

# Inventors Society of South Florida

## Inventors News

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

April 2007

### President's Corner

Our March meeting attendance came as a surprise. Almost 40 attended including 8 first time guests. Our young speaker was well equipped for his presentation. The subject 'Industrial Design' covered the importance of making your invention look professional and well engineered. If your 'utility' patented invention is financially successful, it is could be important to have it protected with a design patent as well.

This is particularly true if what it looks like it will attract attention as a well known product rather than how it works. We (the Society) do not spend much time on 'design patents' except to warn new inventors about scam promotion companies who guarantee getting you a patent only for you to find out, too late, you have a design patent and not a utility patent. In the near future we will cover the various types of patents the PTO grants as well as what they will not grant.

The other important issue we learned was you should make sure that any outside company or person you hire will not be able to claim they have a vested interest in your invention because of the work they did on your product. If you are not careful you may have a co-inventor and not know it. Co-incidentally, we found a published article entitled "OOPS I may have a co-inventor and don't know about it". The article stressed that a simple 'work for hire' agreement should be signed before you present any information about your invention to anyone who you may hire.

Unfortunately, we did not make up copies of the article in advance because we expected to make copies at the end of the meeting. The copy machine did not work and our roomful of inventors could not figure out how to fix it. We will try again at the April meeting. We will have on hand articles of interest on many subjects. If you want a copy all you do is load the original in the copy machine and press "print". As of now there will be no charge for this service.

Expect a few changes in meeting programming. We find it difficult to get good speakers who are more interested in teaching us something new rather what they can sell us. There is so much to learn from the idea in your head to the check in the bank. For this reason we will lace our meetings with people with experience and success to let you know what they went through in various phases of the development of their invention. The April meeting will be one of them. We will present a case about a product liability problem and how to protect yourself from a potential large loss. We will actually hold court at the meeting. Be prepared to be called on to take the part of the plaintiff, the defendant or the judge. The rest of the members will be the jury. We did this once before and it was a lot of fun. I will play the part of the hated lawyer for the plaintiff.

Because it will be close to tax time we will spend a little time on the subject "The IRS and the Inventor." You will learn from others experiences that you may have inventor related expenses that are tax deductible. However, what ever you hear, it is not presented as legal advice. You should check with a professional accountant to be sure you will not be violating any laws.

If time permits, we will talk about assignments. Our VP AI Newman knows a lot about the subject. He has a fistful of patents that are assigned. Most important – Take time to ask questions. That is the best way for your board of directors to know what to look for and present at future meetings. Hope you enjoy this meeting.

Regards,

*Howard Silken*



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*Inventors Society  
of South Florida*

meets

***the first Saturday  
of each month***

Join Us On

April 7<sup>th</sup> at 1:00 PM

The Inventors Society of South Florida, Inc. 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: Howard Silken  
 Vice President: Albert Newman  
 Secretary: Joanna Zaremba  
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 Director: Alvin Blum and Richard Loughlin  
 Membership, Education and Goodwill Ambassadors: Howard and Paula Silken  
 Member Liaison: Joanna Zaremba  
 Publicity: Tommy Jenkins and Eva Thomas  
 Public Relations: Eva Thomas

### Contacts

Richard Loughlin in Stuart:  
 772-287-2224  
 Howard and Paula Silken in Delray Beach:  
 561-496-1140  
 Joanna Zaremba in Broward Co:  
 954-486-2426



## Industrial Design

The Board of Directors thanks **Brian Woods** for introducing the membership to the Industrial Design Center of the Fort Lauderdale Art Institute located at Port Everglades and 17th Street. The Industrial Design curriculum emphasizes process rather than style, thus allowing the individual design process to evolve and emerge in conjunction with creativity, technical information, historic and current ideological influences, and production and communication skills, which are all working components of the industrial design process.

The Industrial Design Program prepares graduates for entry-level positions in many areas, including consultant designer, product designer, furniture designer, automotive designer, and toy designer.

