

Inventors' Network Volume 11

Of the Capital Area [INCA] Issue 6

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Speakers:

John Melius says: There is probably no one more qualified than **Richard C. Levy** on the subject of developing new toys and games. He has personally been involved with the development and launch of hundreds of toys and many games as a free-lance product designer/developer working with all of the top toy manufacturers.

One of his best known successes was the "Furby" which broke all the rules and many records for sales. He has written several acclaimed books on the subject of inventing, and now has written a new book specifically about toy and game development, licensing and sales.

Richard will discuss how to develop and commercialize your ideas for the toy and game industry, his new book and answer questions from the group. His charismatic speaking style coupled with his huge experiential knowledge of the field make for an enlightening and engaging evening.

Our 21 speaker is Dr. Barbara Croft. She has lived in a community of inventors and entrepreneurs both at home and at work. She is directly involved in the oversight of Grants, offered and evaluated, within National Institute of Health. We expect her comments to include an overview of what a Federal Grant-giving office expects of inventors and their development teams.

Our April Speaker was Mr Karl Jorda. A special appreciation to our Glen Kotapish ipatent@aol.com. Glen was Mr Jorda's host at INCA, making arrangements for his visit, picking him up and returning him to the airport and presenting him with a certificate of appreciation. Glen asked and received copies of Mr Jorda's presentation notes which Glen converted to video signals which are now available for anyone who can read the www.dcinventors.org website.

To find the notes, click the "Information" button [third down] on the left side of our cover page, then click "Articles of Interest", the first in our list of useful information. Then click the bottom entry, Karl Jorda. Some of his notes on comparison of US and Japanese culture were omitted from his talk, but were of significant importance to your editor. — Raoul's web page references are important to inventors!!!!

MEETING: 3rd Monday,

16 June 03

5:30 Network w Pizza

6:30 Mr. Maurice Daniels, President

30-second Introductions for guests from Industrial Designer's Society (IDSA), Product Developers Mgmt Assn (PDMA), MITEF and INCA guests and members

6: 50 Speaker: **Mr Richard Levy**, Developer, Inventor / Author

8:00 INCA member and guest Issues:

TUNNEL VISION COLLABORATOR SEARCH

Richard Leshuk, [(h) 301-279 - 2120 (o) 301-279- 2686 rleshuk@aol.com] our Vice President, has shared this message: Carl Schmitt called last week, inquiring about INCA's interest in assistive technology for the blind. He is searching for a collaborator in a project to build a head mounted TV scheme for providing distance cues to tunnel vision sufferers like himself.

Carl is an electrical engineer. He currently reps for a firm which makes a head mounted visor display, laptop driven, TV system for magnifying text for the visually handicapped. This product and its owners are not related to the tunnel vision project.

Carl wants to demo his current magnifying product and to discuss the tunnel vision collaborator search to INCA members.

Member Service: Free E-mail Account within dcinventors rdrapeau@cox.net

This month Raoul sent a message to all known INCA members and friends according to his records. If your e-mail address has changed to another you want to use, please send a message to Raoul.

And: As a benefit of membership, Raoul has offered to set up a free email account and if asked, will link member's computer to interrogate INCA's web provider. INCA email accounts will have the form: name@dcinventors.org

If interested, give Raoul information as to the "name" you want to use and a password.

UIA is now accepting applications for the UIA 2003 Outstanding Website Award. This award was designed to show recognition to nonprofit websites that contribute significantly to the independent inventor community.

Raoul's website has won the award before. It continues to get better.

How about some independent inventor **(your) message of appreciation** about www.dcinventors.org. Send it to <http://www.uiausa.com/Award.htm>

Rochester NY: **August is National Inventors' Month (NIM)**, and has been since 1998 when Inventors' Digest declared that it would be. Librarians asked for materials they could use to create displays **honoring inventors** and exploring the world of invention.

During August 2001, 3,050 libraries displayed materials about inventors and the invention process. In 2002, 4,800 libraries set up displays and educational programs, using UIA kits.

Hundreds more requests for materials had to be turned away.

The goal for 2003 is to reach 8,000 libraries nationwide. Donate directly to this cause. \$12.25 will fund one (1) library, \$49.00 will fund four (4) libraries, \$98.00 for eight (8) libraries, \$300.00 for twenty-five (25) libraries, and beyond. Donate to National Inventors' Month --- by sending your tax-deductible check to:

Academy of Applied Science, 30-31 Union Wharf, Boston, MA 02109

Hunt for the next new hot consumer product. In celebration of National Inventors' Month (NIM), the United Inventors Association, Inventors' Digest and the Academy of Applied Science, co-sponsors of NIM, **will be accepting sponsorship applications** for the "Hunt for the next new hot consumer product."

This national search is scheduled to begin in June 2003 and end in August 2003, National Inventors' Month.

