

Inventors Society of South Florida

Inventors News

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

October 2006

InventorFest Features David Pressman

InventorFest, presented by the Public Library of Cincinnati and Hamilton County and Wright State University Libraries, is a regional event open to anyone interested in inventions and the process of inventing. It will be held on Saturday, October 14th from 10 AM to 4PM at the Public Library of Cincinnati & Hamilton County, 800 Vine Street, Cincinnati, Ohio.

David Pressman, nationally recognized patent attorney and author of *Patent It Yourself*, will cover topics highlighted in his book: evaluating the sales potential of your invention, selling or licensing it to a manufacturer, marketing and distributing your invention, working with legal professionals and other areas of interest.

Visitors will learn more about the world of inventing by browsing through dozens of booths and exhibits sponsored by businesses and organizations that support inventors. There will be drawings for free door prizes and plenty of informative handouts. New for this year is an InventorZone, a special exhibit area set aside for independent inventors to display their latest innovative creations.

A panel of respected experts (attorneys, officials from the U.S. Patent Office and the Federal Trade Commission, other related specialists) will share tips and advice and take questions from the audience about the invention process.

A COSI on Wheels traveling learning expedition featuring ten interactive experimenting stations about how energy and technology affect our lives will be set up inside the Children's Learning Center. The Center of Science and Industry (COSI Columbus) experience offers a unique blend of fun and learning that stretches the imagination and satisfies curiosities about how things work.

Happen, Inc., a Cincinnati-based arts organization that gives adults and children the opportunity to explore art together, will host the Happen's Toy Lab, where they will demonstrate how to create toys from recycled toy parts.

Learn more about the InventorFest at www.cincinnati.library.org/inventorfest/2006 or call the library at 513-369-6900. ❖

Food Inventors Network Offers Inventor Services

Food Inventors Network is a division of Big Idea Group (BIG), a leader in open source product development. BIG brings together independent inventors and innovation-driven companies through licensing agreements. Food Inventors Network focuses specifically on innovation in the food, beverage and packaging industries. They act as a licensing agent for an idea and help develop it and present it to the best matched licensing company. Companies also hire Food Inventors Network to search for food and packaging ideas that meet a specific need.

Food Inventors Network helps inventors by offering honest, confidential and free evaluation of their ideas. Unlike most agencies, Food Inventors Network does not charge inventors for services. They make money by licensing innovative concepts and helping corporations bring ideas to market. They only choose to develop a small percentage of ideas that are presented to them, they offer all inventors valuable, thoughtful feedback from experienced industry experts.

In recent years there has been a wholesale shift in the way consumer product companies approach research and development. They have realized that they can no longer rely solely on internal R&D departments to generate product ideas. Food Inventors Network is



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*Inventors Society
of South Florida*

presents

Bob Levy

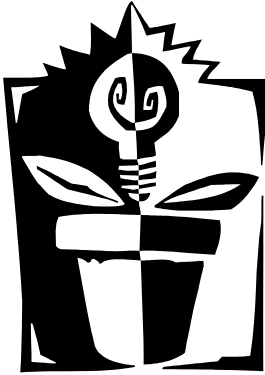
*All About
Inventing*

October 7th 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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uniquely positioned to capitalize on this shift. Because of their outstanding network of inventors and professionals, companies know Food Inventors Network is the best resource to meet their innovation needs. Because they are known as an honest and reputable firm among inventors, they attract the brightest minds to our network.

Food Inventors Network works in two basic ways:

1. They seek out ideas out that can earn revenue through licensing.
 - Members of their network present their ideas at a Roadshow or by mail for evaluation.
 - If an idea is a good fit, Food Inventors Network takes the necessary steps to advance it and maximize the product's chance for market success.
 - They act as a licensing agent and present the idea to the appropriate companies.
 - The inventor and Food Inventors Network split the royalties earned through licensing the idea.
2. Companies hire Food Inventors Network to help them look for a specific innovation.
 - A company might have a need for a specific food or packaging solution, or they may just be looking for great ideas to meet needs that have not yet been identified.
 - This type of search usually begins with an Idea Hunt, a call for ideas broadcast to their network.
 - The inventor and Food Inventors Network split royalties earned through licensing any ideas chosen by the sponsor.

Food Inventors Network is interested in ideas related to food, beverages, pet products, related packaging and related tools. They welcome ideas at all stages of development. However, ideas will be considered for licensing opportunities, thus they must be licensable.

Food Inventors Network will review your idea based on its marketability, its ability to be licensed (originality), and whether they have a client who may be interested. They will notify you within 45-days as to their level of interest. At that time, they may choose to pass on your idea(s) or they may ask you for more information to help them decide whether or not to represent your product idea(s) for licensing opportunities.

