

# Inventors Society of South Florida

## Inventors News

December 2006

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

### Election of ISSF Officers for 2007

Attached to this newsletter is the Ballot for the Election of Officers for the Inventors Society of South Florida, Inc. for the year 2007. The Board has received nominations from our members, and some of the current Board members have agreed to repeat their roles for the coming year. The enclosed Ballot includes a space to write-in yourself or another member for any Board position.

Please return your completed Ballot to:

Inventors Society of South Florida  
P.O. Box 244306  
Boynton Beach, Florida 33424-4306

Attn: Election Committee

Ballots must be postmarked no later than November 30, 2006, and only members who have paid their dues in full for the current year are eligible to vote and hold Office. ❖

### Domenic Mucciacciaro

The Inventors Society of South Florida thanks **Domenic Mucciacciaro**, owner of **LIGI TOOL & ENGINEERING, INC.** for hosting the monthly meetings of the society for the year 2006. For new members who may be unaware, Mr. Mucciacciaro holds more than ten patents and has products in the making. One of his inventions is displayed on the front of the machinery in his facility. He invented a mounted caddy to replace a tray-on-wheels that machinists were always moving out of their way. The invention keeps the "Tool Holders" off the work table, and neatly organized. ❖

### LIGI TOOL & ENGINEERING, INC.

**LIGI TOOL & ENGINEERING, INC.** serves all industries with precision machining and engineering solutions. They supply competitively priced, high quality, and on time prototype and precision machined parts to some of the world's most prestigious companies such as Motorola, Boeing, Alcon and Nokia.

**LIGI TOOL & ENGINEERING** helps customers with state-of-the-art technology. They can help you cut costs, organize your Tools and Collets, perform RFI testing and enable you to create your own works of Art.

Whatever your manufacturing requirements, their state-of-the-art equipment and technology can see your job through from concept to finished product. They can build to your drawings, or design solutions that will keep you productive and profitable. Their computerized milling centers, CNC sheet metal and Wire EDM departments can produce precision parts on time, every time. Anything that they can depict on their computer screen, they can most likely machine. They can even machine your photograph on metal. From design to prototype, to production, whether it's simple 2D or complex, 5 axis machining, **LIGI TOOL & ENGINEERING** can make it happen!

Contact **LIGI TOOL & ENGINEERING, INC.** at 3220 SW 15th Street, Deerfield Beach, FL 33442; telephone 877-523-6693; [www.ligitool.com](http://www.ligitool.com). ❖



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*Inventors Society  
of South Florida*

presents

**Alvin Blum**

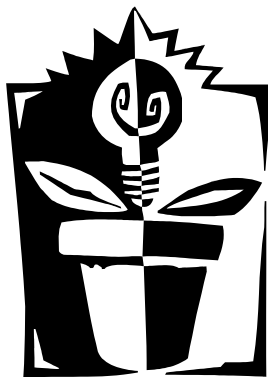
*Patents*

December 2<sup>nd</sup> at 1:30pm

ISSF is a 501(c)(3) organization.

### Mission Statement

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



### Officers & Board Members

President: Richard Loughlin  
 Vice President: Howard Silken  
 Secretary: Joanna Zaremba  
 Treasurer: Lucy Pettersen  
 Founding President: Robert White  
 Director: Alvin Blum  
 Membership, Education and Goodwill Ambassadors: Howard and Paula Silken  
 Member Liaison: Joanna Zaremba  
 Publicity: Tommy Jenkins  
 Public Relations: Bill Seymour

### Contacts

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 561-496-1140  
 Joanna Zaremba in Broward Co:  
 954-486-2426  
 John Fulton in Miami:  
 305-751-5450



## Henkel Innovation Trophy

Henkel invites all independent inventors worldwide to submit creative ideas via the Internet or via mail. An expert panel of judges will evaluate each submission for business fit, level of innovation and market potential. The top winners will receive attractive cash prizes. Furthermore, the best submissions will be reviewed by Henkel to evaluate future business opportunities with the inventors.

