

Inventors Society of South Florida

Inventare Maximus

December 2005

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

Membership Dues Must Be Received by 12/31/2005

Your membership will be terminated if dues are not received by 12/31/05. Returning members: \$60 individual / \$70 family. New members in 2005 will receive a statement to show their pro-rated membership amount for 2006, where applicable. We thank you for your cooperation and timely payment, as it reduces our time and expense in maintaining a current roster. ❖



The Essential Contents of a Marketing Plan

Tim Berry (www.timberry.com)

Every marketing plan has to fit the needs and situation. Even so, there are standard components you just can't do without. A marketing plan should always have a situation analysis, marketing strategy, sales forecast, and expense budget.

Situation Analysis: Normally this will include a market analysis, a SWOT analysis (strengths, weaknesses, opportunities, and threats), and a competitive analysis. The market analysis will include market forecast, segmentation, customer information, and market needs analysis.

Marketing Strategy: This should include at least a mission statement, objectives, and focused strategy including market segment focus and product positioning.

Sales Forecast: This would include enough detail to track sales month by month and follow up on plan-vs.-actual analysis. Normally a plan will also include specific sales by product, by region or market segment, by channels, by manager responsibilities, and other elements. The forecast alone is a bare minimum.

Expense Budget: This ought to include enough detail to track expenses month by month and follow up on plan-vs.-actual analysis. Normally a plan will also include specific sales tactics, programs, management responsibilities, promotion, and other elements. The expense budget is a bare minimum.

Are They Enough? These minimum requirements above are not the ideal, just the minimum. In most cases you'll begin a marketing plan with an Executive Summary, and you'll also follow those essentials just described with a review of organizational impact, risks and contingencies, and pending issues.

Include a Specific Action Plan: You should also remember that planning is about the results, not the plan itself. A marketing plan must be measured by the results it produces. The implementation of your plan is much more important than its brilliant ideas or massive market research. You can influence implementation by building a plan full of specific, measurable and concrete plans that can be tracked and followed up. Plan-vs.-actual analysis is critical to the eventual results, and you should build it into your plan. ❖

Featured Members: Howard and Paula Silken

Howard and **Paula** started a power tool business because tools were Howard's passion. Paula ran the business and Howard talked to customers and designed special tools for them. They became experts in wood and metalworking tools and accessories. At one point, Howard taught classes on the use of the radial arm saw using a book he wrote that was

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*Inventors Society
of South Florida*

General Meeting

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

Directors

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

Contacts

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

Featured Members (Continued from page 1)

later purchased by Black & Decker to ship with each of its radial arm saws. Their business naturally evolved as a distributor for Black & Decker, Rockwell, Delta, Skil, Delta Machinery and others.

The Silkens started manufacturing some of Howard's inventions and selling them directly to their customers. Once a market was established, they sold several of the inventions to the power tool manufacturers. When manufacturing and R&D became more profitable than the sale of tools, the Silkens sold their tool business and established H&P Innovators, Inc., a research and development company.

Howard and Paula have been members of the Inventors Society of South Florida for more than ten years. They have considerable experience inventing and marketing their products. As a result, they enjoy frequent speaking engagements at schools, libraries and businesses, educating listeners on inventing and the patent process. The November meeting of the ISSF included the presentation *Creating Your Product Video* by **Howard Silken, Richard Loughlin, Bill Seymour and Ken Eddowes**.

If I had to choose one word to describe the Silkens, the word is *educators*. Anytime I have been around the Silkens, they freely share their experiences to educate and assist others in their journey. While power tools and accessories may not relate to what your invention is, the methods and experiences of the Silkens are transferable.

If I had to choose a second word to describe the Silkens, the word is *teamwork*. Every inventor needs to assemble a trustworthy team. Howard and Paula exemplify teamwork. Whatever one worked on, the other supported, listened and helped to achieve the desired outcome. The Silkens will be the first to tell you that inventing and marketing a product is tedious, demanding, and often disappointing...but focus is paramount to success. Their success comes from thorough research (due diligence), enabling an inventor to be focused.