Mr. Woods presented a slideshow of student projects. Clearly, industrial design is centered on looks and ergonomics. The development process includes drawing, drafting, model making, computer tools, talking to customers, brainstorming and honing product features. Students learn about retail buyers and how their item relates to other items on the retail aisle. Students try to incorporate new technology. They do injection molding, robotic welding, assembly-line construction and project critiques. They begin with concept generation by putting ideas on paper and in drawings.

The presentation on Industrial Design strongly parallels the research and development efforts of the independent inventor. It is possible that the industrial design resources of the Fort Lauderdale Art Institute can be used to benefit the independent inventor at a very reasonable price. Perhaps you have a design that is just not right, but you cannot see how to improve it. ❖

## Open Call from USPTO

The Patent and Trademark Office is starting a pilot project that will not only post patent applications on the Web and invite comments but also use a community rating system designed to push the most respected comments to the top of the file, for serious consideration by the agency's examiners. A first for the federal government, the system resembles the one used by Wikipedia, the popular user-created online encyclopedia. Read the article Open Call from the Patent Office, written by **Alan Sipress** in the Washington Post at [www.washingtonpost.com](http://www.washingtonpost.com). Type 'Patent Office Alan Sipress' in the search field to expedite retrieval. ❖

## Disclosure Document Program Eliminated

The United States Patent and Trademark Office (Office) implemented the Disclosure Document Program in 1969 in order to provide an alternative form of evidence of conception of an invention to, for example, a "self-addressed envelope" containing a disclosure of an invention. It appears, however, that few, if any, inventors obtain any actual benefit from a disclosure document, and some inventors who use the Disclosure Document Program erroneously believe that they are actually filing an application for a patent. In addition, a provisional application for patent affords better benefits and protection to inventors than a disclosure document and could be used for the same purposes as a disclosure document if necessary. Therefore, the Office is eliminating the Disclosure Document Program.

DATES: Effective Date: February 1, 2007. FOR FURTHER INFORMATION CONTACT: **Catherine M. Kirik**, Office of the Commissioner for Patents, by telephone at (571) 272-8040, by mail addressed to: Mail Stop Comments—Patents, Commissioner for Patents, P.O. Box 1450, Alexandria, VA, 22313-1450. ❖

## Featured Member: Josh Nelson

Joshua Sandy is the pen name for Joshua Nelson. Some call him Captain and others Commander, but most call him Josh. Described as a man for all seasons, Josh was born in Galveston, Texas to Russian immigrant parents.

His work ethic began early, roasting bins of peanuts at the age of eight. When he was nine, he brought home fish from another job where he was named "Gar Bait" for his skill in baiting hooks. From 11-17, he gained strength and determination in a Jewish Children's Home. They took him in when his mother's door-to-door begging for food could no longer provide for him, and his younger sister and brother.

Scraping through high school and discouraged by test scores, it took years and the persistence of older gents at the bank that hired. Their daily prophesy, "You'll never go anywhere without college or marrying an officer's daughter" finally ignited his intellect. Assured of an \$80 per month income, he left home, funded a houseful of furniture and helped reconstitute his family. With borrowed funds and the fire those old men lit, he launched into the world of academia, course by course, by night and then by day, graduating with a Bachelor's Degree from the University of Houston in 1952.

Accepted into Naval Officer Candidate School after graduation, he entered OCS in January 1953. He was commissioned and Ensign in May, one of the proudest moments in his life. Some 26 years later, he retired after numerous ship and shore assignments, served with several periods of command and a Hollywood happening in the early 1960s. Blessed with a special roommate aboard the heavy cruiser USS St. Paul during the making of the movie *In Harms Way*, he and **Kirk Douglas**, a giant of a man with unselfish ways, welded a lasting friendship.