The Company has declared 2006 to be the "Year of Innovation". Currently, Henkel earns every fourth euro through new products launched over the past three years. Last year, Henkel brought 22 potentially best-selling innovative products onto the market. By 2007, the company plans to generate 30% of its sales through new products and to establish itself as the 'Innovation Leader' in its global markets.

With the Henkel Innovation Trophy, the company taps into the minds of creative external talents in order to bring new products to market faster, better and smarter. It offers independent inventors an easy-to-handle online platform to submit granted patents, published patent applications, design patents or utility models. The ideas should relate to the four business units of Henkel: Laundry & Home, Cosmetics / Toiletries, Consumer and Craftsmen Adhesives and Henkel Technologies, which include industrial, transportation and metal.

Entries will be submitted through Henkel's website at [www.henkel.com](http://www.henkel.com) and [www.henkelusa.com](http://www.henkelusa.com) or via mail. Each submission will be screened and evaluated by an expert panel of judges for their fit to Henkel's business and technical strategies, their level of innovation and their ability to meet consumer needs. At the occasion of an outstanding Award Ceremony, the top winners will receive attractive cash prizes. Furthermore, submissions will be reviewed by Henkel managers to evaluate future business opportunities with the inventor.

The Henkel Innovation Trophy is carried out in cooperation with a number of Inventor associations all over the world – e.g. the Deutscher Erfinder Verband (DEV) and the United Inventors Association (UIA). The submission phase starts on December 15 and goes on through the end of April 2007.

## Fastener Hunt

A major intimate apparel company wants innovations in bra fasteners and adjusters. They are seeking ideas to help a woman fasten and adjust her bra quickly and securely, without sacrificing looks, comfort, durability, or convenience.

The company is seeking innovative bra fasteners and adjusters. The job women are trying to do is to fasten and adjust a bra quickly and securely, without sacrificing esthetics or comfort. Ideally, the solution would not involve extra steps or work for the consumer (e.g., washing in a separate load or hand washing).

Concepts should be fresh, innovative, and clearly differentiated from competitive products. Bras with the new fasteners and adjusters should be marketable in a variety of channels, from specialty chains to mass market, throughout Europe to mainstream consumers. The new fasteners and/or adjusters should be easy and intuitive, requiring a minimum of time for women to learn how to manipulate them. Your innovation should work with all sizes and most styles of bras. Concepts do NOT have to be patentable. On the other hand, they should not rely on getting permission to use an existing patent. Concepts should NOT rely on getting a license from another party. The new bra should be easily manufactured and the innovation should add no more than 5-10% to the retail cost of a regular bra.

Visuals are critical to this Hunt; please supply a drawing. You will not be judged on the basis of how professional that illustration is. Deadline is December 6, 2006. For guidelines and entry form, go to [www.bigideahunts.net/brafastenerhunt.html](http://www.bigideahunts.net/brafastenerhunt.html). ❖

## Commuter Beverage Hunt

The Food Inventors Network, a division of Big Idea Group (BIG), announced its latest Idea Hunt today. A leading U.S. food company enlisted BIG's food and packaging division to search for innovative A.M beverages designed for male commuters. The best ideas will be considered for licensing contracts, and prizes will be awarded to the top 30 concepts.

BIG's client is looking for a breakfast-on-the-go that is tasty, nutritious and easy to consume during the average commute. While many products on the market offer some of these qualities, none are designed to appeal specifically to the male commuter.

The best ideas will keep in mind the needs and desires (flavors, nutrition, presentation) of male commuters ages 20 and up. Top concepts will also include thoughts about the entire product-ingredients, packaging, and distribution. The company prides itself on embracing innovation and is open to a wide range of ideas, including co-branding the beverage with a non-food product.

Deadline for submission is December 13, 2006. Further details can be found at <http://www.bigideahunts.net/amcommuterbev hunt.html>.

Send all submissions to A.M. Commuter Beverage Idea Hunt, Big Idea Group, 175 Canal St., 5B, Manchester, NH 03101. Or you can fax your submissions and agreements to A.M. Commuter Beverage Idea Hunt at 603-641-5995. ❖

## Bubble Wrap® Competition

Sealed Air Corporation, the creator of Bubble Wrap® cushioning, is sponsoring the first-ever Bubble Wrap® Competition for Young Inventors to encourage students in grades 5-8 to demonstrate their creativity and ingenuity by creating an invention that incorporates the use of Bubble Wrap® cushioning.

