

Inventors Society of South Florida

Inventors News

June 2009

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

President's Corner

Ask not, who your demographic is but eliminate who they are not! I hope I don't offend anybody with my playful parody of the famous quote by JFK but I did it to drive home an important point made by our speaker last month. So many of us have trouble defining our demographic, including me. **Amy Tupler** performed an exercise with one of our members where she kept eliminating people who would not buy her product until she distilled it down to those who were left. Then, she put a face on that customer through a series of vignettes. At that point as if by magic, your demographic becomes a living breathing person. You understand their concerns, their needs, their wants and most importantly how your product will be accepted by them.

I have tried her techniques myself and found them to be unbelievably revealing. So I would like to personally thank Ms. Tupler for her excellent presentation and her list of resources (a goldmine in itself), which we emailed to all of our members. If you don't have email or were somehow overlooked, please let me know and I will get this information to you.

This brought up an important point to Cathy and I, we need to know more about our demographic...YOU !!! To that end we will be passing out short surveys and asking questions at the meetings to try to determine what you need from us and how to best fill that need. We have also discussed putting together a business plan to pin down just where we are headed. Hmm, where have we heard that before? It is SO EASY to tell you to do that for your product but not so easy for us to take our own advice.

To that end (and I know I will hate myself in the morning for this) I volunteer to take the first spot for the Elevator Olympics. Going first is the worst! I AM TERRIFIED! Whose stupid idea was this anyway? I am hoping by throwing myself to the lions I will inspire others to make the most of this opportunity. So PLEASE sign up. This is the first in a series of programs we hope will provide member participation and hands on experience.

Now to turn to my only hope of surviving this ordeal, **AmondaRose Igoe** will be giving us a presentation this month on *The 60 Second Elevator Speech*. I have secretly signed up for her workshop on 5/30/09. For more information on that and Ms. Igoe in general, go to her website at www.highperformancespeaking.com.

FIELD TRIP! Our August meeting will be held at the Broward County Main Library where we will have not one but TWO experts on patent searching show us their stuff. Many of you already know **Eileen Fischlschweiger** (the Patent and Trademark Depository Library Representative) from the library and the other interesting programs she has done for us in the past, along with **Bob Craig** one of our members who recently retired after over 30 years of service with the USPTO, will show you how to conduct a patent search an examiner would be proud of.

In September, we will begin a new series on the technicalities of bringing your product to market. Our new member but old hand at the business of making money, **Ron Sargent** will kick off the series with a presentation he gave to several well known corporations *Routine Miracles* (a system for creating and developing new products).

Don't forget the July meeting (the Elevator Olympics) is on the second Saturday (7/11/09) due to the holiday. OH GOSH, I think I have to make a dentist appointment for that afternoon.

Sincerely... (sweating out the minutes to 7/11/09),

Leo Mazur



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*Inventors Society
of South Florida*

presents

AmondaRose Igoe

ON

*Communicating
Your Product
Message*

June 6th at 1 PM

**Ligi Tool &
Engineering, Inc.**

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

Mission Statement

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



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Contacts

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



News From Cathy's Desk

Any resource an inventor chooses to use must be researched, and that includes reading the fine print of the contract, agreement, or usage terms. Two inventors can use the same resource yet have opposing opinions on the experience. It is imperative to understand the business aspect of any relationship you create because those are the rules of engagement. Do your own research to identify your requirements and determine how well your resource meets those requirements. Attend a local inventor meeting for guidance. Network with other inventors. Be proactive.

Two local inventors wrote me about their recent experience with Eureka! Ranch.

The first inventor writes:

"We attended the first meeting after an acceptance by Eureka! Ranch International claiming to be one of the 25 lucky inventors selected. As mentioned below: The really exciting part was that ABC Nightly News/Disney will be filming the event and a few extra lucky inventors will get prime time visibility of their inventions and be followed through the process!

They also claimed to have their own film crew on hand so good exposure would be likely, but not guaranteed for all. In addition, every attendee was to receive a free pass code (\$2000 value) to have them process their invention and publish it to the USA National Innovation Marketplace – all compliments of the US Department of Commerce! Of course this didn't happen either.

