

Inventors Society of South Florida

Inventare Maximus

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

February 2005

In Memory of Ed Freiling: Friend and Inventor

Ed had a wonderful and heartwarming feeling for his family. He extended that to others through his giving nature. Ed was a great sailor and an active member of the Coast Guard Auxiliary. He was the happiest when doing something for others.

Ed was very smart as well. During the war he worked for GE on sophisticated electronics and later manufactured high powered vacuum tubes for radio & TV transmitters. He had a mania for receiving licenses for Construction, Electrician, Radon gas checking, and so on. He was an electrical engineer and inventor. He worked on a hand detector for many years.

Ed Frieling was so well loved that ten people praised him at his memorial service. ❖

I Have an Idea – Chapter 3

By **Howard and Paula Silken** (silkhandp@aol.com) Chapter 3 extracted with permission from their book *I Have an Idea for an Invention! What Do I Do Now???*

It is impossible to get a patent if you never tell anyone about your invention. You can't go to the patent office and say, to the first person you meet, "I want a patent for an idea for an invention, but I won't tell you anything about it because I don't trust anyone". The patent office representative will assure you he can be trusted as well as all the other employees of the PTO.

In your mind your are thinking: "When I mail my paper work to them, how do I know that a low paid clerk, who opens the mail, won't take a quick look at it and realize it's worth millions. He then tells a friend about it and together they can steal my idea and make themselves the million dollars. How can they, the PTO, prevent that? Maybe they hire blind people to open the mail. What about the rest of the people who will be looking at my invention at the patent office?" Paranoid thinking like this will get you nowhere. **The people who work at the Patent Office are not allowed to file for a patent.**

They may recommend that you contact a patent attorney or an agent. If you tell them that you don't trust lawyers either, they will probably ignore you with the attitude: "Fine, just go away, we are busy". You can find more information about patent employees on the government web site: <http://www.uspto.gov/web/offices/pac/doc/general/apply.htm>.

reads as follows: "Officers and employees of the Patent and Trademark Office are prohibited by law from applying for a patent or acquiring, directly or indirectly, except by inheritance or bequest, any patent or any right or interest in any patent."

Woe be it to any employee of the PTO who tries to steal an invention.

You have more to worry about it being stolen by the general public than the government. Just as a simple example. We, Paula and I, have attended many "Invention Conventions" held by local schools. They hold these events in almost every school in Palm Beach County, Fl., about once a year. The teachers get the children hooked on inventing and organize these 'Invention Conventions' as a giant "Show and Tell". It's a marvelous way to encourage children to use their brains and to think for themselves. BUT, unbeknown to the teachers, they are doing a grave injustice to the children. By law, if you make a public disclosure of your invention, before you have some form of proof or protection for your invention, it can become "public domain". Most "Inventions?" of children are not inventions at all. Most are methods of testing. What bubble gum tastes best? What paper towel holds more water? And so on. However, often we see something that is really inventive. A good invention, without protection, is ripe for someone to steal. In a few cases, the parents of



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ISSF

presents

**Marvin Greenhut,
past President
Emeritus**

*Developing
Finances and
Resources*

February 5 at 1:30 pm

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

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Alvin Blum, Howard Silken and Richard Loughlin
Membership and Education: Howard & Paula Silken
Member Liaison: Joanna Zaremba
Public Relations: Carmella Morris
Publicity: Bill Seymour
Good Will Ambassador: Paula Silken

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John Fulton in Miami
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these children take over, before it is too late, and pursue the patent process for the child. If the parent helps get the patent, it will be issued in the name of the child unless the parent or anyone else worked on and contributed to the unique features of the invention. In other words, there can be more than one inventors name on a patent. There is no age or sex restriction to receive a patent.

When an invention is made public, by showing it or even by disclosing it in print, it can become public domain. This means, anyone can make and sell the device. They may even try to get a patent on it. If they do, however, that patent could be ruled invalid if future litigation comes up. Patent law is very complicated and even the experts often disagree on its interpretation. To avoid any problems in the future, it is best to know the basic rules now on "To whom you can show your invention and to whom you shouldn't."

The first thing we hear from most people who come to us for our opinion is; "I want to let General Motors know about my idea and if they like it perhaps they will buy it from me. How do I let them know about my idea for an invention?" This simple question is often prompted by publications telling the general public about Mr. Joe Bigbucks who invented this doohicky, in his basement, and sold it to Mega Productions Ltd. for a million dollars. You say to yourself, "My idea for a doohicky is twice as good as his doohicky and if his dohicky is worth one million dollars, my doohicky is worth two. Perhaps! Who knows how Joe Bigbucks let Mega Productions Ltd. know about his invention? Surely he contacted them in person or by mail or maybe his father-in-law is president of Mega Productions Ltd.

