

# Inventors' Network Volume 10

Of the Capital Area [INCA] Issue 11

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Our Nov 18 Speakers: **Mr Matthew Flyer, Next Step Partners.**  
**Mr Flyer represents a resource offering assistance to start-up firms. His "partner" resources offer links to assistance in raising money, establishing good accounting, marketing, sales and distribution. INCA members have expressed interest in how to build an inventor-support team. [Mflyer@nextstep-partners.com](mailto:Mflyer@nextstep-partners.com)**

**Mr Kevin Harwell of Pennsylvania State University will be with us too. His current role is Intellectual Property Librarian within their School of Business. His Sabbatical study this year was performed within the USPTO; and it included special research regarding Independent inventors.**

**Our December 16 program will be inviting anecdotal experiences about **searching** from our audience as well as from our speaking panel that includes Tom Moseley and George Harvill. Tom has prompted some reading "homework" on pages 3 and 4 of this newsletter plus additional material for the December issue.**

**Our special thanks to Roland Staana who has invested in professionally-performed searches as an IP strategy. Roland has shown an active willingness to ask "new inventor" questions. John Melius and Tom Moseley have set up the December meeting as a time to share experiential inquiry and learning among all of us.**

**Tom Moseley is herein recognized as INCA Vice President, Patent Development Information. This long-delayed recognition has been steadily earned from his timely sharing of unbiased and accurate information about the patenting process.**

## NEW YEAR —

**Our January 20 meeting will be committed to learning more about projects within the INCA membership, and to continue some educational responses to feelings, beliefs and National news about invention enterprises.** Current INCA members are encouraged to suggest, volunteer and offer to plan program content to meet their currently sensed need for enhancing their base of intellectual property knowledge.

Our March 03 speaker will be Dr. John H Dodds

Dr. Dodds is an exceptional teacher with special capabilities to treat international aspects of Intellectual Property. Where an inventor team anticipates some international coverage, they might elect to obtain their US patent rights as a subpart of international filing procedures.

MEETING: 3<sup>rd</sup> Monday,

**18 Nov 02**

Potomac Community Center  
11315 Falls Rd. Potomac Md.

5:30 Network w Pizza

**7:00 Mr Matthew Flyer,  
Next Step Partners**

7:30 Member & Guest  
Issues

Bill has asked Ray to preside.

**Our March 03 meeting will also include a business session as required in our constitution, including a formalization of the slate of future officers and appointees.**

**We are inviting Dr. Barbara Cross to speak to INCA in April 2003.** Many of us have met her in the kitchen of Jerry and Barbara's house in Kensington. Dr. Cross directs a NIH program of grants, and is particularly aware of the criteria expected from innovators who wish to obtain funds from federal programs.

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**Our October speaker was Mr. Ron Docie,  
Author of the INVENTOR'S BIBLE Ten Speed Press or  
"How to market and license your brilliant ideas"**

Don was introduced to some INCA members as he spoke at the 5<sup>th</sup> Annual USPTO Inventor's Conference last year in Wash DC. Roland Spaana saw him again this year at a Chicago Trade show, where Ron was representing inventors whose products were housewares. John Melius invited him to speak to our group of inventors.

One of the most comfortable aspects of taking notes from Mr Docie's comments: He has written what he says about marketing and licensing in his 2001 book. He shares the kind of wisdom that inventors need to expect and to know. This editor believes that Docie's INVENTOR'S BIBLE needs to be on the bookshelf for any inventor who intends to be a commercial success.

-Be realistic about the demand for your invention. He cites impressive inventions offered by deep-pocket corporations that were not timed to meet the habits of the consuming public. The buying consumer may require an economic advantage of 20 to 30 percent before they are willing to change their habits. Inventors can steel themselves to a severe objectivity about a potential market. Where they are disciplined to overcome their own ego-drives they can watch behavior, question people they do not already know, and listen accurately within a buying community.

-Choose a path of invention, development and achievement of a positive cash flow that  
"requires the least resources and will takes the least amount of time".  
::therefore, choose also to "let go" of a project (or project work) that claims disproportionate resources.

Mr Docie related an early experience in new product development where the original patent was rejected by USPTO and foreign filing dates were missed, so he focused on licensing a partner's property. He acquired the property rights for a "Blind Spot Mirror" in the aftermarket automobile trade. His licensing activities for this product led to 16 products, having 24 licenses, some continuing to be licensed after 25 years.

His professional training as a funeral director has evolved into a current specialty as a licensing agent. In this role he helps inventors bring their products into corporations that are "inventor friendly". This role can help take burdens from people's main strengths are "to invent". He works particularly with new-product markets within hardware, houseware and automobiles, with some special attention to medical and industrial devices. An important aspect of this kind of licensing representation is to be at their trade shows, and to be acquainted with product-decision makers.

His coaching to new inventors about finding "inventor friendly" manufacturing and marketing firms:

Ask VP, President or owners, during the first two days of a trade show  
"Do you like to deal with outside inventors?" "Which of current product line has originated from them?"  
"Will you consider taking an exclusive license for a finite time?"

