



EDISON INVENTORS Association

Volume 18, Number 11

November 2010

November 2010 Regular Membership Meeting

Wednesday, November 17, 2010 @
7 PM - Edison-Ford Estates

Main Program: "Design Patent's"

Board of Directors Meeting

Wednesday, November 10, 2010
@ 7 PM

Perkins Restaurant Just S. of Crystal Drive
on Hwy. 41

Members welcome to network.

Edison Quote of the Month:

"The first requisite for success is to develop the ability to focus and apply your mental and physical energies to the problem at hand-without growing weary. Because such thinking is often difficult, there seems to be no limit to which some people will go to avoid the effort and labor that is associated with it..."

[Newsletter Highlights](#)

[One Year of
Edison Inventors Newsletter
Articles](#)

Edison Inventors Association PO Box 07398, Ft. Myers, FL 33919

www.edisoninventors.org

Mission Statement

A non profit, educational organization with goals to promote creativity and entrepreneurial success in our schools and community. We are a diversified group of people sharing time, information, experiences and resources to this effect.

Attending a Meeting?

The doors open by 6:15 p.m. The meeting will begin promptly at 7p.m. In respect to our speakers please arrive on time and give them your full attention. There is time before the meeting and at the end of the meeting to network.

The Edison-Ford Winter Estates parking area will only be accessible from the East entrance. The McGregor Blvd gates will be closed for security purposes.

Directions off Hwy 41: At the Edison Ave traffic light, go west onto Cortes Blvd. Go past Euclid Ave. and veer right onto Monte Vista Street. Take Monte Vista to the very end crossing over, Harvard Road. You have arrived!

Directions off McGregor Blvd: Proceed to Larchmont Ave. on the north border of the Edison-Ford Estates property. Turn right on to Larchmont and the next right turn on Harvard Rd. Watch closely for the Estate signs on the right side of this road. Private homes border this drive or, go to www.googlemaps.com and type in, Monte Vista Street, Fort Myers, FL

EIA Phone (239)275-4332, OFFICERS,

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Exec VP - Tom Kershaw
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Solich, Thomas Whiteside, Elmer Zettle

WEBMASTER Jeff Abbott

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TREASURER'S REPORT

As of 10/31/10
General Account \$ 6,223.72
Bernard A. Cousino Memorial Fund \$ 4,602.53

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Opinions expressed may not represent the views of the
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product unless specifically stated.

Publishing Information

All articles and paid ads must be submitted by the third
Wednesday of the month to be included in the following
month's e-letter. All information will be reviewed prior to
publication and may appear as time and space permit.
Reprints must be accompanied by proper credits to be
considered for this e-letter.

Submit articles/ads to:
Edison Inventors Association
C/O Mike Kirby
P.O. Box 07398, Fort Myers, FL 33919

Or e-mail mikekirby07@gmail.com

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2010 Advertising Rates
Business one month 6 mo 1 yr
Card \$15 \$60 \$90
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NEW

A one line complementary listing is being provided to
all member service providers in good standing, as a
service to our members.

Message from the President:

Greetings Fellow Inventors,

This Month the EIA lost one of it's most colorful
and active members. Bill First passed away
peacefully in his sleep on November 6th . He was
90 years old.

In those 90 years, he lived a very full and
interesting life. Born in 1920, Bill lived through the
great depression, and then served with the Navy, in
the Philippines during WW II. Bills first wife, was
a Ziegfeld dancer, He was a private pilot, an
innovator and inventor in the 40's & 50's he has
many inventions in the refrigeration, and electric
control fields. Bill also became a licensed
refrigeration contractor. He was an active inventor
right up to the very end, he was just at my shop last
Thursday, to have me cut up some pipe for him for
his latest invention. Bill was a member of the
"Greatest Generation" Americans known for their
charity, and selfless devotion to their Country and
fellow man. Bill was always ready to help, and
offer his advice on the many projects I had going
on in my shop. He had a unique way of looking at a
problem, and often had you going in a direction
that you had never considered. I truly valued his
input and will sorely miss him. I am honored and
privileged to have known William First, and even
more honored to have called him a friend...
Memorial services are still pending. I will publish
the information as soon as I have it.

