

Inventors Society of South Florida

Inventors News

May 2009

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

President's Corner

We started last month's meeting with not one, but TWO guest celebrities. Both men have had astonishing careers and so many unbelievable accomplishments that we could dedicate an entire newsletter to each and only scratch the surface.

Dr. Jules Silver has over 58 patents from which he created a huge international veterinarian medical supply company with 70,000 sq ft of industrial space and 30,000 sq ft of R&D farm space in Connecticut alone.

Ron Sargent who among other things founded the multi-million dollar Thetford Corporation, which to everyone's surprise was a former employer of our guest speaker. Mr. Sargent will be giving a presentation call Routine Miracles (a system for creating and developing new products) for us in September. Walt Disney, GM, Dupont, Polaris Pool Systems among others have paid top dollar to hear this presentation. Don't Miss It !

I hope everyone took advantage of rubbing elbows with these extraordinary men but most of all spent sometime to get to know them and learn from their vast experiences.

Our speaker was another incredible insight to the real world of inventing. **Mike Martinez** has worked for or with most of the companies we dream to present our products to. He gave us an overview of what we need to do with tips on how to creatively accomplish some goals with limited funds. Unfortunately, as the truth often is, he brought us back to the reality that we will need professional help and that help doesn't come cheap.

I particularly found his list of what companies are looking for in today's market quite revealing. We will be including that in our member's only section once we get it up and running.

At this point I want to thank **Alvin Blum** for extending his presentation while our search team was out rescuing our speaker. The more I get to know Alvin the more I realize what an incredible resource this man is. You can learn more about the business of inventing from just one of his short segments then you might learn at another club all year and best of all, IT IS ALL FACT.

We are very fortunate to be getting in some really high quality speakers. The next two are both unbelievable. In just a few phone conversations with each I have learned so much that I have completely changed the way I was approaching various portions of my own projects and can't wait to hear their presentations.

Amy Tupler will be showing us how to SEE our products in an innovative way this month.

Then next month, **AmondaRose Igoe** will be teaching us how to SHOW our products to their best advantage.

More information about their presentations can be found on our website www.inventorssociety.net by clicking on current speaker.

Don't forget July is YOUR chance to compete in the Elevator Pitch Olympics. It doesn't matter what stage your product is in, you will still need to pitch it to someone. A pitch you would give to a potential licensee would be different from a pitch you would do on QVC. In the early stages you might give a pitch for funding which would include market research, prototyping and testing information, process partners and all the information an investor would be interested in, without disclosing any proprietary information about your product. Remember this is an Elevator Pitch one to three minutes tops; it's your opportunity to hook them into signing your non-disclosure agreement.



Highlights

News from Cathy	2
Andy Grove Honored	3
Fair Packaging	3
First To File	3
Trademark Scams	4
About Legal Counsel	5
Inventors Assistance	5
Idea/Patent Seminar	6
West Marine Contest	6
Food Industry Shows	7
Ocean Tomo Pubs	7
All-Electric Sedan	7
ISSF Speakers	8

*Inventors Society
of South Florida*

presents

Amy Tupler

ON

*Out-of-the-Box
Marketing*

May 2nd at 1 PM

**Ligi Tool &
Engineering, Inc.**

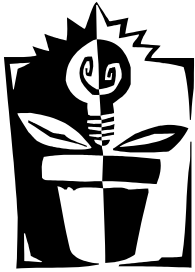
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The Inventors Society of South Florida, Inc. is a 501(c)(3) organization.

Mission Statement

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



Officers & Board Members

President: Leo Mazur

Vice President: Albert Newman

Secretary: Joanna Zaremba

Treasurer: Lucy Pettersen

Founding President: Robert White

Director: Alvin Blum, Richard Loughlin

Membership and Goodwill
Joanna Zaremba

Member Liaison: Joanna Zaremba

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



While sending out the awards to those who could not attend in person to receive them at the last meeting, I took a moment to reflect on one of my heroes and silent mentor. As I walk through the shop of LIGI Tool, I realize this is a testimonial to the dedication, determination and hard work of one man. Many of you might not know that Domenic Mucciacciaro started his company in his garage just like many of our inventors and look where it is now.

Whenever you are feeling overwhelmed by the pressures of the real world closing in on your dream, a walk through this cathedral should inspire you with the strength and courage to keep moving forward. He has been kind enough to give you the opportunity to learn what you need to know to succeed with your inventions. Don't Let Domenic Down!