Howard and Paula are accessible to the membership at silkhandp@aol.com. They are poised to assist inventors through their vast experience including documenting an invention, working with the USPTO, accessing the PTDL, developing a prototype, determining the market for your product, creating a product video, marketing to big business, and so on. ❖

Patentability

Factors affecting patentability:

- **Type, utility and novelty** of an invention.
- **Lack of obviousness** in view of known prior art.
- **Conception** (the mental formulation of the invention in sufficient detail that someone familiar with the subject matter to which the invention relates, could make and use the invention) AND **reduction to practice** (preparing a model and testing it to determine usefulness for its conceived purpose).

The **type** of invention falls within one of five classes:

- Compositions of matter (a new chemical or combination of compounds with a demonstrated utility)
- Processes or procedures (a method that leads to a useful result)
- Articles of manufacture
- Machine
- A new and useful improvement on any of the above.

The **utility** of an invention is any functional use and not merely aesthetic. The good derived from the invention confers a benefit to the use in a defined manner.

(Continued on page 3)

Patentability (Continued from page 2)

However, inventive ideas can be denied patent protection by falling in one of the *not useful as a matter of law* statutory classes (such as an unsafe new drug).

The **novelty** of an invention is described by the patent laws in 35 U.S. Code section 102. To qualify as new under U.S. law, an **invention must not have been:**

- Known, published, or used publicly anywhere by others before the invention was made by the patent applicant, or
- Patented or described by anyone in a printed publication anywhere, or on sale in the United States more than one year prior to the date of filing the U.S. patent application, or
- Abandoned by the patent applicant, or
- First patented in a foreign country prior to the date of the patent application based on an application filed more than twelve months before the filing of the U.S. application, or
- Described in a patent granted to another where the other patent application was filed in the U.S. before the invention by the patent applicant, or
- Made in the U.S. by another before the invention by the patent applicant.

Failure of the invention to meet any one of the above criteria means the invention is not novel but was anticipated by the prior art and bars the right to a U.S. patent.

The inventor may take action that will result in a bar to patentability. Such actions include audio, video or verbal disclosure to the public more than one year before filing an appropriate patent.

Labatt Blue Invention Contest

Visit www.labattblue.com and click SUBMIT YOUR INVENTION to enter the contest. The winning idea gets built and goes to market. Click RULES AND REG at the bottom left corner of the screen for the Official Rules – Labatt Blue “Project Blueprint” Contest. For inspiration, check out previous beer-gadget ideas like the beer dispensing poker table, found on the website.

InBev USA (the “Sponsor”) is offering the Labatt Blue “Project Blueprint” Contest (the “Contest”) in order to award prizes (as described below) for the best invention ideas (hereafter “Blueprint” or “Blueprints”) submitted as contest entries (Note: the term Blueprint is used herein to indicate an idea, a plan of action or a guideline rather than an actual technical Blueprint drawing consisting of white lines on a blue background.) By entering the Contest, the entrant is hereby submitting to Sponsor his/her Blueprint for consideration & review by Sponsor in accordance with the terms & conditions set forth herein. By entering, the entrant represents that the Blueprint submitted & all material embodied therein (1) reflects his/her original idea and is the sole work of the entrant; (2) has not been previously published or submitted in any other competition; (3) upon submission is the sole property of the entrant & does not infringe upon any existing trademarks, copyrights or other proprietary rights of any third party nor does it reflect, mimic, or resemble any item currently being produced or used by any third party; (4) is not the subject of any license; (5) does not violate any third party’s intellectual property rights whether such rights are based in whole or in part in trademark, patent, or trade dress; and (6) that Sponsor may rely upon the representations of the entrant. By entering, entrant further agrees (a) that entry does not violate federal, state or local laws or ordinances; (b) that upon submission **Sponsor shall own the complete entry including all rights, title & interest in the Blueprint**, that Sponsor shall have the absolute right & permission, to edit, modify, publish, exhibit & use, in its sole discretion, the submitted Blueprint, & the concept embodied therein, in whole or in

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Membership

The Inventors Society of South Florida membership application form is available online at www.inventorssociety.net/appform.pdf. Annual membership costs \$60.

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. ❖

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. ❖



Bootstrap Financing

Use a search engine to find *6 Sources of Bootstrap Financing* at www.entrepreneur.com. Bootstrap financing is probably one of the best and most inexpensive routes an entrepreneur can explore when raising capital. The article discusses trade credit, factoring and leasing.

