

Inventors' Network Volume 10

Of the Capital Area [INCA] Issue 5

Website: inca.hispeed.com = **UIA WEBSITE EXCELLENCE AWARD 2001**

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Our May 20 Speakers

Bryan Ruffner has executed the milestone tasks that now permit open discussion about his first group of intellectual properties. His applications are now completed for his National and International patent coverage. His property uses approximately 100 pages and includes 120 claims. Now he is ready to share these experiences and processes of invention, prototyping, disclosure and possibly, his basic business plan and anticipated market.

Jerry Porter recently visited Carl Boem's Student-Inventor's club in mid-Virginia where he shared his market-perceptions and business practices. Jerry's willingness to identify himself as an inventor has led to "Pull" opportunities wherein professionals with an important problem sought him out and asked for his creative contributions. His linkage with professional business partners has amplified his organized focus to draw sufficient marketing people, development specialists and dollars to enter several business sectors.

MEETING: 3rd Monday,
20 May 02
Potomac Community Center
11315 Falls Rd Potomac Md

5:30 Networking among Inventors

6:30 Bryan Ruffner

Jerry Porter

7:45 Member & Guest Topics

June 17 Program: Dennis Van Dusen is the INCA person who has been a source of encouragement for other INCA members to "grow" their appreciation and understanding of business passion through interaction with the MIT Enterprise Forum. [see WWW.MITEF.ORG]

Dennis is actively engaged with the Graduate Schools at Georgetown and George Washington Universities.

His personal research and exercise of leadership e has been active in initiating new products and new businesses, with personal stories that are much more authentic (and exciting) than any fiction.

July 15 Program: Mr Mark Gottlieb V.P. of DesignTech International will share the story of his linkage with the Industrial Design, Engineering, Manufacturing and Invention. His experience in bringing all of these capabilities into reality provides special insights for other individuals with creative and inventive abilities. During the IDSA book-signing event on April 24, Mark shared his basic philosophy of inventor-effectiveness in terms of being intentionally flexible. No one will want to miss what Mark has to show and say. www.designtech-intl.com

Our **April program**, started with a review of search principles as expressed by two firms that specialize in segments of the search business.

Single patent searcher

Mr Ronald Brown of Crownsville Md 410 987 4511 introduced himself as a one-person firm that offers, for a fixed price of \$250, – to perform a US patent search, and to include a patentability opinion from a patent attorney. Mr Brown warned the audience about a proliferation of patent scam artists that focus on inventors.

INCA and IDSA members asked a series of questions about the depth of research an inventor might expect from Mr Brown's service. His response focused on his 30 years of search experience, and on his link to unnamed patent attorneys. Mr Brown and his wife departed after his questioning period.

Mr Renaud Garat, Director of American Sales for Questel*Orbit 703 556 7444 described the recent (1999) evolution of a French (Questel) firm and an American (Orbit) firm to combine their international resources and extensive computational search capabilities.

Mr Garat's theme was that patents can provide vital business information efficiently. His briefing defines the new linkages between US and international coverage that is now offered through Questel*Orbit proprietary software. Apparently the INCA response to Mr Garat's presentation won INCA members at least one free search on the Questel*Orbit system.

MORE DETAILS , and knowledgeable skills to mining national and international data for high-value information.

One of INCA's charter members, Mr. Frampton Ellis, is now the Independent Inventor representative on the Intellectual Property Owners (IPO) corporate board. As most of our members are aware, Frampton is the inventor of an athletic shoe design which he has licensed to Adidas.

When Frampton related his 10 year odyssey from idea to economic break-even, his world level of licensed sales was about 7 million pairs per year.

John invited Frampton to share the status of his inventor-experiences again in April.

Our invitation for April 24 events drew a very good representation to the 4:30 introduction of WORX, and only a few miles away, our 6:30 book-signing and opening event at IDSA headquarters.

Tritalo, prototype production inc

Joe Travez, architect, and now president of TECHNOLOGY WORX, L.L.C brought forward an industrial history lesson about German and other European origins of the European type "Design Studio". He related the evolving transitions from craftsman to technician to scientific laboratory in Europe, England and America . He linked these historic transitions to most recent decades which have combined craftsmanship with engineering, industrial design and technical development. This orientation occurred on his wonderfully-clean manufacturing shop floor surrounded by Computerized, Numerical Control (CNC) machines .

www.tworx.net

Joe's brother, Italo Travez 703 858 0011 is president of Prototype Production Inc, PPI, that assists entrepreneurs in product development. After inviting us to sign a non-disclosure release, he and his team graciously revealed the contribution offered by his organization and resources for products that are now in test, and others that are on the market. www.protoprod.com

Inventors and their business partners may want to reduce their ideas to good product-design specifications, and enter well-defined contracts with parts of this firm that offers creative design studio services or that develops fabricates and refines mechanical subsystems to meet customer specifications.

We were exposed to one-on-one contact with performers within this rapidly-growing, high-technology, High-product-quality firm with "Fortune 500" clients and industrial level pricing. An inventor's business team should inquire about pricing and terms in advance.

INCA thanks Joe and Italo's teams for adding historic, technical and business meaning to inventor business plans that encompass prototyping, and test models and ramp-to-market volumes.

Our event-host at the new headquarters for IDSA, was Terry Greenfield Chairman, Mid-Atlantic region for the Industrial Design Society of America, (IDSA). Terry, also a member of INCA, brought together the themes and dynamics for linking the disciplines which are inherently compatible across fields of Industrial Design, Engineering and Invention.

Authors, Jonathan Cagan, Fellow, ASME, and Craig Vogel Fellow, IDSA, presented a professionally rewarding overview to their book, "CREATING BREAKTHROUGH PRODUCTS". Each author is a professor at Carnegie - Mellon University in Pittsburgh. They shared in lecturing to their insightful charts regarding this "breakthrough" process. Many guests purchased their copy while the authors were at hand to sign it. This editor believes that professional level inventors will be greatly benefitted to study and capture their "bottom line":

enhance a customer's experience

Around the exceptionally good food, the conversations linked the interests of authors, designers, engineers, inventors, entrepreneurs and combinations thereof. Terry was helping us understand the inherent value of being a part of the Industrial Design Society of America (IDSA).

Mr. Richard Leshuk rleshuk@aol.com of Institute of Industrial Engineers (IIE) and INCA, was particularly effective in drawing appropriate attention to John Straehlin's presentation, **Volunteers in Medical Engineering** (VME).

Even more Hooray!

More than 72 INCA persons have provided timely replenishment of their dues this year.

One member actually subscribes to the \$10 / yr mailing-only member fee for a bunch of his friends who he thinks have an interest and special capabilities in intellectual properties.

Communication Openings: INCA's image could be further enhanced with an active e-mail newsletter. Of course it can include our newsletter content, and distribution can be electronically quick. Who volunteers?

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