

# Inventors Society of South Florida

## Inventors News

April 2009

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

### President's Corner

I want to thank **Lisa Guarini** of *Smart Broad, Inc.* for giving us one of the most exciting presentations I have ever seen. Although it was easy to get caught up in her performance, she definitely brought up some very valuable points that we should not forget. Be an expert in your field, have and follow a business plan, it will take longer and cost more than you expect, show at tradeshows, get a mentor but most of all it is a journey so prepare yourself for the long haul.

A good part of that long haul is marketing, one of the most important and usually least understood parts of making a product a success. So this month we are kicking off a 4-part series to give you the tools to move your projects along.

We will start with **Mike Martinez** of *Global View Product Development Group* who will give us a presentation on the basics of bringing a product to market. He will cover everything from prototyping, developing, marketing, manufacturing and much more.

Then, **Amy Tupler** of *Solution Conduits* will show us her very advanced view called "Out of the Box", "Power-marketing Strategies for Inventors". I have studied a lot of different theories regarding how to draw your customer in but this is quite unique and translates across the board to every aspect of sales, from the elevator pitch to the packaging of the actual product. You need to experience view from the customer's eyes as they "open the box".

Next, we will have a speaker giving a presentation on how to give a presentation (basically, how to make your pitch).

Followed by the *Elevator Pitch Olympics* where members will give a 2 or 3 minute elevator pitch and will be judged by the audience on quality of the materials presented, actual performance and strength of the product presented. Awards will be given to the highest scores in each category, highest over all score and best of show.

You don't need to have a patented product to give a presentation. Here is where you need to be really creative. If it is not protected then you must not disclose what may be proprietary but you can tell what type of product it is, give actual market statistics, tell what other products the business model is based on, list attributes that give it an unfair market advantage, etc. Basically, sell them on the reasons they want to invest in the product without telling them what the product is. Pretty darn tricky!

And NOW, BACK BY POPULAR DEMAND... The FREE DOOR PRIZE! In the past we would give away free door prizes at the meetings. For our next meeting we have a special treasure.

**Dick Loughlin** (past president and I believe one of our founding members) donated a beautiful reproduction of an actual patent drawing from none other than Thomas Edison (#475491). Any inventor would be proud to own and display this piece of history. To tell the truth, in a moment of weakness or should I say honesty, I decided to announce it in this newsletter so it didn't mysteriously disappear and somehow grace the wall of my office.

The board will present several awards at the next meeting including the awards from the last EXPO, the *Bob and Betty White Award* as well as others. Please come to the meeting and show your support for those being honored. Awards and recipients will be identified in the May newsletter.

Lastly, we are passing along some possibly great opportunities in the regard of product



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*Inventors Society  
of South Florida*

presents

**Mike Martinez**

ON

*Bringing a Product  
to Market*

1 PM on April 5<sup>th</sup> @

**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

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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



hunts, TV shows, media events, etc., but I have to warn you, it is your responsibility to research these opportunities yourself and make your own decisions as to whether it is wise for you to participate. **READ THE CONTRACT OR AGREEMENTS.** If you are not sure of what you are signing **HIRE A PROFESSIONAL.**

Not long ago, one of our members sent me an agreement for a "free" listing site. It said the company got something like 40% of all future sales even if those sales were not directly related to listing on their site, furthermore ALL receivables had to be filtered through their company, they had the right to audit the inventor but it was never even implied that the inventor had the right to audit the company.

This is what makes inventing exciting, like any dangerous sport for example scuba diving. You need to learn the theories, develop your skills, and be ever vigilant for the dangers but you'll never see the fishes unless you jump in the water.

Sincerely,

*Leo Mazur*

## News From Cathy's Desk

**Lisa Guarini** held the attention of the audience every moment of her presentation. She knows the power of preparation and presentation. She had props to support her talk --- invention on a napkin, sample product and marketing material. Great job, Lisa!

