

Inventors' Network

Volume 7

of the Capital Area [INCA]

Issue 4

Apr 19 Meeting to be on 3rd Monday at NIH, Bldg 31C 6C10 5:30 - 8:00.

INCA meetings are on **3rd Mondays** for the rest of the year.

Confirm to the last moment by looking at <http://inca.interspeed.net>.

When referring to our website, it is often useful to remind a new user about the absence of "WWW".

Get a growing set of inventor-related messages by sending your e-mail address to r-drapeau@usa.net.

Schedule Conflict Now Corrected: The MIT Enterprise Forum continues to meet on the third Tuesday of months (September through May) at National Science Foundation, 4201 Wilson Blvd, Arlington Va. (one block from the Ballston Metro Station, Orange Line).

MEMBERSHIP Status: The door persons, **John Ruff & volunteers** will be affixing "current member" symbols on name plates. They will assist if your membership status needs to be updated.

Webmaster, Raoul reports about web site: <http://inca.interspeed.net>

Last year we were getting approximately 75 hits per month. Correction: This year it has grown to approximately 330 hits per month, in contrast to my March error citing 100/mo. Anyone who has worked the INCA web site to research inventions already know its splendid utility. Perhaps we are now helping more inventors than we know about. See bottom of page: <http://uspto.gov> has some impressive new capabilities. W O N D E R F U L.

E-mail news: The DREAM MERCHANT magazine of Torrance Ca. is now available "FREE" of charge via internet. Its website is <http://www.dreammerchant.net>.

The Lemelson Center for the Study of Invention and Innovation is at room 1016 National Museum of American History, Smithsonian Institution, Washington DC 20560-0604. E-mail lemcen@nmah.si.edu Their Web site is <http://www.si.edu/lemelson>

On Tuesday, April 13, Secretary of Commerce, William M. Daley and Acting Commissioner of Patents and Trademarks, Q. Todd Dickinson will be unveiling and demonstrating new searchable text and images of patents since 1976.

The PTO web site, (<http://www.uspto.gov>) will also provide text and images for all pending and registered trademarks.

This current step in Federal Government electronic commerce permits the PTO web site to accept trademark filing and fee payments, as well as to track the progress of trademark applications.

SPEAKER-PROGRAM

Our March Panel included our own **Chuck Poponoe, Maurice Daniels, Terry Levinson and**

Bill Kuntz.

Even in the face of snow-storm they brought their messages. Intendedly, this was a long meeting, which seemed shorter because every speaker packaged their presentation well within the hand-signals of Sho's Timing.

An announcement by Dennis VanDusen vandusen@cais.com set an entrepreneurship climate for new business - from inventors - in the Greater Capital Area. **Dennis told of his INCA/MIT Concepts / Inventions Workshop series. See more details at page 7.**

Our panel spoke to wonderfully-pertinent topics within an “INVENTORS’ MARKET STRATEGY”

Managing High-Leverage Success and Surprises

Chuck Popenoe told us his story about deciding to patent his extremely interesting invention: the *visibly-tight bolt*. Earlier, he sought out the patent attorney who had worked with a most famous inventor, Jack Rabinow - and they made good properties.

When he exhibited one property, two men approached him with a \$5,000 option to license it. His first sponsor sold the license to another sponsor, which seemingly was OK since the royalty provisions were not altered. Then Chuck told of his “heady” experience in traveling throughout Europe to show his product to potential customers. Success of the initial cycle was measureable in part from \$2 Million in advance licensing fees held by his sponsor. These were the good parts of the story.

Chuck also told of “reality” issues about licensing in an international arena. The current sponsor, who would now provide royalties, became hard to find. He had rented a Cadillac and had taken the \$2 Million to Mexico without leaving a forwarding address. It took more than two years, an unwanted education about the court systems and a lot of resources to reacquire full ownership of his intellectual property.

Chuck’s story adjusted my belief system. Now it says: “Inventing a dramatic product and getting a good licensing contract is not necessarily the best return on an inventor’s investment.”

Chuck’s current enterprise of “building his business” also adjusted my belief system. Now it says: “The most responsible investors, marketers, producers and distributors of a “new and needed capability” product will place significant importance on a business’s track record.

Maurice Daniel Decision-Making Points For an Inventor

Maurice has recently completed an MBA to complement his scientific background. Several years ago he had presented useful criteria entitled “Race to Market” which helped define a decision about a new intellectual property: (1) to sell the property immediately, (2) to license the property or (3) to convert the property into a cash-stream business and then decide to keep or to dispose.

