

Inventors Society of South Florida

Inventors News

Inventors Society of South Florida, 3220 SW 15th St., Deerfield Beach, FL 33442

September 2007

Business/Product Publicity: Market to the Media First

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When starting a successful business venture or launching a new product, most entrepreneurs or business owners conduct some type of marketing research to determine the extent of their prospective customer base. And when getting the word out to that customer base, many entrepreneurs may turn to the media to help generate a buzz for them. However, as detailed as their marketing research might have been, very few business owners are as meticulous at determining their proper “media market” – that is, all those media outlets whose editorial profiles are a match to a product/business profile and would be appropriate for generating media exposure and publicity.

One of my favorite things to do is educate my clients about their “media market.” Consider this, in North America there are more than 75,000 media outlets and almost one million reporters, editors & producers in the entire media market. However, only a small percentage of those may be appropriate and applicable to your business/product. But which ones? Unfortunately, too many well-intentioned entrepreneurs are either uninformed or misinformed regarding what it takes to attract media attention for their business. I recently surveyed 100 business owners and entrepreneurs who contacted my business about a publicity/media exposure campaign. Here’s what I found:

- 11% - “Are Admittedly Media Market Clueless”
- 19% - “Have Unrealistic Media Market Perceptions”
- 29% - “Think Local & Large Media Are The ONLY Media”
- 41% - “Have A Good Grasp On Their Potential Media Market And Its Benefits”

Here are the descriptions of these categories and the lessons I try to teach those who fall into each category:

11% - “Are Admittedly Media Market Clueless”

These are the business owners who know their product and market inside and out, BUT they have never thought about launching a publicity/media exposure campaign before now. They know very little about their potential media market or how to generate publicity therein.

The Lesson:

For these types of business owners I recommend asking for help from a smaller PR agency or publicity specialist who is willing to “hand hold” to get the client educated. Research to find one who doesn’t mind spending the time to educate you about what should be included in your specific media market and the pitch. Make sure the agency or publicist understands the product/business as well as you do and can in turn educate you about your media market – one that will be able to benefit your business for years to come.

19% - “Have Unrealistic Media Perceptions”

These are the business owners who are CONVINCED that EVERY newspaper, consumer interest magazine and TV show will run a feature on their new products when they launch a publicity campaign.

The Lesson:

No product or business, no matter how big or great can be assured media coverage in every outlet in a media market. But you can get coverage in a good number of them given

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*Inventors Society
of South Florida*

meets

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

Join Us On

September 1st 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.



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954-486-2426



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the right media tending. Every media pitch will be weighed against the media outlet's editorial lead-time, its available editorial space, and availability of an editorial staff member to cover your pitch. It is totally up to the discretion of each media outlet as to whether your pitch makes it to the pages or on air. It can be an uphill battle if you target the wrong media with the wrong message. But you can greatly increase the chances generating those media placements with a little expertise and media market know-how.

29% - "Think Local & Large Media Are The ONLY Media"

These are the ones who think of their media market in two terms: LOCAL & LARGE LOCAL, as you might imagine, means the media outlets in their city or surrounding geographic region -- the local newspaper, a regional business magazine or two, a few shows at local radio/TV stations. LARGE, on the other hand, are media outlets like The Wall Street Journal, Newsweek, Good Morning America, Oprah or your other favorite large circulation, trade specific media outlet.

The Lesson:

The reality is local and large are indeed part of your media market, but not the only ones. The best media market opportunities may well be the dozens of other smaller scale papers, magazines, newsletters or TV/radio/cable shows that may generate more customer interest and sales than a placement in the big media might. Because of a lack of media market knowledge, many business owners don't even know these smaller, more targeted media outlets exist. This is where a PR agency or publicity specialist can be integral in your publicity campaign. They know the media market very well and will be able to find those media members who will be the best for generating editorial features on your business or product. They also have great media contacts that can turn one feature into a syndicated story that runs in multiple media outlets nationwide.

41% - "Have A Good Grasp On Their Potential Media Market And Its Benefits"

These are media-savvy entrepreneurs and business owners who are realistic and knowledgeable about how the media can benefit their business. They know that they have to narrowcast their media pitch to a select segment of the media in order to get coverage that will increase exposure for the business.