**The deadline for entries is Dec. 8, 2006.** Three finalists will win a three-day trip to New York City, where the Grand Prize Winner will be announced on Bubble Wrap® Appreciation Day, January 29, 2007. The Grand Prize Winner will receive a \$10,000 savings bond, while the 2nd and 3rd place winners will receive \$5,000 and \$3,000 respectively in savings bonds. The teacher/mentor of each finalist will receive a \$500 gift card.

To enter the competition, the following must be received at The National Museum of Education no later than 6:00 p.m. EST on Friday, December 8, 2006. This should include:

- A written description that includes the name of the invention, the purpose it serves, how it works, and how the idea was formulated. The description must be no more than 1,000 words.
- Any of the following visuals that would best explain your invention must accompany your entry: clear photograph(s), a VHS, a CD or a DVD depicting the invention and its use.
- The young inventor's name, his or her age, grade and school, sponsor (teacher/parent/guardian), along with an address, phone number, and cell phone, FAX and email (if available), clearly marked on all mailed items.

For all the details and the entry form, visit <http://nmoe.org/bubblewrap/>. NMOE is the National Museum of Education, home of the National Gallery for America's Young Inventors. Visit the Gallery at <http://www.nmoe.org/gallery>. ❖

### Membership

The Inventors Society of South Florida (ISSF) membership application form is available online at [www.inventorssociety.net/appform.pdf](http://www.inventorssociety.net/appform.pdf). Annual individual membership dues are \$60.

Members are entitled to all that is offered by the ISSF: events, meetings, contests, prizes, awards, nominations, and networking. Members also benefit from a monthly newsletter full of important information, tips, publications, Internet sites and expositions.

Membership is the primary source of funds to the ISSF, without which, it is difficult if not impossible to hold meetings, send newsletters, hold special events, and maintain an Internet presence. ❖

### Newsletter Submissions

If you have something you'd like to see in the newsletter, please discuss with or send it to [issf\\_cathy@yahoo.com](mailto:issf_cathy@yahoo.com). If it is something that has to be copied, please send the original or a high quality copy. If you need the original document returned, please note this in the submission package.

Please remember that the newsletter is black print only. Submissions that have color (especially over text, i.e. words in a colored box) may not be usable. Try to keep submissions simple and basic. ❖

### Creative Expression: An Introduction to Copyright and Related Rights for Small and Medium-sized Enterprises

This 68 page (A5 size) guide in the IP for Business series introduces the basic concepts of copyright and related rights so as to enable business managers and entrepreneurs to develop appropriate strategies for improving the competitiveness of their business. It is available, free of charge, at [http://www.wipo.int/sme/en/documents/guides/creative\\_expression.html](http://www.wipo.int/sme/en/documents/guides/creative_expression.html). ❖

## ISSF Meetings

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

**Ligi Tool & Engineering, Inc.**  
3220 SW 15<sup>th</sup> St.  
Deerfield Beach, Florida 33442  
877-523-6693  
[www.ligotool.com](http://www.ligotool.com)

**From the Florida Turnpike:** Exit at Sample Rd, Exit 69; turn right on Sample Rd (East); left on Powerline Rd; and right on SW 15<sup>th</sup> St (past the first stoplight on Powerline Rd, look for two cement towers and the *ModComp* sign).

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

**From I-95 Northbound:** Exit at Sample Rd; turn left on Sample Rd (West); right on Powerline Rd; and right on SW 15<sup>th</sup> St (past the first stoplight on Powerline Rd, look for two cement towers and the *ModComp* sign).

**From I-75:** Exit at the Sawgrass Expressway (Route 869); go to the end of the expressway and continue east on SW 10<sup>th</sup> St; turn right on Powerline Rd and left on SW 15<sup>th</sup> St (look for two cement towers and the *ModComp* sign).

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



## President's Corner

Thank you, **Glenn Kupferman**, for the excellent presentation on your experiences with the Windbrella. You began your adventure by helping someone with an umbrella, and later the partner said good-bye! You got "even" through self-motivation. You defended your patents along the way, improved your product, and expanded your product line. While your professed expertise is selling, you have worn many hats and acquired process partners to help you. Glenn, you are a shining example of what it takes to find success as an inventor.