The major impetus for poetic expression came from a fellow naval officer's visit to Hawaii when Sandy shared his "observations" with Bob Hess and heard him declare them worthy "unpolished gems." Writing strictly for his own pleasure and only "when the Muse struck me," he and the Muse became regular acquaintances in the years that followed.

On leaving the Navy, he gained credentials as a Master Mariner, and served as a Captain on drill ships, a marine superintendent and a barge mover. However, gone from home too much and anxious to resume his life in the tropics, he chucked that job. With his young family in tow, they all moved to Florida in 1974, where he undertook a kaleidoscopic progression of diverse occupations from stevedore superintendent to equipment broker, everglades guide and art auctioneer at sea, to name but a few.

Now retired and blessed with good health and a zest for life, he assigns his good fortune and insight to a tough beginning, a rugged road, the humanizing effects of his seven children, and to Sandy, whose confidence in the worth of his poetry never wavered. The next chapter in his life concerns the sound and sight of nature breathing, that is, sounds and sights he had no time to appreciate. Perhaps with this focus, patentable inventions will materialize midst the poetry. ❖

## Free WIPO Publications

The World Intellectual Property Organization makes three important publications available free of charge online:

- *Marketing Crafts and Visual Arts: The Role of Intellectual Property: A Practical Guide.* ([www.wipo.int/sme/en/documents/pdf/marketing\\_crafts.pdf](http://www.wipo.int/sme/en/documents/pdf/marketing_crafts.pdf))
- *Exchanging Value: Negotiating Technology Licensing Agreements: A Training Manual.* ([www.wipo.int/sme/en/documents/pdf/technology\\_licensing.pdf](http://www.wipo.int/sme/en/documents/pdf/technology_licensing.pdf))
- *Secrets of Intellectual Property: A Guide for Small and Medium-Sized Exporters.* ([www.wipo.int/sme/en/documents/pdf/secrets\\_ip.pdf](http://www.wipo.int/sme/en/documents/pdf/secrets_ip.pdf)) ❖

## 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 [cever@earthlink.net](mailto:cever@earthlink.net). 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. ❖

## A Guide to Business Credit

The need for financing is a critical and perennial concern for the owners of small businesses. Indeed, few things are as crucial to the health of a small business operation. Many small businesses are launched by the personal resources of their owners. But they can quickly reach the stage where the owner must look to the credit market for financial help in expanding operations.

Visit [www.pueblo.gsa.gov/cic\\_text/smbuss/bucredit/bucredit.htm](http://www.pueblo.gsa.gov/cic_text/smbuss/bucredit/bucredit.htm) to read *A Guide to Business Credit for Women, Minorities and Small Businesses*.

## ISSF Meetings

ISSF meets at 1:00 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:

Howard Silken at 561-496-1140  
[silkhandp@aol.com](mailto:silkhandp@aol.com)



## Obtaining Competitive Information

Who buys product that competes with your product-to-be? What do they buy? How much do they pay for it and why do they buy it? If you intend to receive financial gain from your invention, you need to answer these questions.

- Talk to customers where the competitive product is sold; if at a retail location, then you are just another customer checking things out. Looks, feel and functionality are some considerations of your design. Keep an open mind when talking to other customers.
- Visit competitors' websites for product information such as descriptions and drawings. If you have no Internet connection at home, go to the library and use their connection.
- Use market research websites to locate information on competitors and markets. These include Hoovers.com, Business.com and search engines.
- Use focus groups to determine demographics, industry segments, appealing functionality of the product, or any other characteristic you need to quantify.
- Contact the competitor for information. Perhaps write a letter about your intended use of their product and concern about its performance. The communication must invite the competitor to disclose information you seek. Be creative and be sure the information is not already available in documentation that comes with the product or on the website.
- Attend tradeshows to ask questions and examine competitors' products. Observe how they promote the product, types of documentation they provide and the details about their product within the documentation. Listen while other visitors ask questions and handle the product.
- Participate in a professional association to network and learn about your industry.
- Purchase a special report from a business analyst in your industry. Check with MarketResearch.com, Dun & Bradstreet, or ACNielsen.
- Visit complaint and recall websites to identify product weaknesses.

