

# Inventors Society of South Florida

## Inventare Maximus

February 2006

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

### FINAL DUES NOTICE FOR 2006

All membership dues for 2006 must be received by January 31, 2006 to ensure that your membership, which includes the monthly newsletter, continues without interruption. Your understanding and cooperation is appreciated. Dues remain \$60 for individual membership and \$70 for family membership, and should be mailed to:

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

For new members who joined in 2005, you should have received a Prorated Membership Dues Statement. If you did not receive such a Statement and believe you are entitled to a prorated membership rate for 2006, please contact John Fulton at 305-751-5450. ❖

### Turning Your Invention Into Money

Get educated in how the whole process works - how to potentially turn an idea into a money making invention. Upfront, you need to know that only a minority of ideas eventually make money. However, that should not stop you from inventing. After all, even Thomas Edison had his failures.

Visit <http://inventors.about.com>. Click *Beginners 101 Turn Ideas Into Money* in the sidebar. This tutorial covers the very basics for people who know nothing at all. However, once completed, you will have a good outline of the entire invention process. Each lesson is written in very simple terms and includes links to more advanced material. As an alternative, you can also receive this tutorial as a newsletter course. Take your time, spending at least a day or two on each lesson.

Next, click *Beginners 101 Tips & Tutorials*. Get educated in how the whole process of invention submission works with basic lessons on how to potentially turn a new idea into a money making invention. Here you will find:

- Guides for beginners on invention submission (includes invention assessment)
- Tips and instructions for invention submission (includes discussions of marketing plan and business plan)
- Tips and instructions for drawings and illustrations
- Frequently asked questions
- Guest articles on invention submission
- Invention submission gone wrong. ❖

### World Intellectual Property Organization Newsletter

WIPO's SME Newsletter is a monthly e-publication providing readers with useful intellectual property information contained in original articles, links to carefully selected articles already on the Internet, case studies, best practices, forthcoming events, and recent selected presentations on its web site. WIPO hopes you find it useful and informative. They encourage you to share the newsletter or items of interest with your friends and colleagues. For past issues and information on SME Division activities, please visit [www.wipo.int/sme/en/documents/wipo\\_sme\\_newsletter.html](http://www.wipo.int/sme/en/documents/wipo_sme_newsletter.html). ❖



### Highlights

Bad Patent Bill	2
StartupNation	2
Market or Biz Plan	3
Marketing Budget	3
Inventors Wanted	3
Prez Corner	4
Coming Events	4
Cathy's Desk	5
Inventor Fair	5
Book Signing	6
Inventor Support	7
Patent News	8

*Inventors Society  
of South Florida*

presents

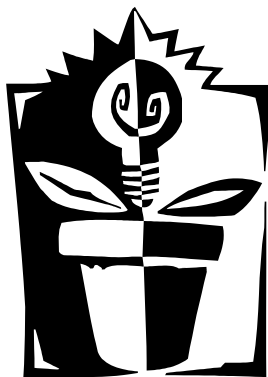
**John Justak**

*Success with  
Small Business  
Innovation Grants*

February 4<sup>th</sup> at 1:30pm

**Mission Statement**

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

**Officers & Board Members**

President: Richard Loughlin  
 Vice President: Howard Silken  
 Secretary: Joanna Zaremba  
 Treasurer: Lucy Pettersen  
 Founding President: Robert White

Director: Alvin Blum  
 Membership and Education:  
 Howard and Paula Silken  
 Member Liaison: Joanna Zaremba  
 Publicity: Eva Thomas  
 Public Relations: 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

**Bad Patent Bill**

**Kurt M. Markva**, Director of Government Affairs, The Professional Inventors Alliance; [www.PIAUSA.org](http://www.PIAUSA.org); phone: 703-785-5810 (direct); fax: 703-991-2264; email: [kmarkva@piausa.org](mailto:kmarkva@piausa.org)

I am writing to you to update records for the Professional Inventors Alliance – formerly associated with the Alliance for American Innovation, which ceased operations after it helped save the American patent system from multi-national attacks in 1999. But, they're at it again with greater force and greater financial strength. We need your help in stopping them from destroying the American patent system, the finest and strongest patent system in the world.

