

# Inventors Society of South Florida

## Inventors News

December 2008

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

### President's Corner

The Board of Directors thanks **Steve Greenberg**, author of *Gadget Nation* ([www.gadgetnation.net](http://www.gadgetnation.net)) for an insightful presentation on the million dollar ideas that define our imaginations. A great idea is one that sells, not necessarily one that is useful.

Steve engaged the audience from start to finish. He showed and discussed several inventions that were described in his book, *Gadget Nation*. Steve exhibited great insight on inventors and inventing. He compared and contrasted several inventions and quizzed the audience on which inventions were financial successes. He surprised everyone with details of a wallet aspirin dispenser. Two inventions, Footlights slippers and the Runaway moving alarm clock, are found in the Herrington catalog at [www.herringtoncatalog.com/Is701.html](http://www.herringtoncatalog.com/Is701.html) and [www.herringtoncatalog.com/es440.html](http://www.herringtoncatalog.com/es440.html).

**Charles Koch**, Owner of 3 Axis Development, Inc. ([www.3axis.us](http://www.3axis.us)), will be giving a presentation on *Manufacturing for the Market* for the Inventors Society of South Florida (a non-profit educational organization) at 1PM on Saturday, **December 6<sup>th</sup>** at LIGI Tool & Engineering Company (3220 SW 15th Street Deerfield Beach, FL 33442).

Mr. Koch is a manufacturing expert with years in the business. His company is dedicated to "rapidly deliver quality parts and programs at competitive prices". Most inventors rarely consider the manufacturing aspect while designing a product. This often leads to a product that is too costly to bring to market. Getting the right information or advice early on could mean the difference between success and failure. This is a DO NOT MISS presentation covering such important topics as:

- Rapid prototyping and manufacturing
- Designing for manufacture
- How to choose the process for your product
- Manufacturing for the market

Please make note that the January meeting is moved to the second Saturday (January 10<sup>th</sup>) of the month due to the long New Year's weekend.

Regards,

*Albert Newman*

### News From Cathy's Desk

I spoke with an inventor at the last meeting who needed help on how to proceed with his invention. He told me about attempts to generate interest for his idea with companies that will be affected by his invention. He explained the safety, ease-of-use and uniqueness of his patent. He also told me about companies that tried to reverse-engineer his invention while showing interest in working with him. He had a proven design with regulatory endorsement. He had a grant application that was prepared by a professional grant writer. He stated that he needed a prototype to show potential investors.

I listened to everything he told me. Then, I asked him questions to verify what he said. After he answered all of my questions, I told him to take another look at his grant application to make sure it is current and submit it! A successful female inventor stood next to me during this conversation and told the inventor to submit his application for a grant. She did not understand why he was waiting.



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*Inventors Society  
of South Florida*

presents

*Charles Koch*

ON

*Manufacturing  
for the Market*

December 6<sup>th</sup> at 1:00 PM

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**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: Albert Newman  
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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 male inventor bent my ear for another ten minutes explaining over and over how revolutionary his invention is. The man was clearly excited about his achievement. I told him a couple more times to submit the grant application. Finally, I had heard enough about his fabulous invention (and it is a coup if he takes action!), that I told him to be quiet and submit the grant application. Then, I walked away.

In an unrelated incident a few days later, I had a telephone conversation with a man about inventor needs. The man on the telephone stated he took a survey of inventors and concluded that they need funding sources or licensing opportunities to be successful financially. This man is an inventor, so has his own experience and marketing expertise to support his conclusion.

Let me point out that NOT ALL inventors seek financial gain through their invention activities! At the last meeting of the ISSF one inventor introduced himself and stated that his goal was to amass patents. That's it! Some people just want their name on an official government document for recognition of their contribution. Some people invent because that is its own reward.

Also, let me point out that many inventors, regardless of the newsletter, online information, inventor group support and one-on-one conversations, have difficulty taking the next step – such as the inventor discussed at the beginning of this article.

