

Inventors Society of South Florida

Inventare Maximus

April 2006

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

Interviewing Patent Examiners

Patent Agent, **Susan B. Lynch** wrote *Interviewing Patent Examiners – Advantageous or Disastrous?* This article provides the basics for interviewing patent examiners, advantages, and certain points that should be observed by the practitioner when scheduling and conducting a successful interview to avoid disasters. Use a search engine to find the article title and author online. According to Ms. Lynch,

- An oral interview allows the patent applicant to involve an Examiner's more experienced supervisor
- An interview can facilitate a more efficient dialogue in handling issues that are more complex and involve applying legal standards of patentability
- Another possible reason to argue the merits of a patent application orally rather than in writing is to avoid placing statements in the record that can be used against a patentee years later
- There are instances where having the inventor(s) participate in the interview will increase the impression of the Examiner.
- An interview also provides an opportunity to provide working models of the product, which may impress the Examiner with the merits or effectiveness of the invention, or the problems solved by the invention. ❖



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Government Agencies

The *U.S. Department of Agriculture: Office of Small and Disadvantaged Business Utilization* at www.usda.gov/osdbu. This page offers information about business support programs and certification for small and disadvantaged businesses.

US Department of Commerce Office of Small and Disadvantaged Business Utilization (OSDBU) at www.doc.gov/osdbu is responsible for promoting the use of small, minority, and women-owned small businesses in compliance with Federal laws, regulations, and policies. It also assists such firms in obtaining contracts and subcontracts with Commerce and its prime contractors.

US Environmental Protection Agency Office of Small and Disadvantaged Business Utilization (OSDBU) at www.epa.gov/osdbu posts acquisition forecast, small business opportunities, public laws, links to other web pages, and other information of interest.

The *US Securities & Exchange* at www.sec.gov/info/smallbus.shtml, developed for small business, is provided by the US Securities and Exchange Commission and includes news, frequently asked questions, information about SEC pending rules and the Investors Advocate: How the SEC Protects Investors & Maintains Market integrity.

US State Department Office of Small and Disadvantaged Business Utilization (OSDBU) (www.state.gov/m/a/sdbu) supports the overall mission of the Department of State by promoting the use of small businesses, including those owned by women and by socially and economically disadvantaged individuals. Their mission serves to broaden public support for State Department programs as well as to comply with public law.

The *U.S. General Services Administration (GSA)* at www.gsa.gov provides policy leadership and expertly managed space, supplies, services, and solutions, at the best value, to enable Federal employees to accomplish their missions. GSA does it by negotiating contracts that account for \$40 billion of goods and services bought annually from the private sector.

*Inventors Society
of South Florida*

presents

Jeff Mustard

*Advertising
and
Public Relations*

April 1st 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.



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Internal Revenue Service Small Business/Self-Employed Resources (www.irs.gov/businesses/small/index.html) is a one-stop small business resource site which provides information on Employer ID Numbers (EINs), employment taxes, forms and publications, and retirement plans. The site also offers an online classroom with a series of self-directed workshops on a variety of topics for small business owners.

Occupational Safety & Health Administration Small Business (www.osha.gov/dcsp/losba/index.html) OSHA offers many resources designed specifically for smaller employers. This page provides one-stop shopping for the most popular materials for small businesses from free on-site consultation to interactive computer software to technical information to easy-to-follow guides for specific OSHA standards.

President George W. Bush Small Business Policy in Focus (www.whitehouse.gov/infocus/smallbusiness) highlights President Bush's efforts for small business, including speeches, appearances and laws that address small business issues.

United States Air Force Small Business Information Center (www.selltoairforce.org) features contracting opportunities with the United States AF and provides a list of the equipment, supplies, and services typically bought for the day-to-day operations of an Air Force base (AFB). The site also furnishes points of contact for those interested in doing business with commissaries and exchanges, as well as the name, address, and telephone number of your small business (SB) point of contact for every AF activity having a contracting function (organized by state, city, and then AF base).

United States Army Office of Small and Disadvantaged Business Utilization (www.sellingtoarmy.info) provides information about doing business with the Army and lists contracting and subcontracting opportunities for small and disadvantaged businesses.