Our files include your organization's name – Inventors Society of South Florida – and contact information name as sharing our concerns about any weakening of our nation's patent system. There are efforts underway in the current Congress that would effectively render patents useless for universities, small businesses, and independent inventors. We are fighting to convince Congress not to dismantle the patent system.

I am PIA's Government Affairs director and we are coordinating a grass-roots coalition against the so-called Patent Reform Act of 2005, which is designed to keep research institutions, universities, small businesses and independent inventors from obtaining meaningful patents. We have heard from other organizations similar to yours from around the country who are opposed to the legislation and in support of PIA's efforts to stop this deplorable legislation. We would like to include everyone in your organization in our combined effort to oppose this bill and would like you to pass this request for contact information along to your membership so we can build on grassroots efforts. Please pass this request for contact information along to your organization's membership. For further information, visit our website [www.piausa.org](http://www.piausa.org). We want to hear from you. ❖

**StartupNation**

Visit [www.StartupNation.com](http://www.StartupNation.com) for expert advice on all aspects of starting and growing a business, and having fun along the way. Here you will find a robust community of entrepreneurs and small business owners who are living their dream everyday. At StartupNation you can learn the important nuts and bolts of business, such as how to patent your idea, build a business plan, or increase sales. While you're seeking that helpful information to build your business, StartupNation is also a resource for you to learn from peers, whether you're connecting with them directly or listening to them on StartupNation Radio!

**Jeff and Rich Sloan** present practical examples and personal experience by outlining their invention in a case study format. Skip the School of Hard Knocks. Learn how to make your invention a success by taking this crash course, *Inventor Smarts*, lasting 30 minutes. You can log in or [join for free](#) to watch this online seminar at [www.startupnation.com/pages/webinars/OS\\_InventorsSmarts.asp](http://www.startupnation.com/pages/webinars/OS_InventorsSmarts.asp).

The Sloan brothers also offer:

- *10 Tips for Landing a Licensing Deal*, where you will learn to license your invention to a pre-existing company that already has the resources in place to get your product out into the market.
- *Get Yourself a Patent*, where they offer a few key points based on their experience patenting the Battery Buddy® invention.

Also at [www.StartupNation.com](http://www.StartupNation.com) is *Protect Your Great Idea*, a 30-minute seminar by **Chas Rampenthal**. Chas will review some important steps to take to protect your great idea and insulate you from various risks as you develop it and take it to market. Chas also reviews the evolution of an idea. ❖

## Marketing Plan or Business Plan

Tim Berry ([www.timberry.com](http://www.timberry.com))

Generally a marketing plan goes into more detail and depth about sales and marketing planning, offers additional strategy detail and market analysis, and does the market analysis, expense budget, sales forecast, and milestones tables. A business plan, on the other hand, covers the whole business. Business plans include marketing and market analysis, and also cover cash flow, financing, etc.

One immediate distinguishing point: a business plan gives you real cash flow analysis and insight, plus balance sheet and ratios. A marketing plan doesn't. If you need to deal with the entire business, you might want both, but when in doubt, try the business plan first. Lots of people in business aren't responsible for cash flow, just sales and expenses. They don't want to deal with the full financials. If you are responsible for the whole business, you want the business plan first. If you don't manage cash flow or financials at all, you want the marketing plan first.

A marketing plan and a business plan have some of the same topics and some of the same spreadsheet structures, and information should transfer easily from one to the other. For example, your sales forecast, sales and marketing expenses, market analysis, and mission statement go either way, and transfer from one to the other. After all, you do want to synchronize that information. ❖

## Marketing Budget

The simple formula for companies to follow when budgeting their marketing dollars is:

- If you market consistently, allot 10% of your gross revenue for marketing.
- Find and communicate your company's "brilliance"
- Apply the 10% to anything from publicity to relationship building to sales training; it all depends on your strengths, your market, and the nature of your message.
- Think long and hard before committing marketing dollars. Know yourself and who your customer is *before* you start telling the world.