My wife and I traveled to Orlando for the first meeting only to find Ken Bloemer by himself (no film crew) requesting that I sign a TV Release form. Today, I opened my e-mail only to find that ABC will not be present due to budget restraints. I'm sending this believing that this is fraudulent and ABC isn't aware of this event."

The second inventor attends a lot of shows, networks and markets her products around the world. She said,

"The first visit was just so Eureka Ranch could screen the inventions to see what was worthwhile to THEM. We weren't surprised to see just one person. The second session was supposed to be covered by ABC, but they explained (prior to the session) that ABC wouldn't be there but their own videographer would. This turned out to be true; he used a professional camera. We were a little skeptical of the whole thing, thinking he just needed to "seed" his new website. We had a very intense session to analyze our invention and methods of promoting it. We just received the computer program which helps evaluate the invention's potential. I don't know if it would be worth \$2000, but it was worth the trip(s). Now, we'll see if we're "discovered".

Moving along to other business, many inventors are confused about the requirements for creating and maintaining an inventor's notebook. Please take the time to read the article that **Eric Waltmire** published, *The Preservation Three Step: What Every Lawyer Should Know to Protect a Client's Potentially Patentable Assets*, referenced elsewhere in this newsletter. The preservation three-step is:

1. Keep It Confidential
2. Document the Invention
3. Be Diligent

Be sure to ask your patent attorney for verification of the information in this article. ❖

Professional Inventors Alliance

The Professional Inventors Alliance (PIA) and the Alliance for American Innovation have been representing inventor interests on the Hill since the early 1990's. They were much better organized in the 1990's, mainly because of better funding but also because more inventors actually helped. This time around funding has been much more erratic and there have been fewer inventors willing to actually work on the issues.

The Professional Inventors Alliance offers list servers of interest to individual & small business innovators to help those interested in IP news and policy stay informed. When PIA distributes news they often post contact information to facilitate your contacting journalists. Three of these list servers are:

- PIANews-L, a news-only list server which covers patent reform, Supreme Court, CAFC, and USPTO issues & rulemaking which is of interest to individual & small business innovators. There is no chat on PIANews-L.
- PIANews2-L, a news only list server which covers David vs. Goliath patent litigation, and other issues of interest to individual and small business inventors. There is no chat on PIANews2-L.
- Replies to either PIANews-L or PIANews2-L news are directed to PIADiscuss-L and that list usually has light traffic. BUT: BEAR IN MIND THAT WHAT YOU POST IS SEMI-PUBLIC.

These lists are accessible by invitation only. If you wish to join one or more of the lists please email your request to RJR@PIAUSA.org. Please supply complete contact information, address & affiliation with the request. ❖

Get Smart About Inventing

Visit <http://inventbay.com/index.php/inventor-education> for a great selection of articles on many aspects of inventing including: due diligence, design, prototype, finance, license, marketing and manufacturing. For anyone new to inventing, please peruse the inventor education pages of InventBay. You will quickly learn that inventing is on par with starting your own business. In the realization of an invention or a business, you consider the same (or similar) aspects. Therefore, it is important to familiarize yourself with the big picture of inventing before you begin the journey to product realization.

Also, listen to one or more of **Stephen Key's** audio tips at <http://inventbay.com/index.php/inventor-education/audio-tips-for-inventors>. The tips explain what the inventor needs to do to find success. For example, you can create products people want by:

- Attending trade shows and reading trade magazines that identify problems
- Observing people using a device or doing a task
- Examining the products of a stagnant industry.

After spending some time reviewing the InventBay educational information, you will begin to understand the complexity and commitment that go hand-in-hand with inventing. You may choose to continue with your idea, or not! ❖

If you choose to continue, read the schedule for the upcoming *InventBay International Inventors Expo* at www.inventbayexpo.com/expo/schedule.php. Make plans to attend and gain the expertise of these speakers. The better your understanding of the invent-to-market process, the better decisions you make along the path to product realization. ❖

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. ❖

Trademark Registration

How can you avoid 90% of common problems and pitfalls in trade mark registration, use and management? Let **Mike Clarke** tell you in his article, *42 Hints to Secure a Great Trade Mark Monopoly*. Find the article at www.dilanchian.com.au/content/view/309/60. ❖

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



Inventors Association of Georgia

Cathy VerSchneider (cever@earthlink.net)

The *Inventors Association of Georgia* (IAG, Inc.) is a not-for-profit organization, begun in 1968. The IAG, Inc. is a mixed group of experienced patent owners, inexperienced inventors, patent practitioners, marketing consultants, and other innovative persons who like to get together, share accomplishments and concerns, help promote invention and innovation, and provide guidance to members without breaching implied confidentiality. Every 4th Saturday 75-100 folks gather for a great presentation and lots of networking before and after their 2-hour meeting. Their website (www.gerogia-inventors.org) offers industry news of events in the patenting world.

