

Inventors' Network Volume 10

Of the Capital Area [INCA] Issue 9

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

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Our Sept 16 Speaker: Nicholas Pesce

Mr Pesce will be speaking to us about writing business plans for "innovation based" businesses. This is quite different than business plans for regular "commodity" type businesses. The focus is on prospective markets and future market performance.

Business plans for new innovative projects (inventions) differ from a projection based on past performance. These plans can be used to help raise money and chart a successful future for innovative businesses. Npesce@lucratech.com

Our October 21 speaker: Mr. Ron Docie

Ron Docie is a successful agent representing inventors for over 25 years. He has written an excellent book, *The Inventor's Bible*, which many of you may have read. The book is still available on www.amazon.com for \$13.97.

Ron spoke about marketing inventions very eloquently and informatively at the Aug. 2001 USPTO Inventors Conference. He finds markets for inventions and arranges licencing for inventors. His track record seems to be excellent and his marketing interests seem to be common with many of the patents held or sought by INCA members and guests. Roland Staana talked with him at a recent Chicago trade show where his energies were being focused by four of his inventor-clients. Members are encouraged to bring their inventor friends for our October event. Postmaster@Docie.com for more info. (740) 594-5200 <http://docie.com>

Our November 18 Speaker: Mr. Matthew Flyer, Next Step Partners

Mr Flyer is a principle at NextStep Partners. This firm helps start-up firms get off to a great start with raising money, setting up good accounting, marketing, sales, and distribution. They often have one of the partners actually get involved with the young firm as a full-time on-site consultant/partner to set the company onto the path to success.

INCA members have been counseled to consider building strategic partnerships very early in a project's life as a means to accelerate the valuation of their intellectual property. We look forward to the teachings that Mr Flyer may bring to us about finding and working with work-sharing "partners" within our proprietorships, corporations, or formally-structured partnerships. Mflyer@nextstep-partners.com

Our December 16 Speaker: Dr John Dodds

Dr Dodds visited INCA in February to describe the wide range of Intellectual Properties that can be used to complement an inventor's investment in patents and their preparation. He also described the \$ magnitude of market size which prompts Intellectual Property attorneys into contingency agreements with inventors. John Melius, our Program VP has invited Dr Dodds to include discussion of international patent filings as an alternative route to US patents.

MEETING: 3rd Monday,

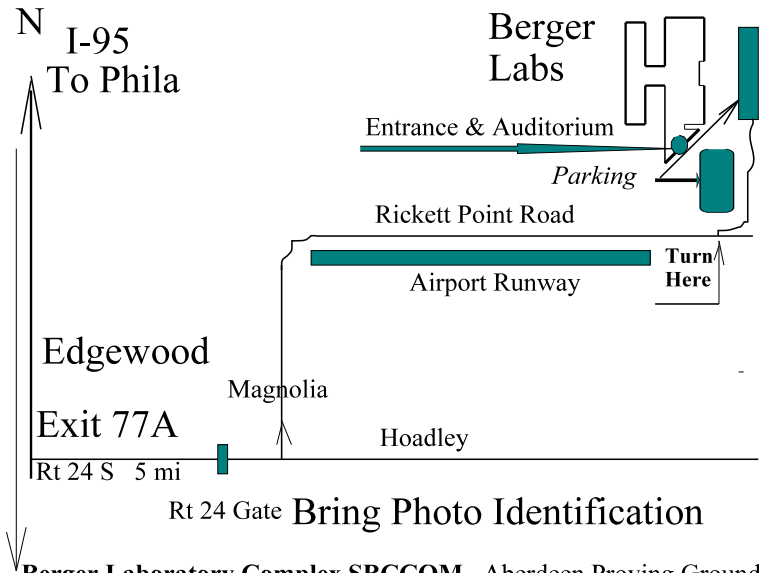
16 Sept 02

Potomac Community Center
11315 Falls Rd Potomac Md.

5:30 Networking among Inventors
Pizza & Soft drinks, Dutch Treat

6:30 Mr Nicholas Pesce, Lucratech

7:15 Mr Raoul Drapeau: Comments
prepared and delivered to NSA for
input to Congress



**Directions to Berger Laboratory Complex
SBCCOM, US ARMY Aberdeen Proving Ground
(Edgewood Area)**

Map is not to scale.

