

Inventors Society of South Florida

Inventare Maximus

March 2006

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

Featured Member: Joanna Zaremba

I have served on the board of the Inventors Society of South Florida (ISSF) since 1983.

Born in Warsaw, Poland after World War II, I lived and worked in London, England as plant manager of a branch of a large company. Following the birth of our daughter and son, my husband, a journalist and writer, accepted a contract to Radio Free Europe, where he later became a deputy director in Munich. I spent 12 years in Germany.

After my husband's death in 1979, I moved to Florida, seeking a better future for my children. I chose Florida because my family enjoyed holiday trips here.

In 1983, a patent attorney friend of mine approached me with an idea of doing some licensing with Italy and this country. He wanted me as a partner. I started looking for some contacts. My daughter, who was attending FAU, came across a group of inventors and gave me their telephone number.

I called the president of the society, Mr. Robert White, and received an invitation to the meeting in Boynton Beach. I attended several meetings with my daughter, and joined the ISSF. In 1985 they asked me if I would take the secretary's position and I agreed, unaware that I would retain this position for many years. Betty and Bob White were motivated, and inspiring to others. The ISSF was their life.

In 1986, Richard Loughlin became the president. I acted as vice president, as well as secretary. Each year we organized an exhibition and seminar. We held an annual dinner with awards, and published a newsletter with a circulation over 1400 copies per month. Dick Loughlin put a lot of effort and money in to the ISSF.

Marvin Greenhut became the next president of the ISSF. He was a wonderful speaker, is a life member of the society, and still attends the meetings. Alvin Blum, another long time member, served as president after Marvin Greenhut. Alvin is professional patent agent and quite knowledgeable. The ISSF has had the benefit of leadership from various professional fields including Abby Waters with marketing expertise, Bob Levy with design skills, and John Fulton, a registered patent attorney. Currently, Dick Loughlin is the president of the society.

Over the years I have experienced many changes in the society that simply mirror changes in global society. Since change is the only constant, each of us must develop the flexibility to change with patent law, global manufacturing, marketing trends, design technology and prototyping methods. My wish to each inventor is that you listen, take notes and participate in the ISSF because you are students as well teachers! ❖

How Invention Scams Work

(Excerpted from *Scam Warning for Inventors* written by **IPFrontline Staff**, January 24, 2006)

First, understand the difference between a patent attorney and an invention promotion company.

A patent attorney is a lawyer who specializes in filing patent applications for inventors. They are bound by many laws governing their legal and ethical practices.

Invention promotion companies are commercial organizations that profess to be able to take your idea and submit it to industry (presumably, so that you will make money). But they hire patent attorneys to file your patent application - marking it up thousands of dollars.

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*Inventors Society
of South Florida*

presents

**Jose Gutman &
Jacqueline
Polston**

*Trademarks
&
Marketing*

March 4th at 1:30pm

Continued from page 1

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
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 Director: Alvin Blum
 Membership, Education and Goodwill Ambassadors: Howard and Paula Silken
 Member Liaison: Joanna Zaremba
 Publicity: Eva Thomas
 Public Relations: Bill Seymour

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



Here's how the invention scam companies work: They advertise on TV, hoping to strike a cord with a would-be inventor by asking if you have an idea, and whether you want to become rich by presenting your idea to industry.

They will tell you that you have the best idea in the world (just what you want to hear), and they will methodically take UPWARDS OF \$12,000 from you before the process is all over - and you could easily end up with a useless patent! A seasoned, respected patent attorney will charge about 1/2 that or less to file your patent.

But they are shrewd - they start out with a "free inventor's kit", then they charge \$500 for an idea review. Then they "discover" that your idea is "original" and could be a big seller. Many times, this is not true - it's just to make you feel good. But you get excited and ready to pay the next "installment" of upwards of \$4,000 for the next phase. This process goes on until they end up with all your money - you end up holding a worthless patent (most times).

The fact is, according to the US Patent and Trademark Office, less than 3% of all patents ever make more money for the inventor than it cost. The other fact is that the invention promotion companies have a track record that's MUCH worse - with less than 1/10 of 1% of their inventors ever making a profit.