Sincerely,

Leo Mazur

News From Cathy's Desk

Everyone has time to do things over, but no one has time to do things right. Or, so it seems. Inventors are no different. Patent searches, prototypes, research for the business plan, and a list of other activities take months and years. There are variables affecting what activities you accomplish and what is turned over to an expert to complete for you. There are cash flow issues. Of course, you have to sleep, eat, work and have a personal life; maybe not.

Let's build some time elements into your invent-to-market process.

- You take two years to refine your initial idea into a functional model that you use to file a patent. During this time you have kept tabs on issued patents that may affect your invention. You have revised the original model seven times. You have attended trade shows, networked, gathered competitive information and developed a business plan.
- Give yourself another year to achieve the production level determined in your business plan. You have to take care of regulatory requirements, testing, packaging, fulfillment, UPC labeling and any packaging requirements from your target customer.
- Retailers want proven products. Yours must be currently in the market and selling! Depending on your marketing effort (packaging, advertising, distribution channel, etc.). You have to locate a distributor or align yourself with a company selling similar items to a large chain. Take a year to network, find the best one, work out the terms of the arrangement and validate them.
- If a buyer from a national chain accepts your product on a test basis, it could take 18 months perhaps longer to conduct the test. You are working within their constraints.
- If a company accepts your product after testing, it could take several months for it to get into the supply chain.

We filled five years. Sure that's a guess. It varies with the product complexity, market, materials, available cash, and so on. The invent-to-market process is detailed and tedious. You get the best mileage by doing research. Please start at your local inventor group. They can guide you and minimize your rework. They can help you determine your strengths and weaknesses. They can offer resources for you to educate yourself. The fast path is conducting the research early in the process. ❖

National Inventors Hall of Fame Honors Andy Grove

The *National Inventors Hall of Fame* announced it will honor longtime Intel Corporation leader **Andy Grove** with its prestigious *Lifetime Achievement Award* during its *2009 Induction Ceremony Gala* at the *Computer History Museum* in Mountain View, CA on Saturday, May 2, 2009.

Dedicated to recognizing inventors and innovation, the *National Inventors Hall of Fame* is holding its annual induction ceremony in Silicon Valley for the first time in celebration of 50 years of the integrated circuit. The 2009 class of inductees, announced last month in Washington, D.C., is comprised of 15 innovators who pioneered advances related to or enabled by the integrated circuit.

As the recipient of the *Lifetime Achievement Award*, Dr. Grove is being recognized for his outstanding contributions and extended commitment to invention and technical innovation in the semiconductor industry. Along with 2009 inductee **Gordon Moore**, he participated in the founding of *Intel Corporation* in 1968, and he served successively as President, CEO and Chairman of the company from 1979 to 2005. ❖

Fair Packaging and Labeling Act

The Fair Packaging and Labeling Act (FPLA or Act), enacted in 1967, directs the Federal Trade Commission and the Food and Drug Administration to issue regulations requiring that all "consumer commodities" be labeled to disclose net contents, identity of commodity, and name and place of business of the product's manufacturer, packer, or distributor. The Act authorizes additional regulations where necessary to prevent consumer deception (or to facilitate value comparisons) with respect to descriptions of ingredients, slack fill of packages, use of "cents-off" or lower price labeling, or characterization of package sizes. Take the time to read how your invention is affected or exempted at www.ftc.gov/os/statutes/fpla/outline.shtm. ❖

First To File vs. First To Invent

Leo Mazur (MazurElectric@earthlink.net)

This is a huge controversy in the intellectual property world. Many of you might not have any idea of what it's about.

Our country is one of the few that is still First To Invent but wants to adopt the worldview of First To File. What does this mean to you?

Most of the Independent Inventor Groups want to keep First to Invent; I can't see why.

If you, as an Independent Inventor, make it through the entire process and acquire the Holy Grail, a Licensing Agreement with a major company, some guy from Idaho can show up with his inventor's notebook and prove he invented your product first. If he wins the intervention he can't claim the patent rights but **NETHER CAN YOU!** And so, You're Out!

However, if a big company comes out with YOUR PRODUCT and you think you can tap them on the shoulder, think again. They will refute your notebook as inadmissible and prove lack of due diligence. Once again, You're Out!

There is a very compelling article on www.ipwatchdog.com titled *Challenging Patent Reform First-to-File Provision* by **Gene Quinn** but make sure you scroll down to the comment section for the real story. ❖

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. Non-voting family members or significant others living in the same house are discounted at 25% of the annual dues per person.

