

Inventors Society of South Florida

Inventare Maximus

September 2005

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

Patents for Business

Entrepreneurs, inventors and small and medium-sized businesses can now consult a World Intellectual Property Organization (WIPO) publication that explains, in practical terms, using concrete examples, how patents can be used to further strategic business goals. The guide, *Inventing the Future: An Introduction to Patents for Small and Medium-sized Enterprises*, is the third in the "Intellectual Property for Business" series. While readers are advised to consult a patent expert when seeking to protect, exploit or enforce a patent, the guide provides practical information to help readers understand the basics and to enable them to ask the right questions when consulting a patenting expert. Find the series of publications at www.wipo.int/sme/en/documents/guides_manuals.htm. ❖

Featured Member: Lydia Woods

On January 8th, ISSF member Lydia Woods shared her personal story on the road she took from idea to market - how she did it. One of Lydia's keys to success was her support team – her family. Rather than reiterate that history, she offers her lessons learned as a manufacturer:

- Advertise no matter how great your product is! Lydia uses press releases and local boat and home shows. The shows increase consumer awareness and brought her contacts with store owners and distributors. Also, be sure to have plenty of free samples to advertise and gain sales.
- It is okay to rush to place your product with a large store, however, be wary if: 1) they ask for the best high volume price and then order a lesser volume, demanding the high volume price; or 2) they order a large volume and return a second time with the same volume and tell you they need a better price. In the second scenario, if most of your business comes from one customer, you will go out of business. You 'get muscle' to deal with larger companies when you have a good customer base (repeat orders) that sustain your business.
- Most big chain stores do not want one-line product vendors, so you have to work with a distributor. When dealing with distributors, there are several questions to ask them:
 - How many representatives do you have?
 - Are the reps in-house or independent? Some in-house reps have more accountability than others. If they are detail people, they'll check store displays for the product and reorder when needed. (Not all distributors have detail people).
 - What kind of volume do you seek? Based on your inventory and product lead time, negotiate a price and give them an estimated date for delivery of product.
 - Who are you selling to? They probably won't tell you, but you must take every opportunity to ask because...they may go out of business. As your relationship with them matures, you will gain their trust and eventually learn who their customers are. Do not dare to bypass the distributor; you only need the information if they go out of business.
- Stay strict with cost quotes to distributors and wholesalers. Distributors talk to each other, so you need to keep your integrity by making the same offer to each person. With Distributors, you have to consider two markups – the wholesale cost and the retail price.



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*Inventors Society
of South Florida*

Presents

George Alexakis

*An Inventor's
Journey*

September 3rd 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
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 Member Liaison: Joanna Zaremba
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Be sure to put together a Volume Discount Price Sheet for Distributors, offering a discount when a higher volume of product is purchased.

- Some retailers may ask for distributor prices. This is why it is important to put together a Volume Discount Price Sheet for Retailers. This offers volume discounts on the wholesale level just as distributors receive volume discounts on a distributor level.
- Distributors have maximum of aggregate liability insurance which is costly, because large retail stores require it of product vendors. Distributors have more clout than a single item vendor; they have a warehouse. When you're discussing their cost, find out where their distribution centers are, if you offer them a good price they may pay for shipping.
- Have distributors fax you the original order, if possible. This way you can get the store's contact information.
- Place in your contract with the distributor the requirement to receive the original order of the store from the distributor, and the requirement that you will not bypass the distributor to sell directly to the store.
- When you sell to a store and you sign a contract, have an attorney review it. Shelf space charges are a hidden cost where the company holds returns for 30 days before shipping them back to you. If the daily charge is \$4, then the monthly charge is \$120. If your product has a low cost, then tell them to throw it away so you can eliminate this cost. Do not let the excitement of a big order blind you!
- Document business activities during and/or immediately following the event while it is fresh in your mind. There will be information about your product, the person you are dealing with, other contacts, store names, anecdotal stories about using your product, and so on. Include the date, the name of the main person with whom you spoke, and the location.
- The norm in business payments is 30 days and longer. Negotiate for quicker payments. This will help your cash flow.
- Sell to individually owned stores. Get their check or charge card before shipping so you do not have to chase them for collection.
- Investors want to lowball your products. Only tell them the number of stores and volume of sales. You are looking for them to bring you to the next level of growth. When an investors says "Inventors always think their products are worth so much!", you respond with, "I'm a patent holder and a manufacturer with a network of manufacturing reps". Make sure you recognize a fair price when one is offered.
- In business, everything is negotiable. If you don't know the costs associated with your product realization and marketing, you will negotiate yourself out of business.
❖