For the average person, the only practical way to contact a large manufacturer is through the mail. A phone call to their engineering department can be of some help but personally, I don't like it and I'll tell you why.

You can call the company and ask for engineering, or better yet just tell the operator that you would like to speak to someone who would be interested in a new invention. Now, for goodness sake, don't tell her how good your invention is and how the company will make a lot of money. She couldn't care less. In either case, you probably will be turned over to the consumer relations department. They, too, could not care less about your invention so don't try to sell it over the phone. If you do reach the engineering department, be especially careful what you tell them.

Engineers, of large companies, get paid very well for coming up with new ideas and inventions of their own. The thing they dislike most is when other people who come up with better ideas than theirs (even engineers in their own company). If they start to ask you how your invention works and other things about it, beware. Just tell them what it does, not how it works. They may be good honest people who love their wives and children but they will steal your idea at a drop of a hat.

Most companies get thousands of calls and letters about new ideas and inventions. Not yearly but the weekly. You are a drop in the bucket to them. They won't listen to you or even read your letter unless you have a signed their "Confidential Disclosure Agreement". In most cases, they will send you this agreement to sign and mail back to them. This agreement, of course, is written by their legal department and naturally written in their favor. They will not proceed with you unless you sign the agreement without any changes. If you are not a good contract attorney, the agreement will look good to you and in most cases they are fair. However, some agreements have a clause in them that states the value of your invention, if they buy it, will be determined by them at the signing of a contract. (Perhaps you can remember the inventor of the "push button release for a socket wrench". The inventor received \$70,000 for his invention. The company, over the years made \$7,000,000.00 on it. The inventor took them to court because they told him that they did not think it would make a lot of money. After many years of fighting he was awarded a fair return. The company appealed the ruling and it was overturned. He got nothing more. In the end, he lost a great deal of money on a wonderful invention.)

(Continued on page 3)

Once you have signed the disclosure agreement, they will contact you with a yes or no answer. You will receive a letter that may sound like this. "Thank you for blah blah blah. Our engineering department has carefully reviewed your invention and we find it is not of interest to us, at this time. If, in the future we reconsider it, we will get in touch with you." This gives them as much time as they need to kick your ideas around and see what they can come up with themselves. Or! You might get a letter like the one I received, from a very large power tool manufacturer. It read: "Dear Howard, We have gone over your invention and found it very interesting. We would like to consider your invention but our engineers feel, if we do, our competitors could circumvent your patent and therefore we would not have the exclusive use of your invention." I checked with my patent attorney and asked him for his opinion on the circumventing business. He said it would be very difficult, if not impossible, for them to do so. He also told me the real reason for the letter. The engineers feel they can redesign the tool so they can circumvent your invention. This letter gives them as much time as they may need to work on it. The delay also reduces the life of the patent and that will make it worth less. Two years later, they signed a contract, with me, to manufacture the tool. It was a 'take it' or 'leave it' contract.

I included in this contract that I would be consulted on the basic design and any other changes in the tool, before it went into production. From that day, their chief engineer showed his dislike for me personally. He was suffering from the "N.I.H." factor. (N.I.H. = Not Invented Here.)

The N.I.H. factor is very prevalent. It is one reason why you are better off not contacting engineering with an idea. The people who count, at big companies, are Sales and the Bean Counters. Your idea may be very good but if it will not make money, they will not be interested.

Getting companies to listen to you can be encouraged if you show them your idea is not just in your head but that you have done something about it. If you have a patent or a patent pending on your invention, you are way ahead of the game. They are more apt to listen to you if you already have the patent and not just a patent pending. At first, your patent will be pending and eventually it will be granted.) This being the case, the next step is starting the procedure that will lead to a patent pending.

But, we are getting a little ahead of ourselves. There is a lot to do before you can apply for a patent. The next steps, in most cases, will require talking to more people. People you know you can trust, and others who may be complete strangers. Remember, you are not the first person who is applying for a patent. The procedure that follows is designed for your protection. It has been worked out over many years and is very simple. The important thing to remember is "What you do now may mean a great deal in the future if there is ever a question about your invention. It also broadens the field of people you can talk to. The next and most important thing you must do is document everything you do as you develop your idea into an invention. As you progress, you will likely have to deal with strangers. You certainly should get a signed confidential disclosure from them written by you. More on this under Prototypes. ❖

Membership Dues for 2005

We ask each member to pay your dues for 2005 no later than the next meeting. There is no increase in dues for 2005, single membership is \$60, family membership is \$70, and discounted student membership is \$30.

