's inventor conferences that I attended.

He related a story about donating the entire proceeds of the "pop top" can invention (\$57M in all) to the National Geographic Society to avoid paying the I.R.S. \$24M in taxes. That story always earned him a standing ovation from those assembled. I never doubted that tale, but what the heck; I did pay special attention to the end credits of National Geographic TV shows and saw acknowledgements to the Blanche and Jay Morton Foundation - or something to that effect.

Dr. Morton told of the tough times after the 1929 stock market crash and his father's related death; when he begged for food and slept on park benches for years.

He spoke about his trip from Hollywood, CA to Miami, FL in the '30s, writing Superman scripts, and negotiating with studio executives over remuneration. His tales were numerous and always enthralling. I often tell his stories instead of my own; his were always better. ❖

(Continued from page 3)

Having made the search and deciding that you do have a unique invention, you have a good idea of what it will do and how it will do it. It is now all in your mind. What do you do next? The next chapter is two-fold. It will inform you on steps necessary to protect your invention from the eyes and ears of anyone who might want to take advantage of you. It will also let you know what you must do about developing your invention, how long you will have to do so and how to prove you are the original inventor. In the words of the PTO you must have "Proof of 'date of conception' and the records you have kept to prove you have been working on your invention." The Patent Office calls this 'Due Diligence'. ❖

Inventor Resources at Inventor.About.com

Look at <http://inventors.about.com> and scroll down to find *Before You Buy An Inventors Log Book*, a short, thoughtful article about log book features.

The side bar includes *Articles & Resources*. Peruse the articles in three main categories: Patent Trademark Copyright, Funding Marketing Licensing, and Professional Inventing. You will find numerous subcategories and informative articles, including:

- *Understanding Intellectual Property*
- *How To Choose a Patent Attorney*
- *U.S. Patent & Trademark Depository Library Program*
- *Tutorial - "How To" Conduct A Patent Search*
- *Tutorial - The Seven-Step Strategy*
- *US Trademark Registration and Application Guide*
- *How Do I Raise Money for Invention Funding?*
- *Creating a Marketing Plan*
- *The Business Plan for Independent Inventors*
- *Student Programs for Invention Funding*
- *Turning an Invention Idea Into Money*
- *Understanding What An Invention Assessment Is* ❖

American Council of Independent Laboratories

ACIL is the trade association representing independent, commercial scientific and engineering firms. Its members are professional services firms engaged in testing, product certification, consulting, and research and development. They are not affiliated with any institution, company, or trade group that might affect their ability to conduct investigations, render reports, or give professional, objective, and unbiased counsel. Visit them at www.acil.org.

The ACIL Listserv facilitates communication among member laboratories for outsourcing of work, selling/buying of materials, equipment, labs, etc., as well as offering a forum for specific requests and questions from the professional and/or the public sector to be disseminated quickly and efficiently.

If you have a testing need, ACIL offers you two ways to contact its member companies through www.acil.org in the side bar: click Laboratory Referral or Search for a Laboratory.

If you are unable to locate a laboratory using the above method and you would like to utilize the ACIL Listserv, send an email to jallen@acil.org and include:

- A detailed description of the object you need tested,
- Any governmental/independent standards you are required to meet,
- Your name, address, telephone number and email address,
- Any additional criteria you have for the test [such as proximity to your physical location]. ❖

Virtual Library

If part of your invention research includes museums, visit <http://vlmp.museophile.com/> for a distributed directory of online museums around the world. ❖

Financing Mistakes

Perri Capell offers a list of common financing mistakes to avoid in the article *Avoid These Common Financing Mistakes*. Visit www.startupjournal.com and search for the author's name to get a list of articles. You will find another article about financing, *Tapping Retirement Funds to Start a Business*. ❖

How-To with Inc.com

An Inc.com guide contains their best resources, handpicked by Inc.com editors, on specific business-management issues including raising capital, patents and business plans. Search www.inc.com/guides for articles by topic or list all how-to guides. ❖

Pricing a Patent

J. Timothy Cromley, CPA, an accredited senior appraiser in business valuations, a professional engineer and a registered U.S. patent attorney offers *20 Steps for Pricing a Patent* at <http://www.aicpa.org/pubs/jofa/nov2004/cromley.htm>. ❖

Patent Deadlines

Mengfei Huang discusses the patent prosecution timeline including foreign filing and provisional applications in *Deadline Strategies for US Patent Applications*. Visit www.patentcafe.com and search for the author's name to obtain a list of articles. ❖

WIPO Resources

Visit www.wipo.int, the World Intellectual Property Organization. They offer news, information, activities and services relevant to your intellectual property rights. Learn about WIPO Awards. Subscribe to the WIPO newsletter. Learn about intellectual property in everyday life, and emerging issues in IP. They offer numerous publications for small and medium-sized enterprises. ❖

To live a creative life, we must lose our fear of being wrong.

-- Joseph Chilton Pearce

ISSF

presents

Lydia Woods

From Idea to Market – How I Did It

January 8th

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.

QVS 2005 National Product Search

Entrepreneurs will have the opportunity to present their consumer products to QVC at the e-commerce leader's 2005 National Product Search, which kicks off January 31, 2005 in Arlington, VA. The search will provide inventors, designers and manufacturers with a forum to share their innovative consumer products with representatives from QVC's merchandising and vendor relations divisions.

At the conclusion of this national search, QVC will select the top 100 products and put them on special QVC broadcasts (summer 2005). During these broadcasts, viewers will have the opportunity to see and purchase the products discovered during this search.

QVC introduces more than 250 new products to its viewers each week. Products on QVC that have shown great success are those that are demonstrable on live television, solve an everyday problem, appeal to a broad audience, have unique features and benefits and are topical or timely.

Advanced registration is requested and information can be found at www.QVCproductsearch.com. The search begins in Arlington, VA on January 31st. ❖

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**Inventare Maximus
January 2005**

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Boynton Beach, FL 33424-4306
PO Box 244306

Inventors Society of South Florida