Glenn paid attention to what his customers wanted and won new marketing opportunities by making small changes in his product line. Wherever he went, Glenn kept an eye on his competition for infringers. Furthermore, Glenn recognized that the competitor is a moving target. As his product line changes, so does the competition for products and targeted customers.

Thank you again, **Glenn Kupferman**, entrepreneur extraordinaire!

The December meeting features Registered Patent Agent **Alvin Blum**, who will provide insight on writing patents and working with the USPTO patent examiners.

Regards,

*Dick Loughlin*

## QVC Product Search

The 2006 events have ended for the year and the schedule for 2007 is currently in development. Stay tuned to the QVC Vendor Website for future announcements of upcoming events.

You don't have to wait until 2007 to submit an item for QVC to review. Do you have a manufactured product that can be easily demonstrated on live television, has unique features and benefits, such as problem solving, and has general mass appeal? If you do, QVC invites you to submit your product using the online product submission form at [www.qvcproductsearch.com](http://www.qvcproductsearch.com).

Once your product is received, it is evaluated to see if it fits into QVC's programming strategy. You will hear back within 4-6 weeks whether or not your product has been selected for further review. ❖

## Nolo Talks about Patents

Thousands of inventors have successfully filed patents on their own. In fact, federal law requires patent examiners at the U.S. Patent and Trademark Office (USPTO) to help inventors who apply for patents without a lawyer's help. To obtain a patent, you need to make sure your invention qualifies for a patent and to be able to describe your invention. Learning these skills is no different than learning any other skill. Visit [www.nolo.com](http://www.nolo.com) and click **Get a Patent** to find featured articles, a checklist before you patent and a checklist of questions to consider before licensing.

*Best wishes for a safe holiday and a joyous New Year  
from the  
Inventors Society of South Florida*

## News From Cathy's Desk

I was impressed with **Glenn Kupferman** and his *Windbrella*. Sure he got beat up pursuing his goal of engineering a better umbrella. If you believe in your idea, can demonstrate it easily, keep cost down, and identify a growing market for it, then you have a great chance of achieving financial success with it.

When he found his market, he listened and learned where else he could expand his market. He learned ways to improve his product at little additional cost to reach new markets. He developed his product as an ideal marketing tool for high end products. While people do not buy a new automobile for the free umbrella, they will remember the manufacturer every time they use the *Windbrella*. And, the *Windbrella* will advertise itself through the owner's conversations with friends and passengers. People who see the *Windbrella* will pause; they will carry the image with them and ask questions to learn more about it.

Advertising is big business. 'Salesman' **Glenn Kupferman** knows this. When have you ever watched a sports event without advertising banners, caps, shirts, drink cups, vehicle emblems, and/or equipment logos? Not in my lifetime! Hence, the logo or trademark now appears on the handle, strap, or shading material of the *Windbrella*. Of course, novelty sells. People are conditioned to be the first with a new car model, fashion statement or, in this case, the *Windbrella*!

Thank you, **Glenn Kupferman**, for inspiring the ISSF membership. ❖

## Bplans Blog

Palo Alto Software is committed to providing you with online content focused on helping you plan, run and grow your small business. They have created the Bplans Blog at <http://bplans.typepad.com/blog>. They are posting a lot of great information related to business planning, starting a business, and running a business. Take a look and add your comments! Here are some highlights:

- Interested in a business planning seminar? Check out the online presentation at <http://palalto.com/ps/bp/demo/sba/index.html>.
- On the Bplans Blog you can find the interview where Tim Berry recently spoke with Scott Brown, a financial planning expert. He talked about starting a business, why you should and shouldn't, and why you need a business plan. Listen to the interview at <http://bplans.typepad.com/blog>.
- Read other business planning articles about starting a business, marketing and advertising, and legal information at <http://bplans.com/allarticles.cfm?DCMP=EMC-bplans>. ❖

## Elevator Conversation, An Eye Opener

The CEO of Big Idea Group, **Mike Collins** writes the publisher's letter and posts it at [www.bigideascoop.net/publishersletter.html](http://www.bigideascoop.net/publishersletter.html). He talks about elevator conversation, also known as the two-minute overview that can clarify for you what is powerful about your idea. Please read the publisher's letter, *You've Got a Great Idea? OK, Convince Me*. Create a two-minute overview, and then repeat it often to help you stay on track.