Working with the USPTO

Howard Silken silkhandp@aol.com

The independent inventor and the USPTO (patent office), unfortunately, do not speak the same language. They both speak English but the meaning of words and phrases are so legalized that the average independent inventor, in order to understand what's going on, needs an interpreter. To make matters worse, patent "claims" are written in "old English", which makes little or no sense at all. The interpreters we must use are licensed 'patent attorneys'. This ridiculous situation raises the question, "Why does this exist and why doesn't someone do something about it?"

(Continued on page 3)

The answer is simple. If all the required text relating to the patent office was written with common sense and plain language, with a moderate intellect, the inventor could easily apply for a patent by him or herself. This would be good for the inventor but bad for patent attorneys (and all the scam invention promotion companies that take independent inventors for thousands of dollars every year).

However, it is legal if you want to file for a patent yourself if you think you are capable of learning and understanding the gobbledygook required to do so. Filing for yourself is called filing "Pro Se". (Perfect example of what this article is about.)

Words and phrases like "obvious" "conception", "due diligence", "reduce to practice", "said" this and "said" that, "required" and many, many more are used extensively and in most cases do not mean what you think they do. Besides common words with special meaning, there are several common words that they will not even use. This is true of most governmental institutions as well as the patent office. For example: OSHA (Office of Safety and Health), does not "require" anything in particular on a device to make it safer. All they will say is "A device will be 'acceptable' if it complies with requested standards." In plain English this means it should have a guard on a saw to keep your fingers away from the blade. You can do it any way you want. If it works, it is "acceptable" but not "approved", "recommended" or "suggested". All they can do is accept or reject a device. And so it goes with most if not all other government regulatory agencies.

The above example is one of many that are so confusing that many patent attorneys and patent examiners differ on the meaning of words used in the patent process.

Of course it is not mandatory to use an attorney. If you want to file for yourself, I would suggest reading the book, "Patent it yourself" by David Pressman, Nolo Press. It is very good for filing "pro se" (file for yourself) but in the long run most who try end up with a patent attorney anyway. The best part of Pressman's book is the education you get about what an attorney goes through in the preparation of your application. The more you know about the process the better. A good education can save you many dollars because an uneducated client can be a sitting duck in the hands of an unconcerned attorney. An unaware inventor makes a good client for an attorney.

A perfect example of a confusing word is the word "required". This is one word agencies stay away from for legal reasons. It is too broad and subjective. Instead of the word "required" they use terms like 'must comply' and 'submit'.

One of the things the patent office wants (requires) from you is your knowledge of anything about any "prior art" of your invention. In simple words it means "Is there anything like your invention that the public knows about?". The general answer, from the novice inventor, is "No" because if it did exist it would be on the market. It is not and that is why I invented it. What a mistake. Any good attorney, or even a first time inventor, will tell you "Don't be so sure. Find out first. This is done by making a "search". If you don't make a search you could be in for problems you never expected.

Once you make the search, (or pay to have it done for you), you now fall under the patent office request (although they don't use that word) of disclosing any prior art. That includes everything relative that was found in your search. In-as-much as a "search" is paramount in receiving a strong patent you are, technically if not literally, required to make one. The information you (or your attorney) have found in the search, is now knowledge of 'prior art'.

Unfortunately, we, at our society, have come across a diehard or two who say over and over "A search is not a requirement". Implying "Why waste your time, the patent office does not require a search". In my opinion, this kind of thinking causes a lot of confusion and is a disservice to our members. As far as the independent inventor goes, in order for him or her to have a good chance of being granted a strong patent the search is an important requirement even if the patent office does or does not (technically) say so. If you pay attention to anyone who, with authority, tells you the search is not required and you don't make one you should think twice and get a second opinion before applying for a patent without a good and thorough search.