The Lesson:

Don't let a PR agency or publicity specialist tell you they will send your pitch to 20,000, 30,000 or 50,000 media outlets. The reality is, of the 8,000 daily & weekly newspapers, 11,000 magazines & newsletters, 15,000 radio/TV/cable stations and 7,000 Internet news sites in North America, only about 25% of those accept press releases from outside their geographic area. They cover only LOCAL issues, businesses and products, and it is a waste of time to target them. The key is researching to discover which media outlets will be receptive to your pitch and knowing how to parlay those media contacts into positive consumer interest features that will educate and entice customers about your product or business.

Just like marketing to find the right customers, one should be equally diligent about finding and pitching the right media market. Bottom line – whether you have a general interest product that has widespread consumer appeal or a trade specific business with a very narrow customer base, knowing your appropriate media market can mean the difference between product/business publicity or product/business obscurity.

Todd Brabender is the President of Spread The News Public Relations, Inc. His business specializes in generating media exposure and publicity for innovative products, businesses, experts and inventions. Free Publicity Consultations offered online. ❖

5 Things to Know About Packaging

Joann Hines, Packaging Diva; Joann@PackagingDiva.com

When you are getting started it's so hard to understand the integral role packaging has to play in marketing and selling your product. Put simply, it's one of the most important product decisions you will have to make. There is a universe of packaging suppliers, materials and even regulations. Not to be overwhelmed, it is easy to navigate if you take it one step at a time. It is a process just like any other component in product development. They key is to know which packaging factors will influence your product's success --or failure.

Here are 5 vital things you need to know as you start on your journey that packages your product to sell.

You can't have a product without a package. Just think about potato chips and eggs for example. How could you sell them unbroken and undamaged without a package? You have to be able to transport a product from point A to point B. The package is what makes it happen. Even if your product is not fragile, it can't get into the buyers hands in a shop worn condition. Consumers will NEVER buy it.

It's interesting how packaging is evolving. In many cases, there would be no product without the package. Take something as simple as toothpaste. Whether it's in a tube or in a pump the package plays an integral role in making this product work. It is so ordinary that many people never stop to consider this fact: Where would toothpaste be without a package?

So ask yourself these questions: Is your product going to need a package that is part of the actual product? Or will the packaging be more of a protective device to convey the product?

Whatever the answer might be, it's time to start thinking about how the packaging is going to impact both shipping and merchandising.

The package could cost more than what is inside. The rule of thumb is that the package should be 8-15% of the total cost on average. 10% of every dollar spent at retail is directly attributable to packaging. But that cost can vary dramatically with the product being packaged. The proportion of cost is lower with high ticket items and higher with commodity items as well as products in which the packaging is a bigger component than the product itself.

Let's talk potato chips again. Packaging is a much higher cost in an item like this. You have a few chips and a bag but don't forget that besides the bag there is a master shipping carton that contains the bags of chips. This is one of the hidden costs that many people overlook.

So think about not only the primary package (the one that is going to be seen at retail) but any other packaging materials that you will require to transport, ship or convey your product to its ultimate destination unbroken, not damaged, not tampered with and arriving in pristine condition.

Your package has to sell the product not just protect it. The average consumer spends just 2.6 seconds making a decision whether to pick up your product or not. So your packaging better be on target to the right audience with the right message. Just stroll through any retail that merchandises similar products to yours. Overwhelmed by the competition? You Bet!

And that's just the beginning. Who is going to buy your product? Do you know? Are you aware of what language, colors, design and packaging materials that appeals to your target demographic? This can make or break whether your product sells or not. Ask yourself who do I want to buy my product and what packaging attributes will appeal to them?

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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 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. ❖

Reform Advocates

- The Coalition for Patent Fairness, www.patentfairness.org, includes large high-tech companies and advocates comprehensive patent reform legislation to encourage innovation.

- The Coalition for 21st Century Patent Reform, www.patentmatter.com, calls for reform that will promote a strong patent system.

- The Biotechnology Industry Organization (BIO), <http://bio.org/ip/domestic>, makes publicly available its letters and position papers on the value of a strong patent system. The Innovation Alliance posts its views at: www.innovationalliance.net. ❖

ISSF Meetings

ISSF meets at 1:00 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 *ModComp* 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 *ModComp* 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 *ModComp* 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 *ModComp* sign).