Doing business with the Department of Education Guide (www.ed.gov/offices/OCFO/contracts/booklet1.html) provides basic information about doing business with the Department of Education, including an overview of the agency's mission and a listing of business opportunities for small and disadvantaged businesses and subcontractors.

Department of Energy Office of Small and Disadvantaged Business Utilization at <http://smallbusiness.doe.gov>, features a prime and subcontracting opportunity database, details about the agency's Mentor Protégé Program, which encourages DOE prime contractors to assist small disadvantaged firms, and a directory of Small Business Program Managers listed by their geographical location.

Department of Housing & Urban Development Office of Small and Disadvantaged Business Utilization at www.hud.gov/offices/osdbu features a calendar of outreach programs and conferences, marketing tips for small businesses, a small business resource guide, OSDBU forms, a listing of the agency's small business policies, and small business contracting statistics.

U.S. Department of the Interior Office of Small and Disadvantaged Business Utilization at www.doi.gov/osdbu, as the implementer and administrator of the Department of the Interior's efforts to market to small businesses, this site features a prime contractor directory, a listing of contracting opportunities, and forms that must be completed to conduct business with the Agency.

Department of the Navy SADB U Office at www.hq.navy.mil/sadbu provides information to familiarize small businesses with the Navy and Marine Contracting Center's acquisition proceedings and provides data to enable them to identify potential Navy & Marine markets for their products and services.

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Department of Health and Human Services Office of Small and Disadvantaged Business Utilization at www.hhs.gov/osdbu develops and implements outreach programs aimed at heightening the awareness of small business to the contracting opportunities available within the Department. Outreach efforts include sponsoring small business fairs and procurement conferences as well as participating in trade group seminars, conventions, and other forums, which promote the utilization of small and disadvantaged businesses as contractors.

Department of Labor Office of Small Business Programs at www.dol.gov/osbp administers the Department of Labor's responsibility to ensure procurement opportunities for small, disadvantaged, women-owned, HUBZone, and service-disabled veteran owned businesses.

Department of Veteran Affairs Office of Small and Disadvantaged Business Utilization at www.va.gov/osdbu lists contracting, marketing and E-commerce opportunities, as well as links to register your business with various government databases and information about VA programs.

Department of the Treasury Office of Small and Disadvantaged Business Utilization at www.treas.gov/sba assists, consults and advises small businesses on procurement opportunities with the Department of Treasury.

NASA Office of Small and Disadvantaged Business Utilization at www.hq.nasa.gov/office/codek oversees and directs the activities of NASA offices to ensure small, disadvantaged, minority owned and women owned businesses participate in contracts and subcontracts.

Nuclear Regulatory Commission Office of Small Business and Civil Rights at www.nrc.gov/who-we-are/small-business.html provides an overview of the small business program, tips for doing business with NRC, a list of contracting opportunities and links to small business forums.

Department of Justice Office of Small and Disadvantaged Business Utilization at www.usdoj.gov/jmd/osdbu provides several avenues to assist small business owners in getting better acquainted with the requirements and procurement practices of the Department of Justice, including tips for working with the agency, a forecast of contracting opportunities and a directory of prime contractors. ❖

Accessing Analyst Research Reports

Many small businesses cannot afford the pricey subscriptions to analyst research reports. It's too bad the research firms do not see the opportunity potential and package an affordable research offering for small businesses. Suggestions:

1. The James J. Hill Reference Library (www.jjhill.org) offers an affordable monthly Internet subscription to its vast business reference resources. Part of the offering includes access to a version of Market Research.com, in which some (especially older) reports are available.
2. A few of the research companies offer the ability to purchase "by the drink" meaning that you can buy a section of a report or a chart. You may only need part of the report, and it is much less expensive than paying for the whole thing. Freedomia (www.freedoniagroup.com) is an example.
3. Sign up for the research companies' newsletters and press releases. In a few cases you will get access to bits of information not otherwise available. InStat (www.instat.com) and AMI Partners (www.ami-partners.com) are particularly good with the free bits. Just be prepared for an avalanche in your inbox.
4. Try your local library's business reference desk, especially in large cities. Most libraries do not carry the pricey market research firm reports. ❖

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. ❖

Patent Auction

Patent holders and potential buyers will gather at a San Francisco hotel, where a Chicago-based company, **Ocean Tomo LLC**, has organized a two-day event that will culminate in live bidding to sell 430 patents.