Dave Savage, the president of the club, is highly energized when it comes to educating inventors. In Dave's words, the club's purpose is to *educate, motivate and whack you upside the head with a dose of reality*. Each gathering offers opportunities for networking before, midway and after. IAG has a chatty newsletter and signs up speakers months in advance. Also, the club partners with three local universities for entrepreneurial programs.

Dave offered a few gems of wisdom for inventors in the course of our telephone conversation on May 16th:

- When you want to describe your invention to others, use a phrase that says what problem (need) the invention solves (fills).
- Inventors who are not business people license their product.
- Angel investors look for the team behind the product. (The people behind the product are responsible for its success.)
- You must have a passion for the product. (e.g. You enjoy the people who will use your product. If you invent a horse product and have no interest in anything to do with horses, you will waste your efforts.) ❖

Ghostline Girls Give Winning Presentation

Leo Mazur attended the Ghostline Girls' *Winning Presentations* back in 2002 at the Yankee EXPO and it impressed him. The Ghostline Girls (as they are sometimes referred to by people in the inventor community) are two sisters who took their product Ghostline poster board to market and made a bundle. They write a feature article in *Inventors Digest* every month and also run www.asktheinventors.com, an educational website to help independent inventors. There is a lot of great information on their site.

- Find the *Easy Patent Searching* at the "Books and other helpful items" link.
- Be sure to read *Create a Compelling Presentation for Your Invention*, a guide based on their product that gives you ideas on how to present your own work. Find the guide at <http://asktheinventors.com/Books/presentations.htm>. ❖

AbsolutelyNew Launches Invention Competition

AbsolutelyNew, Inc., the consumer goods company that partners with inventors to launch innovative products, has launched its first National Invention Competition with the not-for-profit United Inventors Association (UIA). The competition gives current UIA members the opportunity to showcase their patent-protected ideas and become eligible to win professional product development and marketing-licensing services valued at \$20,000. For more information, visit www.absolutelynew.com/uiacontest/entryform. Entry deadline is May 31, 2009. ❖

The Invention and Idea Show

The *Invention & Idea Show™* is scheduled for June 12 & 13, 2009 at the Redwood Area Community Center. Since 1958, inventors from across the country have traveled to Redwood Falls, MN to test market their products and attend our *Inventing Success™* Workshops. Manufacturers, make plans to attend the event to see if any of the inventors' products match your manufacturing capabilities. Visit www.minnesotainventorscongress.org and click the link on the left side of the page to learn more. ❖

Rules of Evidence for Inventor Notebook

Eric Waltmire published *The Preservation Three Step: What Every Lawyer Should Know to Protect a Client's Potentially Patentable Assets* in the DuPage County Bar Association's October 2008 edition of its legal journal, *The Brief*. The article is now available at www.dcbabrief.org/vol211008art4.html. The section on witnesses follows:

- Witnesses should regularly sign notebook entries.
- Choose witnesses that are impartial and not relatives or people that the inventor worked closely with on the invention.
- The witness must have the capability of understanding the invention.
- The witness is not required to understand the theory behind the invention, although such an understanding is a plus.
- The witness should read and understand the material that he or she is witnessing in the notebook.
- The witness should not be in poor health because the point of a witness is, in part, to testify later, if needed, as to the facts that he or she witnessed.
- The following should appear above the witnesses' signature and date: *The following undersigned, have witnessed, and agree not to disclose the above confidential information.*
- Obtaining two witnesses is preferred because it makes the inventor's case stronger.
- The inventor's patent attorney should not be a witness because a patent attorney may not represent an inventor and also be a witness for the inventor. ❖