Contact:

Howard Silken at 561-496-1140
silkhandp@aol.com



Turning Your Media Pitch into a Media Hit

Todd Brabender <http://www.spreadthenewspr.com>; todd@spreadthenewspr.com; (785) 842-8909

Anyone who has ever read a book on sales or taken a sales course has heard it – on average it takes anywhere from 3 to 10 contacts before a sale is reached. Although sales and publicity are very different animals, the same rule of thumb applies when pitching your release/story idea to the media. Because of the Internet and email, media outlets today are bombarded with hundreds if not thousands of media pitches each week. So, it's more important than ever that to make sure your release gets noticed. This doesn't mean pitching to more media outlets -- it means your publicist or PR staff should take the time to pitch to your specific media market...multiple times.

Whether you pitched the release yourself or hired someone to do it for you -- did the release make contact? Sure it arrived, but is that the release that editor needs that day, for that article or for that issue. Hopefully so, but many times that is not the case. So the release is either saved for future use (again hopefully) or more than likely it is set aside, trashed or deleted. The releases/pitches that get used are the ones that are, in fact, newsworthy, media-friendly and arrive at opportune times. As you might imagine a perfect combination of all three translates into your best chances of media coverage and publicity.

Using a release distribution service gets your release pitched ONCE. But the most successful campaigns are those that are strategically and effectively maintained and/or re-pitched with calculated frequency. Most media outlets don't or can't respond to your initial release or pitch.

Based on my professional experience as a PR/Publicity specialist, I would estimate that media placements occur in the following manner:

- 25% occur after the 1st - 2nd pitch
- 50% occur after the 3rd - 5th pitch
- 25% occur after the 6th – 8th pitch

Sometimes (in fact most times) a strong placement happens when a release hits an editor at the right place at the right time. Sure you may have pitched that media contact three times over the last few weeks, but perhaps that reporter/editor/producer didn't have the time or the editorial space to work your release into a placement. Your opportunity for placements increases with meticulous, media follow-ups and re-pitches. What many business owners/entrepreneurs don't realize is the majority of media outlets fail to respond until after the third or fourth pitch. I continue to be amazed and amused at the editor/producer who, upon receiving a pitch for the fourth time says, "I'm so glad you reminded me of this release!" or "Great timing! This will fit perfectly in a feature we're doing this week/month!" If the release had just been pitched once and not followed up, those placements would not have taken place.

So make sure your PR staff isn't afraid to wind up and pitch your campaign multiple times. Just like in baseball, the more pitches there are – the better chances you get to make a hit.

Todd Brabender is the President of Spread The News Public Relations, Inc. His business specializes in generating media exposure and publicity for innovative products, businesses, experts and inventions. Free Publicity Consultations offered online. ❖

Arguments For and Against Patent Enforcement

Non-practicing inventors, even those who have the intention of eventually using their patented developments, are often accused of damaging the market and clogging courts with pointless suits. Is this true? Use a search engine to find *Is Congress Throwing Out the Patent with the Troll?*, written by **Dennis Fernandez** and **Christopher Fasel**. ❖

News From Cathy's Desk

I recently watched a television program, *Big Idea Donny Deutsch*, and was impressed with his promotion of inventors. One man marketed a formula to prevent bathroom odor. A US Navy Seal invented rotary exercise equipment. A jeweler invented a ring that opens and closes so that knuckle size is not a problem. A woodworker invented a saw blade that won't cut your finger off. Each inventor identified what inspired them to find a better way. Depending on individual roadblocks to realization, each inventor found a way to capitalize on their invention.

What the inventors had to say was nothing new, but they persevered and did their homework. Each acquired experts for areas in which they were weak. They were familiar with the market for their product. They were enthusiastic. Their products were simple concepts, relatively simple to build, and had mass appeal.