Take I-95 to exit 77A (Edgewood and stay right on the ramp onto Rt 24 South. Follow 24S approx 5 mi to main entrance.

Proceed to first stop light at Magnolia Rd. Turn left to sight of airport runway. Bear right approx 1 mile. Turn second left onto Berger Lab Complex Bldg E3549. Auditorium is inside front entrance.

**INCA is preparing for a tour of
the Army's Prototype facilities
at Edgewood Arsenal.**

The date is pending other schedules, but will be communicated by e-mail and with notice on our website. Maximum visitors at one time is 30. Registration through Michael Raphael* will be required.

Bring Photo Identification
Berger Laboratory Complex SBCCOM Aberdeen Proving Ground

Direct Dimensions (DD) has a CRADA relationship with the US Army CAE laboratory within the Berger Laboratory Complex at the Aberdeen Proving Ground. Their CRADA contract permits DD to bring prototype work from private sector (such as INCA members) to be performed at the Army's Research and Development Laboratories. See www.dirdim.com

* Michael Raphael is an INCA member and is president of Direct Dimensions (DD) ,
8C Music Fair Rd. Owings Mills Md. 21117 mraphael@dirdim.com (410) 998 0880.

MITEF Enterprise Lab, Tuesday, September 24: VISUAL ANALYTICS

A Successfully Bootstrapped Startup Faces Tough Decisions

Retrace the steps VISUAL ANALYTICS (www.visualanalytics.com) executives took as they bootstrapped their business: keeping costs low and overhead down. For five years, this small company from Poolesville, MD, survived on research and services contracts while perfecting their "link analysis" software that discovers hidden patterns, associations, networks, trends or anomalies in data.

Recently, they started selling large quantities of licenses. Unit sales for VisuaLinks™ soared more than 400 percent. Profit increased 1,170 percent compared to all of 2001.

At the ENTERPRISELAB everyone interested in entrepreneurial success will want to hear the questions.

RSVP: <http://www.mitef.org/UpcomingEvents.htm>

LOCATION: NRECA Conference Center 4301 Wilson Avenue Arlington (Ballston), Virginia
Networking begins at 6:30 PM with light buffet. Program begins at 7 PM. Free to Members and \$10 for nonmembers.

"21st Century Strategic Plan"

Inventor's Digest e-mail alerted inventors to the controversy about the USPTO's "21st Century Strategic Plan". Raoul Drapeau, our webmaster, was invited by NSA, (the National Academies) to sit on its panel and express independent inventor's impression of that plan.

The National Academies is an organization created by Congress after the Civil War to advise the government on issues concerning science, engineering and medicine.

Raoul is scheduled to bring us his NSA message as part of September 15 INCA meeting.

Bounties for Help in Breaking Bad Patents

From: Richard Leshuk

At the last meeting, the topic on nonsensical patents (a toy-stick) was raised by Raoul, and I mentioned the bounties being paid for information to help bust poorly searched, issued patents. The Economist of 04/07/2001 cited a business systems patent owned and operated by www.bountyquest.com.

Charles Cella, lawyer, has persuaded Amazon's boss, Jeff Bezos, to invest in his start-up: BountyQuest. It busts patents by finding "prior art" - proof that the invention they protect is nothing new. Mr Cella has filed a patent on this business method.

Firms that want to challenge a patent post a bounty of at least \$10,000 on BountyQuest's website and pay a posting fee of \$2,500. Individuals can then offer evidence of prior art.

If they can prove that a patent is not new, they will collect the bounty (and BountyQuest collects an additional 40% of that sum in fees).

The alternative in finding prior art is often very costly. Since its launch in October, the service has completed 30 bounty hunts, ranging from \$10,000 (a method for decreasing human appetite) to \$50,000 (a petrol additive to reduce car emissions). In half a dozen cases, the money was paid out.

Tim O'Reilly, a critic of business-method patents posted the \$10,000 bounty for Bezo's Amazon 1-click IP. Bezos claims withstood the challenge, however O'Reilly split the offered bounty among the three submitters anyway.

A visit to this site [www.bountyquest.com] shows bounties are offered for information on a range of mechanical, electrical, and hardware concepts; dollar amounts are as high as \$50,000. There are time limits and the relative number of open bounties is modest.