Read *Inventors See Promise In Large Patent Auctions* by WSJ staff reporter **Don Clark**. Find it at www.startupjournal.com by searching for title or author. ❖

April Meeting of ISSF

The April meeting will feature handouts and a drawing for the *Inventor's Survival Guide*, along with the presentation of advertising guru **Jeff Mustard!**

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

Thank you, **Jacqueline Polston**, for the fine presentation. Creating an identity for your product or company is as important as the products you sell. Jacqueline showed us the steps to create a logo/brand, and develop a market plan to introduce a company/product or service. She spoke of the importance of sales objectives, demographics, marketing mix and annual budget.

Thank you, **Jose Gutman**, for another great presentation! It is important to know what a trademark is, how to select a trademark or name for your product, and how to use your trademark in commerce, as Jose explained. Brand names carry product expectations. The first product of a new company can make or break it. Logo, brand name, slogan, advertising and product packaging help create the image of the company. Even if you are in the early stages of research for your invention, you will want to consider these things for your invention and for competitive products found in the marketplace.

Next month, our guest speaker will be **Jeff Mustard**, speaking about TV advertising and public relations. Keep in mind your product identity and the business image you want to create, as you consider how to advertise your product.

Now is the time to begin thinking about displaying your product at the seminar and display to be held at the Broward County Main Library on August 5th.

Regards,

Dick Loughlin

Links for Patents and Patent Searches

- Delphion Citation Link www.delphion.com/
- European Patent Office www.european-patent-office.org/
- General Information Concerning Patents www.pueblo.gsa.gov/cic_text/smbuss/patents/toc.htm
- Internet Patent News www.bustpatents.com/
- Japan Patent Office www.jpo.go.jp/
- The Patent Cafe www.patentcafe.com
- United States Patent and Trademark Office Search page www.uspto.gov/web/menu/search.html
- United States Patent and Trademark Office Home www.uspto.gov/
- University of Michigan Media Union Library www.lib.umich.edu/ummu/pattm/patsearch.html ❖

Links for Licensing

- Patent Cafe Patent Licensing www.patentcafe.com/
- Patent Cafe Licensing Inventions Articles www.cafazine.com/Articles/licensing_000925.html
- Patent Licensing article from Angenehm Law Firm www.angenehm.com/casestudy1.html
- Patent Licensing Strategies www.fenwick.com/pub/ip_pubs/PLicense/main.htm
- The Use of a Patent Licensing Center as an Intermediary http://vjolt.student.virginia.edu/text_only/vol3/vol3_art10.html ❖

News From Cathy's Desk

Entrepreneur.com offers 75 startup secrets in the March 2006 issue of their magazine. This is worth your time whether determining marketability, sizing up your invention as a business, or looking for ways to streamline your efforts. The online list of secrets begins with a discussion of the business plan.

A business plan will serve as your guide to decision making during the life of your business, starting with the question of whether to start in the first place. The second use of a plan is to satisfy lenders and investors, virtually all of whom will require a written business plan before approving a loan or making an equity investment. Plans also serve as a means of communicating with potential partners, allies, vendors, employees and even customers.

Steps 1-5 concern the business plan:

1. Before putting pen to paper, research resources and tools that can help.
2. Back up your concepts with numbers
3. Be realistic when making projections
4. At minimum, include monthly cash-flow projections for the first year
5. Pay special attention to marketing.