If you take a cross-section of inventors, you will find all skill levels and all segments of society represented. Self-education is key. Accepting the information of your local inventor group and other organizations who truly want you to succeed is extremely beneficial because you can avoid the pitfalls. The big BUT is that you have to be flexible. No one path serves all inventors. Many inventors get stuck because they lack emotional endurance or they do not stay focused on their goal or they have no clear goal established.

We as individuals and business people have to pay attention to the intangibles. There are deeper needs than money and that is really what marketing is about. Advertising convinces us that a new car adds to our prestige and that a particular clothing label makes us stand out in a crowd. Marketing appeals to intangible needs to make people loosen their hold on their wallets.

I suggest that inventor groups appeal to the intangible needs of inventors first! For example, the inventor discussed at the beginning of this article has allowed his emotions to cloud his focus. All of his energy remains focused on the patent and regulatory support. He has poured all of his energy into convincing others how great his idea is that he lost focus on the goal. Education (e.g. the claim of a non-profit inventor group) is about defining and understanding the risks and rewards of the choices we make. ❖

## A Ten Minute Podcast Lesson for Invention Success

*Lying on the Beach* recently interviewed **Todd Greene**, Founder/Inventor/President of HeadBlade, Inc., the very successful company that took the head shaving niche and created a lifestyle brand for the millions of people who shave their head. Visit [www.lyingonthebeach.com/wordpress](http://www.lyingonthebeach.com/wordpress) and click Audio MP3 under the title, *A Podcast Lesson for Any Inventor Who Wants to be Successful*.

Todd invented the original HeadBlade and turned that invention into a multi million dollar business. You can read all about him in **Steve Greenberg's** *Gadget Nation*, the top selling coffee table book that profiles many of America's most unique and prosperous inventors. Click here to learn what it really takes to make an invention work. It is just not the idea. It is the determination, ambition, common sense and strategic decisions that make the difference. The original HeadBlade was listed among the "Top Ten Designs in 2000" by *Time Magazine* and is now in the permanent collection at the Museum of Modern Art in New York. ❖

## InventBay, Not Your Average Expo

Leo Mazur, ISSF VP; MazurElectric@earthlink.net

As many of you already know, I go to a lot of Invention Expos and other trade shows every year and try to motivate others to do the same. It is at these events, you can meet people who can help you, attend seminars and see what the competition is up to. To exhibit, brings in a wealth of information and exposure you can get nowhere else.

This year I was extremely impressed by the first annual EXPO put on by InventBay in Las Vegas. Not only did they have non-stop seminars with names that read like the "Who's-Who" list in the inventing community (**Bonnie Griffin Kaake, Lisa Lloyd, John Calvert** of the USPTO and many, many others) but also exhibitors were able to pitch their products to the *Jay Leno Show, Everyday Edisons, Discovery Channel, The Big Idea Group* and the *Product News Channel*. There were several products scouts (including some from QVC) and investors in attendance.

The Tiger Taco (a packaging device by one of the exhibitor) along with 3 other InventBay exhibitors were featured on the Jay Leno Show on November 14<sup>th</sup>.

**Billy Mays** (the ultimate pitch man of OxiClean® fame) walked the entire floor picking and pitching products for a new *Discovery Channel* show.

I did hear some complaints about empty booths and disinterested exhibitors but a show is only as good as YOU make it. As an attendee, if you simply wander around the show you will see some interesting things. As an exhibitor, if you just show your stuff some people might stop by and comment.

However, if you "Work the Show", actively engage the people you meet as either an exhibitor or attendee you will be rewarded with more information and contacts then you'll know what to do with.

As an attendee, I had a great conversation with **Stephen Key** and made a host of other contacts. While filling in for **Bonnie Kaake** at the UIA booth, I met several (high rolling) investors and made a number of attendees aware of local clubs in their areas. Even the unattended booth donated by InventBay for our club (ISSF) produced a list of almost 20 people seeking more information.