The last page of this newsletter includes a disclaimer. Please read it. The society does its best to offer honest information and reputable contacts. It is the responsibility of the purchaser of products and services to read warranties, peruse the fine print of a contract and negotiate **before** you agree to or sign anything! Help yourself:

- It behooves the inventor to become a member of their local inventor group and make use of Internet experts like **Don Debelak** and **Stephen Key**.
- By all means, read *Patent It Yourself* by **David Pressman** for valuable information that will guide your steps.
- Take advantage of the free and useful information on the Internet as cited in this newsletter. Read the next paragraph for examples.

InventorEd (**www.inventored.org**) is one of several websites that reports on companies taking advantage of inventors. Learn how an invention submission company works at **www.inventored.org/ caution /muha**. Search **www.ripoffreport.com** to find more consumer complaints. Scroll down **www.inventnet.com/scam.html** for a list of suspect companies. Learn about inventing at **www.inventored.org/novice**.

Research is critical to success as an inventor. Networking with other inventors is a form of research. An experienced inventor commented to me recently about televised events in which the inventor discusses his/her invention.

"More and more, people have figured out that a patent (pending) may be helpful, but FAR less important than "First to market". So, talking on a wide broadcast program (far beyond would-be licensees), without the wherewithal to produce/fill orders will lead more to frustration/confusion than opportunity. The very remote hope of "being discovered" (versus prompting competition) this way is not worth the loss of your one, single chance to make a GOOD first impression."

Every opportunity has tradeoffs. Know what you are giving and getting before you sign up! ❖

## Inventor Digest's *First Ten* Commandments

Note to readers: When **Abby Waters** was president of the *Inventors Society of South Florida*, the group received permission from *Inventor's Digest* to reprint articles as long as *Inventor's Digest* was cited as the source. I acquired a two-page copy of the *Inventor's Digest's First Ten Commandments*. It has been a part of my display at all inventor shows in which I participated. During the February 2009 expo at the Broward County Main Library many people read the list and requested a copy. Here is the *Inventor's Digest* list!

- 1. Stay away from invention marketing companies that advertise on radio and late night TV. They're out to fatten their wallets and empty yours!!**  
There is no "one-stop shopping" as far as invention development is concerned. Some invention marketing companies claim to be able to present any kind of product to industry, but that would mean they would have to be very knowledgeable about every industry. Successful invention marketers work in selected industries and have specific contacts in those industries. They have spent years building relationships with those inside corporations in specific industries.
- 2. Keep good records about your idea...some day they may be the backup you need to prove YOUR idea is YOURS!** If your idea of keeping notes about your invention means stuffing scraps of paper into a desk drawer, change your ways! Get a bound notebook and record in a professional manner everything you do with your invention. Record the name of every person involved including the date and a brief recap of the conversation. Staple into the receipts of materials you've purchased to build prototypes. Record ideas you have for other innovations so that you don't forget them. Have a trusted friend witness your notebook periodically. Your notebook will become your invention diary that will be a very valuable tool as you develop your idea.
- 3. Do your own patent search online at [www.uspto.gov](http://www.uspto.gov) or at a Patent Depository Library. If you find that your invention is already patented, there's no need to go to a patent attorney.** Just because you've never seen your product on the market doesn't mean it doesn't exist. It could be patented but not marketed. IT could be on the market in another area of the country. It could be sold only through catalogs or specialty stores. Do a patent search---and an extensive market search---and really satisfy yourself that your product (or something better!) doesn't already exist. Check specialty catalogs (there are thousands on the market) because many products are sold in catalogs and may never be sold in a retail store. Do an Internet search. Unless you're rich, there's no sense spending money on a professional patent or market search until you have done your homework first. Also, you'll be learning a tremendous amount about your product's industry as you search.
- 4. Build a model. No need to get fancy at first...cardboard, white glue, balsa wood, off-the-self parts. No matter how simple the idea, you have to prove it works.** Its one thing to "see" something in your mind, but it's quite another to hold it in your hands and work with it. There are very few products that can't be improved. In fact, your idea is most likely an improvement on someone else's product. So, build a model...then build another one. Work with it. Make it the best you can. Try to "out invent" yourself because once it's on the market, you can be sure your competitor's will try to improve on it!
- 5. Have your invention evaluated by a non-biased professional (even if your Mom's in the business, go to someone else!).** It may be nice to know that your friends and neighbors like your idea, but do they know anything about new product development? Do they know about manufacturing or how to price a product? Do they know about distribution channels? Do they know about