There are plenty of so-called marketing experts out there pushing canned, unfocused, or poorly executed ideas. Test all new marketing ideas and methods on a small scale, with <1% of your gross revenues, and scale them up only when you find a formula that works.

Honesty and strength of the core message make a great market plan. You have something important to offer, and you explain it well, to the right people, and make that message easy for them to find. Improving the honesty and strength of your message is a better investment than an increase in the budget for a lackluster program. More spending does not guarantee better results. ❖



## TV Show Looking for Women with a Great Invention

The MARTHA show, starring Martha Stewart, is looking to help a female inventor. Have you created a great product or a terrific invention but still need the right exposure and opportunity to turn it into a successful business? They want to hear from you. Tell them your big idea and why you have what it takes to become a successful entrepreneur; they just might give you the spotlight to turn your passion into a business!

Contact: Elie Haller, Associate Producer, Martha, MSLO Productions, Inc., 226 West 26th St, 3rd Floor, New York, NY 10001; office: 917-438-5755; fax: 917-438-5756. ❖

### Membership

The Inventors Society of South Florida (ISSF) membership application form is available online at [www.inventorssociety.net/appform.pdf](http://www.inventorssociety.net/appform.pdf). Annual individual membership dues are \$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 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](mailto: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. ❖

### Target Marketing

Who do you consider will benefit the most from your products and services? Think of the people and their most common characteristics and attributes. One of the best ways to identify your target market is to look at your existing customer base.

Visit [www.mplans.com](http://www.mplans.com) and search for target marketing to find the article. ❖

### Business Calculators

Visit [www.mplans.com](http://www.mplans.com) and scroll down the page to find links to Cash Flow, Starting Costs, Break Even, Return On Investment, Conversion Rate and Discounted Cash calculators. ❖

## ISSF Meetings

ISSF meets at 1:30 pm on the **first** Saturday of each month at:

**Ligi Tool & Engineering, Inc.**  
3220 SW 15<sup>th</sup> St.  
Deerfield Beach, Florida 33442  
877-523-6693  
[www.ligotool.com](http://www.ligotool.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 15<sup>th</sup> St (past the first stoplight on Powerline Rd, look for two cement towers and the *Enterprise Center* sign).

**From I-95 Southbound:** Exit at SW 10<sup>th</sup> St, Exit 40; turn right SW 10<sup>th</sup> St (West); left on Powerline Rd; left on SW 15<sup>th</sup> 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 15<sup>th</sup> St (past 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 SW 10<sup>th</sup> St; turn right on Powerline Rd and left on SW 15<sup>th</sup> St (look for two cement towers and the *Enterprise Center* sign).

### Contact:

Richard Loughlin at 772-287-2224  
[loughlinrandm@aol.com](mailto:loughlinrandm@aol.com)



## President's Corner

Thank you, **Neil Rosenblum**, for the informative discussion on design, engineering and prototyping. To recap, Neil spoke about the inventor's objectives, design milestones, prototyping options, what you can do in 2006 and the value of 3D parametric solid modeling. He also offered insight on protecting yourself from companies offering products and services that don't measure up.

Neil says an inventor must brainstorm their idea to develop a set of requirements and add functionality. Furthermore, think about all the possibilities, including materials and configurations. Develop a plan, a schedule and goals. Protect your intellectual property and pay attention to marketing.

Everything in 2006 is high tech according to Neil. So, use the World Wide Web to learn more about design, engineering and prototyping. Beyond that, find out what other inventors have learned: read the newsletter, attend inventor meetings, go to trade shows, network with inventors, and visit the PTDL at the Miami-Dade or Broward County Main Libraries.

Neil realizes the importance of keeping current in your industry. What that means to an inventor is learning about all aspects of the invent-to-market process pertaining to your invention. Marketing is a big piece of your education. Marketing varies with the category of your invention, customer demographics, avenues of distribution, and advertising. Products are successful initially because they are marketed effectively. Product success endures because the product requirements meet the customer requirements for price, performance, utility and so on.