"Create the Future" Design Contest relayed by Richard Leshuk rleshuk@aol.com 301 279 2120

NASA Tech Briefs invites its readers to enter the Emhart Design Contest, with top prize of \$20,000 or a high-tech automobile. Every qualified entrant will earn a prize and be recognized in NASA Tech Briefs. Visit <http://www.emhartcontest.com> for complete details. Three categories:

- * Everyday Products - functional or ergonomic new products, or upgrades to improve quality of life;
- * Safety - mechanical or electro-mechanical designs to improve safety during travel, work, recreation, or at home;
- * Transportation - designs that improve the functionality, performance, or cost basis of transportation products.

The Grand Prize: a hybrid automobile or \$20,000 in cash. Other prizes: a Segway Transporter or a trip for four to Florida to tour NASA's Kennedy Space Center and attend a Space Shuttle launch. All viable entrants will receive a BLACK & DECKER POP(r) PowerLink 30 repair kit/hand rivet tool, valued at \$50.

Entries by November 15, 2002. Visit <http://www.emhartcontest.com> for the rules and official entry form.

Good luck Joe Pramberger Publisher, NASA Tech Briefs

[From:MITEFofDC@aol.com](mailto:MITEFofDC@aol.com) The MIT Enterprise Forum invites INCA members to an interactive lecture by
Dr LESTER THUROW

ENTREPRENEURSHIP IN A GLOBAL ECONOMY: AN EXAMINATION OF TODAY'S ECONOMIC ENVIRONMENT

Wednesday, September 18, 2002, 6:30 - 9:00 P.M. at VCIT, Herndon, VA
Virginia's Center for Innovative Technology
2214 Rock Hill Road, Herndon, Virginia 20170 Free parking in underground
Professor Thurow (www.lthurow.com), plans to discuss:

- * How the current shifts in technology, and the entrepreneurship that went with it, were instrumental in starting this recession and have changed the characteristics of the recession that has emerged.
- * How the market has gone from "overly optimistic" to "overly pessimistic" without ever passing through TRUTH.
- * The likelihood of a "double-dip" recession where a first dip is caused by a fall in business investment, and a second dip by a fall in consumption.
- * The impact of today's business scandals and how they typically occur at the end of every bubble.

RSVP at <http://www.mitef.org/UpcomingEvents.htm> Admission: Free to members, \$10 for non-members
Networking begins at 6:30 pm with light buffet and beverages. Program begins at 7 pm, ends at 9 pm.

ALSO: RSVP NOW for the next ENTERPRISELAB on September 24, 2002,
6:30 PM to 9 PM, in Arlington, VA. <http://www.mitef.org/UpcomingEvents.htm>

NILS ERICKSON'S CORNER: nilse_2000@yahoo.com MSNBC News Link:

**** Wanted: Web geeks for the disabled **** Computer programmers and designers are needed to build Web sites useful to people with disabilities, and finish in an eight-hour rally.
http://www.msnbc.com/modules/exports/ct_email.asp?news/793142.asp

Washingtonpost.com article <http://www.washingtonpost.com/wp-dyn/articles/A47581-2002Aug5.html>

Kids: Feeling Playful? Try saying this to a grownup: "Do you want me to become a famous inventor, responsible for a cool product that will earn me millions and allow you to retire early?"

"Playing" helps people invent things. If it were not for kids who were encouraged to play, we might not have the fabric in bulletproof vests or the sailboard or the Segway human transporter.

The organizers of a new exhibit at the National Museum of American History think that the way children play -- by pretending, getting creative, trying out different things -- is the same way the best inventors work.

There's a lot to read and to play with at the exhibit, including how inventions went from an idea to a finished product.

- A windsurfing simulator: Try to balance on a spinning disk with a plastic sail.
- A skyscraper construction blocks on a tippy platform.
- Arrange magnetized kitchen implements on a slanted board to direct a ball into a hole.

The exhibit displays examples of some famous inventors' favorite toys.

- James McLurkin invented tiny robots that scurry around like insects and might one day help clear minefields.
- McLurkin loved playing with Legos as a kid. He called this play "strategic, artistic and computational."
- Free toys, like big cardboard boxes, were the best.

-- John Kelly Invention at Play -- Through Dec. 29 at the National Museum of American History, 14th and Constitution NW. Open daily 10 a.m. to 5:30 p.m. Free. For information, call 202-357-2700 or visit www.inventionatplay.org.