### 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. 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](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. ❖

### Calculating Royalty Rate

Royalty rates can vary greatly depending on the industry and the expected profit margins of the product. In the March 2, 2009 issue of *The Online Inventor* from [www.marketlaunchers.com](http://www.marketlaunchers.com), the royalty rate for consumer products is discussed. **Trevor Lambert** of *Invent Secrets* explains the market method and the income method. The first is a comparative method which is similar to purchasing a home. The second values intellectual property based off of the anticipated income that the invention is likely to produce. ❖

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**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 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)



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designing a product with an eye to packaging and shipping? Do they think about product liability? Probably not. So don't move forward based on comments from those who like you. You want to hear everything that's wrong with your idea so you can make it better. Strengthen your ego and get a professional opinion.

6. **Read all you can about new product development. Go to your local bookstore or library...others have gone before you. Don't reinvent the wheel.** Most novice inventors have no idea where to begin and no one to guide them. They've probably never known someone who developed a new product from scratch, so the road ahead seems overwhelming. Take heart! There are many folks—just like you—who have taken an idea and turned it into a product. There is a tremendous amount of information available, so don't strike out blindly. Educate yourself about the basics. By reading and learning, you'll be creating a road map for yourself that you can use as you move forward with your idea.
7. **Network with other inventors. Join a local inventors' organization.** Who can I trust? What do I do next? How did I find the help I need? Among the best people to answer these questions are those who successfully marketed new products. There are nearly 100 nonprofit inventor organizations around the country. The members include inventors, lawyers, prototype makers and others who are in the filed of new product development. You owe it to yourself to join a group so that when questions about a specific company or a specific problem come up, you'll have someone you can trust to turn to for advice.
8. **If your patent search looked promising (see #3), make an appointment with a patent attorney, patent agent or professional patent searcher. Show him the results of your search and follow the advice.** Patent professionals are able to do a thorough search of the files of the U.S. Patent and Trademark Office as well as searching some international literature and patents. The patent search report that they give you should also have an opinion of patentability, which will tell you what they think your chances are of getting a patent. An attorney or agent's charges for preparing and filing a patent application is several thousand dollars. There's no need paying all that money if a professional patent search will reveal that you have little chance of getting a patent.
9. **Do what you do well and hire pros to do the rest.** This seems like such obvious advice, but many people try to save money in areas they think "don't really matter." Some inventors can make excellent prototypes then they send them out to prospective licensees with handwritten, poor quality letters. Others can create wonderful brochures and letters and send them with terrible prototypes. You only have one chance to make a first impression, so don't mess it up! Think about the things you do well and do them. Be honest about your weaknesses and get help.
10. **Don't fall in love with your invention, but if you've got a winner (see #5), hang in there!** Even "overnight" successes take a while! In invention, as in life, the key to success is most often perseverance. Inventors have to have thick skins and a lot of determination. For example, IBM experts told Chester Carlson that his invention wasn't really needed because people had carbon paper. Carlson's invention was the Xerography process, and the company founded on his invention is Xerox. Remember what Mark Twain said: "The man with a new idea is a crank until the idea succeeds." Inventors are visionaries and see what's needed before others do. Open your eyes and your mind and think differently...you, too, can change the world. ❖

## Stephen Key's Website

Having learned exactly how to achieve inventing success, **Stephen Key** founded inventRight with partner **Andrew Krauss** in the spring of 2002. The company is dedicated to helping inventors license their inventions through education, advice, and support. Visit [www.inventright.com](http://www.inventright.com) and scroll down the page for the following articles:

- *Inventors Succeed by Creating for the Marketplace*
- *Inventors: Cut a Killer Deal – How to Negotiate a Licensing Deal*
- *Inventors: Increase Your Productivity*
- *Inventing is Long Journey: Be Prepared*
- *Inventors: Believe in Yourself*
- *Inventors: How to Win in Tough Economic Times*
- *Inventors: Get Your 15 Minutes of Fame*
- *The Five Myths about Inventing*
- *Inventor: Get Free Advice – Online Forms*

When you are done reading articles, visit these other freebies from inventRight:

- A list of almost 300 companies looking for inventions at [www.inventright.com/links](http://www.inventright.com/links)
- A resource for journalists and TV producers looking for inventors to interview at [www.inventright.com/media](http://www.inventright.com/media)
- Stephen writes three times a week at [www.allbusiness.com/4969065-1.html](http://www.allbusiness.com/4969065-1.html)
- Articles and resources for inventors at [www.inventright.com/blogs](http://www.inventright.com/blogs)
- Ask invention questions and get answers at [www.inventright.com/forums](http://www.inventright.com/forums)
- Two fun and educational shows on inventing every week at [www.blogtalkradio.com/inventright](http://www.blogtalkradio.com/inventright) ❖

## Bed, Bath & Beyond Product Search

Bed Bath & Beyond is looking for innovative products or product ideas from women that are great solutions to help solve everyday problems found throughout the home. These could include products for any room in your home – products that make life easier, more comfortable, convenient, cleaner or better organized. The deadline is April 30<sup>th</sup>. Visit [www.edisonnation.com/bedbathandbeyond](http://www.edisonnation.com/bedbathandbeyond) for more information. ❖

## Innovation Tools

InnovationTools ([www.innovationtools.com](http://www.innovationtools.com)) is a new website designed to help busy executives to be more innovative in their businesses. In today's fast-moving world, the need for fresh ideas and innovative solutions has never been greater.

At the same time, the number of tools and techniques to help people generate productive and valuable ideas has been steadily growing. But chances are, you haven't been aware of many of these resources, because they're not easy to find. Their goal is to help you to learn more about the tools, strategies and techniques you can use to be more creative in your business -- and have more fun in the process.

This website is the brainchild of **Chuck Frey**, a creative thinker with 20+ years of experience in public relations, marketing, business strategy and information services.

You may peruse the white papers on this website ([www.innovationtools.com/pdf/whitepapers.asp](http://www.innovationtools.com/pdf/whitepapers.asp)) and conclude that the information does not apply to the independent inventor or small business. *You will deal with bigger businesses*, whether selling your invention, using services or evaluating their information in your research. It is critical to view business from their perspective; this website enables you to do that. ❖

### Preliminary Patent Search

**Don Debelak** has found the easiest way to do a preliminary patent search is to do a Google Patent search. Learn how he does it at <http://onestopinventionshop.net/AboutUs/ArticlesByDon/PatentSearch.html>. ❖

### Inventor E-Newsletter

For inventors looking for some true advice from a tried and true invention trouter, sign up for **Don Debelak's** new E-newsletter at [www.onestopinventionshop.net](http://www.onestopinventionshop.net). If previously signed up for Don's newsletter, you must sign up at his new website to continue receiving his newsletter. ❖

### USPTO Design Day

The USPTO recently announced a day of free lectures on April 5<sup>th</sup> for practitioners who specialize in design patents but may be of interest to members who plan to focus on that for their projects. For more information, visit [www.uspto.gov](http://www.uspto.gov) or use a search engine and type *Design Day*. ❖

### Design & Mfg Show at Javits Center

Introduced in 1997, the Atlantic Design & Manufacturing (AD&M) Show is the only comprehensive event serving the East Coast's dynamic design, process, and manufacturing marketplace. It happens June 9-11. Visit [www.javitscenter.com/calendar](http://www.javitscenter.com/calendar) for a list of events though June 2009. Also, find a link covering July-December events. ❖