Within a marketing framework, Maurice revealed a time-line interaction of economically-tuned

“ yes/no” sequential decisions to shape an idea into a big-time business enterprise. This kind of basic strategy is to minimize unnecessary risk between a neat idea and a sound profit-making cash-flow. Effort (and investment expense) accumulates in magnitude between each decision point, as time continues to prevent alternative decision patterns.

Activity	Decision
1a Develop an idea into an invention.	
2a Search patent fields.	<u>Does it work?</u>
2b Expand invention(s) into market arenas.	
3a Research potential markets.	
3b Apply for Patent [Provisional (?)].	
3c Scope functional prototype.	<u>Was it invented before?</u>
4a Search for “partners” - organization.	
4b Explore financing options.	
4c Refine Patent and Trademark options.	
4d Work on functional prototype.	<u>Can I use it to make a profit?</u>
5a Develop partnership (organizational) agreements.	
5b Explore financial commitments & conditions.	
5c Begin marketing.	
5d Complete patent application(s); File Patent Disclosure.	<u>Can I find business/financial “partners”?</u>
5e Refine and finish marketing prototype.	
6a Establish financial basis for business.	
6b Initiate market presence.	
6c Prosecute patent applications - Obtain Patent(s).	<u>Can we get an investor?</u>
6d Develop production prototypes.	
6e Take orders and make deliveries [Begin production].	
7a Grow business into big-time enterprise.	<u>Is Marketing Successful?</u>

Terry Levinson **Federal Resources for Benefit of Inventors**

Ms. Levinson is former Director, Inventions and Innovation Program
for U.S. Department of Energy (DOE)

Terry summarized the growing number of Federal agencies who look to the independent inventors of the nation as an important source for growth of our National Wealth.

She cited the large and growing number of grants offered through federal programs of Small Business Innovation Research (SBIR) and the Small Business Technology Transfer (STTR). She noted that a major portion of these grants from within 11 Federal agencies have been focused on studies for Phd level researchers, and their criteria expects responses in a typical Phd-level grant discipline from small technology

companies.

[The April 9-11 Washington DC SBIR conference planned to include over 35 major corporations who are looking for new technologies for their investment.] Outwardly, the SBIR efforts may be more sensitive to good entrepreneurship than merely to good property of an inventor.

Note: Congressionally-mandated SBIR programs have come to represent an annual Federal investment exceeding \$ ½ Billion in early-stage R&D funding.

Reference: <http://acq.osd.mil/sadby/sbir/homepg.htm>.

Mr Rolf Butters, (202) 586 0984, is portfolio manager of DOE innovative investment program. As part of Ms Levinson's presentation, he spoke briefly of the range of energy-improvement projects that had been funded at up to \$40k and up to \$100k for two of their stages of development. He spoke also of DOE interest in spending developer's funds on doing the development work rather than on formula-driven overhead expenses.

In an earlier period of Energy-conservation focus, proposals were invited continuously, and applicants that met initial criteria were provided with considerable internal support toward becoming profit-making, tax-sharing entrepreneurs. Terry virtually glowed with good will and pride when she answered questions about her program's return-on-investment.

Presently, the energy "Inventions and Innovation Program" is structured into more conventional Requests for Proposals relevant to economies in buildings, transportation, industrial and power generation sectors. The RFP opens May 3 1999. A technical assistant person for Maryland is Diane DeVaul at (202) 544 5200.

Reference: <http://www.oit.doe.gov/inventions> & <http://www.nttc.edu/assist/inventions/inv2inn.html>

An Federal initiative of unique and potential merit to inventors is the "Office of Law Enforcement Technology Commercialization" within the US Department of Justice, National Institute of Justice.

This commercialization program actively seeks inventions to assist law enforcement. Inventions sought include helping-technologies of:

Car/vehicle stopping	Corrections-related technology
Counter terrorism	Crime-Mapping
Information-Management	Less-than-lethal incapacitation

Another of our own membership, Mr Jim Ball, (703) 866 4740 jball@erols.com is actively involved in this approach to commercializing inventions to meet law enforcement needs. Jim is aware of their available services, including:

Competitive analysis	Field evaluations
Business Planning	Cash / flow analysis
Intellectual property protection	Access to Capital
ref: http://www.oletc.org	1(888)30 OLETC
	oletc@nttc.edu

Bill Kuntz Fundamentals of Marketing are like "Blocking and Tackling in Football"

1. Both buyer and seller must have mutuality of interest.

The inventor/marketer win when their vision becomes the customer's desired vision.