We thank you for your cooperation and timely payment, as it reduces our time and expense in maintaining our membership roster current and in full force. ❖

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



Lydia Woods – Giving Back

Hats off to ISSF member **Lydia Woods** for sharing her personal story on the road she took from idea to market - how she did it. My suggestion is to take the same format Lydia used and work it backwards, pretending you have made it successfully to market. I have all 21 questions if you wish to create your own story.

Just send me an e-mail to boblevy@bellsouth.net or call 305-205-2884 and I will e-mail or have a copy of the 21 questions for you at the next meeting.

One of Lydia's key to success was her support crew – her family. In case you didn't notice, they fully occupied the front row seats, support her as they usually do – maybe you need to create your own front row support crew instead of trying to do it all alone.

I received numerous comments, e-mails and calls since Saturday stating how meaningful, motivating, inspiring and educational the presentation was and how they could identify with the speaker, hoping to bask in that kind of limelight in the very near future.

One of the benefits of the organization is networking, however, you may find others who do not want to work with you. Do not take it personal as everyone has a right to decline.

The meeting was videotaped and I hope to have copies of it available on VHS for a nominal fee (cost of material, which everyone should be able to afford). Other memorable meetings in Ken's archives will be available soon, so make your request soon. I have attended 99% of the meetings for many years and can make some reasonable recommendations based on your needs.

As the new year is already moving rapidly forward, I hope you have gathered enough information from the previous years and with Lydia's motivating, from-the-heart presentation be ready to make 2005 your year for success.

Do remember to take advantage of upcoming events - Feb 4-6 in Miami. This is the Graphics of the America Exposition and you can register online at www.graphicsoftheamericas.com/. If you have needs for printing, graphics, packaging products, paper materials, suppliers, education, samples, answers to questions by the industry experts, etc., you need to attend. If you have no needs, go anyway and enjoy the show.

Thanks for your continued support and encouragement. Give some thought to graduating from being a member to an active member. We need more hands to help make this organization the best place to be on the first Saturday of each month.

Wishing much success in 2005,

Bob Levy

Feast for Open Source as IBM Opens Patent Pantry

IBM has pledged open access to key innovations covered by 500 IBM software patents to people and groups working on open source software. The pledge applies to any individual, community, or company working on or using software that meets the Open Source Initiative (OSI) definition of open source software. Visit <http://www.ibm.com/news/us/en/2005/01/patents.html> for details.

News from Cathy's Desk

I offer many thanks to **Lydia Woods** for taking the time to present her success story to the membership. Lydia is a matter-of-fact speaker, a resourceful inventor, and a person of great integrity. She is a wonderful example of ingenuity in the face of adversity. She believed in herself and her idea. She educated herself in the ways of business and succeeded. She remained focused on the goal of realizing financial gain.

Revisiting email communication with the membership, please send your emails to me at cathy@inventorssociety.net from now on. Include ISSF in your subject line. Email users are bombarded by unsolicited advertisements. I received 34 emails today that were trying to sell me something. These senders have sophisticated ways to obtain email addresses and broadcast a single message to thousands of addresses at one time. Legitimate messages tend to include recognizable addresses and subjects. It behooves each of us to take advantage of this so we can communicate in a timely and effective way.

I would like to thank the board for recognizing the contribution of its guest speakers. If you have not made a presentation to a group, you may not be aware of the preparation involved. The samples, posters, reprints of articles and spoken words take a lot of time to assemble into an effective presentation. If you believe in your subject and have experience with it, then presenting is easy...even when the props fail. **Lydia Woods** offered a superb presentation with a lot of valuable lessons for inventors to heed. Thank you again, Lydia.

I'd like to hear from the member who said he is "living off one patent and is working on other ideas." He found a way to receive financial gain. Please share your experience with the membership. Also, the inventor who has inventions in the medical, biomedical, aviation and marine industries, must have lessons to share on what works and what doesn't. If inventors cannot find answers, at least they can narrow the field of options. So, members, please contact the board and schedule your presentation in 2005. ❖



Patent Research Tools Presentation

PatentCafe has posted its January schedule for online presentations of its ICO Patent Search Tools. The 30 minute presentations are free, and provide an introduction to Latent Semantic Analysis search technology as applied to: PATENT ALERTS, PATENT SEARCHING, INVALIDITY SEARCHING, TARGETING NEW LICENSEES, ADMINISTERING MULTI-USER ICO NETWORKS, and SEARCHING PATENT + NON-PATENT COLLECTIONS. Patent, legal or IP management professionals may quickly register for an upcoming presentation at <http://www.iamcafe.com>. ❖

American Contract Manufacturer's Show

Visit www.amconshow.com or call 800-829-7467 to learn about the show. Exhibitors are all job shops and contract manufacturers that provide custom metal, plastic, rubber, or electronic parts and related manufacturing services to OEMs.