I have contacted a Patent Office adviser about this problem and I have read several chapters, in their printed material, relating to this matter. It was 285 pages long and in essence said (in my words) "You would be making a big mistake not to make a search". ❖

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 issf_cathy@yahoo.com. 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 (**except August**) 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).

From I-75: Exit at the Sawgrass Expressway (Route 869); go to the end of the expressway and continue east on Sample Road; turn left on Powerline Road 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 bobleveysr@netzero.com



The next General Meeting at

Ligi Tool

happens September 3rd

President's Corner



The Inventor's Showcase included representatives from SCORE and the Broward County Main Library. Several ISSF members and inventors from the Gulf Coast showed their inventions. A number of new inventors made contact with the board members and our newsletter author. The SCORE representatives were pleased with the quality of the ISSF newsletter content, as well as the promotion of their services to inventors.

Eileen Fischlschweiger of the Broward County Main Library displayed a presentation on patent searching and provided handouts about the PTDL and USPTO. Eileen's co-presenter offered information on the federal and state depository within the Broward County Main Library. You may access that by typing 'FDLP Desktop' in a search engine such as Google.com. For more details, read the article on page 5.

The board invites you to visit www.inventorsociety.com/show2005.htm where you will find photos from the Inventor's Showcase. Thanks to **Bill Caldwell**, **Andrew Chin** and **Cathy VerSchneider** for taking photographs!

Be sure to attend the next meeting when we will offer handouts: a list of companies looking for new products, a list of words that catch customers, and the Small Business Resource Center's programs for August. Also, we have four books and one tape to give away by drawing: *Basic Advertising*, *The Do's and Taboos of International Trade*, *The 22 Immutable Laws of Marketing*, and *The 27 Most Common Mistakes in Marketing*, and *Patent Protection: A Practical Guide For Inventors* (tape).

Hong Kong Trade Development Council

Hong Kong Trade Development Council (TDC) is the global marketing arm and service hub for Hong Kong-based manufacturers, traders and service exporters. Their mission is to create and facilitate opportunities in international trade for Hong Kong companies, especially small and medium-sized enterprises (SMEs), and to promote a positive image of Hong Kong. Find them at www.tdctrade.com. Their website offers:

- Free e-newsletters to keep you up to date with latest trade policies, regulations and opportunities in major markets
- Regular Business Alerts for the US and EU
- Market News Express, with reports on market, product and industry trends fresh from TDC's global network.

You can search their website for raw materials and finished products in dozens of categories if you want to incorporate a part in your invention, or see if there is competitive product made (or infringement) in the Far East. ❖

Pricing Strategy

How much should you charge for your product or service? Scott Allen helps you with pricing strategy at http://entrepreneurs.about.com/od/salesmarketing/a/pricing_strategy.htm. Susan Ward helps you with the pricing strategy portion of the market plan at http://sbinfocanada.about.com/cs/businessplans/a/bizplanmark_plan_2.htm. ❖

Reduce Your Exposure to an IP Lawsuit

The July 2005 issue of *Managing Automation* included a special report, *The Verdict on IP Protection*. The article includes commonsense steps for avoiding legal problems (p 62) and a cost breakdown of litigation (p 64). Ultimately, the legal responsibility lies with the vendor from which you purchased the product. ❖

News from Cathy's Desk

The third quarter issue of *Inventors' Digest* offers several great articles for the inventor. **Perry Kaye** wrote *Why Professional Inventors Make Money and Amateur Inventors Only Spend It*, a reality checklist. **Joanne Hayes-Rines** wrote *Washington Update*, all about proposed changes to the US patent system. Ms. Hayes-Rines also wrote *Congressional Shell Game: Just where IS the money?*, in which she explains the government diversion program. **Anne Swift** wrote *Relationship-Building Essential for Inventors' Success*, providing several great points to help innovators leverage the value of relationships. **Cindy Jones**, an inventor, gives readers the lowdown on being a local Wal-Mart vendor in her article, *Can Wal-Mart make you Rich?*

At the recent Inventor Show in North Miami, *Inventors' Digest* was available at every table. It was a gold mine that many people did not take the time to peruse. *Inventors' Digest* has a great reputation in the inventing community for offering information covering the spectrum of inventor interests. Look for extra copies of this magazine at the next meeting of the ISSF on September 3rd at LIGI TOOL.