### Inventor Hall of Fame

The National Inventors Hall of Fame moves to the USPTO. The Hall of Fame opening is being celebrated with a new exhibit, "Inventive Links." The exhibit illustrates the unexpected way in which modern technology is interlinked. Visitors take a journey along the exhibit wall and view six unique sections starting with a question and following the connections. With a little inventiveness and some detective work, you will see how each path links the innovations of a variety of inventors inducted into the National Inventors Hall of Fame. ❖

**Inventor Showcase**

The *Innovation Begins at Home* show happens at the World Trade Center in Portland, Oregon on May 30<sup>th</sup> from 10am-5pm. Micro-Enterprise Inventor's Program of Oregon (MIPO) is the sponsor of this event. Learn more at [www.mipooregon.org/innovation.php](http://www.mipooregon.org/innovation.php). ❖

**DOE Licensing Program**

The U.S Government as represented by the Department of Energy (DOE) owns title to approximately 1500 unexpired U.S. patented inventions and, in some cases, foreign counterparts. Learn more at [www.osti.gov/gencoun](http://www.osti.gov/gencoun). ❖

**Tradeshaw Marketing**

**Mel White** is the V.P. of Marketing and Business Development for Classic Exhibits Inc., a designer and manufacturer of portable, modular, and hybrid displays. **Mel White** has spent the past 15 years immersed in trade show marketing, having worked for three trade show exhibit manufacturers and personally assisted hundreds of trade show clients. Take advantage of his expertise at [http://ezinearticles.com/?expert=Mel\\_White](http://ezinearticles.com/?expert=Mel_White). ❖

**Using Promotional Products Effectively**

Want better results from your tradeshaw experience? Explore the 3 major elements of a successful tradeshaw using promotional products effectively. Go to [http://ezinearticles.com/?expert=Sandy\\_T\\_Heinz](http://ezinearticles.com/?expert=Sandy_T_Heinz) and click the link to the article, *Using Promotional Products Effectively at Your Trade Show*. ❖

**Patent Reform Act of 2009**

In reforming the current patent system authorized by Article I, section 8, clause 8, the Act would intrude on a different constitutional imperative, that of the Seventh Amendment. Learn more when you read *The Patent Reform Act of 2009 and the Seventh Amendment*, written by **William C. Rooklidge** and **Jesse. D. Mulholland**. ❖

**BIG Idea Hunt**

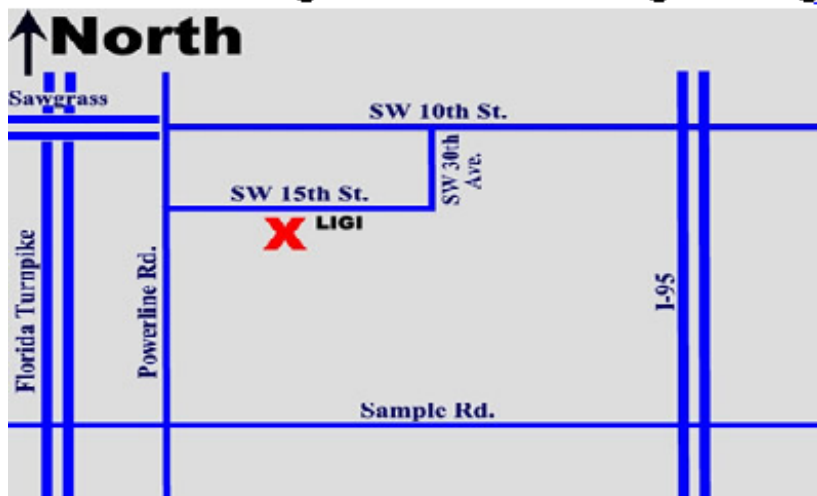
Big Idea Group conducts a number of Hunts and Contests for innovation-seeking companies. Hunts are searches for innovations or technologies in a particular area, usually conducted only with BIG's Inventor Network and lasting a short period. Contests are nationally publicized innovation searches that often have a broader focus and last a longer period. Hunts and Contests are sponsored by retailers or manufacturers.