## Mothers of Invention Challenge

Promotion is open only to female inventors who consider themselves to be or to have been a mom, who are legal residents of the 50 United States and D.C. and who are 18 years of age or older. Void outside of the United States and where prohibited.

All entries should be postmarked by **March 24, 2007** and must be received at the Post Office Box by April 2, 2007. All entrants must send a standard VHS, DVD, DV or Beta tape (other formats may not be considered), no longer than 3 minutes in length, discussing the origin and purpose of and showcasing their invention. The video must show the ACTUAL INVENTOR and, to her best ability, visually and verbally illustrating and describing her invention and its features and benefits. The inventor should also briefly describe herself and her family in the video tape submission. The video must be accompanied by an Invention Summary and Confidential Non-Disclosure Form, collectively the entry ("Entry"), to Good Morning America Weekend's Mothers of Invention Challenge, P.O. Box 830, Alamo, CA 94507. Only videotaped entries with accompanying AND signed paperwork will be accepted.

The invention must be an original concept submitted by the inventor. Do not incorporate the protected works of others in your entry. Limit one entry per person for the Promotion. For more information visit <http://abcnews.go.com/GMA/>, scroll down to CONTESTS, SPECIAL SECTIONS, and click *2007 Mothers of Invention Challenge*. ❖

## News From Cathy's Desk

The Board of Directors voted to make the luncheon for **Domenic Mucciacciaro** an annual event. Thirteen inventors joined Domenic for lunch at the Cheesecake Factory in Boca Raton on February 9th. Domenic received an award from the Board, and a book from Howard and Paula Silken. Several members hugged Domenic, as a gesture of thanks for his hospitality towards the society and interest in helping inventors. Domenic was touched by the tribute.

The Board of Directors voted to move the start time of the general meeting to 1:00 PM, so that networking needs are better filled after the speaker's presentation.

The Board of Directors voted to modify the website to include a list of members with inventions for sale, seeking investors, and/or available for licensing. Please email [cever@earthlink.net](mailto:cever@earthlink.net) with your name, contact information, description of invention, and intentions for your invention.

The Board of Directors is moving to eliminate printed, mailed copies of the newsletter because they cost the society 93 cents each. Those who have email addresses, please be sure that the Board has your current address. Those without email addresses, please discover the computers at your nearby library to access the ISSF website and the newsletters. A librarian will help you, if necessary.

**Eva Thomas** has assembled an 8.5x11" brochure to post at libraries and other locations that inventors visit. The brochure spotlights the ISSF and benefits of membership. The email list for the newsletter has been expanded to include UIA's member organizations list, regional libraries, and other interested parties (including previous speakers). ❖

## Invention to Venture Workshops Scheduled

Invention to Venture workshops are presented by the National Collegiate Inventors & Innovators Alliance in association with the Massachusetts Technology Transfer Center. The introductory I2V teaches technology entrepreneurship basics. Advanced I2V is for company founders who have committed to start a company around their technology.

Workshop Dates: April 11-14, 2007 in Orlando, FL; June 6-9, 2007 in Pacific Northwest US; August 1-4, 2007 in Boston, MA; September 12-15, 2007 in Midwest US; November 28 - December 1, 2007 in Southwest US. For more on Invention to Venture, visit [www.invention2venture.org/advanced/](http://www.invention2venture.org/advanced/). ❖

## 2007 National Hardware Show®

The new Homewares Show, co-located with the 2007 National Hardware Show®, is adding to the already growing list of product categories that will be at this year's event. The Homewares Show™ was created as a response to retailers' increasing sales in the housewares product category and will take place alongside the 2007 National Hardware Show®, Lawn and Garden World® and The Gourmet Housewares Show™ in Orlando, FL from **May 8-10**.