Big Idea Group was created by Michael Collins. Mr. Collins is an inventor and serial entrepreneur. Mr. Collins has an undergraduate degree in engineering from Dartmouth and an MBA from Harvard Business School. He founded Kid Galaxy, a specialty toy company and producer of the award-winning Bendos line. Mr. Collins is a frequent speaker on the business of innovation, appearing at industry conventions, university forums, and inventor groups. He can be contacted at [InfoBig@BigIdeaGroup.net](mailto:InfoBig@BigIdeaGroup.net). ❖

### TRIPS Agreement

Anyone interested in the Trade Related Aspects of Intellectual Property (TRIPS), please read *Possession Beyond the TRIPS* by **Harold Wegner**. Use a search engine to find the article by author and title. ❖

### Protect Your IP

**Ian Cockburn** wrote *Protecting Confidential Information – Keeping It Mum*, offering 8 steps to keep confidential information secret. Use a search engine to find the article by author and title. ❖

### File Patent Within Year

If your invention is used in public, sold, or even offered for sale, and you don't file a patent application within that one year anniversary of the first public use or sale, your right to a U.S. patent is toast. To learn more, read *You Snooze, You Lose*, written by **John M. Hammond P.E.** and **Robert D. Gunderman P.E.** Use a search engine to find the article by author and title. ❖

### List Your Business in an Online Directory

**Alan S. Horowitz** tells you how to get listed with free services first in the article, *How to Get the Most From Online Directories*. Use a search engine to find the article by author and title. ❖

### Promoting Your Business Online

Marketing online takes special know-how. **Kevin J. Delaney** explains why marketing online takes special know-how in the article, *Promoting Your Business Through Search Engines*. Use a search engine to find the article by author and title. ❖

### Working With Wal-Mart

Small suppliers of big corporations sometimes accept undesirable treatment for fear of losing the contract, but those that rock the boat can come out ahead. **Riva Richmond** talks about Wal-Mart Stores, Inc. in her article, *Working Things Out With a Giant Customer*. Use a search engine to find the article by author and title. ❖

## Advertiser's Corner

### All about Trademarks

Michael Cohen wrote a scholarly article, *Trademarks: When and How to Search and File Trademark Applications*. He tells you what a trademark is, why you conduct a search, why you file an application, and the benefits of a trademark. Use a search engine to find the article by title and author. ❖

### Why Not?

Two Yale professors created this provocative site ([www.whynot.net](http://www.whynot.net)) "to help you dream up ingenious ideas for changing how we work, shop, live, and govern." Problems big and small, solutions sensible or provocative are welcomed, with suggestions receiving readers' votes. Topics range from inventing to food, sports, health, environment, business, and more. The pros also offer good suggestions for discovering solutions and, for further inspiration, provide links to articles authored by or featuring them. Check out the car taser at <http://www.whynot.net/ideas/60>. ❖

### Invention Blog

The blog, [reinventioninc.blogspot.com](http://reinventioninc.blogspot.com), is advertised as a toolbox for women-led businesses. It provides insights, resources, and articles of interest to many entrepreneurs and innovators. The blogs by the editorial team are smart, funny, and topical. Surrounding it all is a list of resources, organizations, blogs, and more that is far deeper, broader, and more useful than on many similar sites. Resources include: winning government contracts, writing a business plan, market research and loans/grants. ❖

### WIPO Newsletter

WIPO SMEs Newsletter is a monthly e-publication providing readers with useful intellectual property information contained in articles, case studies, forthcoming IP/SMEs relevant events, published presentations featured on our web site. We hope you find it useful and informative. We encourage you to share the newsletter or items of interest with friends and colleagues. For past issues and information on the Division's activities, please visit [www.wipo.int/sme](http://www.wipo.int/sme). ❖



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## How to Package a Product in 3 Hours

Seriously, I just spent days condensing 30 years of experience into *How To Package A Product In 3 Hours* for the Packaging Boot Camp workshop. I'm fried! It's hard to condense all the material into the essence of what works and what doesn't. I know I have been doing this for 30+ years, but to break it down to the basics is tough. It's a morass of information out there and what you don't know CAN get you into trouble. (Just look at all the stories that deal with packaging in the news.) In fact, your product may never see it to the retail shelf if you haven't done your homework.