Scam companies charge LOTS of money. They even offer financing - charging you interest on already outrageous prices! DON'T EVER finance your invention costs - its money totally wasted in most every case. ❖

Protect Yourself From Online Scams

Since so many inventors conduct research and business online, the society wants to help you protect yourself from online scams and land mines. **Paul Henry**, a security expert from CyberGuard Corp. offers tips to consider when doing business online:

- Be certain your PC's operating system is up to date with the latest security patches, as well as anti-virus and firewall software.
- No matter how official it looks, never click on an embedded URL (Uniform Resource Locator, a clickable link usually highlighted in blue) contained in any e-mail. Manually enter the URL in your browser address bar for your banking and credit card Web sites.
- Do not fill in forms contained within e-mails; your personal financial information should never be sent by e-mail.
- Only send your personal financial information via a secure Web site -- verify that the URL contains https:// and that the closed lock appears on the lower right hand side of the browser for a secure Web site connection.
- Never click on an e-mail attachment unless you know the sender, and you were in fact expecting to receive the attachment.
- Monitor your banking and credit card accounts online, and check for illegitimate transactions regularly.
- Use an online credit monitoring service that offers alerts when there are any changes to your credit report, i.e. new accounts and purchases.
- Register with a credit card security system that requires a password to authorize transactions, such as Verified by Visa or MasterCard SecureCode.
- Do not use the auto fill facility on websites for credit card and other personal details.
- Use alternative secure online payment systems such as PayPal.

Common sense is your best defense; if an opportunity looks too good to be true, then it probably is. ❖

Ocean Tomo 2006 Spring Patent Auction

Ocean Tomo, LLC, a merchant banking firm focusing on intellectual property assets, has announced the first regular live patent auction events. The auctions will occur twice per year - once on the West Coast and once on the East Coast. The first is scheduled for April 5-6, 2006 at the Ritz Carlton San Francisco. The event will also be simulcast online. Ocean Tomo Auctions (OTA) is the first to bring together a large number of patent buyers and sellers in a single venue. It serves as a unique setting to meet, network and learn which patents are available in today's market.

Prior to both events, OTA will make catalogs available detailing the patents listed for sale in the upcoming auction. These books will include Ocean Tomo Patent Ratings IPQ ("Intellectual Property Quotient") reports (www.patentratings.com) on each patent, patent family or pool of patents that are listed in the auction. OTA will be the leading facilitator of patent auction event services.

OTA will receive a portion of the patent auction price for third-party patents, comprised of a buyer's premium and a seller's premium, similar to most other auction formats. The firm will also charge nominal fees for auction catalogs showing proprietary Patent Ratings and for listing the patents within the auction. Currently, there are no patent auctions that bring together a large number of live patent buyers and sellers in a single location. OTA gives its clients the choice of a traditional private and exclusive sale advisory process, or the semi-annual public auction format.

Ocean Tomo also lends against hidden IP value, something banks and other financial institutions are not equipped to do. It works with companies to create financial structures that make sense for their future, not just the present. Register for the Ocean Tomo Spring 2006 Patent Auction at www.oceantomo.com/auctions_registration.html. ❖

USPTO Website

The Inventor Resources page, www.uspto.gov/web/offices/com/iip/index.htm, offers information on patents, trademarks and copyrights, as well as brochures and a complaint form. For more information on Patents and Trademarks, please call 800-PTO-9199. Visit the Inventor Resources page to find:

- Patent Questions: What is a Patent? Who can apply for a Patent? What can and cannot be patented? How do I know if my invention is patentable? How long does patent protection last? How much does it cost to get a patent? What is a PCT application?
- Trademark questions: What is a trademark? Why should I obtain a trademark? What do I need to include in my trademark application? How much does it cost to apply for a trademark registration? How do I do a federal trademark search? Does the USPTO determine trademark infringement?
- Information Questions: Do I need a patent, trademark and/or copyright? Do I need to hire a lawyer or agent? What is the role of the USPTO? What free assistance is available from the USPTO? Where do I find local assistance? How do I finance and/or market my invention? Does the USPTO market, promote or license inventions?
- Brochures: *Scam Prevention, Disclosure Document Program, Provisional Application for Patent, Provisional Application – MPEP Guide, General Information Concerning Patents, A Guide to Filing a Utility Patent Application, A Guide to Filing a Design Patent Application, and Basic Facts About Trademarks.*
❖

Membership

The Inventors Society of South Florida (ISSF) membership application form is available online at 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. 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. ❖

Class Action Lawsuit

The law firm www.meyersonlawfirm.com on behalf of numerous inventors agreed to lay the groundwork toward filing a Class Action Lawsuit against Davison & Associates on behalf of numerous inventors - at no charge.