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. ❖

When Setting Up a New Company

When setting up a new company, there are a number of pressing issues to be addressed such as raising capital and developing a business plan. First, take a step back and determine where the true value of the business lies, or will ultimately lie. To find out how, read *Intellectual Property Advice for Start-ups*, written by **Darren Daly** and **Caoihme Daly**. ❖

ISSF Meetings

Except for February 2009, the 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



Academy for Entrepreneurs Mastermind Event

The Academy for Entrepreneurs is holding their first annual event in Miami on October 17-18. Learn more at www.theacademyforentrepreneurs.com. Whether you are just starting out trying to learn all you can about patents and trademarks, manufacturing, raising money, or licensing your product OR if you already have a product you are selling from your own website or to retail stores, this event promises to be the best collection of dynamic leaders with real world advice ever assembled in one place.

Here is just some of what will be covered during this critical two day event:

- The Ins & Outs of patenting, trade marking, copyrighting your product ideas
- How to properly locate reliable factories to produce your product and the art of negotiating with factories to get the best deal
- How to create an effective brand by creating memorable logos, taglines, and an overall cohesive look and feel for your product company
- Website development - how to create an effective site that “sells” you and your products and drives traffic to it thru preferred methods at minimal costs
- Product Development – learn everything from CAD to rapid prototyping and how engineers and designers take your idea and make it come to life!
- Selling to Retailers – how to call on retail buyers, what to say to them, and how to prepare for your big appointment with them! Be ready to roll play
- Packaging – learn how the masters package products that stand out on the shelves
- Marketing – how to create proper sell sheets, spec sheets, and brochures to learning big time public relations methods to promote your products and company to major TV shows and magazines using time tested methods
- How to go from selling a few pieces of your product to thousands of pieces by using social networking sites such as Facebook, You Tube, and other popular websites.
- Licensing – learn how to license your product ideas to major corporations from the top leaders in the industry. ❖

DIY Networks Cool Tools

If you've come up with a gizmo, gadget or a twist on an existing tool that you would like featured on DIY Networks Cool Tools, show them! Upload your videos and be sure to tell them about your invention and yourself! If it's clever enough, it might be picked to be on a future episode of Cool Tools — and win you \$10,000! Learn more at www.diynetwork.com/diy/pac_cntnt_988/text/0,,DIY_26336_66141,00.html. Don't forget to read the contest rules before you apply. ❖

Trademark Scams

Information regarding the trademark and the addresses associated with the registration become public domain. More frequently, this public information is mined and misused to create official looking correspondence that convince trademark owners that fees are due or additional services are required to protect and sustain their mark. **Eric Hanscom** discusses the scams at <http://onestopinventionshop.net/AboutUs/ArticlesByEricHanscom/TrademarkScams.html>. Contact him at eric@iciplaw.com for more information. ❖

What You Should Know about Legal Counsel

Filing a patent can be one of the most important steps an inventor takes. Patents and licenses are constructed in such a way as to protect the rights of the inventor. The inventor must determine how to file the paperwork. For detailed Q/A on the [three ways](#) (Pro Se, Patent Attorney and Patent Agent) to file a patent, visit <http://ias.okstate.edu/checklisthandouts/legalcounsel.htm>. You will find answers to the following questions:

- Can inventors file a patent for themselves?
- If inventors chose to file for themselves, what are they responsible for?
- Is there any help for inventors choosing to file on their own?
- What should I expect when I hire a lawyer?
- What will my lawyer expect from me?
- When should fees and costs be discussed?
- How are a lawyer's fees determined?
- What factors are involved in computing charges?
- Should I expect to pay an initial consultation fee?
- Is a written fee agreement necessary?
- When is the fee payable?
- What if I think the fee is too high?
- Can I do anything to reduce legal expenses?
- What about patent agents?
- What can a patent agent do for an inventor?
- What services are patent agents barred from performing?
- How do I decide to use a patent agent or a patent attorney? ❖

Selecting a Patent Attorney

Choose a patent attorney familiar with the field of your invention. The visit to the patent attorney should be prepared with great care, consisting of:

- A survey of the relevant prior art with copies of patents, if possible.
- A technical description of the invention with its pros and cons.
- Proposals as to how circumvention of the patent could be prevented.
- Proposals for the claims.
- A model, if possible.