ABCO is building a line of gift cards that would each come with a small, clever, innovative gift. These items are typically given free with the purchase of the gift card, but may also be sold for a nominal value. The ABCO Hunt ([www.bigideagroup.net/inventors/hunt\\_abco\\_index.htm](http://www.bigideagroup.net/inventors/hunt_abco_index.htm)) is for those gift card extras. Best innovations will have broad consumer appeal, fit major gift-giving occasions, be targeted to key ABCO markets, and typically can be made for less than \$1 (ideally \$.30-\$.60).

Deadline for this Hunt is April 16, 2009. Royalty potential for winning concepts is tremendous as similar items have sold a million or more pieces. Multiple submissions are strongly encouraged. The key criteria for gift card extras are:

- Unique, innovative
- Useful, good value, entertaining, and/or memorable
- Broad consumer appeal
- Fit ABCO's markets, including mass and mid-tier general retailers, hotels, health care, insurance, corporate gifts, restaurants, supermarkets
- Fit gift occasions: Birthday ideas are of most interest; items for holidays and other events (e.g., graduation, Mother's Day) also welcome
- Easy to understand and sell
- Very low costs of goods: Ideal is \$.30-.60
- Small: Fit in space 3"W x 3"H x 0.3"D. Can be broken down into several pieces and assembled by consumer, if needed.
- Other: Low development costs; might be made from sheet-fed plastic; good longevity; no safety, legal, or manufacturing issues. ❖

**General Meeting at LIGI Tool & Engineering**



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

## Free Inventor Guides from Matt Yubas

Visit [www.productcoach.com/invention/free-guides.html](http://www.productcoach.com/invention/free-guides.html) to find a list of inventor guides. Here **Matt Yubas** explains the step-by-step process to go from idea to self manufacture and market, or sell or license to a company. Choose any or all of the following guides:

- *Inventor's Guide to Invention Submission Companies*
- *New Inventor's Guide to the Invention Process*
- *Inventor's Guide to Sell Product Ideas to Companies*
- *Inventor's Guide to License Product Ideas to Companies*
- *Inventor's Guide From Patent to Market*
- *Inventor's Guide to Rapid Prototyping*
- *Inventor's Guide From Product to Market*

If you are still unclear about how to proceed, you can get personal assistance with **Matt Yubas'** coaching services. He offers a fresh view to the considerations engulfing your invention. ❖

## Want to be Part of an Upcoming Reality Show?

**Amilya Antonetti** is looking for you, the next great success story to be featured on her upcoming Reality TV Show pilot. Are you looking for that Lucky Break to overcome the obstacles holding you back in life? Are you interested in having your product or service exposed to millions? Would you like Amilya and her team to jump in to take on your life challenge? Are you ready to make the hard decisions and create a new road map? Visit [www.amilya.com/register-for-an-event/casting-call](http://www.amilya.com/register-for-an-event/casting-call) for more information, including *Terms and Conditions*. ❖

## Samsonite Baby Travel Design Competition 2009

Samsonite Baby Travel contest encourages the design of innovative travel products related to traveling with babies and toddlers. Eligibility extends to all students, designers, engineers, and inventors over the age of 18. Your product should represent real innovation and fulfill the main criteria for traveling; compact, lightweight, easy to use, safe and durable. Prizes include: €5000, €3000 and €1000 for the first three winners; five Judges Special Awards of €500 will be awarded. Competition deadline is April 30, 2009. Learn more at <http://baby-travel.com/designcomp>. ❖