As a short aside, my name and the *Inventors Society of South Florida* were recognized at both the *Yankee Expo* and *InventBay Expo* by several people from all over the country due to the great newsletter we have. Sometimes it takes an outsider to make you appreciate something we all take for granted.

The next show is a long way off (October 2009) and far away (Las Vegas) but if you can attend or better yet exhibit, this is THE show to go to, as long as you seize the opportunities when they occur. ❖

## Product Manufacturing Help for Your Idea

Need to outsource but don't want to go overseas? Arch City Service, subcontractor to the Machining Industry, has the resources to assist you. They bring together developers and the trades to fabricate your product. Arch City Service finds the best method for manufacturing your product with no charge to you. **Rich Freese** has 26 years of selling and servicing Machine Tools, thus allowing him to accumulate a database of names and companies looking for your work. He has worked with inventors at the Missouri and So. Illinois Inventors Association and inventors referred by Patent Attorneys. He uses only U.S. shops and manufacturers. All work is done confidentially. For more information, visit [www.invention-mfg.com](http://www.invention-mfg.com), or contact **Rich Freese** at 800-746-9550 or email him at [arhctysv@netzero.net](mailto:arhctysv@netzero.net). ❖

### 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. ❖

### ISSF Inventor Expo in February 2009

This is an early reminder that the Inventors Society of South Florida is hosting an expo on February 7<sup>th</sup> at the Broward County Main Library in Fort Lauderdale. It is scheduled for the first floor to attract more public participation. Inventors may choose to share a table. A visitor opinion survey will provide invention feedback. Inventors requiring an electrical outlet, please bring an extension cord. No food or drink is allowed in the library. **Eva Thomas** ([etboca@hotmail.com](mailto:etboca@hotmail.com)) is the contact for more information. ❖

## 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:

Eva Thomas 561-395-7615  
[etboca@hotmail.com](mailto:etboca@hotmail.com)



## Ocean Tomo Calls for Patent Submissions

Ocean Tomo sellers include individual inventors, small and mid-sized companies, large multinational corporations, academic institutions and investors. They benefit from the auction's ability to create a sense of urgency through a fixed closing date. By offering their own pre-set terms and conditions, including minimum sale price, sellers can guarantee a completed transaction satisfies their expectations.

Ocean Tomo is now accepting patent submissions for their Spring Auction until December 10th and on an ongoing basis for their summer and fall auctions. Their focus is technology and software based inventions. Visit [www.SubmitIP.com](http://www.SubmitIP.com) and click the links in the side bar to learn more. Alternately, call (312) 377-4851 or write to [auctions@oceantomo.com](mailto:auctions@oceantomo.com). ❖

## From Concept ... to Almost There, a Presentation

Here is a great example of why inventors should be a member of their local club. It only takes one meeting to recapture the cost of membership. ICGC does an admirable job of providing members value. On December 1<sup>st</sup>, by **Jim Stallman**, inventor of the *Kickback Cooler*, and **Paul Metcalfe**, president of *The Metcalfe Group* [www.MetcalfeGroup.com](http://www.MetcalfeGroup.com). The audience will learn from an inventor-entrepreneur's experience and get product development help. Even if the methods described do not fit your invent-to-market process, you will learn about things that will save you time, money and aggravation. You may gain a contact for a service you will need later in your process. Attend. Listen. Take notes. Ask for business cards.

Inventor group meetings are valuable for networking, too. If you are in the area on December 1<sup>st</sup> from 7-9 pm, attend this presentation at the Cuyahoga County Public Library, Brooklyn Branch, 4800 Ridge Road, Cleveland, OH (a half-mile north of I-480 exit). If not, then find out what is happening in your local inventor group. ❖