Ron's estimate is that inventors will find about 30% firms are inventor friendly, 30% won't talk, and rest may offer lip service but neglect followup.

He also offered important rules for the inventor / marketer:

Unsolicited stuff is an affront to an executive. Get agreement to show before showing.

The "pull" of a viable expressed need from a maker / marketer as a customer greatly exceeds the merit of a "push" proposal of any seller. Hearing about "pull" demands good listening. "Pulls" often involve products whose cost is less than \$5 at manufacturing level.

His pricing structure for inventor product services range across (1) hourly rate, (2) program price, (3) commission and Fee, and commission only.

He expressed the opinion that presently, the leasing or selling environment of commercial trade shows greatly exceeds the licensing or selling probabilities within most "inventor shows".

Ron can be contacted at Docie Invention Services, 740 594 5200 [www.docie.com](http://www.docie.com) . His address is 73 Maplewood Drive, Athens OH 45701

Ray Gilbert

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[stephen.frank@verizon.net](mailto:stephen.frank@verizon.net)

[www.ultraviewmirror.com](http://www.ultraviewmirror.com)

INCA members get 5% off **Steve's patented mirror system.**

Clear View Innovations is new name for Steve's company. UltraView Mirror is his new product.

The UltraView Mirror is the newest, smallest, and least expensive in the line of true-image double mirrors which ~~originated as the Interpreter Mirror. This model is designed for use by the general consumer public -- like us.~~  
Via a double reflection, the UltraView Mirror allows viewing non-inverted images in multiple directions at the same time, without turning around. Its benefits conveniently bring:

-- Increased Awareness    -- Greater Productivity and Safety    -- Less Strain and Life-Cost  
-- Multiple Mounting Options    -- 30-day money-back guarantee and one-year warranty

-- Read TV text while your computer faces the other way.    -- Keep a safety-oriented eye on the children behind you.

. \$49/BASIC Package -- Mirror Assembly (2 mirrors), One choice of mounts    Add Maryland taxes.  
\$79/FULL Package -- Mirror Assembly (2 mirrors), 2" Extension; 3 Mounts: Desk Stand, Clip-On, Velcro Mount

Packages come with a carry case, User's Guide, and mirror cleaners.

To order, e-mail me, [stephen.frank@verizon.net](mailto:stephen.frank@verizon.net) with your name address and preferred way of receiving an order form. website: [www.ultraviewmirror.com](http://www.ultraviewmirror.com) --- online ordering after December 1.

I welcome your ideas about marketing and other applications. Please contact me with questions (410) 467-3308.  
Steve Frank    Clear View Innovations    3216 Abell Ave.    Baltimore, MD 21218  
(410) 467-3308 voice or relay    (410) 467-3388 tty    (410) 467-3308 fax

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Paul Jennemann, [mdradon@msn.com](mailto:mdradon@msn.com) has a patent on a building industry device and is looking for potential help to get this thing into the market place.

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Subj:New last minute change in patent **re-examination law**    Slightly edited for compression.

Congress Approves New Law To Expand Patent Re-Examinations; .... to Save Patent Litigants Millions of Dollars

ATLANTA, Oct. 11 /PRNewswire/ -- A little-publicized provision tacked on to an unrelated spending bill at the last minute, the Patent and Trademark Office Authorization Act of 2002 will expand the scope of patent re-examination and reduce expensive litigation.

Re-examination sends an issued patent to the U.S. Patent Office to redetermine patentability.

Re-examination provides a relatively low-cost vehicle by which a patent owner or party accused of infringement can have the Patent Office make a determination on a patent's validity, rather than enduring a lengthy court case," said Larry A. Roberts, intellectual property partner in the Atlanta office of Kilpatrick Stockton, LLP. "A re-examination can often be resolved in less than a year -- at one-tenth the cost of a trial."

Re-examination must show a "substantial new question of patentability." In the past, if the Patent Office had considered a publication during application, re-examination could not refer to that publication again.

"The presumption is that patent examiners completely read and understand every publication." If the examiner made a mistake, then the patent shouldn't have issued -- that consequence became litigation in the Federal Courts. It was the only recourse until the new change in the law regarding re-examination.

<http://tbutton.prnswire.com/prn/11690X68625577>

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Newly available from the American Enterprise Institute:

Non members may register and attend. Business attire. Bill  
Tuesday, November 19, 5:30-7:30 p.m.

### Posner on **why intellectual property rights are expanding**

Speaker: Richard A. Posner "Intellectual Property Law: A New Perspective"

AEI-Brookings Joint Center Event, <http://www.aei.org/inv021119.htm> (information and registration)

Look up Gottlieb on protecting drug patents On the Issues, November 2002

"Patent Mistakes," by Scott Gottlieb <http://www.aei.org/oti/oti14596.htm> (full text)

American Enterprise Institute 1150 Seventeenth Street, N.W. Washington, DC 20036  
202.862.5800 tel. 202.862.7177 fax <http://www.aei.org/>

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Report from Dr Nils Erickson: Mary Weber and MIPLRC.org <http://www.law.umaryland.edu/miplrc/index.asp>

At our last *INCA* meeting, Nancy Gebhart of the Howard County Economic Development Authority introduced herself. After the meeting she said we should get in touch with Mary Webster who is with the Maryland (or Montgomery) Intellectual Property Resource Center. It is a joint creation of the UM and the Montgomery County Technology Incubator Center.