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).

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

John Fulton 305-858-8000 or
jfulton@malloylaw.com.



The next General Meeting at

Ligi Tool

happens December 3rd

President's Corner

The November meeting of the society featured **Ken Eddowes** discussing the making of a product video, and **Richard Loughlin**, **Bill Seymour** and **Howard Silken** showing their product videos. Ken Eddowes provided a handout on making your own video presentation. (Members interested in obtaining Ken's handout may email him at thecopyken@yahoo.com.)

An inventor must rent, borrow or buy the camcorder and have someone record the product demonstration. With a master, one can make copies for distribution. Highlights of the recording session must include:

- A script of what the demonstration will show but not what will be said;
- A tripod or steady-handed recorder;
- Good lighting with sun behind the camera person;
- Background without distractions that offers good contrast to show the product;
- Camera zoom control so that product and close-ups fill the frame;
- Speaker's voice is directed toward the camera if no close-up speaker;
- Demo person stands to the side of the camera-product line.

The speakers reiterated the need for a script to ensure that all the features of the product are captured. **Ken Eddowes** explained that when editing the demo, audio and video cables are interchangeable, so don't be lured into buying high priced cables.

A video presentation will afford you the opportunity of practicing your presentation. If you are presenting in person, even with notes, you might forget to stress the marvelous advantages of your product. With a video, you can present all of the product's advantages as long and as forcefully as you want without being interrupted, and you won't forget anything because you had a script! If you want **Ken Eddowes** experience to put your best foot forward, contact him at 561-588-5110 and leave a message, or email thecopyken@yahoo.com. ❖

2006 Northern Plains Inventors Congress & Contest

The Northern Plains Inventors Congress (NPIC) will be held at the Fargo Dome in Fargo, ND on **January 17, 2006**, from 1:00 p.m. to 7 p.m. (Admission is Free) in cooperation with Marketplace for Entrepreneurs, organized by U.S. Senator Kent Conrad. All inventors, entrepreneurs, businesses and service providers are invited to attend this annual event that attracts individuals from across the United States.

The NPIC provides inventors and entrepreneurs with the information necessary to effectively commercialize new ideas. The NPIC also encourages innovation and economic development in the United States by exchanging ideas between inventors, entrepreneurs and professionals. The 2006 NPIC is also expected to draw more than 200 inventors from across the United States, making it one of the largest one-day inventor events in the United States!

Attendees of the NPIC will want to consider displaying their ideas and new products at Marketplace for Entrepreneurs the following day, **January 18, 2006**. Booth space is free for inventors attending the 2006 NPIC by using the Booth Request Form (available at www.ndinventors.com). This year, more than 8,000 individuals are expected to visit the 2006 Marketplace for Entrepreneurs, which provides a unique and beneficial forum for inventors to display their inventions. NPIC inventors who show their invention on January 18, 2006 can enter the 2006 NPIC Invention Contest. To be eligible, entrants must (1) fully complete this *Entry Form*, and (2) be present and exhibit at *Marketplace for Entrepreneurs* on January 18, 2006. first place prize is \$2500. For more information, visit www.ndinventors.com or contact Brandi at 888-384-8410. ❖

News from Cathy's Desk

I would like to introduce the membership to **Tim Berry**, author, speaker, entrepreneur, and expert in Business Planning. He has a Stanford MBA degree, is author of several books, and is president of Palo Alto Software. He wrote the article on page 3 of this newsletter, *The Essential Contents of a Marketing Plan*.

So, you have an idea and you want to patent it and make a million bucks. Is it marketable? Of course, you say! Who is the target market? How will you reach them? What will it cost you for the patent, R&D, manufacturing, and advertising? Do you have the initial investment monies? Do you have monies to cover running costs until returns are realized? How much time will it take you to get from concept to income?

If you want to invent anything for financial gain, you need to answer these questions early in your invention research, shortly after determining patentability. To help you answer these questions:

- Meet (virtually) **Tim Berry** at www.timberry.com to access e-learning, publications, teaching, live seminars, and his contact information.
- Visit www.bplans.com for access to business information including articles, tools, sample plans, ask-the-experts, newsletter archives and resources.
- Visit www.mplans.com to develop winning marketing plans. The articles, sample marketing plans, products, and services will help you achieve your marketing goals.