If you know someone who feels they did not get value for monies paid and services rendered, please have them contact:

Jack Meyerson
Meyerson Law Firm
1700 Market Street, Suite 3025
Philadelphia, PA
215-972-1376
info@meyersonlawfirm.com ❖

ISSF Meetings

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

Ligi Tool & Engineering, Inc.
3220 SW 15th St.
Deerfield Beach, Florida 33442
877-523-6693
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 15th 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 10th St, Exit 40; turn right SW 10th St (West); left on Powerline Rd; 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 (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 10th St; turn right on Powerline Rd and left on SW 15th St (look for two cement towers and the *Enterprise Center* sign).

Contact:

Richard Loughlin at 772-287-2224
loughlinrandm@aol.com



President's Corner

Rainy, rainy day. It rained all day, but the faithful turned out. About twenty people attended the February meeting to hear **John Justak**, founder and president of Advanced Technologies Group, speak about obtaining Small Business Innovations Research (SBIR) Grants. He has received numerous grants, which have resulted in contracts with NASA, the US Navy, the US Air Force and others.

John Justak has his act together! He was an oceanographer who explained to NASA how to measure the amount of remaining hydrogen fuel in the weightlessness of space flight. So, learn more about SBIR grants, find something the government wants that you can report on, and get paid before it is produced! Thank you, John, for giving inventors another path to invention success!

Our March 4th speakers are Patent Attorney **Jose Gutman** and Marketing Consultant **Jacqueline W. Pulson** of A La Carte Marketing, Inc. Their topic will be *Trademarks - Creating, Protecting and Marketing*.

Please come to the March meeting and enjoy the day!

Regards,

Dick Loughlin

Marketing Ideas

My Best Marketing Idea is a new feature at www.startupjournal.com about strategies entrepreneurs have used to promote their businesses. Visit this website, type 'My Best Marketing Idea' in the search field and click GO to find useful articles including:

- *Small Firms Turn To Buzz Agents* by **Tara Siegel Bernard** - How some businesses try to jump-start sales with word-of-mouth marketing.
- *Building a Following With a Sense of Humor* by **Sarah E. Needleman** - How a retailer uses offbeat one-liners and lighthearted fun to connect with customers.
- *Knowing When It's Time to Call It Quits* by **Andrew Blackman** - Sometimes the hardest part about starting a business can be to admit when you are beat.
- *To Really Know a Market, Dig Beyond the Obvious* by **Ann Zimmerman** - The path to a thriving business involves plenty of research and asking tough questions.
- *Don't Let the Skeptics Dissuade You* by **Cynthia Crossen** - Great ideas are often greeted with scorn and embarrassment.
- *Test-Drive Your Idea Before Opening Day* by **Rob Levinson** - The right market research can help you test the waters for your business concept without breaking the bank. Here's what you should know before running to the mall armed with a clipboard to question shoppers.
- *The Better Mousetrap Is Only a Starting Point* by **Dee Gill** - Many people invent useful products, but only a handful ever turn great ideas into great businesses. Having a crystal-clear picture of the person who'll buy your product can help an invention succeed.
- *Marketing Can Be Done Without Spending a Lot* by **Paulette Thomas** - No marketing budget? No problem. Take some tips from this advice to a senior-center manager who has lots to offer potential clients, but no funding to spread the word. ❖

News From Cathy's Desk

The InventorsGarage.com is a forum with 155 members that includes numerous topics of interest to inventors. I randomly selected the topics prototyping and funding.

Under prototyping, I clicked 'making a cheap prototype' and found three comments listed. The first message spoke of polymorph granules:

A great way to make prototypes is to use polymorph granules. You can put it in hot water or use a hairdryer to activate it. You can mould it by hand or use it for injection if you have the injection mould. This stuff can be sawed, drilled or sanded. I must say it's the best I have ever used to make very quick prototypes. Also, if you make a mistake you simply reheat and correct. Here is where I get most of my things for invention prototypes: www.mutr.co.uk. Polymorph can be seen under Materials and Smart Materials, page 5.