Such closure often demands perseverance and willingness to rework the critical vision.

2. The producing organization must focus on "What we are selling".

Our customer is more interested in our responsible track record than any “promise”.

3. Our product must be sound and saleable.

Expect to invest as much in getting ready for market as in conceiving the item or process.

Assumptions about “obvious” must be set aside, and literal enumeration of benefits and features can help “teach” as a customer learns to appreciate the product.

Appearance of the main product must add to a customer’s good impression of self.

4. Our product line must be “rounded out” to include those accessories which make the product do what the customer wants done.

5. Presentation, instruction, operating controls and feedback mechanisms must insure that the system works the way the customer thinks it should work.

Our Webmaster’s quote: “The idea of having our own people as experts (or at least experienced people) on various subjects is eminently sensible.” Isn’t that a great sentence? Ed.

FUTURE INCA PROGRAMS

On April 19 **Mac Woodward**, president of the Blue Ridge Inventor’s Club, will share observation about invention climate at Charlottesville and farther South in Va. One of Mac’s private passions has been to develop ideas, organizations and **far-sighted sponsors** to bring the independent inventor into main-stream visibility. He has been a part of the USPTO direct contact with inventors and inventor-representatives. As of this publication date, Mac has marshaled 12 inventive projects for visibility through Dennis Van Dusen’s Concept / Inventions Workshop, planned for May 17 or earlier.

A new member, Laurence Martin is expecting to share his show-and-tell story about current marketing strategy on his patented stair-cutting measurement guide. He is particularly interested in an exchange about licensing inventions with manufacturing/distribution companies.

Another new member, Kevin Downey, is expecting to share his talking church-clock for kids. He is interested in candid exchange about low-cost production and trade-mark coverage for his system of audio-biblical messages that can be tailored by a child’s family members.

We expect both of these persons to bring their items for one-on-one discussions prior to the regular meeting time, and to offer 2 - 5 minute synopsis of their market plans immediately after the main speaker. Projects that have not had a status-report in the past year are welcome. Up to 4 per meeting. Call Ray (703) 971 9216 to get your 2-5 minute time-slot.

May 17 meeting is to feature **Dennis Van Dusen**, [vandusen@cais.com] of the MIT Enterprise Forum. Dennis is inventing a Capital Area environment for bringing angels, venture capitalists and other investment resources into direct interaction with inventors, managers, attorneys and other entrepreneurs whose work is ready to come-to-market. See Application data on P7.

On June 21 **Frampton Ellis** [fellis@anatomicresearch.com] will be sharing more of his growing experience in the role of an international licensed inventor, and of the screening and assessments that seem appropriate for expanding a family of patent properties. As many of you know, this past summer Raoul took photographs of the front of a Scandinavian street car on which Frampton’s licensed shoe was advertised.

July 19 **Fontelle Gilbert** [fontelleg@aol.com] is currently scheduled to coach us about enhancing the strengths that we know within ourselves and within our networks. INCA members may want to bring their “significant other” as guest and co-learner.

HOSPITALITY CHECK LIST: Consider that guests may be wary about talking of their ideas to strangers. Yet, as we all were once strangers to the rest of us, we had a commonly-felt set of needs:

Either guest or member can start concretely, with:

WHAT IS YOUR PROJECT OR SPECIAL INTEREST?
WHAT DO YOU FEEL YOU ARE LOOKING FOR NOW?

WOULD YOU LIKE TO KNOW ABOUT MY INVENTION EXPERIENCES -- regarding
your current search?

WOULD YOU LIKE TO ENGAGE SOME OTHERS IN YOUR INQUIRY?

- to another member

End of Period: WHAT DID I LEARN THAT COULD BE HELPFUL? - to me.

- to the INCA editor.

EDUCATION:

Pre-Speaker Networking “Corner Coaches” host individuals or groups about their themes between 5:30 - 6:30. **BUSINESS PLAN.** <http://www.sbaonline.sba.gov/starting/businessplan.html> A few downloaded copies are available from Ray.

INCA / USPTO SATURDAY SEMINAR June 12 1999 09:00 - 15:00+
Patent Academy, CS4 1745 Jefferson Davis Highway
Costs: Pre-registration \$20 with priority seat # till 2 June Late registration \$25 till full.
[Academy seating is limited to 80 persons.*]
Lectures and Laboratory Experience : “Structuring Claims”
“Electronic Searching”

***Attendance-sizing for 12 June 1999.**

Inventor-club Membership will qualify pre-registrants to priority seat numbers.