I visited www.BigIdeaDonny.com and was taken to a page on www.cnbc.com. On the left side and down a few inches from the top, I clicked **Launch the slideshow**. This opened another window in which I found a list of inspiring slideshows on the right, including:

- *Work from Home, Make Millions!*
- *Did YOU Miss Out on a Million Dollar Idea?*
- *There's Gotta Be a Better Way!*
- *Why Didn't I Think of That?*
- *Are These Kids The Future Leaders Of America?*

Changing the topic:

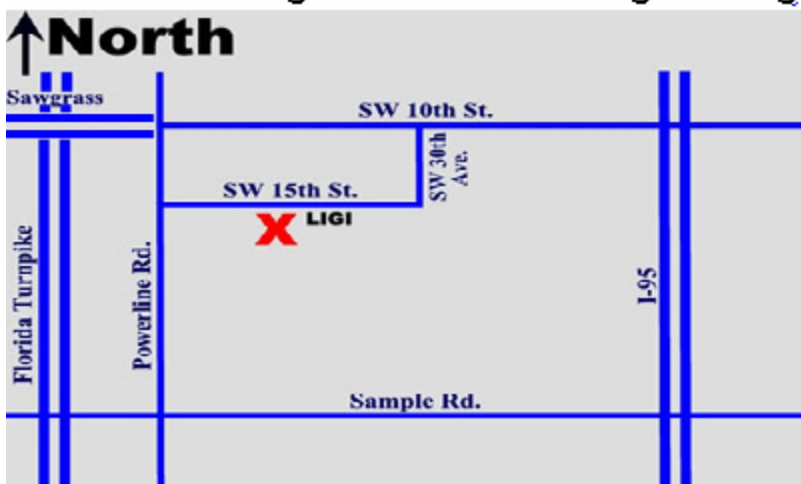
This month's newsletter has two more articles by **Todd Brabender**. Please make use of his publicity and media knowledge. For example, I now know that it takes 3-5 pitches to get a media release into the media! I would need to plan 3-5 pitches into my efforts, rather than make one pitch and assume the release will make it into media channels. Preparation and persistence are a winning combination. Inventors must do both on a continuing basis to find success with their inventions.

Changing the topic again:

Think about product packaging for your invention because it is an important part of the cost of production. For those who don't take the time, packaging can eat up your profit.



General Meeting at LIGI Tool & Engineering



First Saturday of Each Month at 1:00 p.m.

The Duty of Candor

In order to protect the public interest, the Patent Office has codified rules regarding the "Duty of Disclosure, Candor, and Good Faith" in all dealings by applicants, inventors, and practitioners with the Office. To learn more, use a search engine to find the article, *The Duty of Candor in Proceedings Before the USPTO*, written by **John M. Hammond P.E.** and **Robert D. Gunderman P.E.** ❖

Makings of a Strong Patent

Patent claim construction is a way of claim interpretation only. Use a search engine to find *Resolving Indefiniteness and Construing Patent Claims*, written by **Manisha Singh Nair.** ❖

Peer to Patent Project

The Peer to Patent Project: Community Patent Review, is found at <http://dotank.nyls.edu/communitypatent>. Watched with great interest, this new cooperative venture of the Patent Office and New York Law School Institute for Information Law and Policy aims to improve patent quality. The upbeat Web site solicits public help to identify relevant "prior art" for a patent—other inventions in the field. Not the first effort of its kind, but the commitment of the patent office to this one and the voluntary participation of some big patent players are notable. ❖

Public Access to Court Records

Public Access to Court Electronic Records (PACER) is found at pacer.login.uscourts.gov/cgi-bin/login.pl. Maintained by the federal courts, PACER offers authoritative data on cases being litigated throughout the United States. It offers great information for investors and others looking for the up-to-the-minute accurate status information on pending patent suits. ❖

Patent Thinker

Mark A. Lemley is one of the top creative thinkers about patents. His web page on the Stanford Law School site lists his books and timely citations of selected papers. Find it at www.law.stanford.edu/directory/profile/38/. ❖

Inventor Invitation

The Chicago Toy and Game Fair is announcing an impressive line-up for this year's Inventor Forum. Hear from top executives from Hasbro and Mattel who search the globe for new products and from the world's largest toy and game inventing group as well as many notable industry experts.

The Inventor Forum is part of The Chicago Toy and Game Fair, the only non-hobby toy and game fair open to the public in the United States. There are other forums, workshops and roundtables in conjunction with the fair, so visit www.chitag.com for details.