Attendees are top level purchasing, engineering, and production managers who are directly involved in buying custom contract manufacturing services. Attendees come - often with blueprints in hand - from companies of all sizes from a wide variety of industries.

Their next show is in Orlando on February 16-17 starting at 9 a.m. Visit their web site and click on the show location of interest for detailed information. ❖

Toymaking

Mark Henricks wrote *How to Become a Player in the Toymaking Field*. He profiles two inventors who found success. He also offers great advice, such as: "Good agents don't charge anything up front, getting their cut by taking half the inventor's licensing fees, which usually are pegged at 5% of wholesale sales." For more useful advice visit www.startupjournal.com and search for 'Toymaking' to find his article. ❖

Chambers of Commerce

For chamber and governmental agency information for south Florida, visit www.valjennings.com/network.htm. ❖

South Florida Calendar

Visit www.valjennings.com/enetwork.com for networking opportunities including seminars, conferences, social events, and trade fairs. ❖

New President

The Mexican Association for the Protection of Intellectual Property (AMPPI), elected by unanimity **Manuel M. Soto** as its new president for the period 2004-2007. ❖

New Technology Keeps Wine Fresh

After three years in development, engineering company **Pek Systems** is to launch what it claims is the first affordable high-end device to preserve wine. It uses replaceable cartridges of argon gas to displace oxygen from partially empty bottles of wine. ❖

SCORE Open House

SCORE #235 is having an open house on January 19th and 26th at 10am. They are located at 3475 Sheridan St., Suite 203, Hollywood. Call 954-966-8415. ❖

Licensing for Photographers

Licensing and the Value of Copyright is a paper prepared by Advertising Photographers of America (APA) with useful information for photographers on copyright licensing. Visit www.apanational.org/value/2.asp for more information. ❖

QVC Product Search

QVC Product Search at the Sheraton Crystal City Hotel, Arlington, VA on January 31st, where entrepreneurs can obtain product evaluation and possible selection of their products for QVC live broadcasts this year. Visit www.QVCProductSearch.com for further information and to register. Event on Feb 6th at the Hyatt Regency Orlando in Orlando, FL. Event on Feb 10th at the Harrah's in St. Louis, MO. Event on Feb 15th at the Sheraton Gateway Hotel in Los Angeles, CA. (See article on page 8.) ❖

Hot Shot Business

Hot Shot Business is an online entrepreneurship game that combines interactive entertainment with entrepreneurial education. Developed by Disney Online and the Ewing Marion Kauffman Foundation, the game is fun and gives kids a realistic and challenging taste of what it takes to start and run a business. ❖

Financing Options

SCORE's January business column by **Richard D. Harroch** of AllBusiness.com reviews several business financing options, including angel investors, venture capital, banks, loans, credit cards and equipment leasing. Learn which funding option is right for your business. ❖

Business Plans

Jessica Mintz, Staff Reporter for the Wall Street Journal offers insight on business plans: books, software, web sites, classes, consultants, and costs. Visit www.startupjournal.com and search for the author or title, *Eliminate the Guesswork from Your Business Plan*. ❖

Web Seminars for Free

Go to <http://www.sciencelawyer.com/seminars/> to download the following seminars at no charge.

- *Intellectual Property Rights Under SBIR Contracts and Grants*
- *From Idea to Patent: A Roadmap for Protecting Intellectual Property with Patents*
- *Patent Basics: Use the Patent System to Your Advantage* ❖

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ISSF Inventors at Author's Showcase

Paula and Howard Silken presented their co-authored book, *I Have an Idea for an Invention – What Do I Do Now???* at the Delray Beach Public Library's 6th annual Author's Showcase on January 9th. They were among 13 local authors scheduled to participate in the event.