Spend an hour visiting these websites for information to help you answer questions and proceed effectively toward your goals. The information on the websites is free, so accept free help from an expert. You don't have to purchase his products or services. However, the inventor with a documented plan has a tool to gauge progress and direct the outcome of the invention effort.

For those inventors who already receive the Bplans.com newsletter, the November issue includes an offer for a free business plan review by **Growthink, Inc.**, the internationally recognized strategic business plan consulting group. They have agreed to provide Palo Alto users with a free strategic business plan review. This is a great opportunity to have your business plan critiqued by business planning experts, with no additional obligation. ❖

Technology to Business (TTB)

The TTB program provides companies with seed-stage financing of around \$500,000 and helps with early commercialization. In return, Siemens gets a percentage of each company and access to new technologies that can aid the German engineering giant's own businesses.

"TTB was created as a model to bring technology and innovation that are outside into Siemens," said Stefan Heuser, president and chief executive of TTB since last year. "It's an outside-in approach. We're like an early-stage investor."

The program looks for technologies that fit into Siemens's businesses, but doesn't prevent the small companies from eventually seeking outside venture financing and selling to other customers. Learn more at www.ttb.siemens.com. ❖

SCORE Offers Free Business Workbooks

More than 500,000 entrepreneurs have used the *How to Really Start Your Own Business* or *How To Really Structure Your Business* workbooks. Thanks to **The Company Corporation**, SCORE has all-new versions with information on: five steps to jumpstart business planning, protecting financial data and technology. Visit SCORE for business counseling to get a copy. To find your local office, call 800-634-0245 or visit www.score.org/findscore. ❖

10 Networking Tips

Joe Connolly offers *10 Networking Tips to Give Sales a Lift* at www.startupjournal.com. He includes great tips for giving a business speech. ❖

Recipe for Success

www.startupjournal.com offers a new series about the ways people generate extra income while working a regular job. The first article, *How a Jam-Maker Found Her Recipe for Success*, by **Stephen Grocer**, explains how a reporter working in the venture capital industry changed careers. ❖



Financial Backing Series

www.startupjournal.com offers a new series on how entrepreneurs secure financial backing to launch their new businesses. In the first article, *How I Got My Funding: A Ladies Shoe Designer*, **Hope Glassburg** explains how Courtney Crawford developed his talent and business strategy. ❖

Trade Secrets

A. José Cortina wrote *An Often Overlooked But Important Form of IP*, to enlighten readers about the value of trade secrets. He discusses what a trade secret is and how to maintain it, as well as factors involved in deciding whether to maintain information as a trade secret. Use a search engine to find the article title. ❖

Patent Protection

Thomas G. Field, Jr., Professor of Law at Franklin Pierce Law Center and IPFrontline columnist, challenges the notion of traditional patent protection in situation, when the health and welfare of global society is in jeopardy. Use a search engine to find his article, *Bird Flu: Emergency Access to Patented Drugs?* ❖

Business Questions?

Steve Strauss is one of the country's leading small business experts, a nationally syndicated business columnist and the author of the *Small Business Bible*. Sign up for his free e-newsletter *Small Business Success Secrets!* at www.mrallbiz.com. If you have a question for Steve, email him at sstrauss@MrAllBiz.com. ❖

In Patents We Trust

Michael Perelman wrote an article by this title which offers a brief history of patents that culminates in today's complex laws protecting IP rights. Use a search engine to find the article by author and title. ❖

Legislative Information

Visit <http://thomas.loc.gov> to find legislative information. Use the search feature to find HR 2795 (the Patent Act of 2005). Also, you may search the congressional record and committee information. ❖

HR 2795 Letter

Visit www.uiausa.org/Publications/Newsletters/HTMLFormat/November2005/HouseLetter.htm to find a draft letter that you can send to your representative regarding the Patent Act of 2005. ❖

IP Due Diligence

Ian Cockburn wrote *IP Due Diligence – A Necessity, Not a Luxury*, in which he offers an IP due diligence checklist. For example, for patents request details of any improvement patents that might exist. Use a search engine to find the article by author and title. ❖