Regards,

*Dick Loughlin*

## Coming Events

*Offices2Share.com* has launched a nationwide contest offering 12 months of free rent in real office space. *Offices2Share.com* focuses exclusively on short-term, ready-to-use office space, and is inviting entrants to submit their "Top 10 Reasons" for wanting to move out of their home office. Send the wittiest reasons why you deserve a real office, and you may win professional office space in any of the hundreds of cities across the U.S. served by **[www.Offices2Share.com](http://www.Offices2Share.com)**. Deadline: **February 28, 2006**. Visit their website to enter the 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**. ERA's Invention Showcase website, [www.americaninventiveness.org](http://www.americaninventiveness.org), will be enhanced to accept competition submissions and provide contest details.

The *Inventors Society of South Florida* presents Jose Gutman and Jacqueline Polston speaking about trademarks on **March 4<sup>th</sup>**. Jeff Mustard will speak about advertising and public relations at the **April 1<sup>st</sup>** meeting. There will be a half-day seminar on patenting changes at the Broward County Main Library this coming **August**. ❖

## News From Cathy's Desk

Everyone needs help with their work whether in the concept stage, deciding how to market their invention or anywhere in between. A great place to look for answers is the World Wide Web. Specifically, [www.startupjournal.com](http://www.startupjournal.com) offers a newsletter with article titles and a brief description. People, who have found answers, share them with the reader. There is no charge for this information. Maybe their answer won't work for you, but it can be the inspiration for what becomes your answer. What you read may not help you right now, but in a week, a month, three months that information will gel with where you are in your invent-to-market efforts.

Here is a sampling of recent articles that may be helpful:

- *Small Firms Turn To Buzz Agents* – How some businesses try to jump-start sales with word-of-mouth marketing.
- *Recommended Reading For New Entrepreneurs* – A professor of entrepreneurship offers his selections for those launching a business.
- *A New Cocktail Mix Finds a Ready Market* – Despite a steep learning curve, these entrepreneurs filled an unmet need in a major industry and did it first.
- *You're Never Too Old To Launch a Business* – Paulette Thomas offers encouragement for would-be entrepreneurs at any stage in life.
- *Strategies for Creating A Catchy Business Name* – Company names should be memorable, simple and easy to pronounce. Use these tips for selecting one. ❖

## Regional Science and Inventors Fair

**Gary H. Nelson**, TAERSIF CO Chair, President, Edison Inventors Assn; [drghn@aol.com](mailto:drghn@aol.com); 239-267-9746

The 2006 Thomas A Edison Regional Science and Inventors Fair happens Saturday, January 28<sup>th</sup> at the Harborside Event Center, Monroe St. & Edwards Dr., downtown Fort Myers by the Caloosahatchee River. The parking garage at Monroe and Bay Street is an easy-to-access option with plenty of space.

Why volunteer yourself on this morning when there are so many demands on your time? Simple. This once a year outstanding youth event hosts over 900 creative and scientific finalists from over 20,000 participants in our region. The atmosphere is charged with excitement and opportunity.

The event has expanded to include Discovery Village which will host special exhibit booths in Centennial Park along the river! The Edison Inventors Association will be represented alongside many community businesses and organizations. The theme is on creative and scientific educational displays. It is shaping up to be a great addition and will run through 4 PM Saturday! In addition, NASA will be unveiling a free new travel exhibit for the very first time in the States right here in Ft Myers!

Those of you who have judged in past years understand the value of this experience for everyone involved. If you are new to this, be assured you will be partnered with seasoned judges who will help get you up and running comfortably.

Southwest Florida's TAERSIF is an outstanding program that has produced national and international competitors who have received high honors including induction into the Junior National Inventors Hall of Fame and top place in the Intel International Science and Engineering Fair.

Please let me know if you will sign up as a judge by January 15th. Please email me with your name. If you represent a group and share this email within the group, please list all names of judges or general volunteers as you would like them to be printed on badges.