ISSF Awards for 2004

Richard Loughlin and **Bob Levy** presented certificates of appreciation to ISSF board members, speakers and people who helped ISSF reach out to the community. In all, 16 certificates were presented. Speakers included **Marvin Greenhut**, **Freddy Lee**, and **Lydia Woods**. In addition to board members and speakers, certificates were given to:

- **Cathy VerSchneider** for her work with the newsletter and web site,
- **Eileen Fischlschweiger** of the Broward County Main Library for the PTDL presentation, and
- **North Miami Beach Public Library** for hosting ISSF meetings. ❖

Graphics of the Americas in Miami Beach

Visit www.graphicsoftheamericas.com or call 800-749-4855 for details of the 30th annual Global Graphic Communications Exposition, February 4-6 at the Miami Beach Convention Center. The cost is \$15 in advance and \$20 on site. See new product introductions, network with suppliers and observe live demonstrations. Check out special features including the Buyer Matching Program and International Buyer Program.

Graphics of the Americas has been selected by the U.S. Department of Commerce to participate in its 2005 International Buyer Program (IBP) for the first time this year. The IBP encourages the export of US-made products by matching international buyers with domestic firms, so we are inviting international attendees from around the world.

Artes Graficas magazine offers a matchmaking tool through its portal www.artesgraficas.com. This Latin American Distributor program was developed to facilitate new business relationships between international manufacturers-suppliers in need of distribution channels to sell in Latin America, and established distributors-agents in the region who seek new product lines to expand or replace their current product offer.

Hit the streets of the newly expanded *Design City* and see hot products, time-saving techniques, breakthrough software and more! Cruise the aisles for cool tools in image editing, page layout, illustration, web design and prepress production. ❖

The Brand Explosion

The November 2004 issue of WIRED included *The Decline of Brands*, written by **James Surowiecki**; it discusses branding and logos, noting that American consumers have become less loyal to consumer goods. The single biggest reason is due to information about goods and services. Consumers are more willing to experiment with products because information decreases the risk of trying off-brands; consumers are looking beyond the brand image to seek specific features and services. This is good news for inventors competing with brand-name manufacturers. Just be sure to carefully evaluate the market for your idea, so that you include features the consumer wants. ❖

Reynolds Advanced Materials

This company specializes in helping people convert concepts and project designs into a finished product. They can assist you in finding the right material and/or equipment for your application. They offer "How To" Seminars. January 28th and March 4th are one-day events in the basics of mold making and casting. Call 800-328-8786 for more information or visit www.reynoldsam.com.

Making a rubber mold of an original model allows you to make one or more reproductions of that original. Molds are used daily for hundreds of applications including reproducing sculpture, casting plaster, casting resins, toy making, prototype model making, casting foams and much more.

The 3 1/2-hour seminar introduces the attendee to:

- Materials used for making molds
- Proper preparation of your original model
- Using a brush-on versus a pourable mold rubber.
- Proper mixing and application techniques
- Casting into a rubber mold
- Use of fillers, metal powders and so on.
- How rubber and plastics are used around the world for all sorts of applications. ❖

Small Biz Assistance for Service Men and Women

America's service men and women can benefit from small business resources specifically for veteran, National Guard and reservist small business owners. SCORE has a team of volunteer counselors with special expertise in helping this segment of entrepreneurs. Visit www.score.org/veteran.html for more information on counseling, loans available to reservists, resources, stats and research. ❖

StartupJournal.com

In conjunction with The Wall Street Journal's Small Business Journal Report, StartupJournal.com has recently added a wealth of new articles on financing a business. Articles and features include:

- **Common financing mistakes.** Plenty of traps await the neophyte business owner seeking funding for the first time. StartupJournal.com offers a list of common mistakes to avoid.
- **Should you tap retirement funds to start a business?** Never, say business experts. But if you have no other choice, StartupJournal.com offers strategies to help ease the penalties.
- **Financing Q & A.** Read our columnist's advice on obtaining initial financing; managing cash flow; and using an earn-out to buy a business.
- **How well do you know your banker?** Making the effort to develop a good relationship with your banker can pay off, as you'll learn by taking a quiz.
- **Venture Capital Review.** Take our VC quiz to see how venture-capital firms and angel investors will assess your business idea. ❖

Legal Advertising

Visit <http://www.mplans.com/dpm/article.cfm/120> to read *The Seven Rules of Legal Advertising* from Nolo.com. The government doesn't have to prove at an administrative hearing or in court that the ad actually fooled anyone -- only that it had a deceptive quality. ❖

*When one door
closes another door
opens; but we often
look so long and so
regretfully, upon the
closed door that we
do not see the ones
which open for us.*

-- Alexander Graham Bell

ISSF

presents

**Marvin Greenhut,
Past President
Emeritus**

*Developing
Finances and
Resources*

February 5th at 1:30 pm

Visit us at:

InventorsSociety.net

Email your comments about
the newsletter to **cathy@
inventorssociety.net**.

Please tell us how the
newsletter and web site
have helped you.

QVC 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. ❖

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. ❖

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