You can submit your idea to them by mail, by telephone presentation, or in person. Visit www.foodinventors.net to read the FAQ, obtain a registration form, find out when the next Roadshow is, join their Inventor Network, and more! ❖

Beware of these Business Traps

Tamara Monosoff tells inventors how not to get caught in business blunders in the article, *Business Booby Traps*, found at Entrepreneur.com:

- Universal Product Codes
- Product Liability Insurance
- Electronic Data Interchange
- Chargebacks
- Slotting fees (paying for shelf space)
- Timing inventory (what a store will carry and where). ❖

WikiPatents.com

WikiPatents was established by **Peter Johnson** and **Kevin Hermansen** in Salt Lake City, Utah to provide public patent clarity for the world. WikiPatents is a public community that reviews US patents and pending patent applications. The public can add prior art references for a given patent, vote on the relevancy of both original and user-added references, and make comments about how the prior art is related to a patent. Users may also vote on various market and technical merits of patents and patent applications.

WikiPatents was established to support and invigorate the US patent system by adding greater clarity to the public's grant of a limited patent monopoly in exchange for the inventor's advancement of technology. Public patent review through WikiPatents addresses many of today's concerns of the USPTO and intellectual property experts.

The WikiPatents Community was established largely in response to the USPTO's focus on improving patent quality. By allowing the interested public to add and vote on overlooked prior art and to submit public comments on the merits of issued patents, WikiPatents provides an invaluable resource to patent Examiners reviewing related pending applications. ❖

The Do & Do Not List of Producing Your Invention

You have a great idea but no money. So how can you get it made without being scammed? According to Penny J. Ballou:

- Do not dip your hand in any pocket.
- Do not open your checkbook and pick up a pen at the same time.
- Do not pull a credit card out.
- Do not buy money orders.
- Do not sign any "marketing agreements".
- Do not phone 1-800 number TV invention marketing companies.
- Do not order "free" invention marketing kits advertised on TV and elsewhere.
- Do not phone local invention marketing companies.
- Do not be fooled by the majority of sites stating their "marketing" and "licensing" services are "free." There's always a catch be it a retainer \$3,500 - \$5,900; be it buying courses; be it buying CDs; etc.
- Do be willing to hang the phone up when an invention marketing company calls.
- Do be willing to walk away from sweet sounding promises that have a fee associated with them.
- Do visit your local library to learn basics of the invention process.
- Do visit your local nonprofit inventors group to learn basics of the invention process.
- Do visit the free inventors resource section at the patent office website.
- Do secure a copy of *Patent it Yourself* written by patent attorney David Pressman.
- If you allow yourself to sign a contract and be sold down the river, do take responsibility for your decision and honestly point your finger at yourself - not them. Putting truth on the line will blow to smithereens falsehoods. ❖

Look! A packaging bootcamp for inventors in Fort Lauderdale! →→→

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. ❖

Tattoos and Copyright

Christopher A Harkins analyzes the advertising use of body art relative to copyright law. Read his article, *Tattoos and Copyright Infringement: Celebrities, Marketers and Businesses Beware of the Ink*. Use a search engine to find this article by author and title. ❖

Packaging Bootcamp for South Florida Inventors

Joann Hines will be presenting a packaging seminar at the Fort Lauderdale Marriott Harbor Beach on October 10th from 1-4 PM. Call 678-594-6872 or email www.marriottharborbeach.com or PackagingDiva@aol.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

Thanks a lot, **Marvin Greenhut** for your words of inspiration. The essence of his speech was that inventors know nothing about the creation of financial success with their idea unless their idea is the cure for all forms of cancer and they can prove it. Then, perhaps the how-to-market-your-idea expert will want to involve himself in fulfilling your dream of financial success. The invention that solves a real need for mankind will be the big money winner.

Another gem of wisdom that Marvin shared is that you never ask for or give money to the expert marketer. Just accept the fact that you know nothing about making money and that is why you need a financially successful expert to take your idea and run with it.

For those inventors with an idea that does not fill a universal need, you have a lot of learning ahead. So, be sure to come to the next meeting to hear **Bob Levy** speak about inventing. We will have hand outs and a drawing to give away a copy of the *Inventors Survival Guide*, written by **Cathy VerSchneider**.

Regards,

Dick Loughlin

PatentCafe® Invention Evaluation System

The **PatentCafe® Invention Evaluation System Professional Edition** is the leading product assessment program that helps you to analyze your invention in much the same way as the corporations that will be your customers or patent licensees. Evaluate before you risk your valuable time and money.