## Fourth International Smart Gear Competition

The competition is searching for new designs for fishing devices that reduce bycatch, real-world fishing solutions that allow fishermen to fish smarter by better targeting their intended catch while safeguarding the dolphins, sea turtles and other marine life often caught unintentionally. The deadline is June 30, 2009. For more information, visit [www.ideaconnection.com/contests/fourth-international-smart-gear-competition-01157.html](http://www.ideaconnection.com/contests/fourth-international-smart-gear-competition-01157.html). ❖

## Power Beaming Competition

The Power Beaming challenge will continue to influence public perception of the Space Elevator project by demonstrating progressively more accurate (and more impressive!) prototypes of the Space Elevator system. By participating, you get the opportunity to partner in writing this unique chapter of history. The total NASA provided prize purse is \$2,000,000, highlighting its commitment to the development of power beaming technologies. The deadline is April 26, 2009. For more information, visit [www.spaceward.org/elevator2010-pb](http://www.spaceward.org/elevator2010-pb). ❖

### Managing Your Business

How do you shine a light on those qualities that make your company different and more desirable than the other businesses in your industry. Use a search engine to find the article, *Fearless! Manage Your Small Biz in Tough Economic Times*, by **IPFrontline**. ❖

### Building the Case for Patentability

The series of proceedings between the Applicant (typically represented by a Patent Agent or Patent Attorney) and the USPTO is discussed in the article, *Building the Case for Patentability*, co-authored by **John M. Hammond, P.E.** and **Robert D. Gunderman, P.E.** Use a search engine to find the article by title and authors. ❖

### Markets Promote Discovery

When it comes to intellectual curiosity and creativity, a market economy in which inventors can buy and sell shares of the key components of their discoveries actually beats out the winner-takes-all world of patent rights as a motivating force. **IPFrontline** published the article, *Markets are Better Than Patents in Promoting Discovery*, explaining why. Use a search engine to find the article. ❖

### List Your Invention Here

**InventRight** has added a new section to their website. This new directory is a place where you can list your invention if you would like to get press coverage for you and your invention. Soon **InventRight** will be working with **Mary Lengle at Madison & Company, Inc.** to help promote the site to hundreds of media outlets (TV, Radio, Newspapers, Websites, etc.) across the country. If your invention is listed on the site chances are it will be seen by someone looking for an inventor and invention to feature on their show or in an article. ❖

### EPO Tour

Take the tour at [www.european-patent-office.org/wbt/pi-tour](http://www.european-patent-office.org/wbt/pi-tour) to become more familiar with the relevant parts of the patent system and to use patent information practically. ❖

*When it is tough to get answers, you got the answer.*

--- Leo Mazur

*Inventors Society of South Florida*  
presents  
**Mike Martinez**  
ON  
*Bringing a Product to Market*  
April 4<sup>th</sup> at 1 PM  
at  
**Ligi Tool & Engineering, Inc.**

We're on the Web!  
See us at:  
[www.InventorsSociety.net](http://www.InventorsSociety.net)

### ISSF Speakers

**Mike Martinez**, owner of *Global View Product Development Group* will be giving a presentation on product development from womb to tomb for the *Inventors Society of South Florida* (a non-profit educational organization) at 1PM on Saturday, April 4th at the LIGI Tool & Engineering, Inc. (3220 SW 15th St., Deerfield Beach, FL 33442).

Mr. Martinez has over 23 years experience in consumer products. He served in numerous senior-level positions with some of today's Fortune 500 companies before starting his own company.

His presentation will cover many of the areas inventors rarely think about.

- Prototyping, testing, re-engineering, development
- Marketing, What it is, Why you need it, How to use it
- Manufacturing, Packaging, and much more.

For more details and directions please visit [www.inventorssociety.net](http://www.inventorssociety.net) or contact **Leo Mazur** at 973-219-9627 ([mazurelectric@earthlink.net](mailto:mazurelectric@earthlink.net)) or **Joanna Zaremba** 954-486-2426 ([joannapoland@comcast.net](mailto:joannapoland@comcast.net)).

**Amy Tupler**, President of *Solution Conduits* will give a presentation in May 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! ❖

### 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  
APRIL 2009

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.

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