This is great advice with detailed direction included in the article. I followed this advice when creating the financials for an inventor friend who assembled the business concept. I had to calculate loan principle and interest over several years, so I searched the Internet for loan calculators and input my data. Magically the calculations appeared before me and I printed them for later use. I needed estimated tax, so visited the IRS website to find tax calculations based on income range. I applied the appropriate equation to the projected incomes and magically the calculations occurred. I needed depreciation on equipment, monthly utility costs and modest sales projections. The point is that we have at our finger tips the tools, guidance and ability to determine the success of a venture. ❖

Find Events in Florida

- List of Business-Focused Classes and Workshops at FAU Commercial Blvd. campus in Fort Lauderdale at www.valjennings.com/savvysaturdays.htm
- Calendar of Business Networking and Related Events for networking opportunities including seminars, conferences, social events, and trade fairs at www.valjennings.com/enetwork.htm
- South Florida chamber and governmental agency information at www.valjennings.com/network.htm
- South Florida Calendar (www.southflorida.com/events) includes festivals and annual events covering several counties
- Miami Beach Convention Center (www.miamibeachconvention.com) click the link for Event Schedule
- Broward County Convention Center (www.ftlauderdalecc.com/main.html) click drop down "Calendar"
- Palm Beach Convention Center for general information on events, call 561-366-3000 or visit www.palmbeachfl.com/ConventionCenter/Calendar.asp
- Orlando Convention Center at 9800 International Drive, Orlando, FL 32819; call 407-685-9800 or visit www.orlandoconvention.com/home.asp
- Florida convention and event centers: visit www.conventioncenters.us/Florida.html and <http://eventplanner.com/conventioncenters/fl.html>
- Extended roster of invention related trade shows and events: visit www.inventorsdigest.com; click the link for Tradeshow and Workshops. ❖

SBA Loan Program

Look for loan programs that keep in mind the growing entrepreneur at www.SBA.org. If you're looking to buy land and build on it, the SBA offers its 504 loan program. Money loaned is paid back over 20 years at 2.25% over the prime rate. Three parties are involved in the financing: the SBA puts in half, a bank will contribute 40% and the business owner the final 10%. ❖

Learn from an Expert

Take advantage of free counseling services like SCORE, the Service Corp of Retired Executives. Successful, retired business execs in 389 chapters across the country devote their time to giving free advice to startups that want to grow.

"They've been through all the ups and downs," says **John Miller** of the SBA. "You can save a lifetime of hardship and misery by learning from their experience." Walk-in to a SCORE branch or try virtual counseling at www.score.org. ❖

Patent Errors

According to intellectual property group Intellevate, 98 percent of patents issued by the U.S. Patent & Trademark Office have errors. While the majority of errors are simple spelling or grammar errors, some patents are granted with errors that compromise the core claims of the patent. In more than a third of applications, the error is significant enough for patent holder to file a Certificate of Correction with the U.S. Patent & Trademark Office. ❖

IP Rights in China

Foreign companies in China, after identifying the infringer, have three procedural options: 1) administrative relief, 2) relief through the civil court system, or 3) criminal prosecution of the infringer.

Read *Options for Enforcement of IP Rights in China* by **Meg Utterback** to learn how to stop infringement at the source. Use a search engine to find the article by title and author. ❖

Selling to the Government

The U.S. government sets aside a quarter of all contracts for small businesses. Small businesses should register with the federal government at www.ccr.gov so procurement officers know they exist. CCR stands for central contractor registration, and that includes the SBA and the Department of Defense.

Combined, government buyers purchase everything from "paper clips to janitorial services to construction to battleships. If you deal in food and drink, there's a chance that military base commissaries may need a special item.

Beyond the federal government, small but growing businesses should consider what's available at a local level. Check out whether cities have clearinghouse sites that make it easier to get necessary permits and licenses in one place.

Or in smaller cities and towns, look into joining a chamber of commerce. Members can not only help spread the word about your business, but can also serve as mentors as a start-up jumps to another stage of growth. ❖

Patent Cafe Series

Patent Café is running an inventor series in its newsletter. Sign up at www.ipfrontline.com to receive this information. Step 5 in the series offers an example of retail pricing versus actual costs. Step 6 outlines an invention licensing model. ❖

Implied Copyright License

Technology attorney **Caroline Horton Rockafellow** wrote *Implied Copyright License* to debunk a myth: when a party engages a contractor to create a work of authorship (like a computer program), the party purchasing the services of the contractor owns the copyright in the work he creates. She discusses the typical scenario, the implied license, the holdings of the court, risks for the purchasing party and risks for the contractor. Use a search engine to find the article by title and author. ❖

