

Inventors Society of South Florida

Inventors News

June 2008

Inventors Society of South Florida, P.O. Box 6008, Delray Beach, FL 33482

President's Corner

The Board of Directors thanks **Brent Crippen** of Kelmar Product Development for explaining hard facts about product development, including the following:

- Once you file for the patent, the real work begins: drawings, prototypes, vendors.
- There is no 100% guarantee that a patent search will be all inclusive; you must design and engineer correctly to protect yourself.
- Your product idea is an investment. If you don't have the gumption to do it on your own, then license it. Find a company wanting exclusivity and paying royalties.
- Design patents are easier to steal, whereas utility patents are harder to get, more expensive and better protected.
- When evaluating local and foreign vendors, be sure to consider the many aspects of the relationship including raw materials, quality requirements, communication, turn-around, packaging and shipping.

John Hobbs, inventor of *Athlete's Oasis* will be speaking to the ISSF on June 7th about:

- Developing (writing) a business plan to guide and sequence your course of action while also making a few sequencing suggestions;
- Being able to quickly and concisely describe your product WOW;
- Knowing your weaknesses and learning to building a team to fill the void your weaknesses leave;
- Networking with entrepreneurs.

ISSF wants to know their members better so we "invented" a name tag system. All paying members pick up hanging name tags at table in front of door. They should be in alphabetical order. Wear them during the meeting. After meeting and networking, please leave them on the table for the next meeting. If you should take it by mistake, please bring it back to the next meeting. If you have any suggestions on how to improve our new system, please mention it to Board Member **Eva Thomas**.

Regards,

Albert Newman

Inventors Alliance Main Event

On Saturday, May 24th, **Stephen Key** shared critical skills an inventor needs to get unstuck, move forward and succeed! This event included three speakers and a brainstorming session.

- An Inventors Alliance member spoke about a recent success they had.
- **Andrew Krauss** discussed the spending of time and money
- **Stephen Key** spoke about getting unstuck and moving forward with your idea.



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**The July meeting
of the ISSF will be
held on July 12th!**

*Inventors Society
of South Florida*

presents

John Hobbs

ON

*Sequence to
Success*

June 7th at 1:00 PM

Continued from page 1

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

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 Publicity: Leo Mazur and Eva Thomas
 Public Relations: Eva Thomas

Contacts

Richard Loughlin in Stuart:
 772-287-2224
 Joanna Zaremba in Broward Co:
 954-486-2426



The Satellite chapter in Sacramento will watch the recorded replay of the May 24th live event on Saturday, June 7th at Denny's in Downtown Sacramento and then all attendees, will participate in a roundtable discussion group over lunch. Visit www.InventorsAlliance.org/newsletters/iasc_06_07_08_Video_Replay_Andrew_Krauss_Stephen_Key.html details on the June 7th live in-person replay of this meeting in Sacramento at Denny's. ❖

Patent Pending Status

Don Debelak provides a three-part series on Patent Pending Status. The whole patent pending and continuation process can also be easily executed by individual inventors if they know how to play the game. Hopefully, this series will help you learn how to do that.

- Part 1: overview of patent pending status, why it is good for inventors and why you should usually request that your application not be published. http://dondobelak.net/index.php?page=Online_Article_79
- Part 2: Continuation-in-part and continuation requests, how to stretch out your application as a tool to prevent competition. http://dondobelak.net/index.php?page=Online_Article_80
- Part 3: Defensive publication of a potential application, how to use it as an advantage, why you need to watch out for defensive publications from others and how they can hurt you. ❖

How to Make Millions on QVC

Many people want to get their products on **QVC**, but few know how to navigate the system, get their product in and make millions on **QVC**. **Kim Babjak** is a QVC and HSN agent, manufacturing representative, successful inventor and a retail product specialist.