However good a patent attorney may be, the inventor will always have to keep an eye on things. The patent attorney will in a few hours have to understand an invention on which the inventor has perhaps been working for years. Mistakes therefore can easily be made. So, familiarize yourself with patent law. Make notes of what may be of importance to you, so that discussion with the patent attorney is more to the point. ❖

Inventor's Assistance Service

The Oklahoma Inventor's Assistance Service (IAS) is headquartered at Oklahoma State University. The IAS is a non-profit, state-funded service that helps Oklahoma inventors navigate the invention process from idea to the marketplace through education, information, and referrals. Oklahoma inventors should take advantage of the Selected Inventions Program (<http://ias.okstate.edu/siprogram.htm>) that contract with service providers for initial services. All inventors will benefit from handouts available at <http://ias.okstate.edu/handouts.htm>., including the following titles:

- *Keys to a successful logbook*
- *The Inventor's Tool Kit*
- *Should I Copyright my Technical Drawings*
- *Provisional Patent Information*
- *How to License your Product* ❖

Consumer Affairs

Subscribe to Consumer Affairs newsletters at www.consumeraffairs.com/newsletters to stay current with news, scam alerts, recalls and class actions that may impact your invention. Remember that product problems are an opportunity to innovate. ❖

From Research to Reality

The spring issue of the magazine of the Society of Women Engineers includes a great article, *From Research to Reality*, on four women entrepreneurs who translated their technical knowledge into business realities. Successful entrepreneurs listen, learn, collaborate with others, and change course when needed. Networking is key. ❖

Companies Seeking New Products

The National Inventor Fraud Center maintains a list of companies seeking new products. Visit www.inventorfraud.com/companies.htm to find the list. ❖

Invention Evaluation Form for the Inventor

The Neustel Law Offices have a short evaluation form for inventors to assess the commercial value of their invention. Market research is required. Find the evaluation at www.uspatentlaw.com/evaluation.htm. ❖

Marketability Evaluation

Neustel Law Offices, LTD is works with the *North Dakota State University College of Business* to provide affordable marketability evaluations to independent inventors. Learn more at www.uspatentlaw.com/marketabilityevaluations.htm or call 800-281-7009. ❖

Infringement

Learn about the three types of infringement at www.uspatentlaw.com/infringement.htm. ❖

Inventor Telephone Tip

Often when you make a telephone call to reach a particular person, you get brushed off. You might get a response like, "Sorry, we outsource that." To keep them on the phone to help you, respond quickly, "Oh, I know, that's exactly why I called." This increases your odds of getting through to your target person. It is important to plan what you will say, consider the possible scenarios and prepare your come-back responses to get your foot in the door. ❖

Learn about Agreements

www.legalzoom.com has some nice checklists to get you to start understanding agreements. Go on the site and type *assignment clause* in the search window. Then, check out *Website Development Agreement & Guide, Business Plan Non-disclosure Agreement and Guide and Non-disclosure Agreement (Mutual)*. This won't make you an expert on the subject but should start you on your way. ❖

R&D Taxes

Taxes may be over for this year but it is not too early to start thinking about next year. Find guidelines for R&D at www.irs.gov/businesses/small/industries/article/0,,id=97640,00.html. Also find an interesting article on www.robotics.org about President Obama making the R&D Tax Credit Permanent. ❖

inventRight Directory

The inventRight directory of >250 companies looking for inventions is now online at www.inventright.com/links. If you have a company that you know is looking for inventions and is not listed in this directory please submit their contact information at www.inventright.com/links/contact.php.

Also, check out the new Service Provider section in the directory. If you need anything from a graphic designer to an attorney make sure to look there. ❖

Innovative Products Store

For inventors seeking an inexpensive way to put your product in front of potential manufacturers or licensors, **Don Debelak** has opened an Innovative Products Store. Contact info@onestopinventionshop.net for more information. ❖

How to Profit from New Product Ideas and Patents

Hosted on May 14th by IsoPatent in Scottsdale, AZ, this is a two-hour seminar where you will learn how entrepreneurs are cashing in on innovations and patents, how to create a valuable patent, the twelve-step approach to innovation and wealth generation, whether to manufacture, license or sell your innovation, impactful ways to market your innovation, who made the top ten patent lists, and more. For more information, contact **Amy Hartzler** at 480-513-2151 or amy.hartzler@isopatent.com. ❖