The **PatentCafe® Invention Evaluation System** was developed by inventors - for inventors (they have over 25 pending/issued patents). Based on inventor feedback over the past 6 years, this program has been continually refined and made even easier to use. Completing your own product evaluation is EASY. You are guided through every step, and use worksheets to prepare for each section of the evaluation.

When your invention evaluation is completed, the **System and Method for Adaptive Relational Testing (SMART™)** program creates a series of visually understandable, easy to read reports, charts and graphs of your invention.

This product evaluation software actually adapts to your individual invention, customizing questions and calculations along the way as you begin entering your answers. Every product or invention evaluation is totally custom-generated!

This system guides you step-by-step through more than 80 finely-tuned questions addressing the key success factors that can contribute to your invention's financial success or failure, including:

- Competition and Competitive Product Analysis
- Sales & Marketability Assessment
- Societal Consequences and Environmental Impact Evaluation
- Product Design & Engineering Approaches
- Production and Manufacturability Assessment
- Patent, Trademark and Copyright Protection Assessment
- Legal, Liability and Safety Evaluation
- Invention Development **Financial Analysis and Budget Planning Report.**

Visit <http://evaluation.patentcafe.com> to learn more and start your evaluation today. ❖

News From Cathy's Desk

A great place to find information at no charge is a patent attorney web site. The articles help an inventor steer clear of trouble or find a better way of handling their business. It also serves to market the expertise of the attorney! I want to share some recent discoveries:

- **www.patentapplications.com** where you will find help with patents, trademarks, copyright, trade secrets, IP management, selling your idea and infringement
- **www.smithhopen.com/patent.asp** where you will find patent information about:
 - *Fees and Procedures*
 - *Patent Reexamination*
 - *Determining Inventorship*
 - *Best Mode Requirement*
 - *What to Disclose While Pending*
 - *Reduced Government Fees*
 - *Inventors' Duty to Disclose*
 - *Foreign Patent Filings*
 - *Provisional Patent Applications*
 - *The "Patent Pending" Statement*
- **www.saccoip.com/intellectualpropertyarticles.html** where you will find articles including:
 - *An Update on Business-Method Patents: Recent Developments at the USPTO*
 - *Patent Foreign Filing: So You Want to Patent Around the World?*
 - *Patent Foreign Filing: Important Considerations*
 - *Understanding Intellectual Property*
 - *Proper Procedures Protect Corporate IP*
- **www.patelalumit.com/services_patent_handbook.htm** where you can browse or download the Inventors Handbook at no charge. The guide is based on their client experience and is designed for people who are unfamiliar with the inventive process. The handbook identifies five phases in developing an idea into a commercially successful product, and explores key individual steps involved in each phase. ❖

Required Rate of Return

Laine Simpson illustrates the return on investment that a different profile of investor may wish to earn on that investment in a predominantly IP/IA (Intellectual Property/Intangible Asset) driven firm. Angel Investors require 60-70% annual return. Venture capital investors require 30-35%; private equity 20+%; public company 12-20%. major asset composition (outside of cash) comprising trade secrets, non-compete agreements, patents and the like, with a collective view to establishing/commercializing a product or range of products. Read her article, *Investment in the Intellectual Property Driven Firm and Required Rates of Return*. Use a search engine to find the article by title and author. ❖

Valuing IP and Determining the Cost of Capital

Valuation of intellectual property assets continues to attract the attention of many. Valuation of IP has truly evolved and continues to evolve. Efforts are being made to come up with a more accurate method of valuing IP assets. This article by **John Rugman** and **Tony Hadjiloucas**, discuss the challenges of determining the cost of capital when valuing IP. Use a search engine to find the article by title and author. ❖

Packaging Similarities

Manisha Singh Nair wrote *Curbing the Menace of Deceptive Similarity in Packaging*, discussing the intricacies of enforcing court orders. Bottom line: the original user must be ever vigilant. Use a search engine to find the article by author and title. ❖

Patent Preparation

John M. Hammond and **Robert D. Gunderman** discuss the role of software tools to integrate product engineering, design, and prototyping activities with patent application preparation. The results are better quality patent applications in less time at lower cost. Use a search engine to find the article by author and title. ❖

Patent Reexamination

Three recent developments regarding reexamination practice warrant comment: first, the PTO has proposed significant rule changes for the reexamination procedure; second, the *inter partes* reexamination procedures introduced several years ago have gained somewhat in popularity; and third, recent reexaminations in high-technology and high-profile cases, including those brought by public interest groups, have highlighted the important role the reexamination procedure can play. Learn more in **Jeremy Merling's** article *Reexamining the Patent Reexamination Practice*. Use a search engine to find the article by author and title. ❖