Trade Secret Valuation

R. Mark Halligan, Esq. and **Richard F. Weyand** wrote *The Economic Valuation of Trade Secret Assets*, in which they provide a method for valuation of trade secret assets that decouples the economic and legal issues. ❖

All About Trade Secrets

Visit www.rmarkhalligan2.com/tshp and select Articles from the drop down menu to view a list of trade secret articles. ❖

Advertiser's Corner



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here!*

ERA Invention Showcase Contest

The Electronic Retailing Association (ERA), in partnership with the Future Business Leaders of America-Phi Beta Lambda (FBLA-PBL), has created an exciting new competition to offer America's youngest inventors an opportunity to turn their ideas into a reality.

This program, the Invention Showcase, is a nationwide search of FBLA members in hopes of finding tomorrow's biggest inventor. This contest, which is exclusive to FBLA members will culminate with an all expense paid trip to Washington, DC for a chance to win \$20,000! The **deadline to enter is March 1, 2006** so get started today!

This contest awards monetary prizes to the top winners and culminates with a competition in Washington, DC, during May 2006. The program rates invention submissions based on a myriad of criteria including best product idea, best potential for production, most ingenuity and creativity. In an effort to protect the inventors who enter the contest, ALL submissions must have a patent secured or a patent pending on the invention idea and/or the product itself. ERA will provide detailed information on the relatively easy patent process to all necessary parties. This program will be exclusive to all FBLA-PBL members (approximately 250,000 individuals) and inventions will be judged in four independent age sectors: middle school, high school, college and FBLA-PBL's professional category, which will also include member advisers. ERA's Invention Showcase website, www.americaninventiveness.org, will be enhanced to accept competition submissions and provide contest details. ❖

Labatt Blue Invention Contest (Continued from page 3)

part, in any manner and/or in any activity including, but not limited to, advertising, promotions, sales & marketing, in any media now or hereafter known, without further compensation or notification to or approval of entrant or any third party, including without limitation, for trade, advertising & promotional purposes; (c) that all rights, title & interest, including without limitation all copyrights, in the Blueprint are conveyed by entrant to Sponsor (the "Conveyance") in consideration for the opportunity to be considered for a prize; (d) to indemnify & hold Sponsor harmless for any & all claims made to Sponsor by any person claiming any rights, in whole or in part, to the Blueprint submitted by entrant, in any manner whatsoever. Sponsor may elect to use or not use or produce an item based in whole or in part, on the Blueprint or a combination of Blueprints submitted in this Contest. As the owner of the Blueprints, Sponsor may assign its rights granted hereunder to any person or entity. **BY NO MEANS SHOULD ANY ENTRY BE RELATED TO USE WITH A MOTORIZED VEHICLE OR BE OBSCENE, DEFAMATORY OR OTHERWISE NOT IN GOOD TASTE.** Sponsor shall have the right, at its discretion, to disqualify any entries that are associated in any way with the use of a motorized vehicle or that it deems to be obscene, defamatory or otherwise not in good taste.

ELIGIBILITY: Contest is offered only in the United States & is open only to legal residents, 21 years of age or older, of the United States, excluding residents of the State of California & those additional states where prohibited by law. Contest is not open to groups or organizations.