Student Unmanned Systems Competition

The Association for Unmanned Vehicle Systems International (AUVSI) announces its Seventh Annual Student Unmanned Systems (UAS) Competition. Aimed at stimulating and fostering interest in this innovative technology and encouraging careers in the field, the competition challenges the students to design, fabricate and demonstrate a system capable of completing a specific and independent aerial operation. Learn more at www.navair.navy.mil/pma263/seafarers/default.htm. ❖

Green Product of the Year

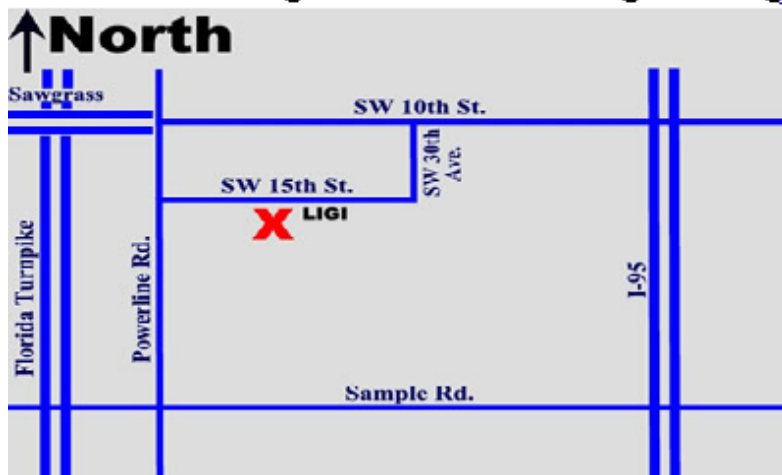
West Marine, the nation's largest retailer of boating supplies and accessories, is pleased to announce its first annual Green Product of the Year contest at the 2009 Miami International Boat Show. The competition is open to individual manufacturers, distributors and/or inventors of boating products. Entry deadline is November 1, 2009. Search for *contest* at www.westmarine.com to learn more. ❖

Korea International Women's Invention Exposition

Billed as "the only international festival for women inventors," this event supports women inventors and small-to-medium size enterprises owned by women. The support is provided through opportunities for marketing their products, sharing information and experience, finding good business opportunities, and learning the basics of IP asset management for business success. Location: COEX Pacific Hall, Seoul, Korea from May1-4, 2009.

In concert with this event, is the *International Workshop for Women Inventors and Entrepreneurs* at Ewha Womens University from May 5-9, 2009. For further information, visit <http://kiwie.or.kr/index.asp>, or email kwia@inventor.or.kr or kwia0405@paran.com. ❖

General Meeting at LIGI Tool & Engineering



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

Food Industry Trade Shows

Produx.com is a quick search website by calendar month for several food industry trade shows:

- Food Retail – organic, merchandising, fancy, perishable, specialty, candy, produce, gasoline marketers
- Foodservice – conference, expo, technology, meetings, vending, supermarkets, design
- Food Supply – automation, wholesale, confectionery, agriculture, retail, industrial, marketing, hotel/restaurant, export
- Nonfoods – crafts, gifts, promotional, housewares, beauty, hobby, jewelry, books, hardware, stationery ❖

Ocean Tomo Publications

Visit www.oceantomo.com/Publications.html to find these articles and more:

- *It's Not the Car: It's the Technology Which Drives It* (The fate of the invaluable green and energy intellectual properties being developed by the Big-3 puts at stake more than the future of Detroit and the US auto industry.)
- *Intellectual Property as National Policy*, written by **James E. Malackowski**
- *A New Era in IP Licensing: The Unit License Right™ Program*, written by **Cameron Gray** ❖

2009 Taipei Int'l Invention Show & Technomart

The fifth annual show happens September 24-27, 2009 at the Taipei World Trade Centre, Exhibition Hall 1. Organized by the Taiwan Intellectual Property Office (TIPO) and Taiwan External Trade Development Council (TAITRA), the *Invention Pavilion* is estimated to attract 500 inventors/ inventor groups from 22 countries using 650 booths. Also, the *Technomart Pavilion*, organized by the Industrial Development Bureau (IDB) and Industrial Technology Research Institute (ITRI), expects 180 domestic and overseas organizations to display more than 940 innovations and technology.