This search may be the largest of its kind ever attempted. Potential sponsors must be credible and well respected companies/organizations. The product search will be seeking prizes and potential funding. If you would be interested in being a part of this historic event go to **www.uiausa.org/hunt.htm** .

Waverly NY: In a continuing effort to increase services to the inventor community, the UIA is now accepting contributions. The UIA is incorporated as a 501(c)3 non profit organization.

See **<http://www.uiausa.com/ContributeToTheUIA.htm>** for details on how you can help our cause.

June 13-15, 2003 *** Minnesota Inventors Congress Redwood Falls, MN
Phone: (800) 468-3681 / Web: <http://www.invent1.org/>

October 3-4, 2003 *** Ideas to Profits-Commercialization Conference
University of Wisconsin-Whitewater, WI Email: innovate@www.edu

October 18-19, 2003 *** Yankee Invention Expo and Entrepreneur Workshops
Waterbury, CT Website: www.yankeeinventionexpo.org Email: yankeeinventionexpo@juno.com
Phone: 203-575-8322

Note: The Collegiate Inventors Competition - was accepting entries until 1 June 03

- 1 Grand Prize undergraduate winner: \$50,000 student; \$10,000 advisor
- 2 Graduate Collegiate Inventors Competition winners: \$25,000 student; \$5,000 advisor
- 2 Undergraduate Collegiate Inventors Competition award winners: \$15,000 student; \$5,000 advisor

The judges include mathematicians, engineers, biologists, chemists, environmentalists, physicists, computer specialists, members of the medical professions, and specialists in creativity and invention.

LESSONS FOR INCA Inventors:

Inventions are judged on the originality and inventiveness of the new idea, process or technology.

The invention must be complete, workable, and well articulated.

Measures for judgment include its potential value to society (socially, environmentally, and economically), and on its range or scope of use.

Objectives: The program is designed to encourage college students to be active in science, engineering, mathematics, technology and creative invention, while stimulating their problem-solving abilities.

The competition seeks to stimulate excitement and interest in technology and economic leadership.

This Competition was introduced in May 1990 as the BFGoodrich Collegiate Inventors Program. sponsors:
The Goodyear Tire & Rubber Company Hewlett-Packard United States Patent & Trademark Office

The National Inventors Hall of Fame and the National Council of Intellectual Property Law Associations.

The Lemelson-MIT Program for inventing includes an Inventor's Handbook whose Chapter 5:
gets to a universal issue among independent inventors: **Is My Invention Worth Patenting?**

Thomas Edison set a stage with quotation, "Anything that won't sell, I don't want to invent." -

Market criteria: Is the problem real? Does the invention offer a better solution?
How big is the past and current market? Are trends upward or downward?

How is competition influencing the market? How much market will be viable after the patent(s) are issued?

Production criteria: Can the invention be integrated into an existing product.

How much would this invention add to sales of an existing product?

In what ways can a new product be manufactured to be remarkably better - or less expensive - than its competitors of the future?

Economic criteria: What are the anticipated pricing phases for introduction and marketing for a new product line that is based on the invention?

What margins between price and cost are available for timely breakeven?

What return on investment is anticipated by the inventor team and its financial backers for short, intermediate and long term?

What tested market and management strategies offer attractive exit conditions for currently committed parties?

What are lowest demonstratable costs for shop materials, labor and overhead including royalties?

What patterns of cost and time are assumed to bring the invention to market?

What channels of distribution are intended.

What variance is visible between usual business practice and costs vs projections about this invention's market entry and life?

What investment in market research is budgeted?

What market research data and projections have been achieved even before the invention was brought into patenting and commercialization phases?

How is an appropriate program of market research being conducted and/or planned?

To what extent is the invention team qualified to perform some market analysis?

To what extent can business faculty and entrepreneurial projects at local colleges provide well researched data base for this kind of invention?

What track record in success for similar businesses can be offered by Small Business Administration (SBA) or by local government "business development" agencies?

To what extent have local distributors of competitor products offered sound data and encouraging advice?

Inventor teams that are committed to making a contribution to society, without profit, might consider filing a Statutory Invention Registration (SIR) application with the USPTO. An SIR costs much less than a patent but the invention into the public domain, preventing others from patenting it.

SurfIP Newsletter, From: IPOS_Surfip@ipos.gov.sg

A periodic newsletter is offered from Surfip. It is remarkably condensed. For example,

In May three new features were offered on SurfIP

http://www.surfip.gov.sg/sip/site/news/surfip_sip_news__200342103759.htm

About Patents vs Publication Research institutes have come to realize that obtaining patents for research work is another indicator, other than scientific publication, of the quality of the work that is being undertaken by the research institute

http://www.surfip.gov.sg/sip/site/spotl/surfip_spotlight__20034212923.htm

The SurfIP Team's Website: <http://www.surfip.gov.sg>

Email: IPOS_SurfIP@ipos.gov.sg

At this time your editor is not aware of the range and quality for surfip newsletter. Do we have a volunteer to analyze and report on the anticipated usefulness of surfip for other INCA members and guests?