Moving along, for those interested in publishing a book, www.virtualbookworm.com recently published my 60-page guide entitled, *Inventors Survival Guide*. The guide is available through their website and may be ordered through Amazon.com, Books in Print and Borders. It is available as an eBook at www.InventorsSurvivalGuide.com, as well. Customer feedback on the content has been very positive. One customer brought his copy to the recent Inventor Show in North Miami and showed how he made notes throughout.

Like any other invention, the realization of the *Inventors Survival Guide* has brought ups and downs. The greatest disappointment to me was negative feedback from a source that one would expect to embrace the guide, since there is more than one way to succeed as an inventor. The shock encouraged me to consider their position, and I realized that most people lose their objectivity when they become involved in a process. Please do not let the opinions of others lull you into a sense of false security, or distract you from a different way of doing things...e.g. the realization of your invention. At the same time, take advantage of resources and information that will help you achieve your goal.

Finally, I want to make a request for members to email me with their thoughts about having a potluck picnic meeting in October or November. One of the members suggested it, as an informal networking session. Also, look for an inventor tee shirt at the next meeting. **Eva Thomas** and I wore them to the Inventor Show in North Miami, and they were well received. Perhaps you would like ISSF to make them available for a small donation. Please tell the board members what you think! ❖

Federal Depository Library Program

The Federal Depository Library Program (FDLP) was established by Congress to ensure that the American public has access to its Government's information. Since 1813, depository libraries have safeguarded the public's right to know by collecting, organizing, maintaining, preserving, and assisting users with information from the Federal Government. The FDLP provides Government information at no cost to designated depository libraries throughout the country and territories. These depository libraries, in turn, provide local, no-fee access to Government information in an impartial environment with professional assistance.

Visit <http://ww1.access.gpo.gov> to enter the US Government Printing Office and click GPO Access for online federal information. You will find the resource list and Federal Depository Libraries. Within GPO Access you will find a link for Locator Tools and Services that will facilitate your search effort. You can browse Federal Government Internet sites by topic, access a catalog of US Government publications, and much more. ❖

Equipment Leasing

While 80% of all US businesses have leased equipment at one time or another, some may not be aware of the benefits, nor of the hidden costs involved with leasing. Learn more at www.onlinewbc.gov/docs/finance/facts_leasing.html and www.score.org/advantages_leasing.html. ❖

ISSF Meeting Handout

For those advertising their invention, the board has a list of words that catch customers. Look for the handout, *Advertising Words that Catch Customers*, when you sign-in at the door. Read the President's Corner to learn about other handouts and free books being given away. ❖



Designer & Prototyper

Skutch Electronics, Inc. provides custom electronics design & prototyping services, covering a wide area in the electronics domain. They design all kinds of electronic circuits or products according to custom specifications at affordable costs. They design electronics projects for both large and small quantities. Visit them at www.skutchelectronics.com. ❖

Printing Error Invalidates Patent

Use a search engine to find the article, *A Patent Office Printing Error can Invalidate a Patent*, by **Elaine Heal**. The necessary claim language was omitted during the printing of the patent by the U.S. Patent and Trademark Office! ❖

Checking Accounts

Visit www.bankrate.com for the following articles to help you choose the best checking account services for your needs: *How to choose a checking account*, *Checking Basics*, *Ins and Outs of online banking*, *What you need to know about the Check 21 law*, and *...Check 21 tips for consumers* from Consumers Union. ❖

Energy Savers

Inventors who have an interest in energy savings may want to visit www.eere.energy.gov/consumerinfo/ where you will find fact sheets, resources, reading lists, interactive evaluation tools and technology reports. ❖