Some of these new product categories include: air purification; home storage and organization; floor coverings and floor care; cookware; kitchen accessories; gift items; decorative lighting and decor; small electrics.

Top retailers including big box, specialty and independent retailers are planning to attend the event for the opportunity to source multiple categories all under one roof. From tools and hardware, paint and décor, lawn and garden to home wares, including appliances, storage and more, the four shows under one roof at the National Hardware Show® create the largest, most varied home product marketplace in which to do business.

Visit [www.nationalhardwareshow.com](http://www.nationalhardwareshow.com) for more information. Also, you may call 888-425-9377 toll free, call 203-840-5622 (from outside U.S.), fax 203-840-9622 or email [inquiry@hardware.reedexpo.com](mailto:inquiry@hardware.reedexpo.com). ❖

### Consumer Product Safety

Consumer Product Safety in Canada: visit [www.hc-sc.gc.ca/](http://www.hc-sc.gc.ca/) and click Consumer Product Safety in the left side bar. Here you will find links to advisories, warnings and recalls, as well as children's, household, personal, pest management and recreational products. ❖

### Catalogs.com

Catalogs.com is a resource for mail order and online catalog shopping. Search for products similar to your invention at [www.catalogs.com](http://www.catalogs.com). ❖

### Benjamin Obdyke

Benjamin Obdyke, Incorporated is continuing their ongoing search for new products in the residential construction industry. They want to license new products that fit into their business plan (meaning that they never charge inventors).

They're looking for products that are mainly above ground level, part of the building envelope, but not most structural components, that a framer would use, maybe flashing window products, maybe green and energy-conserving.

#### Areas of Focus:

- Residential roof and wall products (Exterior only, above-grade only)
- Favor wall products vs. roof products, but only to a small degree (say 60% vs. 40%)
- New to the World, lesser established companies, niche products
- Products that improve the performance of a home
- Patented, or patentable.

#### Areas to Avoid:

- Tools, unless it's used with the new product
- Products with many existing competitors (unless a unique, patentable, advantage exists)

#### New Product ideas should:

- Meet an unserved/underserved need of the Architect, Builder, or Contractor.
- Reach a new market segment
- Respond to a competitive threat
- Significantly improve our existing products.

Visit [www.benjaminobdyke.com/html/newpro/newpro.html](http://www.benjaminobdyke.com/html/newpro/newpro.html). ❖

### Small Business Loans

The U.S. Small Business Administration (SBA) provides a number of financial assistance programs for small businesses, including disaster assistance loans. Visit [www.sba.gov/services/financialassistance](http://www.sba.gov/services/financialassistance) to learn about eligibility requirements, SBA's loan programs, the role of the SBA and more. ❖

### Patent Maintenance Fees

Visit <https://ramps.uspto.gov/eram/patentMaintFees.do> to

- Pay a maintenance fee
- Obtain patent bibliographic data
- Determine when maintenance fees are due
- Print a statement of maintenance fee payment. ❖

### Henkel Innovation Trophy

Submissions through Mid April 2007 - via internet or mail. Must be patented or published patent application. Categories: Laundry & Home-Cosmetics/Toiletries-Consumer & Craftsmen Adhesives / Henkel Technologies (industrial, transportation and metal)  
[www.henkelusa.com](http://www.henkelusa.com)

### Big Idea Group Roadshows

Looking for consumer product, food/beverage item, or technology devices. Las Vegas-March 17-18, 2007; NY/NJ-April 14-15, 2007; Chicago-May 19-20, 2007. Visit [www.bigideagroup.net/Roadshow\\_REGFORM.htm](http://www.bigideagroup.net/Roadshow_REGFORM.htm) or call 603-641-5955.