Stephen Key Articles

Stephen Key has written and been featured in several articles. Visit www.inventright.com/press.shtml and scroll down the page for inks to:

- *Small Business: Creating Hit Toys: It's not all fun and games*
- *Small Business: Licensing your invention*
- *Peer-to-Patent program taps wisdom of masses*
- *How to Sell Your Invention*
- *Licensing vs. Manufacturing: What's Best for Your Product?*
- *Bringing a killer new product to market*
- *Commercialize Your Invention - Experts Share Advice*
Audio Interview
- *4 Hot Inventing Trends*
- *Licensing vs. Manufacturing: What's Best for Your Product?* ❖

Patent Claims

Learn about patent claims in the article *Drafting and Interpretation of Patent Claims*, written by **Manisha Singh Nair**. Use a search engine to find the article by title and author. ❖

Statement of Use

Before receiving the trademark, an applicant must make an "allegation of use". Read *What is a Statement of Use*, written by **Michael N. Cohen, Esq.** Use a search engine to find the article by title and author. ❖

Patent Reform

Read *Patent Reform Stall in Senate – a Silver Lining* by **Harold C. Wenger**. Use a search engine to find the article by title and author. ❖

Speed Coaching

American Express OPEN and SCORE 2009 Speed Coaching Events are coming to your area. Visit www.score.org/Open_Events.html to view the national schedule. ❖

Free Online Courses

SCORE offers free online courses in subject areas including: business planning, advertising and marketing. Visit www.score.org/online_courses.html to find courses to help your business. ❖

CEA Line Shows

The consumer electronics innovators are meeting in New York at CEA Line Shows to showcase what's new, cool and happening on June 10-11th before a powerful gathering of media, analysts, trade and technology thought leaders. Learn more at <http://cealineshows.com>. ❖

Tips for Products that Sell

Straight from the producers at Sullivan Productions -- who've made millions producing Direct Response infomercials with **Billy Mays** and **Anthony Sullivan** -- here are the absolutely, most fundamental tips for getting your idea or product on TV and into the marketplace. Find the list at <http://dsc.discovery.com/tv/pitchmen/make-millions/make-millions.html>. ❖

Microlenders

With many banks continuing to put a hold on lending, more small-business owners and would-be entrepreneurs are turning to microlenders, organizations that dole out smaller loans typically ranging from as little as \$500 to \$35,000. They are more lenient in screening prospective clients, and more willing to tailor repayment periods to the specific needs of a business. Read *Microlenders Widen Their Client Base*, written by **Anjali Cordiero**. Use a search engine to find the article. ❖

Tips for Today's Economy

Joel Blakley is a firm believer that in every situation, regardless of what the news sources say, there is opportunity. He put together some tips for you to consider in the article *5 Tips to Survive Today's Economy*. Use a search engine to find the article by title and author. ❖

Entrepreneurial Readiness

Calculate your entrepreneurial readiness at this location: <http://venturecapitaltools.com/surveys/entrepreneurialsurvey.aspx>. ❖

Market Plan

If you need help to understand the purpose of a market plan, visit www.louiwear.com/marketingtools_plan1.htm. This article has been adapted from material provided by the U.S. Small Business Administration.

Visit www.ducttapemarketing.com/sample_marketing_plan.htm to get **John Jantsch's** insight on finding the right sample market plan.

Also, read **John Jantsch's** overview of the *Duct Tape Marketing System* at www.mplans.com/free_marketing_book/7Steps_marketingguide.pdf. This contains lots of great insight to help narrow your focus. ❖

Marketing Webcasts

Link to www.brighttalk.com/channels/2753/view attend upcoming or play recorded webcasts from **John Jantsch** of *Duct Tape Marketing*. ❖

What kind of inventor are you?

Find out at www.abc.net.au/catalpult/interact/quiz/inventor. ❖

European Commission and IP Rights

Get your 2008 edition of *Putting Small Businesses First* at http://ec.europa.eu/enterprise/entrepreneurship/docs/sme_pack_en_2008_full.pdf.