Inventors and invention-interested persons are to be invited through USPTO & INCA web pages.

Professional, technical and managerial organizations will be invited also through their mailings, authorized e-mail and meeting-announcements.

Inventors from outside the Capital area will want an INCA pre-registration number.

Feedback to raybik@aol.com. Or 703 971 9216 Phone or fax.

March was ELECTION and appointment month. Current results:

Treasurer Phill Shaw phillshaw@erols.com

Vice President Bill Kuntz BANDBKUNTZ@prodigy.net

President Ray Gilbert raybik@aol.com

A Speaker-Host Appointment pending

Education Director candidate: Bob Pulfrey

Corner Coaches Frampton Ellis, Patents; Maurice Daniels, Marketing;

Phill Shaw, Prototyping Bill Kuntz, Funding.

Book or magazine-synopsis reporters. Planned 2-5 minute briefings,

Ellis Gordon John Melius _____ Dennis Lennon

Web Communication Director. Webmaster: **Raoul Drapeau**

Our website: <http://inca.interspeed.net>. *Note: omit usual www.* **Support team includes:** Bob Lincoln

Editor Ray Gilbert is enjoying the task.

Directorate reports from each Directorate are welcome by Wednesday following the first Monday of each month.

Asset & Facilities Director (AFD), Tom Moseley understands the territory.

Video camera person George Jones Video librarian (and topical editor) to be appointed

Judge Advocate Director, (JAD) Directorate Accepted: Mr Moon Soo Lee, of Lee and Associates Support, Bob Lincoln & John Eckert

Hospitality Director (HD), Directorate Accepted: Jerry Porter

HOST-Persons for 1st 3 meetings by guests: **All of us!!!!!!** - Volunteer for w Jerry for assignment.

Real Economics: Our treasurer, **Phill Shaw**, pays some differences between cash-from-kitty and purchase price of pizza, drinks and cookies. We would like for food to be self-liquidating. - It does seem to go fast.

Thanks to food manager **Tom Moseley**, & new Pizza orderer-getter **Bryan Ruffner**

Membership Director, (MSD) Robert Pulfrey is temporary chairman Fen Chen supports

At Large (Conference) Director (ATD) Bob Lincoln is temporary chairman John Eckert & Allen Wood expressed help.

Application for Presenting at Concepts / Inventions Workshops.

Presenters will have an interested audience of 5-30 people; a responding panel of 1-3 people.

Send following information to Mr Dennis Van Dusen vandusen@cais.com or fax 301 907 9393.

- 1. Name**
- 2. Position**
- 3. Company**
- 4. Phone**
- 5. E-mail**
- 6. Company Involvement if any:**

7. Do you have a written concept statement for your invention?

8. Please provide a 2-sentence conceptual explanation of your invention:

9. What area are most concerned about regarding your invention? Please rank:

- Marketability of the invention**
- Filling out the invention concept.**
- Forming a business to promote the invention**
- Protecting your rights**
- Conducting tests**
- Finding ways to produce the invention economically.**

10. Is there anything else we should know about your invention, its progress or your firm?

11. Please attach an executive summary of your business plan if you have one.

The Economist of February 20 - 26 1999 has a center section "Survey of Innovation in Industry". Organizations with a good record of innovation, says the Economist, are set apart by two things:

(1) They foster individuals who are internally driven - money - power - fame - curiosity or need for personal achievement???

(2) These organizations do not leave innovation to chance. They actively search for innovative change, and rigorously evaluate its potential for economic or social return.

The Wall Street Journal of Wednesday Mar 10, 99 pA1 & A8 related how the mother of an autistic child is now co-inventor of a new use for an old drug, Secretin. Mrs Beck observed that her child evidenced remarkable improvement after taking each of three shots of a diagnostic hormone drug “Secretin”. The Swedish drug has been tested for diagnostic use. Mrs Beck did considerable research and a lot of conversation with medical professionals. Part of her research disclosed that a medical person who provided one of the shots had made application for a patent on the new use of this known substance, and that her data had been shown to several pharmacy firms. By exercising diligence about her discovery, Mrs Beck has been named co-inventor on the University of Maryland patent application, with 100% rights assigned to her.