### Invent-a-Toy World Games National Competition

The 3rd annual "Invent-a-Toy" World Games national competition is sponsored by Mattel and By Kids for Kids. The competition is open to children ages 5 through 19. All online entries must be received by 9:00 PM; ET; April 6, 2007; all mailed entries must be sent in a separate addressed, stamped envelope, postmarked by 4/6/07 and received by 4/13/07. For more information go to: [www.bkfk.com/challenge/](http://www.bkfk.com/challenge/) ❖

## Products & Services

**Alvin Blum**

Registered Patent Agent

954-462-5006

### *Inventor's Survival Guide*

by Catherine VerSchneider

*A great resource on the  
invent-to-market process!*

For more info and pricing visit  
[www.inventorssurvivalguide.com](http://www.inventorssurvivalguide.com)

### "I Have An Idea... "

by Howard and Paula Silken

*Answers a lot of questions  
for first-time inventors*

For more info and pricing call 561-496-1140 or e-mail [silkhandp@aol.com](mailto:silkhandp@aol.com)

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## The Woodworking Shows

The Woodworking Shows is the premier event for woodworkers! Learn from the experts, find unique woodworking tools, see how-to demonstrations, and save on tools and supplies. Unique educational attractions provide endless opportunities for you to sharpen your woodworking skills during this 3-day event! The next four shows are:

- Dulles Expo Center, Chantilly, VA from March 13-16
- Florida State Fairgrounds, Tampa, FL from March 23-25
- Reliant Park, Houston, TX from March 30 through April 1
- Alameda County Fairgrounds, Pleasanton, CA from April 13-15.

Visit <http://thewoodworkingshows.com> for the complete calendar. Also, you can sign up for their free newsletter to get great woodworking tips, information on their next events, special offers and more.

Contact information: The Woodworking Shows, 16713 Roscoe Blvd., North Hills, CA 91343; Tel: (800) 826-8257; Fax: (818) 304-0919. ❖

## American Inventor Visits Six Cities Soon

American Inventor will visit six cities with a panel of judges for open casting calls to meet inventors from all over the country. The competition is open to individuals or teams of inventors, and all ages are welcome.

The judges will finally narrow the field down to the six finalists who will each be given \$50,000 seed money, and time to develop their ideas. Contestants will receive guidance from experts, but in the end, it is up to them to decide how to take their product to the next level. America's votes will help select the winning inventor, who will receive \$1,000,000.

Auditions are scheduled as follows; please visit [www.americaninventor.tv](http://www.americaninventor.tv) for details.

- Los Angeles – March 18
- San Francisco – March 25
- Chicago – March 31
- New York City – April 4
- Orlando – April 9
- Houston – April 13

The auditions will start promptly at 8am. All participants are expected TO BE at the venue NO LATER THAN 8AM! It is imperative that you arrive on time. You may arrive at the venue as early as 6AM, but not before. Arrive at the venue early as a large turnout is expected. ❖

## FAO Schwarz Toy Auditions

FAO Schwarz is seeking new original products through a series of Toy Auditions. This is an opportunity for inventors, artisans, artists, manufacturers and distributors to present their products for evaluation to a focused team of experts. The presentations must be no longer than ten minutes and all products will be judged on the following five criteria: Quality, Design, Originality, Fun, Safety/Health issues and Environmental Impact (organic, recycled, etc.)

The chosen products will be carried in FAO Schwarz stores with additional sales opportunities via the catalog and web site. All applicants must register on-line at [www.fao.com](http://www.fao.com) prior to the Toy Auditions. Please note that ALL toys presented must be "sales ready" products. Auditions are scheduled on May 10, July 12 and September 20. Only on the July 12th audition will early development stage concepts will be viewed. For more information, visit [www.fao.com](http://www.fao.com) or email [toyauditions@fao.com](mailto:toyauditions@fao.com) or call 212-239-7363 ext 242. ❖

## Product Pricing

The first lesson any advertising student learns is that in advertising you stress the benefits of the product or service not the features. It's not what the painting is of that makes it valuable; it's who painted it. A sedan has four doors. A feature. So what? The benefit is that grandma can get in and out easier; there is more room for the dogs and kids. To the right market that means convenience and life is better.