People contact me all the time when they are in trouble. Usually, it is after the fact and they want me to give them the quick fix to their packaging woes. Well, it doesn't work that way. Packaging is a complicated intricate issue. Understanding it requires time and consideration. It's not just about getting the product there; it's also about getting the product to SELL.

That's where the packaging comes into play. Packaging is a complex equation. It IS the sales person. It IS your brand. It IS your company and if you haven't given it the consideration it deserves it will fail or most certainly not live up to its expectations. So don't make packaging your last thought -- make it your first. Find out more about how you can win with packaging and attend the Packaging Boot Camp. At the very least, satisfy your curiosity and check it out at <http://www.packagingbootcamp.com>.

Regards:  
JoAnn Hines  
Packaging Diva  
Integrating Packaging With Consumers Wants And Needs  
[PackagingDiva@aol.com](mailto:PackagingDiva@aol.com)

❖

## Idea Cafe Small Business Grant

The Idea Cafe is passionate about helping small business owners. So they're stepping up and digging into their own pockets to make cash awards to deserving entrepreneurs through Idea Cafe's Small Business Grant Program. The grant amount is \$1,000 to one winner. The winner will be announced onsite December 2006.

This grant is open to anyone who currently owns a business or is planning to start one. In order to access the application form, you must be a registered "Regular" member of Idea Cafe, and not previously have received a grant directly from Idea Cafe. (Our grants are not open to past or present Idea Cafe employees, their relatives or vendors.)

Visit [www.businessownersideacafe.com/small\\_business\\_grants/index.php](http://www.businessownersideacafe.com/small_business_grants/index.php) for more information. The deadline is December 15<sup>th</sup>.

If you win, we'd like to know how you would reach out to help someone else in some way. (You don't have to give financial help... a few big hugs would do just fine.) Let us know your idea(s) about this on the application. ❖

## Improve Your Communications Skills

If the thought of speaking in front of an audience sends you into a cold sweat, then this Inc.com guide is for you. Communication experts and CEOs share their strategies at [www.inc.com/guides/growth/23032.html](http://www.inc.com/guides/growth/23032.html). Scroll down the page to:

- Presentations and Pitches
  - *Powerful Presentations* - Small-business columnist **Rhonda Abrams** shares nine strategies for giving powerful presentations.
  - *Perfecting Your Pitch* - Check out these tips from entrepreneurs and business experts on creating pitches that can help you raise capital.
- Meetings
  - *Escape From Meeting Hell* - It's time for another soul-sapping, oxygen-depriving, time-wasting, mind-numbing company meeting. Or is it? We offer 15 clever solutions to the problems with most meetings.
  - *Meetings 101: Was That a Good Meeting, or a Bad One?* - Five simple factors that help ensure every meeting is a good meeting.
- Speech Writing and Delivery
  - *Polishing and Rehearsing for a Perfect Presentation* - You've written a speech, but there's still work to do before delivering it. **Patricia Fripp** gives six suggestions for making sure your speech hits home along with several ideas on effective rehearsing
  - *No More Pre-Speech Jitters* - From virtual reality therapy to positive visualization, relaxation techniques offset your fears of public speaking.
- The Written Word
  - *Work Through Writers Block* – 8 tips for clear and effective writing
  - *Polish Your Prose* - Poor grammar and punctuation in proposals and reports could cost you business.
- Troubleshooting
  - *Are You Assertive or Aggressive?* - Assertiveness is the skill that tops the list for success or failure in any workplace situation. Learn how to be more assertive -- not aggressive -- and apply it to your interactions.
  - *Get Your Point Across without Being Rude* - Is your communication style a little rough around the edges? Here are five techniques for saying what you mean without making enemies in the process. ❖