The second message in the string stated that the data sheet for polymorph granules can be found at www.mutr.co.uk/pdf_files/LIT0048.pdf. The third message stated that polymorph granules can be ordered through eBay.

Next on www.inventorsgarage.com, I clicked Funding and then SWOT. I found an enlightening article on Strengths, Weaknesses, Opportunities and Threats to a business. Then, I scrolled down the page and clicked a link to a page at www.businessballs.com. There I scrolled down to a SWOT analysis template followed by a link to the downloadable template! What could be better? Scrolling further down the page, I found a link to the PEST assessment which measures a business according to external factors: Political, Economic, Social and Technological.

It is often helpful to complete a PEST analysis prior to completing a SWOT analysis. PEST assesses a market, including competitors, from the standpoint of a particular proposition or a business. SWOT is an assessment of a business or a proposition, whether yours or a competitor's. PEST analysis can be used for marketing and business development assessment and decision-making. The PEST template encourages proactive thinking, rather than relying on habitual or instinctive reactions.

The next time you surf the Internet, please visit www.inventorsgarage.com. ❖

Startup Journal

The Wall Street Journal features a website www.startupjournal.com for business startups. It is a great place to read about the experiences of others, gain insight to prevent problems, and learn a different perspective. The information is offered at no charge. You simply sign up for the weekly newsletter!

The content comes from the powerful editorial resources of The Wall Street Journal, the world's leading business publication, as well as WSJ.com, industry experts and Startup Journal's editorial team.

Visit www.StartupJournal.com to find current stories and leads to their extensive resources. The main page is updated every business day, so you can stay current with news and trends. Other user benefits include:

- An online business plan feature to create a first draft of your concept.
- A database of trademarks, web addresses and other intellectual-property rights to see if the name you want to adopt is available.
- Free e-mail alerts.
- Practical advice and guidance for entrepreneurs from planning to executing their business ideas.
- Locator for trade shows at www.startupjournal.com/ideas. ❖

What is a PTDL?

Patent and Trademark Depository Libraries (PTDLs) are a nationwide network of public, state and academic libraries that are designated to disseminate patent and trademark information and to support the diverse intellectual property needs of the public. Using the collections of a PTDL with the help of a trained librarian, you may be able to determine if someone else has already patented your invention or obtained a federal registration for a trademark on goods or services similar to that you are seeking to use. These specialized librarians may also help you with specific questions regarding the patent and trademark processes, but they will not provide legal advice. These libraries contain collections of all types of patents issued in the US for at least the past twenty years (some PTDLs have US patents back to 1790). They also have facsimile images on CD of federal trademark registration certificates from 1870 to the present. The PTDLs have CD-ROM databases containing bibliographic information on registered trademarks and marks in pending applications. The PTDLs have other CD-ROM products that allow you to search U.S. patents and trademarks. ❖

What is SCORE?

SCORE "Counselors to America's Small Business" is a nonprofit association and resource partner with the U.S. Small Business Administration. SCORE is dedicated to entrepreneurship and the formation, growth and success of small businesses nationwide. Since 1964, SCORE has helped more than 7 million entrepreneurs. Visit www.score.org to find an office near you. ❖

Business Method Patent

In 1998, the United States Court of Appeals for the Federal Circuit ruled that the patent laws did extend to protect any method so long as it produced a 'useful, concrete and tangible result.' Read *Patentability of Business Method* written by **Michael Cohen**, which may be found by conducting an Internet search on the title and author. ❖

Inventor Discussion Group

InventorEd focuses inventors who want to make money, inventors who are contributing to society by creating jobs. For that purpose they have created an inventor discussion group which has over a hundred members where you can get advice. Unlike some other groups, this group has been carefully screened to make sure that sharks aren't working the list. Find them at http://inved.org/mailman/listinfo/nventors-l_inved.org. ❖

Venture Capitalists

Rebecca Buckman writes articles about venture capitalists for Startup Journal. Search by author or title at www.startupjournal.com to find her recent articles, *Venture Capitalists Bet Big on Gadgets* and *VC Firms Have Trouble Putting Cash to Work*. ❖

Patent Insurance

Patent insurance is a protection against infringement of patents and the costs associated with it. Patent insurance is of two types:

- Patent Liability Insurance is a defensive instrument, which helps the insured fight an infringement lawsuit filed by a rival company. It is also called 'Patent Infringement Defense Insurance'. In this case, the insurance company pays a part of the legal expenses incurred and/or the damages to be paid.
- Patent Pursuance Insurance is an offensive instrument, which aids the insured fight against a patent infringing company. This is also called the 'Patent Enforcement Insurance' or 'Offensive Patent Insurance'. In this case, the insurer pays a portion of the legal expenses incurred by the insured company. ❖

Inventor Fraud Center

Michael S. Neustel, a U.S. Registered Patent Attorney, founded the *National Inventor Fraud Center, Inc.* (NIFC) with the goal to provide information to consumers about invention promotion companies and how people can market their ideas. Many inventors do not realize that some invention marketing companies charge thousands of dollars, yet have success rates of 0.00%. The goal of the NIFC is to educate and help inventors make the right decisions. The NIFC is owned by Neustel Law Offices, LTD. Visit the NIFC at www.inventorfraud.com. ❖

Advertiser's Corner



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Boynton Beach, FL 33435
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issf_cathy@yahoo.com

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Learn about Inventor Scams

There are several places to visit online to find out what companies are scamming inventors. Do your homework before you agree to do business with anyone. Here is a list of places to learn about scams, so you can avoid them!

- Learn how to protect yourself and peruse a partial list of suspect companies at www.inventnet.com/scam.html.
- File complaints against unscrupulous invention promotion companies at www.uspto.gov/web/forms/2048.pdf.
- The FTC offers information for inventors about fraudulent companies, including a complaint form www.ftc.gov/bcp/online/edcams/invention/index.html
- Learn about Invention Promotion Firms and how to protect yourself at www.ftc.gov/bcp/online/pubs/services/invent.htm.
- Read promotion firm complaints and responses at www.uspto.gov/web/offices/com/iip/index.htm.
- Identify scam companies at www.inventored.org/caution/ip&r and www.uspto.gov/web/offices/com/iip/complaints.htm.
- *A Brief Introduction to Invention Scam Companies* by **Stephen Paul Gnass** at www.inventionconvention.com/ncio/scambusters/index.html. ❖

IBM IP and Licensing

In 2005, IBM received 2,974 U.S. patents from the USPTO. This is the thirteenth consecutive year that IBM has received more US patents than any other company in the world. In addition to delivering these innovations through its products and services, IBM maintains an active patent and technology licensing program. Visit www.ibm.com/ibm/licensing to learn about licensing IBM's patents, technology, know-how and trademarks. This website provides an introduction to IBM's licensing practices as well as a portfolio of patents and technologies currently available for licensing. ❖

Lemelson-MIT Awards Program

The Lemelson-MIT awards program (<http://web.mit.edu/invent/a-main.html>) honors both established and rising inventors, for their ingenuity, creativity and contribution to American invention. The awards are part of a comprehensive program that recognizes the profound impact that individual ingenuity can have on all of society. This prestigious program awards the largest single cash prize for invention, the \$500,000 Lemelson-MIT Prize. In addition, the program honors life-long inventors and emerging leaders in science, medicine, engineering and technology or business. ❖

Big Idea Radio Show

The *Big Idea Radio Show* features The Gadget Guys, **Drew Taylor** and **Richard Rodriguez**, answering questions and keeping listeners from re-inventing the wheel via the air waves and the internet. The *Big Idea Radio Show* discusses the preparation, experiences, and steps of bringing your idea to market.

Our society embraces and rewards those bold people who risk it all to bring their idea to market. The passion of creativity has labeled inventors as being "crazy". The *Big Idea Radio Show* embodies the same passion every inventor throughout history has demonstrated when turning their concept into a creation.

Tune into the *Big Idea Radio Show* Sunday evenings, at 8:00 PM, on KTSA 550 AM starting March 2006. Shows will be streamed on the internet Tuesday nights on www.gadgetguysradio.com. Your questions and inquiries are welcome. For booking information or interview opportunities please contact show producer **Ms. Sandy Levy**, c/o The Big Idea Radio Show, 2608 North Main, Suite 2, San Antonio, TX 78212; telephone: 210.320.7785; fax: 210.320.7786. ❖

Help to Develop and Promote Your Concept

Joe Shumaker is the President of New Hope Products, Inc., and has been creating and developing ideas since 1990. Joe has learned first hand the many difficulties of inventing and selling ideas in many different industries. His successes AND failures have helped him get to this point with iCubis (www.icubis.com) and together provided the motivation behind iCubis. Joe has worked in the toy and game industry since 1994.