Kim is sharing her knowledge and strategies in a step-by-step course that will teach you how to sell your products on top T.V. shopping channels like QVC & HSN. The course includes downloads and a support network. Also, you can sign up for Kim's free newsletter. Learn more at http://inventright.com/kim_babjak_make_millions_qvc.html. ❖

Global Anti-Counterfeiting Strategies

Managing IP will host a free web seminar on June 19th at noon EDT, in association with Kluwer Law International and Baker & McKenzie, on best practices and techniques for global anti-counterfeiting. Join the web seminar to find out what your business can do to combat counterfeiting across multiple jurisdictions and hear first-hand advice from leading in-house counsel from Eli Lilly and BAT, and practitioners from Baker & McKenzie.

The web seminar will last approximately one hour and will address IP protection and enforcement issues facing IP owners around the globe. This unique discussion will include an interactive Q&A session between the audience and our panel. Register for this event at <http://mediazone.brighttalk.com/event/Euromoney/cb8acb1dc9-1530-registration>. ❖

Pursuing Your Idea

Don Debelak offers a seven part series on deciding whether or not you should pursue your product idea. You have many things going against you when you introduce a product, so you want to make sure that your product will work for you by meeting all the criteria he has listed in these seven articles:

- *Five Criteria for Success*
www.dondebelak.net/index.php?page=Online_Article_69
- *What to Expect both in Terms of Time and Money*
www.dondebelak.net/index.php?page=Online_Article_70
- *Distribution is Crucial*
www.dondebelak.net/index.php?page=Online_Article_71
- *Can You Afford Prototypes?*
www.dondebelak.net/index.php?page=Online_Article_72
- *Will People Feel the Product is Unique?*
www.dondebelak.net/index.php?page=Online_Article_73
- *Is the Benefit Obvious?*
www.dondebelak.net/index.php?page=Online_Article_74
- *Can the Product be Sold at Four to Five Times the Manufacturing Costs?*
www.dondebelak.net/index.php?page=Online_Article_75 ❖

News From Cathy's Desk

Let me introduce you to www.inventorfraud.com/goodguys.htm. At the top of their page is a disclaimer including the following text: *Only you can determine whether a company is reputable or not. You should thoroughly investigate any company prior to working with them. You should make your decision to work with a company based upon the gathering of information from various resources, not just this web site.*

Businesses are bought and sold, leadership changes, business objectives change, and so on. Take the time to ask around. Go to tradeshow. Contact companies offering products in your product area. Ask other inventors. Conduct internet searches. By all means, become a member of an inventor group so you can learn what to do and what to avoid.

Back to www.inventorfraud.com/goodguys.htm, they offer:

- General Inventor Information: Inventor groups, shows & general information.
- Fighting Inventor Fraud: Web sites and statutes against inventor fraud.
- Patent Information: Free patent searches, patent offices & law firms.
- Profiting From Your Idea: Invention evaluations, marketers & venture capital.

If you read the list in the left side bar, you can obtain more helpful information:

- Inventor First Steps
- Patent Protection
- Profiting from Your Idea
- How to License Your Patent
- Hiring a Service Provider

For more detailed guidance, visit Don Debelak's online articles. He offers an impressive amount of information to help inventors at www.dondebelak.net/index.php?page=Online_Articles. Please take advantage of such information to save frustration, time and money. ❖

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. ❖

ABCs of Inventing

Be sure to refresh yourself with the ABCs of Inventing because it is easy to focus only on the details and lose sight of the big picture. Visit www.inventorsdigest.com/ABCinventing.aspx and read the basic steps to follow so you can avoid the pitfalls of inventing. The first step is to stay away from invention marketing companies that advertise on radio and television late at night. The second step is to keep good records. Go to the link cited above to read all the steps and help yourself. ❖

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:

Eva Thomas 561-395-7615
etboca@hotmail.com



How to Research Any Company

Type “research a company” at the Google search-engine prompt, and press the Enter key. Review the return listings and scroll to ones that meet your needs, such as where you will find a business research tutorial presenting a step-by-step process for finding free company and industry information on the World Wide Web! Other research options include:

- Visit your state’s web site to research a business. Type the format www.state.xx.us, where xx is the USPS abbreviation for the state (e.g. www.state.ut.us). The current web site for the state will appear or a link to it. Find the Business link to search for company filings.
- Visit www.sec.gov and search for company filings.
- Visit your county clerk online or in person to search for legal documents such as releases, judgments, liens and many other transactions.
- Visit the county clerk online where the company is located (corporate and local addresses).
- Search the BBB online where the company is located (corporate and local addresses) to search for consumer complaints and company standing.
- Contact industry groups in which the company may have membership. Is the company a member in good standing? Do they participate in member functions?
- Use a search engine like Google and type the company name with location (e.g. Hines Faucets Florida). Look for information about customers of the company on the web pages listed.
- Use a search engine like Google and type the company name followed by the word ‘complaint’ or ‘customer’ or ‘customer service’ or whatever else you want to learn about the company. No web sites found is a good indication but does not mean there is no information on the search words.
- Visit your public library and ask the reference librarian to guide you to books with information about the company/industry of interest. They will direct you to the Thomas Register and industry specific books that may be of use. Also, ask about periodicals and newspapers relevant to the company’s industry.
- Contact Chambers of Commerce in the area via email to inquire of the company’s membership and community presence.
- If the company has a web site, search it for a client list, business address, contact person, telephone numbers and email address. The client list may offer a hint of where the client may be contacted. Try contacting the client. If the web site lacks contact information (no geographical address), beware!
- Contact a nearby competitor of the company and suggest that you are calling because the company seemed a bit pricey for the products/services offered.
- When you speak to a company representative, ask for three clients you may call for references. If they give you three references this is a positive indication, although they could be ringers.
- Network: speak to your other team members and business associates about the prospective company; they may know about the company or can ask someone who may know.
- When you introduce yourself at the next inventors meeting, ask the attendees if any of them know anything about the company!
- Make inquiries through an inventor forum or business forum relevant to the product/service the company provides. Be sure to use a brief, specific and meaningful title for the subject field of your posting.

Attend a business fair that this company would likely show its products/services and make inquiries of other vendors, perhaps by way of comparison. You need to be familiar with the offerings of the company you want to evaluate. ❖

China Sourcing and Manufacturing

Edith Tolchin, Don Debelak and Erik Debelak have written *Sourcing Smarts, Keeping It Simple with China Sourcing and Manufacturing*. The chapters are comprehensive:

- *To Source or Not to Source*
- *Are You Ready?*
- *How to Find a China Factory on Your Own*
- *Narrowing Down Your Choices and Negotiating the 'Winning' Factory*
- *Placing a Purchase Order, Payment and Shipping Terms*
- *US Customs and Border Protection Issues*
- *Quality Issues, Safety and Production Testing and Product Liability Insurance*
- *You're Ready to Ship....Now What?*
- *China Sourcing Checklist*
- *How to Protect Your Product Idea*
- *Helpful Links* ❖

All About Surveys

- Clearly identify survey objectives.
- Identify your target audience.
- Determine how to deliver and collect survey information (window of opportunity, time to complete survey, number and type of questions).
- Use funnel method: Start with broad questions and end with detailed questions.
- Survey should flow and have logical progression.
- Keep style and grammar consistent and clear.
- Ask for email addresses if you need to identify respondents by name. Use rating or scale questions to clarify responses.
- Pre-test questions before launching survey.
- Online survey tools: www.zoomerang.com, www.questionpro.com, www.selfsurveys.com, www.createsurvey.com, surveymonkey.com. ❖

Inventors Society of South Florida

has moved its monthly meeting to
July 12th due to Ligi Tool being
closed for the July 4th holiday
weekend!

Sales Articles

Visit www.highprobsell.com/html/sales_articles.html for a fabulous list of helpful articles on selling. Topics include: attitude, high probability selling, cold calls, and sales skills. ❖

Product Evaluation Workbook & Template

For information on whether or not you've got a good idea check out the free download, *How to Evaluate your Product Idea*, found at www.dondebelak.net/uploads/ProductWorkbook.pdf.