The Business of Inventing. By John Melius

Many inventors find tremendous pleasure in finding creative solutions (inventions) to problems. Mention the word business to them and they recoil in a pose similar to someone afraid of an approaching vampire. Yes, they may even think there is an element of truth to the idea of business people and blood sucking activities. I know this to be true because I was one of those crouching inventors in fear of the word and thought of *business*.

Alas, in the last 18 months something has changed in me (some may think that I have been bitten by the business bug), and I am now a big fan of good “innovative” business. “Innovative” business may sound like an oxymoron to you, but it is not. It has little to do with normal “commodity” business, the business of the everyday world. It has everything to do with successful innovation and is always a part of innovation when it is successfully commercialized.

Over the next months, I will share some of the interesting books that deal with the PDMA (Product Developers and Management Association), the IDSA (Industrial Designers Society of America), invention commercialization, trade shows, and other forms of the “business” of innovation. If anyone else in INCA has any business ideas, please contact me or Ray Gilbert and we will try to incorporate them.

This month, I would like to introduce you to the book recommended by a Duke University professor on the subject of New Product Development (NPD) as the best book written on NPD. As inventors, you should want your invention to become a successful new product. Large successful corporations have invested millions (possibly billions) of dollars studying what processes are likely to make NPD successful. The book, *Winning at New Products* by Robert Cooper, deals with this collected information of empirical data from many large successful corporations and from many independent studies. It gives a complete picture of the entire process of taking good ideas to a winning commercial launch and future. Be prepared for a large amount of concise information. This is like reading an encyclopedia on this subject.

Who should read this book? Anyone who wants to know what high level invention and commercialization is about. If you plan to deal with any company beyond a small entity, you should read this book. It will allow you to see how and why decisions are made at the senior management level. Anyone who wants to insure the best procedures are undertaken by any level company to commercialize their invention should also read this book. This book will help to remove any “blind spots” in this process and help improve your chances of success.

A quick summary of the book would be almost impossible. It deals with the concepts of risk management through a series of “stages” and “gates.” At each gate, criteria (certain standards that must or should be met) in the form of questions are posed to establish the probability of success or failure. The “stage” is a phase where research, testing, and actions are taken to try to achieve “deliverables” to the next “gate” for review. By taking the development in stages with reviews built in, the risk of investing too much in a bad idea is reduced.

For example, there is a table, “7.1: Summary of Stage 1 Actions - Scoping,” where a discussion of the following topics gives great insight into the early discerning of ideas for development: “Preliminary market assessment - Preliminary technical assessment - Preliminary financial/business assessment - Recommendations and plans for Stage 2.” These are the types of activities that large successful businesses undertake before beginning to develop an invention, and yet many small inventors never think or know to do these relatively easy activities. The statistics show that those companies that do undertake these actions enhance their chances of success over all companies that perform these tasks poorly or omit them.

Someone recently asked me how I had time to read a book such as this one. I simply told him that I couldn't afford not to read it. Next month, I'll report on *The Inventor's Bible* by Ron Docie, our next month's speaker. He has been a successful inventor and an agent for inventors for more than 25 years.

e-mail addresses

Raoul is still getting “bad email address” messages from his most recent blast message. Please check the email table on inca.hispeed.com to confirm that your name is listed, and your email address is correct. Send corrections to rdrapeau@cox.net. A direct link is at the bottom of the first page on the web site.

PAPER FILES basis for USPTO court action <http://zdnet.com.com/b.gif>

The National Intellectual Property Researchers Association (NITRA) has filed suit against the USPTO over plans to eliminate some paper records that the public can search. On-line searching would be required. That move is part of a larger plan to increase computer use at the agency. NITRA holds that maintenance of the paper collections, particularly the foreign art and trademark search files, is needed because the automated search systems don't provide results that are fully equivalent to a combined search of the paper and electronic records. --Margaret Kane, Special to ZDNet News

ThomasRegister.com update! <http://tr.thomasregister.com/cgi-bin1/flo?y=jSzO0BDXV50DtF0FLf10AN>

Companies, such as Disney, are experimenting with what they call 4-D -- the three physical dimensions plus time. By visualizing how long construction would take, Disney was able to better organize the arrival and placement of supplies during the building of its newest theme park, California Adventure.

Lower Manhattan Development Corp. is charged with rebuilding the lower part of New York City, and is requiring that all blueprints for the new downtown be designed in 3-D. This will allow the wide array of stakeholders to visualize the rebuilding plans.