The MIPLRC.org site describes their mission. The description is interesting reading from an INCA member's point of view. Their mission appears to **provide inexpensive legal assistance in the IP area** to starting entrepreneurs. Ms. Webster said this was the first such program in the country and it's methods and procedures and clientele are still to be completely defined.

Although the County probably has in mind high-tech (read biomed and internet-related companies,) **I think they would not turn away an inventor that could lead to job creation in the County.**

Those interested are invited to check out the site and to tell Dr. Nils Erickson, (h) 301 442 4120, (w)301 996 1046 and [nilse\\_2000@yahoo.com](mailto:nilse_2000@yahoo.com) **what you think**. We hope to see Mary Webster at our meeting some time in the near future.

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[From:nilse\\_2000@yahoo.com](mailto:From:nilse_2000@yahoo.com) Re (<http://www.iwon.com>) Inventor's **Baby-Cry Analysis** Gadget reexpressed gReuters - A Spanish inventor has designed a \$93 detector to interpret a baby's crying reason: hungry, bored, tired, stressed or uncomfortable. He promised to give a portion of his profits to a charity.

Electronic engineer Pedro Monagas studied different kinds of cries among 100 babies." His noise-sensitive gadget recognizes five crying types. The calculator-size item shows five faces on its screen. When a baby cries one of the faces light up.

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Davison inquiry [From:nilse\\_2000@yahoo.com](mailto:From:nilse_2000@yahoo.com) Dr. Nils Davidson at work 301 996 1046  
I received a gratuitous email that led to [www.davison54.com/davison\\_help\\_you.cfm](http://www.davison54.com/davison_help_you.cfm).  
This communication suggests that Davison is a site that helps inventors take an idea to market. Some of their pages suggest a link between themselves and IDSA.

Does any INCA reader know anything about Davison? Please share with me at work or home 301 442 4120.

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Inventors Digest [InventorsD@aol.com](mailto:InventorsD@aol.com)

Two important events are scheduled for next week that could have a dramatic effect on inventors.  
Next **Thursday, Nov. 14, 2002**, oral arguments will be heard in the case of Figueroa vs U.S. **This case challenges the right of the U.S. Congress to divert some of the fees paid by inventors for patents as being unconstitutional.** This hearing that will be held in the U.S. Court of Federal Claims, National Courts Building, 717 Madison Place, N.W., Washington, DC. It is scheduled to begin at **1:30 pm**. See [www.hhoglund.com/fees.htm](http://www.hhoglund.com/fees.htm)

On Friday, **Nov. 15**, a **day-long Small Business Intellectual Property Conference will be held on Capitol Hill at 311 Cannon Building in the House Small Business Committee Room.** This conference is hosted by EntrepreneurPR in cooperation with Congressman Donald Manzullo, chairman of the U.S. House Committee on Small Business. [www.nsbc.net/conference.html](http://www.nsbc.net/conference.html)

\*\*\*\* A radio producer is looking for inventors to interview on air. Interested? Contact Robin La Van at [merryrobinhood@netscape.net](mailto:merryrobinhood@netscape.net).

A request from Joanne:... **How has Inventors' Digest helped you over the years?** If you can take a minute to let me know how ID helped you move your idea forward, I'd really appreciate it. [www.inventorsdigest.com](http://www.inventorsdigest.com)

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INVENTORS' DIGEST America's Only Inventors' Magazine Published since 1985

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**GLEN KOTAPICH**, [ipatent@aol.com](mailto:ipatent@aol.com) is part of INCA and was the INVENTORS' DIGEST reporter of the 7<sup>th</sup> annual Independent Inventors Conference at Syracuse NY this August. His firm is Ideation HQ, LLC which does Product Design and Promotion. His talent includes designing and producing prototypes which flows naturally from his qualifications as an Engineer as well as an A&E mechanic.

Page 8 of your Inventors' Digest (Nov-Dec), shows Richard Levy's new game, FAMILY REUNION. [Santa Clause will smile.]

Page 42 report by Joanne Hayes-Rines graciously acknowledges the work done by **Raoul Drapeau**, webmaster for <http://inca.hispeed.com>.

She cites his candid assessment of the USPTO initial attempts to bring an electronic patent application filing system into public use.

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**Raoul** also filed a complete report on the NAS hearing on the secretly developed “21<sup>st</sup> Century Strategic Plan. His full report is cited at [Http://www.inventorsdigest.com/current/legislation.html](http://www.inventorsdigest.com/current/legislation.html) [Oct 2002 –MUST READS] When your editor read this report, he was proud to associate with an accurate, objective spokesperson like Raoul. His words recognized the kind of problems faced by a new director of the USPTO.

“...the Patent Office needs to have more visibility in its attempts to deal decisively with its operational and political problems” “....customers....are clearly willing to help in developing a plan .....that will achieve ...improved operation.” “....a visibility may change Congress’ policies.”