Next, download the form at <http://www.dondebelak.net/uploads/ProductEvaluationTemplate.pdf> and fill it out for your invention. When you assemble all the data you will have a new perspective of your invention and the likelihood of its success in the marketplace. ❖

SBA Guides by State

Visit www.sbaguides.com and click on your state to open the Small Business Administration guide that can help launch or grow your small business. Learn about financing options, training, regulations, marketing and much more. ❖

Foreign Patent Filing Basics

Michael Cohen explains why to file a foreign patent application in the article *Foreign Patent Filing Basics*. Use a search engine to find the article by author and title.

Coming Events

Minnesota Inventors Congress, The Invention & Idea Show™ 2008 happens June 13-14. Visit www.inventhelper.org for details.

Yankee Invention Expo in Waterbury CT happens October 9-11. Visit www.yankeeinventionexpo.org for details.

PCT Seminars

Registration is now open for the July 10-11 Patent Cooperation Treaty Seminar in New York City and the July 14-15 seminar in Denver, CO. Click the link above for more information. Go to www.aipla.org and click the link to open a list of events. ❖

inventRight.com

inventRight is ten step system anyone can use to sell their ideas. The system is based on successful inventor **Stephen Key's** experience in licensing over 20 products in many different industries. Everything inventRight teaches is based on what he does every day to sell his ideas over and over again. inventRight also offers no-cost tele-seminars, a free forum and advice three times a week at www.allbusiness.com/4969065-1.html. ❖

Live Product Search

Everyday Edisons will be holding an online casting call for Season 3 of the Invention Series on Edison Nation on June 2, 2008. All you need is a well-communicated idea. No prototypes or patents are necessary. The inventor of the best idea will become an Everyday Edison and have his or her idea developed and featured on the show! Additional details will be posted at www.edisonnation.com by May 30th. ❖

Faultless Starch/Garden Weasel Invention Search

Tuesday August 28th 6:30-9:00pm at the Linda Hall Library www.lindahall.org 5109 Cherry St. K.C., MO 64110. Inventors are invited to submit their US Patented or Patent Pending prototypes and products for a chance to win the opportunity to have their consumer product marketed and sold in retail stores. Only 20 invention spots are available, so please submit ASAP.

If they receive a large number of submissions, products will be reviewed by the ICKC Board of Directors and 20 inventions will be selected. Submit thru August 21st by emailing one page in MSWord to ICKC or mail envelope to Steve Pope 7729 Constance St. Lenexa, KS 66216.

Use a search engine to search for the Inventors Club of KC and contest title to find the rules. ❖

National Inventors Day

The Proclamation establishing National Inventor's Day was filed with the Office of the Federal Register by President Ronald Regan on January 13, 1983. Read it at <http://anticipatethis.wordpress.com/2008/02/11/happy-inventors-day-2008>. ❖

Titanium Contest

The International Titanium Association (ITA), based in Broomfield, Colo., is accepting applications for its second-annual *Titanium Applications Development Award*. The deadline to submit applications is June 30. The ITA will announce the winner of the \$20,000 award at the TITANIUM 2008 Conference, which will be held at Caesar's Palace Hotel in Las Vegas Sept. 21-24.

Application forms can be downloaded from the ITA's website (www.titanium.org). Forms should be mailed to: ITA, (Titanium Applications Development Award), 2655 West Midway Blvd., Suite 300, Broomfield, CO 80020. Call (303) 404-2221 for more information.