This event features a professional 3-in-1 trade platform: Innovations/ Inventions + Intellectual Property + Technology Exchange/ Transfer. For more information, visit www.inventaipai.com.tw or contact Sec 3, Exhibition Dept., Taiwan External Trade Development Council, **Ms. Alanka Yang** at (886-2) 2725-5200 Ext.2627 or email invent@taitra.org.tw. ❖

Tesla Motors Unveils All-Electric Sedan

Americans could soon be driving a car powered completely by electricity, but it might be rolling off assembly lines in Silicon Valley, not Detroit. **Tesla Motors**, a California company founded six years ago to pioneer "green" automotive technology, has introduced its Model S, an all electric family sedan that carries seven people and travels 300 miles per charge.

Tesla says it is the only production automaker already selling highway-capable EVs in North America or Europe. With 0-60 mph in 3.9 seconds, it says the Roadster model outperforms almost all sports cars in its class yet is six times as energy efficient as gas guzzlers and delivers 244 miles per charge.

To learn more, read the article *Tesla Motors Unveils All-Electric Sedan*, found at www.consumeraffairs.com/news04/2009/03/tesla_model_s.html. ❖

Learn About Brazilian Law

Jamil Abdo wants people to know more about Brazilian Law, how it works, how can they do business in Brazil, for example open a factory, register trade mark and, patent an idea. Visit www.abdo.com.br for more information. ❖

Help for Ohio Inventors

MAGNET has loan funding that helps entrepreneurs or small businesses bring their ideas to reality. MAGNET administers the Product Innovation Loan Fund on behalf of the Cuyahoga County Department of Development.

Applications for the current funding round are being accepted with a submission deadline of NOON EDT on Friday, May 15, 2009. Contact **Wayne P. Zeman** at 216-432-4197 or Wayne.zeman@magnetnetwork.org. ❖

NineSigma, Inc

NineSigma was founded in 2000 by **Dr. Mehran Mehregany**, Goodrich Professor of Engineering Innovation, Case Western Reserve University. The company's core mission is to work on behalf of its clients to source innovative ideas, technologies, products and services from outside their organization quickly and effectively by connecting them with the best innovators from around the world. www.ninesigma.com is a place to learn what innovations companies seek. ❖

Medical Inventors Club

Coming soon is the British Association for Inventors in Medicine (BRITAIM) at www.britaim.com. Croydon Round Table of Inventors (CRTI) has been working with BRITAIM to establish a method of helping medical type inventions get to market. To register your interest please, contact **Dr. Anton E A Joseph** (Joe) at aeajoseph@hotmail.com. ❖

Patent Vulnerability

Learn what makes a patent vulnerable from **David Wanetik** in the article, *How Patent Vulnerability Impacts Valuation*. Use a search engine to find the article by name and title. ❖

What is Patent Quality?

Patent quality is embodied in the current and emerging markets for intellectual property transfer. Read *WHAT IS PATENT QUALITY? -- A MERCHANT BANC'S PERSPECTIVE*, written by **James Malackowski** and **Jonathan A. Barney**. Use a search engine to find it by title and author. ❖

*Inventors Society
of South Florida*
presents
Amy Tupler
ON
*Out-of-the-Box
Marketing*
May 2nd at 1 PM
at
**Ligi Tool &
Engineering, Inc.**

We're on the Web!

See us at:
www.InventorsSociety.net

ISSF Speakers

Amy Tupler, President of *Solution Conduits* will give a presentation on May 2nd on "Out-of-the-Box" *Power-Marketing Strategies for Inventors*. Out-of-the-Box is a unique concept in marketing because it has you visualize what your target (be it a potential licensee, distributor or end user) will experience as they take your product out of the box. Be sure to attend this insightful presentation!

On June 6th, **AmondaRose Igoe** will help you unlock your ability to clearly communicate your product message or business idea with clarity, creativity and heart in 60 seconds or less. You will be shown how to create, improve, and implement proven strategies to give you the competitive edge every time you attend a networking event, speak to a potential investor or someone asks you "What do you do?" If you are tired of getting limited results and missing golden opportunities, you need to attend this presentation before it is too late. **AmondaRose Igoe** is an internationally recognized professional speaker, published author and certified success coach, who specializes in teaching others the Art of Public Speaking.

Coming in July is the Elevator Pitch Olympics, where members will give a 2 or 3 minute pitch that will be judged by the audience on quality of the materials presented, actual performance and strength of the product presented.

For more details and directions please visit www.inventorssociety.net or contact **Leo Mazur** at 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. ❖

Inventor News
MAY 2009

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