Resources for Women

Sarah E. Needleman wrote *Tips for Women Seeking to Start a Business*. Use a search engine to find this article by title and author, so you can learn what to do. ❖

Community Patent Review

IBM, Red Hat, Microsoft and Hewlett-Packard signed on as backers of a New York Law School venture called Community Patent Review. That project, scheduled for a pilot rollout in January 2007, will allow the public to comment on patent applications and rank one another's comments for quality, according to **Beth Noveck**, the law school professor who hatched the idea about a year ago. ❖

Licensing Rates

As intellectual assets have become one of the most, if not the most, important portion of the value of the global economy's leading enterprises, issues such as transfer pricing, valuation, and leverage have come to the forefront of business decisions. Use a search engine to find *Establishing Licensing Rates through Options* written by **Fernando Torres**. ❖

Electronic Files

The federal rules of civil procedure that take effect December 1, 2006 spell out how electronically stored information (ESI) will be treated—and the strict rules will have a big impact on patent litigation—one of the most document-intensive areas of legal wrangling. Read *Patent Lawsuits: New Federal Rules on Electronic Files* written by IP Frontline Staff. ❖

ISA Expo 2006

ISA EXPO provides automation and control professionals a venue for dialogue, discussion and discovery. Interact with more than 15,000 professionals from around the globe, learn from industry experts, and test-drive best in class solutions from industry leaders and cutting edge start ups. The expo is in Houston, Texas on October 17th. Visit www.isa.org/expo for details. ❖

Advertiser's Corner



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(annual advertising rate applies)

Ulti-mutt Product Invention Contest

Shure Pets, a pet products company that sells through independent contractors who host at-home "Pet Parties," is sniffing around for some new product ideas. The company recently announced its first annual Ulti-Mutt product invention contest, promising to give one lucky inventor the chance to sell their innovation through Shure Pets and receive royalties. The winning product will be sold exclusively by Shure for 24 months and be featured in the company's "Cat-alog." Entries are due by Feb. 28., 2007 and the winner announced on April 1. You can submit ideas at www.shurepets.com/invention.html.

Contestants can submit their ideas by completing the Ulti-Mutt Invention entry form and mailing it (with product photograph) to Shure Pets, 1556 N. LaSalle St. Chicago, IL 60610. Entries must be submitted by **February 28, 2007**.

All entries will be evaluated by Shure Pets initially based on the innovative idea submitted by the contestant. The submissions will be narrowed down to ten finalists who will each be required to manufacture their invention and ship it to the Shure Pets corporate office in Chicago, IL where it will be reviewed by the Shure Pets Invention Committee.

Criteria details:

- The product's market potential in the pet retail industry.
- Does the product fulfill an unmet need of pet owners or their animal companions?
- Is the product concept unique and original to the pet product market?
- Is the inventor able to manufacture the product as a Shure Pets vendor?
- Is the product consistent with the Shure Pets brand image?
- Are the function and benefit of the product easily marketed to customers?
- Is the product safe for pet owners and their pets? ❖

Locate a Manufacturer

- ThomasNet.com, WebsterOnline.com and MacRaesBlueBook.com are three online directories listing manufacturers by product type and industry. Knowing the product type's North American Industrial Classification System code number, assigned by the U.S. government, can also aid your online search. You can find those online at www.census.gov/naics.
- Check the labels or packaging of products similar to yours to see who makes them. If a manufacturer already produces similar items, then it can probably make yours, too.
- Inventors increasingly use foreign manufacturers to lower costs. ThomasGlobal.com has a list of these in 28 countries. You can find some resources under Offshore Manufacturing at www.uiausa.org/Resources/ResourcePage.htm#om.
- Obtain bids from several manufacturers. Submit details about your product design and perhaps a working prototype so they can better estimate production costs. Most will agree to sign nondisclosure agreements, so you can protect your idea if it isn't patented. Ask for samples of their other goods so you can gauge workmanship quality. ❖

Selling Ideas – How to Fund, Market or License

About Inventors (<http://inventors.about.com/od/fundinglicensingmarketing>) offers abundant resources to help you succeed at selling and marketing your inventions. This web page presents six categories of information: funding, licensing, marketing & market plans, selling & making pitches, tradeshow & conventions, and business plans. The following list presents topics found under Grants, Loans and Government Programs:

- Community of Science - Funding and Grants - Funding and grant opportunities for research and development, this database is huge. They also have access to job postings, career resources, recruiting centers and more. You can also locate bioresearch, drug discovery, and laboratory equipment and supplies online. They currently deliver more than 1.2 million targeted funding matches over the Internet to scientists and scholars each week. Visit fundingopps2.cos.com for more information.
- SBA Procurements and Grants Hot List - Connects you with every major U.S. Government grant by listing each agency's procurement & acquisition site; find a request that will fund for your technology development. Visit www.sba.gov/hotlist/procure.html.
- Inventions and Innovation Program (IIP) - DOE - Funding - Provides financial assistance in grants and funding up to \$40,000 or \$100,000 for establishing technical performance and conducting development inventions. Visit www.eere.energy.gov.
- National Institute of Health SBIR Grants - The SBIR grant program is a set-aside program designed to support innovative research conducted by small business concerns that has the potential for commercialization of the subject of the research. Innovation and the potential for commercialization are among the important factors included in the review criteria used in the scientific and technical merit evaluation process. For more information, visit www.nih.gov/grants/funding/sbir.htm.
- **NIST Grants** - Includes the Advanced Technology Program, Fire Research Grants, Precision Measurement Grants, Materials Science and Engineering Grants, and Small Business Innovation Research Program. Visit www.nist.gov. For general information on NIST grants programs, contact **Joyce Brigham**,

SEMA Show

The SEMA Show (Oct 31-Nov 3) is the premier automotive specialty products trade event in the world. It draws the industry's brightest minds and hottest products to one place, the Las Vegas Convention Center. As part of AAIW, the SEMA Show attracts more than 100,000 industry leaders from over 100 countries for unlimited profit opportunities in the automotive, truck and SUV, marine and RV markets. The displays are segmented into 11 sections, and a New Products Showcase features more than 1,400 new parts, tools and components. The SEMA show provides attendees with educational seminars, product demonstrations, special events, networking opportunities and more. Visit www.semashow.com. ❖

Inventor's Log Book

An inventor's log book is used to record the progress of your inventing. You should start using one the moment you think of an idea for an invention. However, your log book must be of a certain type. **Mary Bellis** gives the specifics in her article, *Before You Start an Inventor's Log Book*. Use a search engine to find the article by author and title. ❖

Flexible Copyright

Creative Commons seeks to offer creators methods to protect their works while also encouraging certain uses of them. It wants to improve a system marked by increasingly restrictive default rules with "a layer of reasonable, flexible copyright." Read *Creative Commons – An Answer to the Copyright Debate?*, written by **Eric J. Sinrod**. Use a search engine to find the article by author and title. ❖

Library Resources

Where can entrepreneurs find office space, a research assistant, mentors and access to reams of market research -- all free of charge? They might try the local library. Read *Libraries Offer Resources for Small Businesses* by **Tara Siegel Bernard**. Use a search engine to find the article by author & title. ❖

*The race goes
not to the
bully, the sly,
nor the swift,
but to those
who prepare
and keep on
running.*

— Ed Zimmer

*Inventors Society
of South Florida*

presents

Bob Levy

*All About
Inventing*

October 7th at 1:30pm

We're on the Web!

See us at:

www.InventorsSociety.net

Eligibility and Deadlines for Lemelson-MIT Awards

Merton C. Flemings, Director Lemelson-MIT Program

I'd like to provide an update to materials we previously sent you regarding the \$500,000 Lemelson-MIT Prize for 2007. The former criterion relating to age has been replaced with the following:

- Candidates must be mid-career and rising in their respective fields. For those who are college graduates, mid-career means having received their bachelor's degrees no earlier than 25 years prior to July 1 of the year that the prize is awarded. Chronological age will not be considered in the evaluation of nominees.

The deadline for nominations has now been extended from October 6 to October 27, 2006, so that nominators can take this change into account in considering potential candidates.

For more information, please visit our Web site:

- \$500,000 Lemelson-MIT Prize <http://mit.edu/invent/a-prize.html>
- \$100,000 Lemelson-MIT Award for Sustainability <http://mit.edu/invent/a-award.html>.

The prestigious \$500,000 Lemelson-MIT Prize recognizes individuals who turn their ideas into inventions and innovations that change the world we live in and improve life for all of us. The \$100,000 Lemelson-MIT Award for Sustainability celebrates individuals whose inventions and innovations enhance economic opportunity and community well-being in developing and/or developed countries. ❖

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 as a result of contacts made at any ISSF activity, and/or through our newsletters, websites, or any other source not specifically stated. ❖

**Inventors News
October 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.

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Inventors Society of South Florida