Peter Drucker’s 1985 book, Innovation and Entrepreneurship, lists the sources of opportunity through Innovation in “Internal” and “External” categories:

Internally-Driven

- 1. Unexpected success — why did it occur?**
- 2. Incongruity between: what happened! vs --- what was supposed to happen?**
- 3. Inadequacies in an underlying process --- that is taken for granted**
- 4. Changes in ---market structure that catch almost everyone by surprise**

Externally-Driven

- 5. Demographic changes, brought about by
War
Medical Improvements, or even
Superstition (closely-held errors in belief systems)**
- 6. Economy-driven changes in perception, mood and fashion**
- 7. Awareness, caused by new knowledge**

The Economist author notes an irony that the easiest and quickest type of innovation is to capitalize on the unexpected success or observation. --- Yet greatest attention and investment tends to be on risky endeavors of exploiting science-based discovery.

Today, America gets more than half its economic growth from industries that barely existed a decade ago --.

Can “Helping” include “WIN-WIN” as well as “good will”?

Our INCA motto continues to be “Inventors helping inventors”. The informal networking prior to and after our monthly meetings illustrates how such personal interchange become valuable.

One set of my intellectual properties is pictured briefly on our website. <http://inca.interspeed.net>. It is a sketch of interacting parts for a bicycle shifter. I am glad to have it there. However, I have not come to expect that some bicycle manufacturer will find the website, then find me, then plead with me to let him license a still untested device. In this case, issues of market reality have greater than 99% chance of overcoming a passive dream.

I have heard other members recommend that the energies within INCA be focused on a single product, (often theirs) in the interest of getting tangible, timely results.

[Many of us get a series of letters and brochures, soon after issuance of our patents, encouragingly offering their expert services in finding manufacturers who want to produce products like ours. Their offer leaves us with a high proportion of the anticipated royalties, and requires considerable of our expenses to start their

process.] The Federal Trade Commission conducted a series of sting operations on originators of this kind of offers. Most did not execute their promises in good faith.

Dr Benson, in February, reported that development of inventions has been greatly accelerated when the inventor was assured of some royalty out of commercially successful products, and the developer was assured of license-based exclusive market for the fruits of his risk-based labor.

H1. How would a win-win system be possible within the inventor community?

H2. What common-base agreements are prudent and necessary to enhance the spirit of “helping”?

H3. In what ways can “win-win” relationships bring benefit mutually to the helped and the helpers?

H4. What criteria will prevent either party from feeling like victim or rescuer?

If these questions elicit a natural good-will response, please send Ray a note or e-mail raybik@aol.com or call (703) 971 9216.

Y2K: A volunteer was trying to get his group to hear his y2k awareness message. The program chairman replied: The schedule is full. Perhaps we can do it next year.

INVENTOR QUESTIONS AND THOUGHTS

-about broad, independent claims:

Convention in writing and in examining claims is to expect the first claim to be the most broad.

It will have the fewest number of elements.

It will use the most-broad terms for each element.

Whereby the claim will not be within the prior art, and yet will cover possible approaches of others that, on seeing this property, might propose a near look-alike to achieve the same result.

(Mastery of claim-breath writing within a technical fields implies that the master will retain insights that can add high value for both present and future.)

-about narrow, dependent claims:

Convention in claim negotiation is to support broad, independent claims with more narrow dependent claims.

Note: Should the examiner discover prior art that covers the most broad claim, a substitute claim can be combined from described elements within the dependent claims that are supportedly disclosed within drawings, specifications and other claims.

A format for claims will include a name for the claim, a list of elements such as items, methods, or steps, and how these elements cooperatively interact with one another to provide a working whole.

Reality in writing and examining claims is that almost anything can be awarded a patent as its definition is narrowed in depth to include greater and greater depth of unique features--- Of course an extremely narrow patent may be easy to “design around” with an equivalently narrow patent revealing different means to do a common task.

Conclusion: Claims for a breakthrough technology or a new use for a known product can be very broad, with few dependent claims. Licensees may be the ones who add their proprietary style to their products through multiple dependent claims.

Conversely, a claim set for mature technology tends to be narrow, with many dependent claims.

[A viable broad claim is usually much more valuable than a lot of narrow ones.]

Words of Claims: The writer gets to select the words within his claim, but

A same word must mean the same thing in any claim, specification or drawing.

In a second and subsequent use of a word, it may be described as “the” or “said” word.

There are more examples in Pressman’s “write it yourself”. However, skill comes in the doing. However, an initial set of claims is vital to be assured that drawings and specifications are sufficient for anyone to do a viable set of claims.