If you would like to offer an award for a special category invention, this is most welcomed. Just fill me in with your reply. Here's wishing you a great 2006! ❖

### Hydrogen Fuel

Government officials, automakers, and researchers are counting on hydrogen fuel cells to solve the nation's energy woes in the long-term. Learn more about it if this is where your invention ideas are. Use a search engine to find *IP Strategies To Fuel the Hydrogen Revolution*, written by **Michael T. Ho** and **Dennis Fernandez**. ❖

### More Funding Available

Small business loans by commercial banks increased by 5.5 percent between June 2003 and June 2004, according to a study released by the Office of Advocacy of the U.S. Small Business Administration. Apply for loans guaranteed through SBA at [www.sba.gov/financing/sbaloan/snapshot.html](http://www.sba.gov/financing/sbaloan/snapshot.html). ❖

### Patent Decisions

The Supreme Court will issue all of its patent decisions for the October 2005 term in the period January-June 2006. Use a search engine to find *Supreme Court Patent Top Ten List*, written by **Harold Webner**. ❖

### Marketing Budget

According to **Celia Rocks**, "10 percent of gross revenue is about right for your marketing budget. Budget less and you're not getting your name out to new customers, budget too much more and you may not get a profitable return. Ten percent seems to be the magic number." Learn more at [www.insightsfor-marketing.com](http://www.insightsfor-marketing.com) or read her book, *Brilliance Marketing Management: Let Your Strengths Outshine the Competition*. ❖

### Patents, Trademarks, Copyright: The Basics

This publication by Knobbe Martens Olson & Bear LLP provides basic information on patents, trademarks and copyrights. It addresses ten things that a person needs to know in each of the three above-mentioned areas of intellectual property. Download it from [www.kmob.com/pdf/PTCBroch.pdf](http://www.kmob.com/pdf/PTCBroch.pdf). ❖

**Direct Marketing**

Since 1985 Tilberry Direct Marketing has represented new unique products to large mail order catalogs across the United States. They represent small companies with innovative new inventions and earn 100% of their income through commissioned sales. So they only make money when they generate orders for you. There's no hidden cost or risk for your company.

For a free evaluation of your product's potential for success through catalogs, send them a product description along with pricing. Or better yet, contact them:

Tilberry Direct Marketing,  
1584 Buttitta Dr., Suite E-310,  
Streamwood, IL 60107  
phone 630-837-1915  
fax 630-837-9715.  
[www.catalogrep.com](http://www.catalogrep.com) ❖

**Open Patent Review**

Although the contents of many patent applications are public record and available to anyone, IBM has worked with the Patent Office to develop the Open Patent Review, a program to allow people, including academics and corporate technologists, to easily view the contents of filed patents and provide feedback to patent examiners.

The system will be designed so people can sign up to receive e-mail or RSS alerts about patent applications filed with certain criteria, according to **Bob Sutor**, IBM's vice president of standards and open source. IBM is also sponsoring a Community Patent website. ❖

**Franchise or Solo Operation**

The franchise system that works well for one person, it seems, can fail another. Use a search engine to find *Benefits of a Franchise Versus a Solo Operation*, written by **Julie Bennett**. This is a 2-part series. ❖

**Assisted Filing Service**

IP Australia launched the Trade Mark Assisted Filing Service (AFS) to provide a simple and fast service to assess the registerability of a proposed trademark. The AFS offers the opportunity for customers to speak with an IP Australia staff member about their proposed trademark, and can help to overcome difficulties associated with meeting the requirements for registration of a trade mark. Learn more at <https://pericles.ipaustralia.gov.au/ojs/tmeform/indexAfs.jsp>. ❖

**Advertiser's Corner**



**ALPHA**

**COPIERS**  
SUDDEN SERVICE  
TO RE-ORDER CALL  
**561-588-5110**  
RENTALS SERVICE SALES SUPPLIES  
**KEN EDDOWES**

380 Leigh Road, West Palm Beach, FL 33405

**FREE CONSULTATION**  
**1 800 575 8263**

**Patent Law Offices of Rick Martin, P.C.**

416 Coffman Street  
Longmont, CO 80501 USA

**SEE WINNERS AT**  
**[www.patentcolorado.com](http://www.patentcolorado.com)**

*Catherine VerSchneider*  
**Research & Information Services**  
638 Snug Harbor Drive E15  
Boynton Beach, FL 33435  
561-737-2182  
[issf\\_cathy@yahoo.com](mailto:issf_cathy@yahoo.com)