### Home Office Deductions

**Kelly Spors** discusses the pros and cons of taking a deduction for a home office in the article, *Home-Office Deductions Have a Steep Price Tag*. Use a search engine to find the article by author and title. ❖

### Hear the Latest Reports on Small Business

Insights for starting and running a small business from reporters at the Wall Street Journal and Startup Journal and experts in areas including management, finance and personnel. Go to [www.startupjournal.com](http://www.startupjournal.com) and search for *Hear the Latest Reports on Small Business*. ❖

### Borrowing against IP

**Ellen Sheng** talks about borrowing against intellectual property in the article, *Looking for Collateral? Try What's in Your Head*. Use a search engine to find the article by author and title. ❖

### Protect Your Invention When Pitching It

If you're trying to license your invention, you run the risk that someone will rip you off. Let [www.nolo.com](http://www.nolo.com) tell you some ways to avoid trouble. Use a search engine to find the article title, *How to Protect Your Invention When Pitching It*. ❖

### Smart Answers

While China is alluring to many business owners, its IP issues are tricky. How do you ensure you are on the right track? Read *China's Intellectual Property Thicket* by **Karen E. Klein**. Use a search engine to find the article by author and title. ❖

### Market Research Articles

With effective market research, you can determine the need for your service, a product's likelihood to sell, target-market demographics, and desirable store locations. There are numerous ways to uncover this information -- from online research to focus groups to counting customers. To help you meet your target market's needs, [www.inc.com](http://www.inc.com) put together a collection of their best market-research articles and resources. Find it at [www.inc.com/guides/marketing/24018.html](http://www.inc.com/guides/marketing/24018.html). ❖

*Peter Drucker referred to innovation as "change that creates a new dimension of performance."*

*Inventors Society of South Florida*

presents

*Alvin Blum*

*Patents*

December 2<sup>nd</sup> at 1:30pm

**We're on the Web!**

See us at:

[www.InventorsSociety.net](http://www.InventorsSociety.net)

## New Product Licensing

You have a new product idea that you believe would sell very well were it only available on the market -- but you don't have the time or resources to "venture" the product, i.e., to manufacture it (or have it contract-manufactured) and sell it yourself.

What now? Realistically, the best advice you could be given is to forget the idea -- and get on with your life.

Your only alternative is to try to "license" the product idea. This means you find an existing product-line manufacturer already selling other products into your target market, and try to convince them that they should add your product to their product line, and share their profits on that product with you. Typically this means paying you a "royalty" on their sales of that product.

Visit <http://tenonline.org/art/0402.html> where **Ed Zimmer** explains why this is true. All are reasons that you must consider with the invent-to-market process, including novelty, cost and sales potential. ❖

*Best wishes for a safe holiday and a joyous New Year  
from the  
Inventors Society of South Florida*

## Newsletter Disclaimer

The Inventors Society of South Florida, Inc. (ISSF), a 501(c)(3) organization, 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  
December 2006**

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

Boynton Beach, FL 33424-4306  
PO Box 244306

**Inventors Society of South Florida**

## OFFICIAL 2007 BOARD OF DIRECTORS BALLOT

As a Member of the Inventors Society of South Florida, you have the privilege of casting your vote for the 2007 Board of Directors.

The following members have agreed to run for board positions. There are four positions: President, Vice President, Secretary and Treasurer.

Cast your vote for up to four Nominees and submit your completed ballot no later than November 30, 2006 to:

***Inventors Society of South Florida, c/o Richard Loughlin  
1100 SE Theresa St., Stuart, FL 34996***

***or***

***Sealed Ballots may be delivered in person to Richard Loughlin BEFORE the ISSF General Meeting on Decomeber 2, 2006 by 1:15 PM.***

Please sign and date the outside of the envelope -

**DO NOT SIGN THIS BALLOT!!!**

### NOMINEES:

Role	Name	X
President	Howard Silken	
	Write in _____	
Vice President	Jacques Cote	
	Albert Newman	
	Write in _____	
Treasurer	Lucy Pettersen	
	Write in _____	
Secretary	Joanna Zaremba	
	Write in _____	