## WIPO Best Practices

The Small and Medium-Sized Enterprises (SMEs) Division has initiated a review of "best practices" employed by WIPO potential partners and support institutions worldwide with a view to identifying successful mechanisms for making IP rights more accessible and relevant to SMEs. The aim of this exercise is to share this information and facilitate interaction among institutions involved in such activities in order to encourage the wider adoption and further refinement of "best practices". The "best practices" will include information on policies, programs, projects and activities implemented by IP offices, ministries, chambers of commerce, SME associations, incubators, science parks, universities and other relevant partners and SME support institutions. Learn more at [www.wipo.int/sme/en/best\\_practices/index.htm](http://www.wipo.int/sme/en/best_practices/index.htm). ❖

## Update on the Inventors Expo in Fort Lauderdale

The expo will be held from 11 AM. to 3 PM at the Broward County Main Library on February 7<sup>th</sup>. **Leo Mazur** is arranging for Battle-Bots live demos during the expo in the first floor auditorium at the Broward County Main Library. **Eva Thomas** is refining the registration form that is due back to her on Friday, January 30<sup>th</sup>.

**Tom Fischlschweiger** will be giving a talk on *Government Sites You Should Know* at approximately 4 PM on the 6<sup>th</sup> floor of the Broward County Main Library. Mr. Fischlschweiger is an expert on little known government sources of information. Not only can these sources be used as prior art against your patent application but more importantly, they can be used to find technology that can enhance or supply that missing link for your own invention. ❖

## UM Innovation Showcase 2008

Coming to the Four Seasons Hotel Miami, 1435 Brickell Avenue, Miami, FL 33131 on December 3<sup>rd</sup> is the University of Miami *Innovation Showcase 2008* featuring more than 100 technologies including leading-edge drugs, diagnostics and devices. There will be immediate licensing opportunities, informal networking with University of Miami scientists and potential partners and informal presentations by UM inventors. For more information, please call 800-632-7370 or e-mail [akovacik@med.miami.edu](mailto:akovacik@med.miami.edu). ❖

## Don Debelak Newsletter

As mentioned in previous newsletters, **Don Debelak** offers great insight to inventors. The latest email newsletter links you to a lot of useful information. **Jamey Bennett** tells *How to Keep Your Big Retail Buyers Buying From You and Not the Competition*. Also, Don offers insight on outsourcing in his recently published book *Sourcing Smarts*, co-authored with **Edith Tolchin** and **Eric Debelak**. Don's e-newsletter offers links to other information at his website. ❖

## New Online Community to Energize Patent Reform

A new company by the name of Article One Partners, LLC ([www.ArticleOnePartners.com](http://www.ArticleOnePartners.com)) launched today, building a global community that will work to legitimize the validity of patents through citizen review. The community members, or Advisors as Article One calls them, have an opportunity to send in previously hard to find evidence of validity for high profile patents. By tapping the unique knowledge and referral networks of its Advisors, publicly available evidence, or prior art as it's known in the legal community, can be discovered. ❖

## The Interplay of Novelty and Non-Obviousness

*Whether Anticipation is the "epitome of Obviousness"*, lately has become a topic of a hot discussion in the US patent circle as in the outcome of the CAFC's decision in *Cohesive Tech. v. Water Corp.* (Fed. Cir. 2008). The decision relates to the notion that novelty and non-obviousness are separate and distinct inquiries and that a patent may be found anticipated yet non-obvious. The Court, through an example, illustrated that an anticipated claim might still be non-obvious. Use a search engine to find the article by the title, *The Interplay of Novelty and Non-Obviousness*, and authors **Dr. Nitin Shukla** and **Kamakhya Srivastava**. ❖

## IP Australia

IP Australia has taken an active role in raising awareness and educating Small and Medium-Sized Enterprises (SMEs) about the importance of the intellectual property (IP) system. In 1998 it established a marketing department in order to conduct training and promotion activities which are aimed at the general public, including the SMEs. Its main activities in this area include:

- A customer-oriented website with practical information targeted to specific customer groups (including inventors, start-ups, companies in the agricultural industry, creators, researchers, government institutions, designers, exporters, etc.)
- Strong focus on training and providing support to business advisers.
- Reader-friendly publications and easy-to-use multimedia products with a range of case studies. Over 35,000 information kits on IP are distributed every year.
- The IP Toolbox, developed in conjunction with industry, has become a reference book for a wide range of organizations even outside Australia.
- Regular seminars on various aspects of IP for SMEs. ❖