*Place your  
business card  
here for only  
\$6.67 per  
month!*

*(annual advertising  
rate applies)*

**Book Signing Events**

ISSF members **Howard** and **Paula Silken** have arranged book signings at the following locations:

- Borders Books in Boca Raton on January 21<sup>st</sup> at 3:00PM
- Borders Books in Boynton Beach on January 26<sup>th</sup> at 7:30PM
- Delray Beach Public Library on January 30<sup>th</sup> at 6:30PM.

The board encourages support for member activities, including these book signing events. Any activity that spotlights inventing can be used to your advantage. The Silken's can give away information on their inventions, meeting details of the Inventors Society of South Florida, a flyer on your invention, and notices of other inventor events.

The board encourages members to attend this book signing to gain insight on how to market your idea, as well as learning more about books and magazines available in your area of interest. Public libraries have the added feature of Internet access through several computer terminals that you sign up to use at no charge! ❖

## Grassroots Inventor Support

Michael Kaminski, San Antonio Public Library

Often, when a new person comes to a meeting of the Technology Advocates of San Antonio Inventors and Entrepreneurs Special Interest Group (TASA I&E SIG), that person is quite enthusiastic about his or her new idea, but lacks the knowledge required to develop the idea into a product and bring it to market. Here, in the quest for more information, the individual finds a group of experienced and knowledgeable neighbors who are willing to share their own experiences and thoughts, and to provide guidance to newcomers in inventing and product development.

In 1998, two San Antonio area inventors and businessmen, **Andrew Taylor** and **Ed Hopkins**, started an informal group to promote camaraderie among inventors. The group came to be known as the South Texas Inventors and Entrepreneurs Forum (STIEF). As membership grew, they decided to become a formal non-profit organization. To avoid overlap, they combined their resources with the larger Technology Advocates of San Antonio (TASA) and became a special interest group under the umbrella of this non-profit 501(c)(6) organization.

Today the TASA I&E SIG is thriving and bringing a wealth of resources together to serve the interests of area inventors. The strength of the group lies in the dedicated participation of all facets of the local inventing community. Its Board of Advisors consists of experienced inventors and businessmen, patent attorneys, experts from the University of Texas at San Antonio regional Small Business Development Center (SBDC) (a cooperative program between the Small Business Administration and UTSA), a marketing and promotion professional, and a representative of the local Patent and Trademark Depository Library.

In early 2002, advisory board member and retired physician **Dr. Alvin Marx**, who has patented and marketed several medical devices, began a free mentoring program for new members on behalf of the organization. Steering clear of any details that would require the disclosure of confidential information, Dr. Marx spends between 1 and 3 hours with individuals, either on the phone or over coffee, answering questions they have about developing a product or starting a business. He recommends appropriate reading material, software and Web sites. He will often refer a person to another member of the group with a particular expertise or to the SBDC for more detailed counseling. In less than 3 years, over 150 members have taken advantage of this free service. Recently, members working with Dr. Marx have gone on to work with Wal-Mart and some major manufacturers to develop their inventions.

Participants appreciate the leadership of experienced members like Dr. Marx, and **Scott Thompson**, current president of the group. The organization receives regular support from the San Antonio Technology Center (SATC), which provides space and equipment for meetings, and from **Richard Rodriguez** of Maverick Multimedia, who manages the group's website [www.inventsanantonio.com](http://www.inventsanantonio.com) and provides promotional support. As a result, the TASA I&E SIG provides a monthly meeting where members and guests can come and socialize, tap into the multiple resources that are available, and hear an interesting and helpful presentation from one of the area's many successful inventors/entrepreneurs.

The TASA I&E SIG can be contacted through **Scott Thompson** at (210) 365-3801, or email to [texasinventor@yahoo.com](mailto:texasinventor@yahoo.com). ❖

### Community Patent Review Process

The patent system needs our help. The United States Patent and Trademark Office is actively seeking ways to bring greater expertise to bear on the review of patent applications and ensure that only worthwhile inventions receive the patent monopoly. Currently, underpaid and overwhelmed examiners struggle under the backlog of applications. Under pressure to expedite review, patents for unmerited inventions are approved.