iCubis is linked with Maine Center for Enterprise Development and the University of Southern Maine. The web-based iCubis tool requires a free membership to use, to post with and search with. iCubis will try to educate you about the industry as it exists today, and at the same time will attempt to show you how iCubis will make a huge difference in creating a much better industry with far more efficiencies. Other highlighted system features include:

- Primary mission of helping the creator/inventor --- student and professional.
- Help forms --- save money, save time, educate, grow and succeed.
- The creator/inventor is emphasized above creations --- creating opportunity for job placement.
- Procurement of professional representation for each creation --- key to industry success.
- Development team building --- key to industry success.
- Education & Development --- success takes time, knowledge and experience.
- Privacy & IP protection --- protecting members and their ideas.
- Post information --- concise data assets that are really important to accurate matchmaking.
- Customized filtering --- you create and find what is important to you.

Visit www.iCubis.com to read the iCubis Reality 101 Lessons now, or you can read the abbreviated list in next month's newsletter! ❖

Consumer Protection

National Consumer Protection Week (NCPW) 2006 highlights consumer protection and education efforts around the country. Whether you're investing in a business opportunity, buying or selling on an Internet auction, or looking for a scholarship, a home loan, or that dream vacation, it pays to learn how to shop smart. Because when your money's at stake, you want to hit a grand slam — not a grand scam.

Take the Grand Scam Challenge and test your own consumer IQ at www.consumer.gov/ncpw/index.html. And then, tell your family, friends, neighbors, and co-workers about it. This site has information from federal, state, and local government agencies, and national consumer advocacy organizations. Use it to promote NCPW. ❖

Do-Not-Call Registry

Individuals may call 1-888-382-1222 or visit the Do-Not-Call website at www.donotcall.gov to have their number added to the list. Citizens can learn more about ways to fight fraud from the National Consumer Protection Week website at www.consumer.gov/ncpw. By actively guarding against fraud, consumers can protect themselves and enhance the strength and integrity of the Nation's economy. ❖

IP Information Explosion

There has been an exponential increase in online information on intellectual property. Unfortunately we do not see the same rate of increase in IP awareness of users. Search www.wipo.org for *Intellectual Property Rights Information Serving Innovation*, in which **Paul Schwander** discusses the explosion of online IP information and identifies several sources that will enhance your IP awareness. ❖

Marketing Research

Visit www.smallbiztrends.com and search for How Marketing research Can Benefit a Small Business, by Joy Levin. You will discover what questions to ask and what resources to use to determine your answers. ❖

*We don't like
their sound,
and guitar
music is on the
way out.*

– Decca Recording Co.
rejecting the Beatles, 1962

*Inventors Society
of South Florida*

presents

**Jose Gutman &
Jacqueline
Polston**

*Trademarks &
Marketing*

March 4th at 1:30pm

We're on the Web!

See us at:

www.InventorsSociety.com

By Kids For Kids

Visit www.bkfk.com and click 'here' beneath the image. Inside this website you will find lots of information about the process of inventing, examples of other inventors (kids and adults), and tools to help you explore your own ideas.

By Kids For Kids (BKFK) recognizes the valuable role that parents, teachers, and mentors have in helping kids realize their potential. Your encouragement and support are important ingredients in their creative process and success. As such, BKFK provides support for you as well. BKFK encourages you to register, free of charge, so that they can continue to update you on new resources, competitions, and events that relate to your interests. ❖

Automating Invention

Automating Invention (www.automatinginvention.com) is **Robert Plotkin's** blog on the impact of computer-automated inventing on the law (primarily patent law). The blog also explores the implications of computer-automated inventing for creativity, ethics, and high-tech industry. ❖

Florida Intellectual Property Law Blog

The Florida Intellectual Property Law Blog is an online repository of useful information, practical advice, news, and commentary relating to patent, trademark, and copyright matters. This open forum is of special interest to inventors, entrepreneurs, start-up and established businesses, and attorneys within the state of Florida.

All content is written and published by **John Rizvi**, a Registered Patent Attorney and partner in the Florida based law firm of Gold & Rizvi, P.A.-The Idea Attorneys®. ❖

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
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