Mother of Invention Grant

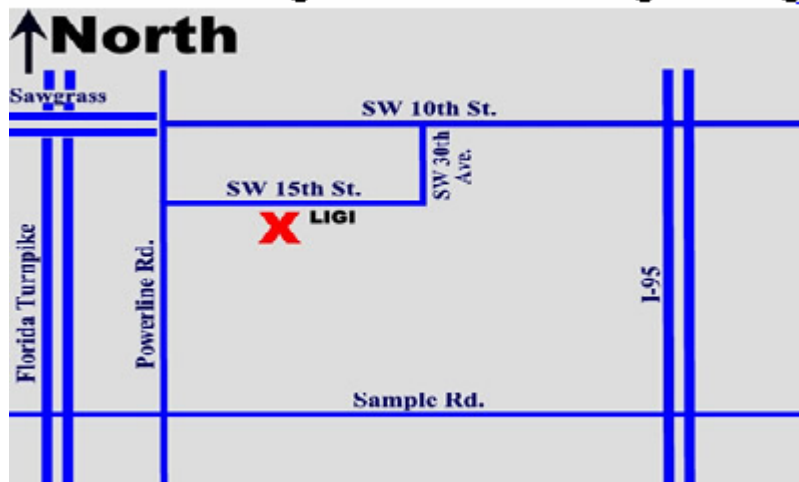
Whirlpool Corp. kicked off its *Mother of Invention Grant* contest in May. It runs through July 31. Entry forms are at www.whirlpool.com/moms.

Contest winners receive:

- Grand Prize: \$20,000 grant, choice of a Whirlpool brand Duet® Steam washer and dryer pair or Whirlpool brand Cabrio® washer and Steam dryer, Whirlpool brand dishwasher and a stipend for a new home office.
- First Prize: \$7,000 grant, Whirlpool brand dishwasher and Duet Sport pair.
- Green First Prize: \$7,000 grant and Whirlpool brand refrigerator with water filtration.
- Second Prize: \$5,000 grant, a Whirlpool brand dishwasher and Duet Sport pair.
- Green Second Prize: \$5,000 grant and a Whirlpool brand refrigerator with water filtration.

Each mom can submit up to three ideas. Categories include a Green grouping focused on moms who create an environmentally-friendly product/service or use natural/recycled materials. Submitted ideas remain the sole property of the contestant. Winners will be notified around September 8. ❖

General Meeting at LIGI Tool & Engineering



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

Resources to Keep You Informed

Intellectual Property Owners Association supports member interests relating to legislative and international issues; IPO provides news and educational services and networking opportunities for members; IPO disseminates information to the public on the importance of intellectual property rights. Subscribe to the IPO Daily News™ through the side bar at www.ipo.org.

Service Corps of Retired Executives (SCORE) at www.score.org offers newsletters plus a learning center and a business toolbox. The newsletters offer marketplace trends and advice from small business experts and industry leaders, as well as resources to help your small business succeed.

IPFrontline™, Intellectual Property and Technology Magazine, is a weekly publication of PatentCafe® that contains nearly 2,000 articles in its searchable archives, and has had more than 200 expert contributors, who are industry recognized experts and legal & technology thought leaders. Content includes IP Law, court events and small to medium sized enterprise inventing. Subscribe at www.ipfrontline.com.

Visit the InventNet Forum at <http://home.ease.lsoft.com/scripts/wa.exe?A0=INVENTORS> for ongoing discussions, networking worldwide and to search the archives. Your questions are answered by their well known veteran members and experienced professionals like Dave Pressman, Tom Mosley, and Michael Neustel. This list is open to anyone interested in the inventing and patenting process.

The World Intellectual Property Organization (WIPO) is an international organization dedicated to promoting the use and protection of works of the human spirit. Visit the Small and Medium-Sized Enterprises (SMEs) page at www.wipo.int/sme/en and sign-up for their email newsletter. WIPO takes a close look at intellectual property (IP) from the perspective of SMEs and analyzes the possibilities offered by the IP system for improving their performance and competitiveness. ❖

Real World Inventing

Spend Saturday, June 14th with **Jim DeBetta**, President and CEO of Slingshot Products and an expert in the field of inventing, retail sales and marketing. Jim will guide you through the steps to bring your product from your imagination to the retail market place. The seminar will be held at the Sheraton Suites Galleria Atlanta. Register at www.jimdebetta.com. His presentation includes proven steps from product development, licensing and getting your product on retail shelves.

Joann Hines, Packaging Diva, will be at this event. For anyone with questions about packaging their product during storage, for transport, against in-store theft, and people/equipment handling, please contact **Joann Hines**. Email her through <http://packagingcoach.com/PS> to arrange a time to meet at the June 14th event.