They are working on the Young Inventor Challenge to encourage creativity in children and show their inventions at the Fair. Please contact mcouzin@chitag.com if you are interested in working on this. ❖

Patent Law Blog

The widely respected patent blog at <http://patentlaw.typepad.com> offers thoughtful, sometimes provocative commentary by University of Missouri associate law professor **Dennis Crouch** and others. Always current. It groups posts according to patent topic and includes reviews of patent cases by year. ❖

FTC Report

To Promote Innovation: The Proper Balance of Competition and Patent Law and Policy, a report by the Federal Trade Commission, is found at www.ftc.gov/os/2003/10/innovationrpt.pdf. This report by the Patent Office's cousin agency turned heads for its direct and sweeping patent reform recommendations. Built on testimony from extensive public hearings, the study delves deeply into the sometimes problematic relationships among innovation, competition and patents. It's almost four years old, but worth reading. ❖

Patent Reform Legislation

If you want authoritative information about patent reform legislation on the House side, find full copies of bills from its Judiciary Committee at judiciary.house.gov/, and testimony from hearings of its Subcommittee on Courts, the Internet, and Intellectual Property at judiciary.house.gov/committeestructure.aspx?committee=3. ❖

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12th Annual Independent Inventors Conference

The 12th Annual Independent Inventors Conference, co-sponsored by the United States Patent Trademark Office (USPTO), North Carolina State University and the National Inventors Hall of Fame® Foundation, will be held at the College of Textiles, NC State University in Raleigh, North Carolina on September 14-15, 2007.

A pre-conference workshop (September 13, 2007 from 5pm – 8pm) is included with your registration for anyone interested in learning why patents exist and how they protect inventions. This is a basic workshop for beginners; it will also be repeated during the conference.

USPTO presenters will include **Margaret J.A. Peterlin**, Deputy Under Secretary of Commerce for Intellectual Property and Deputy Director of the USPTO; **Margaret Focarino**, Deputy Commissioner for Patent Operations; **John Love**, Deputy Commissioner for Patent Examination Policy; and **Michael Sykes** 2007 Winner of the Modern Marvels Invent Now® Challenge competition, as well as USPTO Supervisory Patent Examiners.

Registration is now open for this 2-day event. The fee is \$100 per person for both days. The registration fee includes all sessions and presentations, morning and afternoon refreshments, lunch for both days and a networking reception on Friday evening. For additional information, call the Inventors Assistance Program at 571-272-8850. ❖

Guide to Current Patent Reform Legislation

Legal and business groups are finding themselves at odds over the legislation, with some saying it would reduce patent litigation costs and improve patent quality while others say it would do just the opposite. Everyone, it seems, can find parts of the measure to love and others to hate. **Robert J. Ambrogi**, editor of the BullsEye newsletter, launched by IMS ExpertServices, wrote the article, *Guide to Current Patent Reform Legislation*, to explain the impact of the changes. Use a search engine to find the article by author and title. ❖

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Most packaging materials suppliers like large quantity orders. It's hard to find a supplier for small quantities. The double edged sword is that you don't have large orders when getting started. The number one question I am asked is how to find a vendor for small quantities? In many cases, this can be a challenge but it is not impossible.

I know you have this exotic design concept on your head that's just going to WOW them at retail. The reality is that in many cases you will have to start with stock packaging items that you can customize. As you get more orders or are able to order in larger quantities you can upgrade your packaging designs.

Don't be discouraged. The stock design world has come a long way with innovative designs and materials. With a little innovation and creativity, you can have that prestige look on a start up pocketbook.

Packaging trends and innovations can influence whether your product will ever get onto the stores shelf. In January of every year, I write a trends piece about where I believe the packaging industry is going for the year. This covers not only the hottest packaging trends and innovations but outside influences that can drive the retail industry. Many influences can be outside of your control. The secret is in knowing what is going to be the "issue" of the future or what might be mandated as a "must have" in your product packaging.

There are external factors that can dramatically change what the consumer wants or demands in their product packaging. What do you know about RFID, product integrity and product security, bio resins and bio plastics, environmental sustainability, smart or intelligent packaging? If you are like most businesses the answer is not enough. But these packaging concerns are the wave of the future. Chances are one or more of these factors will be discussed when you try to get a buyer to commit to carrying your product.

Many requirements mandated but big box retailers such as Wal-Mart and Home Depot drive smaller retailers in the same direction.

I'm not trying to scare or overwhelm you with decisions that you are not prepared to make. I am trying to point out a few of the facts you will need to be aware of and consider in product packaging. The time to address these issues is at the point when you prepare your product for market not at the end when many times it's too late.