[Inventors Council] **Publicity For Inventions: The Media Market**

Thanks to todd@spreadthenewspr.com Todd Brabender-Spread The News PR, Inc.
www.spreadthenewspr.com

Media is used in marketing a new product to identify customers and to help generate a buzz. Entrepreneurs are dependent on the media's actual exposure to the eyes of the entrepreneur's customer.

The media market in the US includes 75,000 media outlets and a million reporters, editors & producers. Which are appropriate for a particular product? Only about 40% of business owners have an understanding of the benefits within their media market.

Todd recommends asking for help from a smaller PR agency or publicity specialist who is willing to educate the advertising client.

To get good media coverage requires good "media tending". Client needs to appreciate media outlet's editorial lead-time, its available editorial space, and availability of an editorial staff member to cover your pitch.

Right media coverage may focus on smaller, more targeted outlets. A PR agency or publicity specialist who knows the media market should have capacity to find media members that are best for generating sales-oriented editorial features for their advertisers.

Media-savvy entrepreneurs know they should "narrowcast" their media pitch to segments that will increase positive exposure for the business.

Only about 25% of the total media will accept press releases from outside their geographic area. Media managers know that their consumers are interested in features that will educate customers about how your product can help them.

Todd Brabender is the President of Spread The News Public Relations, Inc. His business specializes in generating media exposure and publicity for innovative products, businesses, experts and inventions.
<http://www.spreadthenewspr.com> todd@spreadthenewspr.com (785) 842-8909

USATODAY.com reported on new **HyperSonic Sound (HSS) Technology**

Condensed from **Sound technology turns the way you hear on its ear** By Kevin Maney,

Woody Norris, inventor of ultrasound technology, demonstrates a hypersonic sound speaker developed by American Technology Corp. (ATC).

HyperSonic Sound (HSS) technology focuses and channels audible sound so it can travel great distances without dispersing. A speaker, the size of a cereal box, is pointed at someone 100 yards away. Despite business-related noise, the aimed-at listener reports that he hears sounds as if through headphones. If the listener steps to his side, he hears nothing.

HSS could be used to be heard only directly in front of a laptop. It might be located in grocery store aisles for very focused audio messages directly in front of the product. While a variation has been available for 80 years or so, but Mr Norris speaks as a special kind of inventor. (www.woodynorris.com). His products include sonograms that bring an image of a baby before it is born. Other projects are reported to bring a income of \$1.5 million.

UPCOMING EVENTS: 6:30 to 9:00 PM, NRECA Conference Center RSVP:

[Inventors Council]

Plastics

Condensed from remarks by Rich Freese Arch City Service (www.invention-mfg.com)

Plastics is a material of choice for most Product developers .

Making plastic parts involves heating plastic until molten, forcing the hot plastic into a cool, closed mold, waiting until it is solid and then ejecting it from the mold.

Molding involves two costs: One is the cost of building the mold which is cut from metal.

The second cost is for the plastic material and for molding-machine time.

Injection Molding is for high volume production. Molds have multiple cavities and a low unit price is based on very high rates of production.

Blow Molding is a process forcing thermoplastic material into a hollow mold. It makes items like plastic milk jugs. One of its economies occurs through use of a hollow mold.

Vacuum Forming or thermoforming. A sheet of plastic is heated and drawn by vacuum over a mold. This process is inexpensive and so simple a person can his own Vacuum Form Machine and molds with home or shop materials.

Rotational Molding uses a hollow mold into which a measured amount of plastic resin is poured. The mold is inserted into a heated oven and rotated so that the melted plastic will coat the inside of the hollow mold. Examples would be hollow plastic furniture and kids trikes.

Extrusion or Pultrusion is forcing warm plastic through a shaped die to generate a continuous, uniform shape such as a pipe or other profile to be cut in lengths.

Toy And Game Inventor's Handbook - by Levy & Weingartner

! Phone Orders & Customer Service 800-319-2665 406-586-3798

Everything You Need To Know To Pitch, License And Cash-In On Your Ideas

July 1, 2003 is the release date. Order now for shipping as soon as it's available.

Quality Paperback, 560 pages, 7 3/8 x 9 1/8 inches Publisher: Alpha; ISBN: 1592570623; r-2003
Catalog# 0623-2 List price: \$19.95 Our price: \$17.95

Learn how to play the "toy games" from two of its most successful innovators.

Inventor Richard C. Levy's licensed products have generated more than \$1 billion in global retail sales. Ronald O. Weingartner has reviewed thousands of submissions and produced hundreds of them.