### Business Plan and Venture Capital Info

Visit <http://resources.bnet.com/topic/business+plan+and+venture+capital.html> to view a list of white papers on business plans and venture capital. This includes legal strategies and venture submission guidelines. ❖

### Patent Exhaustion

For those seeking information on patent exhaustion, **Hung H. Bui** wrote *Quanta v. LG. Scope of Patent Exhaustion Doctrine*. This doctrine limits patent holders' rights against downstream 3rd party purchasers. Use a search engine to find the article by title and author. ❖

### Business Plan

Are you struggling to create a business plan? Visit [www.allbusiness.com/consumer-products/toys-games/11689499-1.html](http://www.allbusiness.com/consumer-products/toys-games/11689499-1.html) to learn one method known as a sales sheet. ❖

### InventRight Experts

For inventors with questions, contact one or all of the InventRight experts at [www.inventright.com/ask\\_the\\_experts.shtml](http://www.inventright.com/ask_the_experts.shtml):

- **Stephen Key**, licensing expert
- **Kim Bajak**, QVC expert
- **Don Kelly**, Patent Agent
- **Andrew Krauss**, inventor educator
- **Bonnie Griffin Kaake**, marketing
- **Jim DeBetta**, successful inventor. ❖

### Inventor's Guide

*Inventors Guide to Identifying Profitable Ideas*, was written by **Jon W. Mooney**. He has 17 years of experience as a product development engineer and as a consultant to independent inventors. When it comes to inventions, he has found even the best minds are given to wishful thinking. To help inventors overcome this tendency, he has developed a list of 20 questions. The "Product Idea Evaluation" questions deal with marketing, competition, design, manufacturing and assembly, patentability and regulations. ❖

**Invention Publicity**

Many inventors seek publicity at some point or another. Curious about how best to do so? **Stephen Key** interviewed President **Todd Brabender** of the PR firm *Spread the News PR Inc.*, for answers. Visit [www.allbusiness.com/marketing-advertising/public-relations/11680381-1.html](http://www.allbusiness.com/marketing-advertising/public-relations/11680381-1.html) to learn what you need to do. ❖

**Why You Need to Write a Business Plan**

A business plan will help you determine whether your business will be strong from the start. Without a business plan, you leave far too many things to chance. **Fred S. Steingold** explains *Why You Need to Write a Business Plan*. Use a search engine to find the article by author and title. ❖

**Ocean Tomo Sales \$12.8M**

Ocean Tomo Auctions, LLC -- the auctions arm of Ocean Tomo, LLC, the leading Intellectual Capital Merchant Banc® firm -- today announced the results of its Fall 2008 Live IP Auction held on October 30th. Cumulative sales, including buyer's premium, totaled \$12,842,500, producing strong results for buyers and sellers alike, with further transactions anticipated to close in the coming weeks. ❖

**Big Idea Contest Winners**

Congratulations to **Brian Leykum** for winning the contest sponsored by Townsend and Townsend and Crew LLP! His invention was an early detection and warning device for the presence of carbon monoxide. The two second place winners were **Anthony Anderson** of Indianapolis and **Jorge Bedoya** of Scarborough, Ontario. ❖

**Pitch Your Biz Plan**

This Business Plan competition takes place with two rounds of judging; four area competitions to determine winners that advance to the final competition. One winner in each of the two entry categories from each area will advance to the final competition. Training and guidance are available to the entrants through The Ohio State University Business Development Network. Visit <http://sbdc.osu.edu> for details. Deadline January 16, 2009. ❖

**Get Your Foot in the Door and Make Millions**

InventRight.com offers a tele-seminar, *Get Your Foot in the Door and Make Millions*, over the phone on **December 3<sup>rd</sup>** or on your computer at <http://www.blogtalkradio.com/inventright>. You will learn:

- How to turn your anxiety into confidence.
- Who to ask for. Get through the gatekeeper.
- What to say. "*The fast pitch*"

InventRight will show you how to get a company to say "Yes, I want to see your product!"