Make your product packaging among the first decisions you make with your product -- not your last. If you need more guidance, check out my packaging websites. There is lots of great information and "free" stuff. ❖

President's Corner

The August meeting was my chance to demonstrate the way invention can come from meeting a need, such as on a sewing machine by a blinking light that signals that the bobbin thread is running low, or adding a feature that provides two color designs. Other inventions include hypodermic needles that could only be used once and contractors lighting fixtures with shortened installation time.

I want to thank **John Fulton Jr.** and **Alvin Blum** for their information on assignments.

In the September edition of *Popular Science*, there is an article, *China iClone*, about product "cloning" in China. It raises the specter of "rip-offs" on a grand scale. It seems that patent protection may be greatly reduced.

Our speaker for the September 1st meeting is **Mario Salvi**. He will discuss the mental barriers and attitudes that inhibit creative thinking.

Regards, *Albert Newman*

Catalog Marketing

DonDebelak.com/DSD Marketing and the National Mail Order Association (NMOA) have formed an alliance to help inventors get their products placed in catalogs and other direct mail advertisements. With this product representation program, you will use NMOA's relationships with thousands of different mail order companies and Don Debelak's expertise in inventions and product introduction to have a professional and respected team represent your product to major catalogs all across the country. To learn more, visit www.dondebelak.net and select **Services – Catalog Marketing Program** in the drop down menu. ❖

Invention Evaluation Workbook – Free

Don Debelak is now making his [Invention/Product Evaluation Workbook](#) available for free. This 63 page workbook will help you evaluate the strengths and weaknesses of your idea and will help show you the way to take your product to market. Find the workbook at <http://dondedelak.com/uploads/Product%20Workbook.pdf>. ❖

Online Matchmaker

Wil Schroter found a need and filled it. In his own words, he created a "central Rolodex where anyone who's looking to start a company could come for information." His website, www.gobignetwork.com, launched in early 2006, is structured like a dating site for start-ups, where entrepreneurs can create profiles and post ads looking for investors and others to help start their businesses.

The best postings are short ads that are really to the point. Four sentences that are well-composed will beat four paragraphs every time. It should say: "This is the industry we're serving. This is the problem we're solving. And this is how we make money doing it." ❖

IP Owners Association

The Intellectual Property Owners Association (IPO) site, at www.ipo.org, posts position papers and offers detailed up-to-date information about the developing state of patent law and public policy. ❖

PTO Strategic Plan

U.S. Patent and Trademark Office 2007–2012 Strategic Plan is found at www.uspto.gov/web/offices/com/strat2007/stratplan2007-2012.pdf. The patent office's strategic plan looks at shortcomings in its own performance. The agency also lays out its strategic goals to improve patent quality and enhance its role in the international patent scene. Sometimes puffy, but it is an interesting view of the patent office's answers to outsiders' calls for improvement.

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of South Florida*

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*the first Saturday
of each month*

Join Us On

September 1st at 1:00 PM

We're on the Web!

See us at:

www.InventorsSociety.net

Outsourcing to China Without Getting Burned

Mr. Andre' M. E. Nel CEO, BEXTER7 LLC, 3984 Washington Blvd. #305, Fremont, CA 94538; office (510) 610 7882; fax (510) 657 9267; amenel@bexter7.com; www.bexter7.com

For those thinking of outsourcing to China, I recommend the following:

- Read *Chinese Business Etiquette* (A Guide to Protocol, Manners, And Cultures in the People's Republic of China)
- Read *Explaining Guanxi* (The Chinese business network)
- Visit www.chinalawblog.com, a blog about Chinese law and the legal issues of doing business in China.
- Visit <http://thechinabusinessshow.com>, Entrepreneur Magazine's secrets of doing business in China

Also, these sites might be useful:

- To check out a company that you're considering to use as a supplier: www.ccrs.info/about.asp
- To insure quality inspections (i.e. tie a certificate to Commercial Letter of Credit required documentation): www.proqc.com

There's an art to outsourcing to China without getting burned – I have yet to learn it completely but the burns are no longer 3rd degree. ❖

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. ❖

Inventor News
September 2007

To receive the newsletter via email, send your email address to designal21@bellsouth.net. For those without email, hard copy of the newsletter will be available at the monthly meeting.

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