Student Programs for Invention

Visit <http://inventors.about.com/od/competitionsprize/> for a list of student programs and invention competitions. ❖

Advertiser's Corner



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SUDDEN SERVICE
TO RE-ORDER CALL
561-588-5110
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KEN EDDOWES

380 Leigh Road, West Palm Beach, FL 33405

Catherine VerSchneider
Research & Information Services
638 Snug Harbor Drive E15
Boynton Beach, FL 33435
561-737-2182
issf_cathy@yahoo.com

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

Place your business card here for only \$6.67 per month!
(annual advertising rate applies)

Best Small Business Practices

Partner America Chairman, **George A. Cloutier**, chairman and CEO, American Management Services, Inc. announced the "best small business practices" at the U.S. Conference of Mayors 69th Annual Winter Meeting. The program is a new component of the US Conference of Mayors small business initiative to promote the importance of small business to the local and national economy.

Visit www.usmayors.org/uscm/news/press_releases/documents/SmallBusPrac.pdf to open the Best Small Business Practices document and save it to your hard drive. In the state of Florida, West Palm Beach was cited as having a new small business program ordinance to foster creation and maintenance of small businesses in Palm Beach County, and more specifically the city of West Palm Beach. Programs were also cited for Lauderhill, Orlando, Tampa Bay and Pembroke Pines. ❖

Parents of Invention Seeks Inventions

Parents of Invention manufactures baby accessories for ages birth to 3, and will look at anything in that category. Accessories are items that make parenting easier, such as nursing gear, swaddle blankets, potty training aids and safety related products. Accessories are not toys, furniture, bedding, strollers or car seats.

Before you send them your concept, they sign a non-disclosure agreement that protects you against your idea being used without specific permission from you. If they move forward with a product, they will incur any costs that are related to the product, including but not limited to, packaging, prototyping, samples, manufacturing and marketing. They do not charge a fee or commission to bring your product to market. In exchange for using your idea, they pay royalties ranging from 3% to 5% on sales of the item. They want to see all information you have on the product.

Contact information: **Laine Caspi**, phone 818-832-1331; fax 206-984-9250; e-mail laine@parentsofinvention.com. Learn more at www.parentsofinvention.com. ❖

Reference Sources for Inventors

- HowStuffWorks - Learn how Everything Works!
www.howstuffworks.com/index.htm
- Inventors Publishing & Research www.inventorspublishing.com/index.htm
- InventorEd's Free Resources www.inventored.org/
- Inventors' Digest Magazine www.inventorsdigest.com/
- MIT Invention Dimension! <http://web.mit.edu/invent/>
- Nolo Patent & Trade Secrets www.nolo.com/lawcenter/ency/index.cfm/catID/FD8C060B-5DD4-4809-A53ECCF6BBD87E32
- North Orange County Computer Club Links www.noccc.org/links/index.html
- Stanford University Swain Library Resources for Patents and Inventions www-sul.stanford.edu/depts/swain/collections/patents/index.html
- Thomas Register www.thomasregister.com/ ❖

IP for Photographers

Advertising, fashion, interior design and lifestyle photographers frequently include paintings, sculptures, craft items, architectural works, jewelry, clothing, toys or other artistic works protected by copyright in their photographs. However, photographing a copyright work amounts to reproducing it, a right that belongs to the copyright owner.

Read *Legal Pitfalls in Taking or Using Photographs of Copyright Material, Trademarks and People* by Lien Verbauwheide, a consultant for the SMEs Division of the World Intellectual Property Organization. Find this article or download the PDF version at www.wipo.int/sme/en/documents/ip_photography.htm to learn the general legal principles concerning the taking of photographs of copyright works, trademarks and people. It is meant for photographers but is also useful for any company that uses or plans to use photographs in their advertising, product packaging, website, brochures etc. ❖

VCs' Tips for Winning the Support of Investors

Aja Carmichael, Staff Reporter of the Wall Street Journal, asked executives and managers at venture-capital firms to advise entrepreneurs on how best to pitch their plea to angel investors. Search for the author and title at www.entrepreneur.com. Here is the list of who was asked and each one's first recommendation:

- **Brock Blake**, chief executive officer at FundingUniverse.com recommends, "Find something you're passionate about."
- **Tarby Bryant**, chief executive officer at Gathering of Angels recommends, "Assemble a strong team around your business idea."
- **Hambleton Lord**, managing director at Launchpad Venture Group recommends, "Management teams should understand the market they're selling to."
- **Ian Patrick Sobieski**, managing director at Band of Angels recommends, "When raising money clear and well thought out communication with investors is critical. Good communication involves a careful balance between being sure the reader or listener is informed and intrigued, but not so much that they become confused and miss the salient point."
- **Karl R. LaPan**, president and chief executive officer at the Innovation Center of Northeast Indiana recommends, "Find angels who are interested in your industry and niche. Too often people assume all angels are the same and they're not. Many aggregate them in groups that are called angels, when some investors like to deal specifically with certain industries." ❖

Save Attorney Fees

Save significant money by following a few simple rules:

- Distill the relevant facts
- Gather the relevant documents
- Define the goals.

Get the details at www.lawyers.com/curran&curran/SECRETHowtoSaveAttorneysFeesandCosts.jsp. ❖

The Price is Wrong

Tom Taulli wrote *The Price is Wrong* to talk about pricing on value instead of cost, to look at competitor pricing, to evaluate pricing structures and to consider the lifetime value of a customer. Search at www.forbes.com for the article and the writer. ❖

Startup Financing

Read *The Truth about Startup Financing* by Julie Monahan in the March issue of Entrepreneur's Startups magazine. Search by author and title at www.entrepreneur.com to find the article. ❖

Supplies & Demands

If you need a heads up on handling the administrative side of your business venture, read *Supplies and Demands* by **Eileen Figure Sandlin**. Search by author and title at www.entrepreneur.com to find the article. ❖

Monitoring Your Licenses

Making sure that the licensee is performing, and performing properly, according to the terms of the license, is the duty of (and to the benefit of) the licensor. Read the how's and why's of monitoring your licensees at www.kmob.com/pdf/how_why_license_monitoring.pdf. ❖

Product Exposition

Invention/New Product Exposition (INPEX[®]) is a unique trade show that showcases numerous inventions, new products and innovations that are available to business and industry. Their 22nd show will be June 7-10, 2006. For more information about exhibiting your invention at INPEX[®], visit www.inventionshow.com. ❖

Inventors Competition

Introduced in 1990, The Collegiate Inventors Competition has rewarded and encouraged hundreds of students to share their inventive ideas with the world. It promotes exploration in invention, science, engineering, technology, and other creative endeavors and provides a window on the future technologies from which society will benefit in the future. Visit www.invent.org/collegiate/faqintellect.html to enter. The deadline is June 1, 2006.

*Inventors Society
of South Florida
presents*

Jeff Mustard

*Advertising
and
Public Relations*

April 1st at 1:30pm

We're on the Web!

See us at:

www.InventorsSociety.net

ISSF Speaker for April

Okay, so you've got your idea turned into a real live product, congratulations, now what? You've got to sell it. Turning your idea into reality is one thing; turning it into cash is another. The way to capitalize on your product is to bring it to market and that means you need sales and marketing. There is no more powerful sales tool than television and our speaker this month is **Jeff Mustard**, an award winning writer/producer and the principal of his own advertising, marketing and public relations company who will pull back the curtain on the commercial production business and show us what we need to know when thinking about bringing our products to the market. For more information, visit www.mustardmanproductions.com. ❖

American Small Business Coalition

The American Small Business Coalition (ASBC) is a unique and innovative membership organization for professionals doing business in the Federal Contracting arena. Whether you're a small business, large business or government official, they provide substantial benefits.

The ASBC network spans decades, political parties, tax brackets and continents. It includes industry professionals from more than fifteen states and four countries and federal government participation from around the nation. They are a conduit for public domain information and leverage personal and professional relationships for their Members in order to provide support for the federal government acquisition process. Their goal is to assist the government in obtaining relevant and reliable products and services.

They develop relationships that provide access to federal market intelligence, proposal development, accounting, contracts management and other services essential to finding, winning and delivering against business opportunities in the federal sector. Learn more at www.theasbc.org. ❖

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. ❖

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April 2006**

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

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