Jim DeBetta has helped hundreds of inventors and start-ups learn how to get their products developed and sold to major retailers. Jim recently merged his firm, DeCavi Corporation, with the renowned Slingshot Product Development Group which employs a team of 35 engineers, designers, and marketing experts who help individual inventors and Fortune 500 firms alike.

Jim teaches inventors how to create sales and marketing strategies, understand the world of licensing, develop a product using CAD design and locate factories overseas to produce products. Jim is now reaching out to individuals who want to learn how to do it for themselves.

Jim is a Professional Member of the United Inventors Association, Georgia Inventor's Association, Rocky Mountain Inventors Association, and has written articles for industry publications and websites such as Inventor's Digest, Georgia Magazine, and Entrepreneur Magazine. ❖

Guide to Invention Submission Companies

Visit www.mattyubas.com/invention/report-invention-submission.html to get this free guide. Are you considering working with an Invention Company? Learn how to evaluate invention companies. See what's in their contract small print. Know what questions to ask. Know how to file a claim if you are a victim, and much more.

Check out **Matty Ubas'** website for other resources on topics including inventing, licensing, manufacturing, marketing, patenting, and prototyping. He offers lots of detailed guidance to help you at every stage of the invention effort. ❖

WSU Innovation Assessment Center

The Washington State University Innovation Assessment Center (www.cbe.wsu.edu/~entrep/iac) is a service of the Center for Entrepreneurial Studies and the EDA University Center at Washington State University. IAC provides inventors with valuable information and analysis to help them determine the commercial viability of their new product or service innovation. Their package of services (\$795) includes Market Research, a Feasibility Analysis, a Key Word patent Search and Personalized Business Consulting. ❖

Provisional Patent Application Kit

The *Provisional Patent Application Filing Kit 2008* provides you with complete instructions and forms to lock in "patent pending" for your invention at the U.S. Patent and Trademark Office! Kit includes The Complete Patent Classification Manual 2008 and The Complete Patent Search Manual 2008, along with the author's newsletter, forms and CDs. Find it at www.inventionpatenting.com/provisional_kit.html. ❖

July Meeting of ISSF Moved!

The first Saturday of July falls on the 5th which is part of a long holiday weekend. The Board agreed to move the monthly meeting date to the second Saturday, July 12th rather than try to find a place on short notice to hold the meeting.

Inventors Society of South Florida
Presents
John Hobbs
ON
Sequence of Success
June 7th at 1:00 PM

We're on the Web!
See us at:
www.InventorsSociety.net

August ISSF Meeting Speaker

Eileen Fischlshweiger will be making a presentation on the United States Patent and Trademark Office's (USPTO) Electronic Filing System for the Inventors Society of South Florida at 1PM on Saturday, August 2nd on the 6th floor of the Broward County Main Library, 100 S. Andrews Ave. Fort Lauderdale, FL 33301.

Ms. Fischlshweiger has been the Patent and Trademark Depository Library Representative at the Broward County Library for many years and is an expert regarding research into Patents, Trademarks, Copyrights as well as many other facets of business in general. She has just returned from an intensive continuing educational course at the USPTO Headquarters in Alexandria, Va. on all the latest technology and programs available to the independent inventor. Come and learn about:

- The USPTO EFS-WEB (an online electronic filing system for patents);
- TEAS (Trademark Electronic Application System) for Trademarks;
- The newly released electronic Copyright Office (eCO) which is still in beta testing;
- Some of the Electronic Business Center systems such as PAIR (Patent Application Information Retrieval) and much more.

For more details and directions please go to our website www.inventorssociety.net or contact Leo Mazur 973-219-9627 mazurelectric@earthlink.net or Joanna Zaremba 954-486-2426 joannapoland@comcast.net. ❖

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. ❖

June 2008
Inventor News

Send your email address to cever@earthlink.net to receive email notice of the newsletter. For those without email, a printed copy of the newsletter will be available at the monthly meeting.

Inventors Society of South Florida
P.O. Box 6008
Delray Beach, FL 33482