Sponsored by IBM, the Community Patent Project seeks to create a peer review system for patents that exploits network technology to enable innovation experts to inform the patent examination procedure. In every field of scientific endeavor, peer review is a critical quality control mechanism to improve innovation. Throughout the public sector both peer review and citizen consultation are either legally mandated or practiced as a way to inform policymaking.

The Community Patent Project aims to design and pilot an online system for peer review of patents. The Community Patent system will support a network of experts to advise the Patent Office on prior art as well as to assist with patentability determinations. By using social software, such as social reputation, collaborative filtering and information visualization tools, we can apply the "wisdom of the crowd" – or, more accurately the wisdom of the experts – to complex social and scientific problems. This could make it easier to protect the inventor's investment while safeguarding the marketplace of ideas.

For more information, please read the background paper: *Peer to Patent: Building a Community Patent Review Process* (Beth Noveck, 2005) available at <http://peertopatent.jot.com/WikiHome>. The Peer to Patent article offers a draft proposal for design of the software and the system. The paper will serve as input to the Community Patent Workshops where the proposal will be refined into a specification and prototype. ❖

---

*If you know an inventor who needs motivation, bring them to the next meeting of the  
Inventors Society of South Florida.*

---

*Everything  
that can be  
invented  
has been  
invented.*

*Charles H. Duell  
Commissioner,  
US Office of Patents, 1899*

*Inventors Society  
of South Florida*

presents

**John Justak**

*Success with  
Small Business  
Innovation Grants*

February 4<sup>th</sup> at 1:30pm

**We're on the Web!**

See us at:  
[www.InventorsSociety.com](http://www.InventorsSociety.com)

## **Internet Patent News Service**

The Internet Patent News Service is a mostly daily news service dealing with information about the patenting world. Topics include announcements from various Patent Offices around the world, stories about who is suing who, interesting new patents and styles of patent drafting, statistics on issued patents (with a focus on software patents), reviews of patent books and computer programs, and commentary.

Additionally, contributions are solicited from anyone with some patent issue they have an opinion on, as well as explanations from patent lawyers about some of the issues raised in the news items.

Also there is a website with a variety of files on patent issues at:

**<http://sunsite.unc.edu/patents/intropat.html>** which amongst other things has the US Manual of Classification with patent title retrieval by patent class/subclass.

To subscribe to the FREE daily news service, please send the message NEWS to the following email address. Also, if you don't mind, please include some information on what you do and how you might use this patent information. Forward the request NEWS to: **[patents@world.std.com](mailto:patents@world.std.com)**.

Please pass the word, especially to those not on the Internet or that don't read USENET. Patent information is very valuable for finding out what others are doing, for locating new technologies to license, and to measure rates of progress in other fields. The publisher is **Gregory Aharonian**, Internet Patent News Service, P.O. Box 404, Belmont, MA 02178, 617-489-3727, **[patents@world.std.com](mailto:patents@world.std.com)**. ❖

## **Newsletter Disclaimer**

The Inventors Society of South Florida, Inc. (ISSF) provides a wealth of information to our members and the general public regarding all aspects of the invention experience through its newsletters, website, speakers, etc., however, the ISSF does not endorse, suggest or recommend that any of this information may or should be relied upon without the user's own independent investigation and evaluation. Further, the ISSF disclaims any responsibility for any financial investment and/or legal, accounting, or other professional advice which may be rendered by individual officers, directors, sponsors, members, speakers and/or guests, at or s a result of contacts made at any ISSF activity, and/or through our newsletters, websites, or any other source not specifically stated. ❖

**Inventare Maximus  
February 2006**

To receive the newsletter via email, send your email address to [jfulton@malloylaw.com](mailto:jfulton@malloylaw.com). For those without email, hard copy of the newsletter will be mailed through USPS.

Boynton Beach, FL 33424-4306

PO Box 244306

**Inventors Society of South Florida**