Plus, during the second half hour they will take live questions via email and live on the phone line. It's like a call in radio show. Get your inventing questions answered!

Visit [www.inventright.com/ts120308.shtml](http://www.inventright.com/ts120308.shtml) to sign up for this tele-seminar! ❖

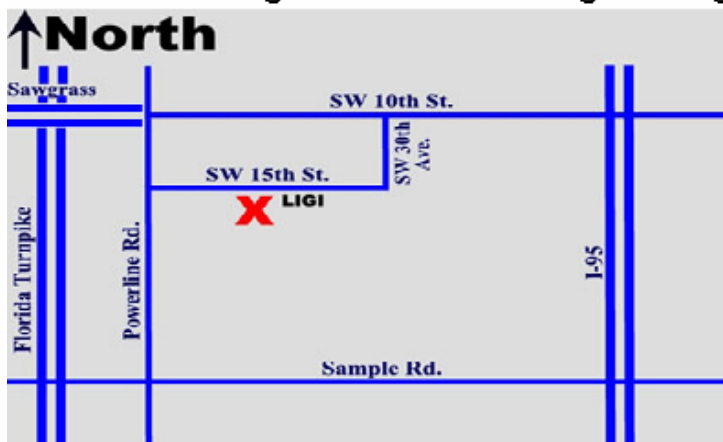
**InventBay Website Enhancements**

InventBay.com recently acquired IdeaTango. It is now been fully integrated into InventBay.com. IdeaTango's inherent design functionality, as well as its useful features and community, will dramatically enhance InventBay.com's online presence."

In addition to an updated design, InventBay.com's new website includes the several upgrades, each aimed at improving inventors' access to InventBay.com's broad range of services. Upgrades include:

- Built-in social networking technology to facilitate two-way communications between InventBay.com and its constituents, including inventors and those who provide professional services to inventors.
- Improved invention listings searchable by name, category, product development stage and location.
- Post, edit and update invention postings.
- Sign-up for customized announcements.
- Customized profile pages.
- Discussion forums
- Current business directory where service providers can be rated. ❖

**General Meeting at LIGI Tool & Engineering**



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

## Industry or Inventor Tradeshows

**Bonnie Griffin Kaake** (her posting in the InventRight forum)

Industry trade shows are best. They are very different than the inventor trade shows. The complaints from retail buyers at the National Hardware Show in 2008 tell the story so well. There were 160 inventors with exhibits there anxious to talk to anyone who would listen. The retail buyers were very interested in the inventors' products. Why not? They are looking for the latest and greatest when they attend their industry shows. Unfortunately, the biggest complaint was that so many of the inventors were not ready to take orders or did not have the answers the retailers needed to make a commitment.

On the other hand, inventor tradeshows are best for their educational seminars and learning how to exhibit and engage others in discussing your product. Of course, another advantage of inventor shows is that they are much less expensive.

Which you go to depends on your stage of product commercialization, what your goals are and your budget. ❖

## The Small Business Company (TSBC)

TSBC develops best practice small business tools and resources to assist small business owners and managers build a better business. Their content is distributed world wide with key partners who have small business clients and customers. They specialize in creating small business best practice content, and are experts in small business.