Go behind the scenes of the \$30 billion toy industry for a vivid portrait of the people that create, pitch, license and commercialize products. Based upon more than 100 interviews, Levy and Weingartner will encourage you, inspire you, and lead you, step-by-step, through the perils and pitfalls of presenting, licensing and bringing products to market.

The Toy and Game Inventor's Handbook is crammed full of firsthand, empirical, insider information gleaned from hours of interviews with the industry's most successful independent toy and game inventors, and its most

knowledgeable and influential executives, leaders and observers.

A thought-provoking must read for aspiring, and experienced inventors alike, The Toy and Game Inventor's Handbook is also an ideal tool for students, designers, engineers, and corporate executives who want a deeper understanding of the fluid, high-spirited world of the independent inventing community.

The Toy And Game Inventor's Handbook describes...Features include...

The retail and corporate environments, including the forces of change within both.

How to prepare proposals and prototypes.

How to open doors and close deals.

How to protect your intellectual property.

How to save thousands of dollars in legal fees.

How to negotiate deals and get the best terms.

Profiles more than 80 top professional inventors who generously share their advice and observations.

A listing of 50 manufacturers that license products from inventors, and the key inventor contact at each.

A license agreement annotated by four licensing agents.

A contemporary, witty glossary comprised of over 500 words, phrases and definitions.

A compendium of key trade shows, associations, and important web sites.

An entertaining selection of toy industry fun facts and trivia.

RICHARD C. LEVY (Mr. Outside) has been inventing, developing and cashing in on original concepts for 25 years. His 200 + licensed products include one of the most successful toys of all time, Furby. His games include Men Are From Mars, Women Are From Venus, Route 66 and Family Reunion.

He has created premiums for Procter and Gamble (Crest), General Foods (Pebbles) and General Foods (Puddin' Pops).

RONALD O. WEINGARTNER (Mr. Inside) is a 35-year veteran of corporate research and development in the toy industry. He is a former vice president for inventor relations at Hasbro Games, the world's largest marketer of games and puzzles. His product development and marketing involvement has spanned preschool to computer software. This is Ron's second book.

"Got a toy or a game that you KNOW will be a huge hit, but you can't get to the right people? Don't make another move until you commit The Toy And Game Inventor's Handbook to memory! Levy and Weingartner are superstars of the toy industry, and they're sharing insider information that you'll read no where else!"

-- Joanne Hayes-Rines, publisher, Inventors' Digest

"This is more than peeking behind the veil. Richard and Ron shine a klieg light on the heretofore private world of toy and game invention, licensing and marketing. A must read for anyone, in any industry, who ever wanted to dance the dance and collect the coin." — Brian Hersch, inventor of Taboo

"Required reading for all toy industry executives, not just inventors." --- Andrea Morris , publisher Playthings magazine

"In the competitive world of new toys and games, product is king. But each year the industry expects new royalty to ascend to the throne. **Independent inventors are a key ingredient of the court**. This book details the process and highlights many sources of the product flow so vital to the growth of our business."

— Dale R. Siswick, senior vice president of R&D, Hasbro Games

"This is an essential book for every inventor who creates toys and games, and for corporate executives that license and market them. Richard and Ron provide the inside 'know how' and ' know who' in the most comprehensive and practical work that I have ever read on subject of **what it takes to succeed as an independent creative source** in the toy industry." — Greg Hyman, inventor, Tickle Me Elmo

"Whether through an agent or trying to sell your idea yourself, this book is the state-of-the-art GPS that will get you

to where you need to go. It is also invaluable to us who work inside. It should be mandatory reading for all marketing and R&D executives. The authors turn over a rock or two for even the most experienced among us.”

— David Berko, senior vice president, Concept Acquisition, Hasbro Toy Group

“The longest three years of my life were spent looking for a company to license my Yo-Yo with a Brain (TM) concept. I used toy agents, called in personal favors, and made countless presentations. Every presentation ended in rejection. The information in this book would have made that process less of an ordeal and a lot more fun!ö

-- Mike Caffrey, inventor of Yomega's Yo-Yo With A Brain, (U.S. patent #4,332,102)

“Having the most brilliant idea in the whole wide world is only a fraction of the job. The Toy and Game Inventor's Handbook is indispensable; your one-stop resource and guide to the practical steps of actually getting your mindstorm to the promised land.” – John Michlig, author of GI Joe: The Complete Story of America's

Favorite Man of Action

“Richard and Ron bring a combination of 60 years of experience in invention and licensing, and obvious passion for new ideas to the most carefully researched and well written, inventor resource I have read. This book is amusing, insightful and valuable. I highly recommend it to anyone who has an interest in how playthings are born and nurtured. A must volume for aspiring inventors!” — Stevanne (Dr.Toy) Auerbach, Ph.D.