Thomas register offers an on-line service and mailed disks that permit vendor-described parts to be inserted directly into a standard 2D or 3D graphics display.

Solicitation from www.invention-mfg.com Respond to arhctysv@netzero.net

I try to put together Inventors and Machine shops or Manufacturers and see if we can get products prototyped or manufactured.

I work in the Machine Tool Industry and have a large list of names that I can tailor to a particular Invention and maybe find someone who makes a similar product. Also I work with small shops that have small prices, keeping Inventor's costs down. You can use the Missouri and So. Illinois Inventors Association as my references.

"There is always another way to make a part" — like metal spinning, vacuum forming or sand casting. I can shop an Invention to a number of large to small Mold shops. Maybe your Inventors just need some consulting.

Rich Freese Arch City Service 800-746-9550 arhctysv@netzero.net
Please look at my Website <www.invention-mfg.com>

If someone conducts an exchange with Mr Freeze, please report your impressions to your newsletter editor. Raybik@aol.com

MARKET TARGET FOR INVENTORS: BEING OVER 65

More than 35 million Americans are over the age of 65. Many of them are facing, or will face, the problem of continuing to live independently in their own homes as their physical abilities and memories decline.

Researchers at the are conducting a project that uses computer-based technologies to help senior citizens live on their own.

Georgia Institute of Technology is using computer-based technologies in this matter. Their Aware Home Research Initiative focuses on how to design a home to allow older adults to be independent longer.

How does the adult child make sure their parent is taking medication at the proper intervals?

How can a house tell you where you've left (lost) something, or whether you've left a pot cooking on the stove?

For more information on Aware Home, visit: <http://link.abpi.net/l.php?20020827A5> .

Two biggest TradeShows

Roland Staana attended the Shoe Trade-Show in Vegas and the National Hardware and Merchandise Show in Chicago. He talked with Mark Gottlieb at his booth in Chicago, and Ron Docie who was canvassing manufacturers on behalf of some of his inventor clients.

Roland met marketers who told him they are very much interested in seeking new invention or products. Some said they are willing to manufacture and market Roland's invention — after he has the patent(s).

He proposed that some marketers would be quicker to entertain consideration of inventions that might have won a competition as judged by an INCA committee. ----Of course INCA might need to set up such a competition. ----

They liked the idea because it would simplify the process of eliminating the junks.

IN CONTRAST: Most shoe manufacturers have their own in-house design. Their designers were famous in the world. Therefore, shoemakers seem to be more protective of their own IP.

Roland thanked INCA volunteers for encouragement toward attending these shows.

Good Will and Good Advice from Jerry Porter

Our August meeting time was in conflict with a maintenance schedule at the Potomac Community Center. Jerry took care of the situation by inviting all of INCA and friends to his house for a Barbeque-type social event. Your editor missed the event, but got reports that it was elegant. THANKS JERRY AND BARBARA !!!!!!!!!!!!!!!

In a separate communication, Jerry has expressed his leadership in addressing the INCA motto: Inventors helping Inventors. He says, "I am most willing to talk on the phone (301) 962 8491 or meet with people who are just getting their feet wet in this business. We can address basics that aren't normally covered at meetings.

We had a television news invitation to discuss inventor's role and contribution to society. Jerry volunteered to take care of it. He was completely prepared with story boards, recently patented market items and straightforward advice to inventors who heard his message: Get involved with an inventor's group like INCA. Find business partners who can complement your creative inventing talent with their creatively effective business energies, resources and direction.

If you would like to give him a call at your convenience; there is much to talk about.

Biotechnology Patent and Business Strategies From:PLI-anitashapiro@pli.edu

Biotechnology developments continue to grow at an increasing rate as do their legal challenges and opportunities. PLI's Biotechnology Law 2002 program will be held in San Francisco on September 19-20, 2002 and New York City November 18-19, with a live video-conference to Boston on November 18-19th.

The topics to be covered include:

- Biotech applications for International Prosecution.
- Proprietary invention agreements
- "Hot" issues in biotech litigation
- Strategic alliances and joint ventures
- Dealing with the Patent and Trademark Office
- Ethical issues in biotechnology
- Funding of biotech companies
- Confidentiality agreements
- Designing and Negotiating licensing agreements
- Current hot FDA topics in drugs, biologics and medical devices
- Patent and non-patent exclusivity under the Hatch/Waxman Act

Register by phone, call 1-800-260-4754 and be sure to mention source code: PLB2-8EML1.