Visit [www.tsbc.com/sbo/score/home.aspx?FH=1](http://www.tsbc.com/sbo/score/home.aspx?FH=1) to find a list of training modules that may be helpful including:

- *Quick Start Business Plan*
- *Planning Your Advertising*
- *Can you afford to start a business?*
- *Working out your prices.* ❖

## SCORE Online Training

Visit [www.va-interactive.com/score](http://www.va-interactive.com/score) and register for online training in the following subject areas (English and Spanish):

- *Starting Your Business*
- *Managing Your Finances*
- *Foundations of Marketing.*

Visit [www.score.org](http://www.score.org) and click the *How To* and *Business Tools* links in the side bar for additional help. SCORE offers lots of useful information and links to other resources. For example, a pod cast by **Peg Corwin** on determining business cost explains the three best ways to obtain information:

- Competitive quote for outside products and services (insurance, rent, equipment, attorney, public relations and shipping); obtain three quotes for large costs to compare features covered and excluded.
- Breakdown rollup method is where you determine each input to the total cost and add all the numbers (travel expense, shipping and other variable expenses).
- Industry feedback through networking and review of franchising documents (for costs and cost ratios). Visit [www.bizstats.com](http://www.bizstats.com) for industry specific financial and tax information on over 12 million US businesses, including free online benchmarking. ❖

## IP Symposiums in 2009

The Intellectual Property Symposium Japan in Tokyo happens on January 28-29. The second annual Intellectual Property Symposium Silicon Valley, co-located with ESC Silicon Valley comes in March 2009. Contact [ipsymposium@techinsights.com](mailto:ipsymposium@techinsights.com) for more information. ❖

## IP Frontline

PatentCafé's newsletter, *ipFrontline*, is a free weekly newsletter that keeps you tuned into intellectual property and technology news. It is a fast read and you only open a scholarly article if you want to learn more. Visit [www.ipfrontline.com](http://www.ipfrontline.com) to sign up for the free newsletter. ❖

## IPWatchdog.com

IPWatchdog.com is dedicated to providing a free, reliable and easily understandable resource on intellectual property law and related topics. They promise to demystify intellectual property and explain to you what it is, why you would want to consider obtaining intellectual property rights and how to go about obtaining worthwhile intellectual property protection. They also explain various pitfalls to avoid, as well as what you can do to help yourself.

You will find detailed information on all aspects of intellectual property law, as well as invention marketing, including discussion of why you should have intellectual property law protection for your business and how to obtain the various forms of intellectual property, including patents, copyrights and trademarks. Additionally, before you consider doing business with an invention promotion or submission company, please read *The Truth About Invention Submission Companies* found at [www.ipwatchdog.com/invention/invention-submission-companies](http://www.ipwatchdog.com/invention/invention-submission-companies). ❖

*Happy  
Thanksgiving!*

The best trade show to go to is a trade show in the industry of your invention if you're looking to meet buyers.

--- *Andrew Krauss*

*Inventors Society  
of South Florida*  
Presents  
**Charles Koch**  
ON  
*Manufacturing  
for the Market*  
December 6<sup>th</sup> at 1:00 PM

**We're on the Web!**

See us at:

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## December Speaker at ISSF

**Charles Koch**, Owner of 3 Axis Development, Inc., will be giving a presentation on *Manufacturing for the Market* for the Inventors Society of South Florida (a non-profit educational organization) at 1PM on Saturday, December 6<sup>th</sup> at the LIGI Tool Company (3220 SW 15<sup>th</sup> Street, Deerfield Beach, FL 33442).

Mr. Koch is a manufacturing expert with years in the business. His company is dedicated to "rapidly deliver quality parts and programs at competitive prices". Learn more at [www.3axis.us](http://www.3axis.us).

Most inventors rarely consider the manufacturing aspect while designing a product. This often leads to a product that is too costly to bring to market. Getting the right information or advice early on could mean the difference between success and failure.

This is a "not to be missed presentation" covering such important topics as:

- Rapid Prototyping and Manufacturing
- Designing for Manufacture
- How to choose the process for your product
- Manufacturing for the Market

For more meeting details and direction, visit [www.inventorssociety.net](http://www.inventorssociety.net) or contact **Leo Mazur** at 973-219-9627 or email [mazurelectric@earthlink.net](mailto:mazurelectric@earthlink.net). ❖

## Newsletter Disclaimer

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Inventor News

Send your email address to [cever@earthlink.net](mailto: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.

Deerfield Beach, FL 33482

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