The European Commission has set up an IPR Helpdesk to help entrepreneurs, in particular SMEs participating in European research projects, on IPR (Intellectual Property Rights) issues. It offers basic guidance and advice on intellectual property issues and its services are free of charge. The IPR Helpdesk's legal specialists will respond to individual legal questions via a helpline, and can also check legal documents. Over the last three years the IPR Helpdesk (www.ipr-helpdesk.org) has provided 350 practical advice documents on-line, drafted 300 FAQs and responded to 4947 individual questions.

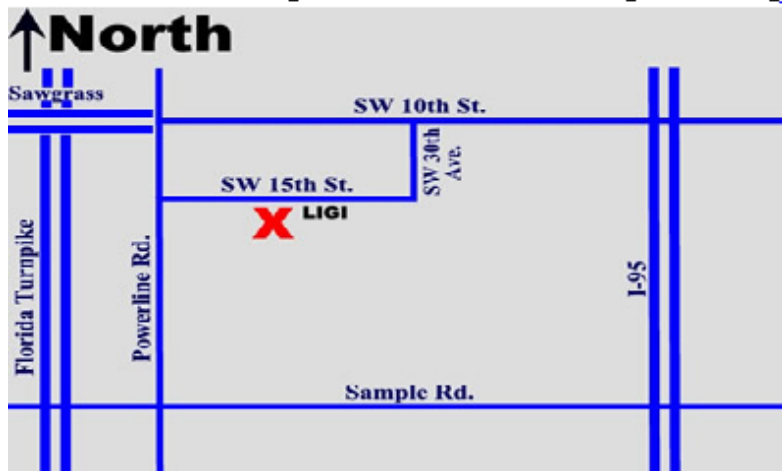
Responding to requests from business, the Commission opened an IPR helpdesk (www.china-iprhelpdesk.eu) in Beijing in May 2008. It provides free information, first-line advice and training support to European SMEs to protect and enforce their IPR in China. Its free services are offered in its offices in Beijing as well as through telephone and online enquiry points. A range of practical training tools will also be made available on-line and through training workshops in Europe and China. ❖

Marketing Newsletter Articles Archive

Small business marketing tips, Internet marketing strategies, tactics and resources are found at www.ducttapemarketing.com/newsletters.htm. Here is a partial list of articles offered:

- *What's your ideal customer's key strategic behavior*
- *Teaching is the best way to sell*
- *Creating your social media strategy*
- *How to create the ultimate referral marketing system in 7 simple steps*
- *What's the measure of one word?*
- *You can't improve what you don't measure*
- *Planned keyword content winds the search game.* ❖

General Meeting at LIGI Tool & Engineering



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

World Innova LLC Helps Inventors

Yvette Golan, World Innova LLC, Two Allen Center, 1200 Smith Street Suite 1600, Houston, TX 77002; office 713.353.4755; fax 713.353.4601; www.worldinnova.com

Yes, we do work with independent inventors. We actually formed World Innova specifically to help inventors. I've spoken at several inventor groups, wrote for Inventors Digest, and appeared on a few TV shows to help inventors. We treat inventors like we treat all our product companies. We have worked with inventors who have only a napkin sketch, and we have worked with inventors who have achieved some large sales success. Because we offer PO financing, it is possible for us to go from a napkin sketch to Wal-Mart and other major retailers with the inventor not paying a dime (though he will have to at least temporarily put up at least \$1250: I explain below).

What do we look for in a prospective client? I cannot stress how important it is for us to have a good relationship with our clients. We've dumped great products because the person behind the product was unreasonable or not trustworthy. We've taken on so-so products because the person behind the product was so wonderful that we wanted to help however we could. The product world requires a long-term relationship. If we have to go back to Kroger's with our hat in hand and explain, "yeah, I know you want to order another 4 containers of such-and-such product, but the inventor went postal and we can no longer secure volume/quality/etc." -- Well, let's just say that makes everyone look bad and is a great way to burn your business relationships.

The best clients realize what they do not know, and they try to surround themselves with the best talent possible. The best clients have figured out what they do best, and they try to find someone else to do everything else. Whether it is marketing geniuses, or design gods, or management gurus, the best clients leave their ego at the door and look at the product development process as an opportunity to learn and grow. The best clients also realize that the process takes TIME. Some retailers are just slow. We have some of the best retailer relationships in the market, and it just takes time.