When you sit down to decide what you or your product is worth, the marketplace only dictates the price if you allow it to do so. Target your products and services to those people in a position to pay for it and present them with the benefits that make the service worth the price. ❖

### Kauffman eVenturing

Geared to those who are building companies that innovate and create jobs and wealth, Kauffman eVenturing is the trusted guide for entrepreneurs on the path to high growth. The site provides original articles, written by entrepreneurs for entrepreneurs, and aggregates "the best of the best" content on the Web related to starting and running high-impact companies. Visit [www.eVenturing.org](http://www.eVenturing.org) to explore topics of interest: financing, marketing, products and services, operations and more. ❖

### eVenturing Newsletter

Bootstrapping enables entrepreneurs to operate their startup companies with minimal infusions of cash from others, allowing them to postpone raising capital from outside sources, and to maintain 100 percent ownership of their companies. In the March 2007 newsletter, entrepreneurs share their stories of techniques used to grow their business without raising cash from equity investors. Visit [www.eVenturing.org](http://www.eVenturing.org) to sign up for the newsletter. ❖

### Selling Ideas

Visit [www.Inventors.About.com](http://www.Inventors.About.com) and click Topics – Selling Ideas in the left side bar. Here you will find several articles to help you fund, market or license your idea. This includes market plans, business plans, pitching your idea, and tradeshows. ❖

### Patent Reform

The purpose of the patent system is to promote disclosure of inventions by offering an inventor a right to exclude for a limited time in return for a disclosure which meets the requirements of patent law. Read *The Right Focus for Patent Reform*, written by **Lawrence B. Ebert** to learn more. Use a search engine to find the article by title and author. ❖

### Marketing IP

More companies now patent technology not for production, but to market the IP. Read *Making Sense of Intellectual Property* by **Terry Costlow**. Use a search engine to find the article by title and author. ❖

*Inventor Facts*

**Hinrich L. Bohn**, soil scientist at the University of Arizona, used dirt-filled car bumpers to help filter car fumes.

Developed in 1990 by a Boston, MA company, an edible glitter called "Rainbow Sparkles" that can be applied to cookies or breakfast cereal is made of tiny colored holograms.

Aerosol ketchup, eggplant toothpaste and edible deodorant are examples of failed inventions.

*Inventors Society of South Florida*

meets

*the first Saturday of each month*

Join Us On

April 7<sup>th</sup> at 1:00 PM

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**IWIEF Product Search**

Do you have any clever, innovative products that you need assistance in developing, licensing, branding, or manufacturing? Are you looking for co-venture opportunities? Whether your product is market-ready for merchandising or in the conceptual stages, whether it is patented or patent-pending, whether it is modeled or prototyped, they can help you take it to the next level and beyond! Your confidentiality will be strictly honored.

Inventors Workshop International Education Foundation (IWIEF) is looking for products in these areas:

- Pet Products - Categories include pet care, health, grooming, toys, safety, food, nutrition, recreation, novelties, security, etc., for all types of pets (birds, fish, reptiles, dogs, cats) and pet owners.
- Household and Garden Products - Categories include bathroom, kitchen, relaxing, exercise, home office, lawn, garden, yard, workshop, tools.

For submission criteria and forms, send self-addressed stamped envelope to IWI/NPS 1029 Castillo Santa Barbara, CA 93101-3736.

Learn more about IWIEF at [www.inventorsworkshop.org](http://www.inventorsworkshop.org). ❖

Visit [www.abc.net.au/tv/newinventors/txt/s1607777.htm](http://www.abc.net.au/tv/newinventors/txt/s1607777.htm), to learn about a TV show called "The New Inventors" with lots of video clips and links.

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**Inventors News**  
April 2007

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