Anita Shapiro Program Attorney

INCA Goal: to provide independent inventors with the tools they need to launch their ideas successfully.

Consider volunteering for one of the following roles, even before being asked.

03 04 05 06

President

Program VP
& Special topic masters

Hospitality VP
Food Resources

Communications VP
Webmaster
& Video Capture

Editor
Topical Reporters
E-Mail Distributor

National Society of Professional Engineers (NSPE'S) speak out U.S.-EPR, 8/12/02

The Innovation Machine Needs Fixing, "Business Week" (08/05/02) No. 3794, P. 30A; Port, Otis

Greg E. Blonder is manager at Morgenthaler Ventures venture capitalist and former Bell Laboratories researcher .

Mr Blonder warns that U.S. technology innovation is currently in too poor a state to deal with the next technological crisis. He cites China and India as representing an even greater potential competitive threat to the United States than Japan and Europe.

Blonder argues that the dot-com boom has turned many scientists, engineers, and even professors into entrepreneurs. When the financial bubble burst they abandoned projects and studies. Meanwhile, cutbacks are occurring in R&D-corporate monopolies, the government, and universities-

Large companies have been driven away from long-term R&D investments; funding from government institutions such as the Defense Advanced Research Projects Agency (DARPA) flows smoothly only for short intervals; and academics not snapped up by the entrepreneurial spirit of the dot-com boom are doing less long-term research, because industry is outsourcing short-term projects to universities. http://www.businessweek.com/print/premium/content/02_31/b3794061.htm

Do we have “speak out” comments from Independent Inventors?

Paul Niemann at [Niemann7](#) offers Bulletin Board to his web-page customers

Niemann7 is starting a new Customer Community Bulletin Board at MarketLaunchers.com. The Bulletin Board is designed to enhance networking among inventors. Benefits might include sharing supplying key contacts in industries of your knowledge and of your need.

Requests or questions are to be e-mailed to niemann7@marketlaunchers.com. Paul will post them on the Bulletin Board at MarketLaunchers.com as soon as they are received.

This information will be seen by other inventors who can contact you directly.

The service is available only to his web page customers.
See sample: <http://www.marketlaunchers.com/bulletinboard.html>
Paul Niemann www.MarketLaunchers.com/forms.html 800-337-5758

Stephen H. Downer (540) 834-2396 is an INCA member, is 73, and owns patent 5112103, Pedestaled seat.

He uses one daily. It is made of high density polyester (HDPE) pieces, cut and welded. Abstract:

A gardening stool that can also be used on hard surfaces. The stool includes a seat, an upright column and a rounded base. The rounded base allows the stool to be rocked. Spheres are provided along the outer periphery of the base which prevent the stool from being rocked on a hard surface, thus providing stability but still allow the stool to be rocked in the soft soil of a garden. A tool holder can be mounted on the column to hold gardening tools. A series of holes may be provided in the column to support the tool holder by means of pins.

Mr Downer, 443 Deerwood Dr., Fredericksburg, VA 22401 downersh@cs.com welcomes marketing help.

"Congress Reassesses Tech Office," "Wired News" (08/07/02); Mitchell, Dan

Congress has gone without its independent technology assessment body for seven years since its funding was cut by Republicans in 1995. Now, calls are growing for the reestablishment of the Office of Technology Assessment (OTA), which provides unbiased reports on a range of issues for Congress.

Past reports have helped Congress make better decisions on issues such as global warming, missile defense, and the economics of fuel-efficiency standards. Rep. Rush Holt (D-N.J.) has so far gathered 86 co-sponsors for his bill that will allow the formation of a new OTA. Holt's previous attempt to create a scaled-down version of the OTA was rejected by the House Rules Committee before it got to the House floor.

Critics of the OTA say that its reports were more supportive of left-wing arguments and that scientific and technical advice is available from outside sources, including think-tanks, academic institutions, and the national academies of science and engineering.

Matthew Bunn, recently an assistant director of science, technology, and public policy with the Harvard Kennedy School, says the OTA reports usually serve to uncover faulty reasoning that underlies the arguments of ideologues from both political parties. <http://www.wired.com/news/politics/0,1283,54373,00.html>