

Speaker for the March 5th 2011 Meeting

The Holy Grail!

(The Real Deal of Licensing Your Product)

This isn't going to be some Monty Python skit with medieval characters hopping around, clacking coconuts.

As so many of you already know, **Stephen Key**, co-founder of www.InventRight.com, is THE expert when it comes to licensing a product. Any size, any industry, he is the MAN!

Coming to us, all the way from California, to share his knowledge on the one thing that just about every inventor considers the Holy Grail of their efforts. Nothing could be better than a good licensing deal and he is the man to show you how it is done. He has licensed over 20 products in the last 30 years. Holding over 12 patents, having had his products in Wal-Mart, the Disney Stores and 7/11, he doesn't just talk the talk.

However, he IS called upon to do interviews and give his expert opinions in various newspapers, magazines, books and on TV with the likes of Donny Deutsch and "Dr. Phil". Mr. Key was also one of the keynote speakers at a recent USPTO Independent Inventors Conference. I personally saw his presentation there and thought it was one of the best I had ever seen.

Those of you who follow his website know Stephen to be a hands on, no frills, down to earth guy. He fits the budget to the project and tries to keep costs to a minimum because he knows how frugal we inventors need to be.

He is going to walk you through the entire process of making that licensing deal happen.

- How to identify the right Licensee.
- Who to ask for.
- What to say.
- How to get the company to say "YES" to your product.
- How to cut that Great Deal and get Them to pay for your patents.

Oh and by the way, we are not talking about Jet Engine Type Inventions, although his methods could be applied there as well. Most of Mr. Key's Students have simple small consumer products and they're making money. Go to his website www.inventright.com to access some of their success stories. While your there check out his new book "**One Simple Idea**" and the deal that goes along with it.

Don't let Your Holy Grail slip through your fingers by missing this presentation, which will be hosted by the Inventors Society of South Florida (a non-profit educational organization) at 1:00 pm on Saturday 3/5/11 at the LIGI Tool & Engineering, Inc. (3220 SW 15th Street Deerfield Beach, FL 33442).

For more details and directions please go to our website www.inventorssociety.net or contact Leo Mazur 561-676-5677 mazurelectric@earthlink.net or Joanna Zaremba 954-486-2426 joannapoland@comcast.net