HOW TO ENTER: There are two ways in which you may enter: (1) Between 4:00:00 PM Eastern Time ("ET") on 10/17/05 to 12:00:00 PM (noon) ET on **2/29/06** (the "promotion period") visit **www.labattblue.com** and enter online by completing the online registration/entry form & attaching your original Blueprint for a beer invention or gadget that is targeted to appeal to males 21 or older & which, if produced, would entice or excite beer drinkers or would enhance the enjoyment of the Labatt Blue experience. Your Blueprint may be submitted as a written description of no more than 400 words, or as a drawing illustrating your invention. If you submit a drawing or illustration, it must include at minimum: (1) the name you have given to the invention you are submitting; (2) the dimensions of the item; & (3) a description of how the item works and/or its purpose, which in itself may not exceed 400 words. Attach your Blueprint to your entry form as a PDF file, or image file & then visit **labattblue.com** to submit your electronic entry. Online entries must be received by 12:00:00 PM (noon) ET on 2/29/06. **OR,** (2) Enter by mail by visiting **www.labattblue.com** during the promotion period & downloading & printing out the online entry form & completing it by hand, making certain to sign your name to indicate that you have read & agreed to abide by the official Contest rules. Attach to your completed entry form your original Blueprint for a beer invention or gadget, as described above, which must be submitted as a written description or drawing as described above, on no more than two sheets of white 8-1/2" x 11" paper with your name, address & daytime telephone number printed at the top of each sheet. Mail your complete entry to: Labatt Blue Project Blueprint Contest, c/o C&L USA, PO Box 0928 Buffalo, NY 14240-0928 so that it is postmarked by 2/29/06 & received by 3/7/06. All entries must be submitted in English. **No more than a single individual's name may appear as the entrant on each entry. Enter as often as you wish, but each entry must be substantially different & be entered online or mailed separately.** ❖

The ISSF Board wishes everyone
joyous holidays with friends!

Berkeley Electronic Press

<http://law.bepress.com> contains sites for legal scholars and law reviews. Paper 470 by **Michael W. Carroll** is titled, *Keeping Score: The Struggle for Music Copyright*. This article discusses how, when and why music came within copyright's domain, including early and current disputes. ❖

Valuation for Music Properties

Visit **www.consor.com** and scroll to the bottom of the page where you will find two articles:

- *Valuing Music, Celebrity and Entertainment Properties: In Litigation and During the Deal*
- *Damage Valuation for Music Properties.* ❖

IP Valuation and Licensing Presentation

Visit **www.consor.com/editor/docs/1** and view the presentation to learn about market trends, intangibles, business transactions, licensing strategy process, royalty rates, alternative licensing fee structures and licensing pitfalls. ❖

Patent Issued for Anti-Gravity Device

U.S. patent office has reportedly granted a patent for an anti-gravity device -- breaking its rule to reject inventions that defy the laws of physics. The journal Nature said patent 6,960,975 was granted Nov. 1 to **Boris Volfson** of Huntington, Indiana, for a space vehicle propelled by a superconducting shield that alters the curvature of space-time outside the craft in a way that counteracts gravity. One of the main theoretical arguments against anti-gravity is that it implies the availability of unlimited energy. ❖

EU Companies Can Win Broader U.S. Protection

In the IPFrontline® article by the above title, **Richard F. Giunta** of Wolf, Greenfield & Sacks, P.C., a Boston intellectual property law firm, offers guidelines for Europeans who hope to get the best protection in the United States. The inventor must pay attention to broadening the application. ❖

Modern Marvels Invent Now® Challenge

Presented by The History Channel® and Invent Now®, Inc., a division of the National Inventors Hall of Fame® Foundation, the **Modern Marvels Invent Now® Challenge** is an extraordinary opportunity for independent inventors to influence the ever-changing face of invention. Semi-finalists will exhibit their invention ideas at a national exposition and participate in a full day seminar with renowned invention experts. Four finalists will win cash grants and be featured on The History Channel®. The winner receives a \$25,000 grant toward making their invention idea a reality. Visit www.historychannel.com/invent to enter the challenge. ❖

Inventors Society of South Florida

General Meeting

December 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.

Gift Giving Ideas for the Inventor

For that person with the creative mind, turn them on to inventing with the ISSF newsletter. Send them to the September 2004 issue at www.inventorssociety.net/NL/NL_2004sep.pdf for a list of free newsletters to which they can subscribe online.

For the inventor who is stumped for information about the invent-to-market process, give them the *Inventors Survival Guide* found at www.inventorssurvivalguide.com. Information includes web sites, business partners, marketing tips, professional insights, free online newsletters, searchable databases, and much more!

The *Inventors Survival Guide*:

- Identifies five aspects to the invent-to-market process (research, process partners, legal requirements, business plan and marketing).
- Offers a business focus to inventors so they can profit from their ideas.
- Introduces expert articles on sparsely documented aspects of inventing.
- Discusses the dollar costs of inventing.
- Lists multiple resources for the inventor to tap for the latest information.
- Enables the inventor to contact the authors and contributors. ❖

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Inventare Maximus
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