How we work: Inventors with inventory that do not need product development or sourcing should send us a sample and additional product information. They should send about 6 samples. If we like the product, we show it to retailers and (hopefully) begin gathering the purchase orders. We take 10% of the wholesale cost as our fee.

Inventors who are not completely ready to go -- that is, they need product development, or they need price quotes for large volume, or they need some re-design, then they will need to sign our Retainer Agreement. We charge \$250/ hr for our and our factory's work. Usually, product development takes less than 10 hours (sometimes much less), but it often depends on the product and the person. We seek approval before charging above 5 hours. If the inventor eventually places a manufacturing order with us, we refund what they have paid under the Retainer Agreement. We're not looking to profit with the Retainer Agreement, we just need to make sure that our factories deal with only serious inquiries and that everyone respects our and our factory's time. Naturally, the actual manufacturing, distribution and wholesale process are not charged by the hour.

Also, we profit through large and continuous orders. Sometimes, an inventor comes to us with a product that we don't think will succeed, but is willing to pay the retainer and for product development. Even though they're willing to pay our hourly fee, we will still reject the product. We profit by volume, and we can't waste our time, our factory's time, or our retailers' time with a product that we don't think will achieve commercial success. We can't twist retailers' arms into buying a product that won't succeed. While the inventor may not like hearing it, we'd rather have an inventor leave educated rather than broke. ❖

Search for Legal Pubs

Visit www.venable.com/nep/publications and search articles, newsletter and white papers by topic including IP, IP litigation, patent prosecution. ❖

Managing Software IP

Visit http://www.blackducksoftware.com/media/_wp/ManagingSoftwareIP_BP.pdf to find seven best practices for assuring compliance with relevant license obligations and effective protection of software intellectual property. This relates to development based on components re-use and software assembly. ❖

Xerography Inventor

Noric Dilanchian wrote a thought-provoking article about **Chester Carlson**, inventor of xerography. The article details several commercialisation axioms every inventor must know. Find the article, *The most successful product ever marketed in America*, at www.dilanchian.com.au/content/view/125/56. ❖

NASA Tech Briefs

Visit www.techbriefs.com to access NASA Tech Briefs, white papers, webinars and pod casts. Be sure to click the DESIGN CENTER link at the top of the home page to visit the Digital Design Center for the latest tools and tips to improve designs and prototypes. Also, subscribe to the INSIDER, a FREE e-mail newsletter from NASA Tech Briefs featuring exclusive previews of upcoming articles, late breaking NASA and industry news, hot products and design ideas, links to online resources, and much more. ❖

PetSmart Product Search

PetSmart is seeking ideas for interactive toys and products that will help keep house pets of all sizes entertained. They want to see products that improve the lives of pets and pet parents. The solution must have features that benefit both the lives of the pet and the pet parent, and safety is always a must! The search ends July 9th. Learn more at <http://edisonnation.com/petsmart>. ❖

For Women Inventors

Milojo Productions (www.milojo.com/casting/Casting.html) is now casting women with fabulous ideas and great personalities from across America for a new series on TLC to help women inventors get their ideas off the ground and into American homes. If you have a brilliant product and a working prototype, TLC and **Kelly Ripa** want to help you manufacture, market and sell it on the Home Shopping Network! ❖

*Inventors Society
of South Florida*

presents

AmondaRose Igoe

ON

*Communicating
Your Product
Message*

June 6th at 1 PM

at

**Ligi Tool &
Engineering, Inc.**

We're on the Web!

See us at:

www.InventorsSociety.net

ISSF Speakers

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.

Eileen Fischlschweiger and **Bob Craig** will be giving a talk on *Patent Searching* at 1PM on Saturday August 1, 2009 on the 6th floor of the Broward County Main Library (100 S. Andrews Ave., Fort Lauderdale, FL 33301). Eileen will focus mostly on the Seven Step Strategy advocated by the Patent and Trademark Depository Library Program Office for patent searching. Bob will bring his inside knowledge on the classification system to us, having worked with the USPTO classification system until his recent retirement.

For more details and directions please visit www.InventorsSociety.net or contact **Leo Mazur** at 973-219-9627 (MazurElectric@earthlink.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 2009
Inventor News**

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Delray Beach, FL 33482
P.O. Box 6008

Inventors Society of South Florida