PatentScope

WIPO has recently launched a new web portal for all patent-related information and services concerning the international patent filing system (Patent Cooperation Treaty (PCT) System) at www.wipo.int/patentscope/en/. Existing information on PCT filing, electronic filing and other patent-related resources is available through this new portal. In addition, new sections have been introduced on patent data, statistics and current issues. The patent data section provides access, through a PCT Online File Inspection System, to the complete collection of published international patent applications filed under the PCT system (now more than a million) from 1978 to the present day. ❖

Trademarks & Designs

The Worldwide Forum on Marks & Designs is taking an integrated look at the evolving intellectual property rights of trademarks and industrial designs in Vancouver, BC on September 8th and 9th. Learn more at www.inta.org/forums/2005/worldwide/. ❖

Initial Interest Confusion Doctrine

The doctrine looks at whether the defendant's use of the plaintiff's mark was done "in a manner calculated to capture initial consumer attention even though no actual sale is finally completed as a result of the confusion." Learn about it in the article, *Initial Interest Confusion Doctrine*, by **Jonathan Pink**. Use a search engine and type the title and author to find the article. ❖

SWOT Analysis

The article feature in the July 13th issue of The BPlans Planner from BPlans.com is *How to Perform SWOT Analysis*. (SWOT= Strength-Weakness-Opportunity-Threat) Sign up for this free eNewsletter today, so you can access expert information of the reputable Palo Alto Software, Inc.

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*Place your
business card
here!*

On Startup Journal Today

The Wall Street Journal newsletter, *on Startup Journal today*, has numerous articles for inventors and startup companies. Recent issues include the following titles:

- *Turning Wheat into Dough* by **Adelle Waldman**, tells how a twentysomething cobbled \$1 million in loans to start a restaurant.
- *Finding Your First Client As a Solo Consultant* by **Joe Connolly**, demonstrates that good storytelling is key to attracting prospects, but keep pitches brief. The article offers tips for new independent professionals.
- *No Gallery Needed: Selling Art at Costco* by **Steven Sloan**, explains how an art dealer got his merchandise on the shelves of a large retail chain.
- *How to Market Goods as Environmentally Friendly* by **Paulette Thomas**, tells us that 'green' products need more than a feel-good message to catch the eye of big clients.
- *Creating Business Cards Online is a Snap* by **Andrew Blackman**, identifies websites that allow you to design your own business cards.

The Wall Street Journal newsletter and others newsletters such as *The BPlans Planner*, *SCORE eNews*, and *IPFrontline™ eNews* are easy to scan for content of interest and then file for later reference. Why blaze a path when you can benefit from the experience of others at minimal cost? ❖

Toy and Game Inventor's Forum

Bob Keegan bkeegan@toysngames.com

The 9th Annual Toy and Game Inventor's Forum will be held Thursday - Saturday September 8th - 10th at Disney's Contemporary Resort in Orlando, FL. This is the only event in the world where attendee and exhibitors get to meet, learn from and sell their ideas or inventions to the "who's who" of the toy & game industry.

TGIF boasts a speaking faculty of over 40 key toy and entertainment executives from companies that include: Mattel, Hasbro, Hasbro Games, Fisher-Price, Imagination Entertainment, Pressman Toy, Radica, Binney & Smith, Spin Master Toys, University Games, US Patent and Trademark Office, National Parenting Center, Calendar Club, Think Fun, Wham-O, Infinitoy, Ohio Art, Color Forms, Ravensburger (Germany) and ALGA (Sweden).

There will be many high-level buyers, reps, marketing gurus, technology firms, trend tracking organizations, forecasters and much more. Attendees participate in round table discussions, one-on-one sessions and dozens of events over the 3-day program. New this year:

- Product Showcase - A display & preview of the newest offerings from toy companies well before the holiday shopping season.
- Inventor Contest - Our expert faculty will be choosing winners from inventor entries at the show.
- KidVention - Is a nationwide contest for children to invent their own toy or game. This unique and educational event is designed to promote intra-industry relations and create new synergistic partnerships. In addition, TGIF gives inventors and entrepreneurs the opportunity to enter the toy and game arena, learning from and potentially selling their product or service to, industry leaders.

Join us and rub elbows, share ideas, make connections, exhibit your services, license your idea!

For further information or to register for TGIF, please visit our website at www.tgifhome.com or feel free to contact me, **Bob Keegan**, at the Toy & Game Inventor's Forum, 31 West Downer Place, Suite 100, Aurora, IL 60506; telephone: 630.906.1575 or 888.683.8443; fax 630.906.9388; bkeegan@toysngames.com. ❖

Different Views on the Proposed Patent Law Reform

Visit <http://uiausa.org/News/UIAAnnouncements.htm> to read several views on the proposed patent law reform. Feel free to submit your views to the UIA website. Find an address on the page cited above. ❖

The BPlans Planner eNewsletter

Chad Barczak

This month we have a great article by **Tim Berry** about financing your business through equity deals. Also, some new and exciting changes are going on here at Palo Alto Software. We just released our 2006 version of Business Plan Pro, which includes a ton of great new features and updates. An exciting part of this year's new version is the inclusion of **Guy Kawasaki's** latest book, *The Art of The Start*. This is a must read for any entrepreneur looking to start anything new!

As always, please feel free to visit www.bplans.com for the latest business planning news, articles and resources. ❖

IP Commentary

Andy Gibbs tells why 98% of the issued patents (almost 150,000 every year) are never commercialized. Read his article at <http://inventors.about.com/library/weekly/aa980204.htm>. ❖

Marketing versus Sales

Learn the difference between marketing and sales in the article, *Marketing vs. Sales: What is the difference?*, by **Laura Lake** found at <http://marketing.about.com/cs/advertising/a/mrktngvsales.htm>. ❖

Marketing Metrics

Read the article, *Make More Money with Marketing Metrics*, by **Jeremy Cohen**. Find the article at <http://marketing.about.com/od/marketingplanandstrategy/a/mrktgmetric.htm>. ❖

Copyright Registration

Federal law provides that a copyright holder cannot sue someone for copyright infringement in a U.S. court unless and until the copyright is registered. ❖

Launch Your Product Through Catalogs

Tilberry Direct Marketing has represented new unique products to large mail order catalogs across the United States. Visit www.CatalogRep.com to learn: how they can help, why you want to sell to catalogs, will your product sell, what are the pitfalls, and catalogs they work with. Call them at 630-837-1915 or send an email to tilberrydm@aol.com. ❖

Kraco Seeks Products

Kraco is actively seeking new products and ideas for the automotive aftermarket, as well as related home, workshop or hardware products for development, license and retail distribution. Visit www.kraco.com or call 800-678-1910 for contact information. ❖

Tool Time Entrepreneur

Learn how **Allen Kenner** built a better screwdriver and used smart networking to get it into Sears stores nationwide in the July 2005 issue of *Entrepreneur* magazine. ❖

*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

***Inventors Society
of South Florida***

Presents

George Alexakis

*An Inventor's
Journey*

September 3rd 1:30 PM

Visit us at:

InventorsSociety.net

Email your comments about
the newsletter to

issf_cathy@yahoo.com.

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

Small Business Resource Center

Broward County Library and Bank of America bring you the Small Business Resource Center, unleashing the power of information to give small business the competitive edge. The Small Business Resource Center is located at the Main Library, 100 S. Andrews Avenue., Fort Lauderdale, FL. Call 954-357-7444 or visit the Broward County Library online at www.broward.org/library.

During the month of August, Monday through Friday, 9 am to 5 pm, the center offers one-on-one small business counseling and business analysis by FAU/SBDC Certified Business Analysts. Appointment required; call 954-357-8068.

Tuesdays and Wednesdays during August, the center offers FREE Small Business Counseling by the Service Corps of Retired Executives (SCORE). One-hour sessions are available at 1, 2, and 3 pm. Appointment required; call 954-356-7263. ❖

Music Performers and Their Protection

There is more protection for performers than there ever was. Contrary to fears, the better advanced technology becomes, the more it will safeguard performers rights. Use a search engine to find **Sally Ramage** and her article, *Music Performers and Their Protection*. ❖

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