This Month we are discussing Design Patents, with
Patent Attorney James Cardle.
Remember: The EIA Christmas Social is on Dec. 8,
2010 at Olive Garden on US41& College Pkwy.in
Fort Myers. Please sign up so we know how many
are attending.

Joe Gross

Share your thought's with the President, Please put
EIA in the subject box.

grossrdlab@yahoo.com

NEW * COMPLEMENTARY * NEW

INVENTORS SERVICE PROVIDERS LISTINGS

Disclaimer: The EIA does not endorse or approve any service provider listed in this, or any EIA publication. This List is provided as a service to our members, and as a courtesy for our service providers. All contracts and service agreements are between the members and the service providers exclusively. This list is for information & educational purposes only. The Edison Inventors Association Inc. shall be held harmless shall any dispute arise between a member and a service provider.

<i>In alphabetical order by last name:</i>				
<i>Name</i>	<i>Company</i>	<i>Services Provided</i>	<i>Phone</i>	<i>Email & Website</i>
<i>Wojciech Beldycki</i>	<i>Duracon</i>	<i>Prototypes, Precision Machining</i>	<i>(941) 486-0565</i>	<i>voytek@duraconinc.com</i>
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Links to Websites Important to Inventors

www.uspto.gov/ - The United States Patent & Trademark Office

www.uia.org – United Inventors Association – The most respected and best all around site for inventors
www.Inventors.about.com – One of the first sites for inventors

Commercial Invention Sites

www.edisonnation.com – The best product search site, blogs and forums site we know of

www.everydayedisons.com – A television series designed to pick inventions and complete them, they have a newsletter and casting calls

www.inventright.com – Steven Key's site, newsletter

Journals & Magazines

www.inventorsdigest.com – The defacto magazine for inventors today

Current Product Searches

Edison Nation Product Searches www.edisonnation.com **WARNING: UNLIKE OTHER COMPANIES, EDISON NATION ONLY PAYS ROYALTIES ONCE A YEAR IN DECEMBER!!!**

As Seen On TV (ASOTV) The infomercial business. Toys, Fitness, Beauty and Health, Weight Loss, Kitchen Gadgets, Household Cleaning Products, Pain Relief, Pet Products, Self Improvement, Sleep Aids (Snoring remedies), Lawn & Garden. **Deadline:** Monday, November 29th, 2010 at 11:59PM Pacific Time (US & Canada)

BRICA is after new travel and bath innovations.

Deadline: About 1 month left

Sassy – Sassy Baby is looking for developmental juvenile products and toys.

Deadline: Monday December 20, 2010

Life's Abundance - is looking for products to enhance the lives of cats, dogs and their owners.

Deadline: About 1 month left

Hollywood –The Hollywood Series: The Hollywood Series: Edison Nation is searching for innovations and product ideas that can revive struggling bars.

Nautilus – Nautilus is looking for the next big idea in home fitness.

Deadline: Monday November 22, 2010

Apps for the Army - <http://armylive.dodlive.mil/index.php/2009/09/apps-for-the-army-competition/>

The U.S. Army is reaching out to increase its technology applications-and they need your help. Lt. Gen. Jeffrey Sorenson, Army Chief Information Officer/G-6, recently announced an "Apps for the Army" competition for the .mil community. Sorenson seeks to harness the untapped potential of the .mil community and reduce the time it takes to develop new technology for the Army.

L Prize US Dept of Energy – <http://www.lightingprize.org/>

Television

Shark Tank – Returns Thursday July 15, at 8pm on ABC

Patent Search Websites

www.uspto.gov/

www.freepatentsonline.com/

www.google.com/patents

Other Florida Inventor Groups

Inventor's Society of South Florida, Ft. Lauderdale, FL

<http://www.inventorssociety.net/>

Inventors Council of Central Florida, Orlando, FL

Website coming soon

drdavidflinchbaugh@bellsouth.net

Space Coast Inventors Guild, Melbourne, FL Website coming soon angelsnr@cfl.rr.com

Tampa Bay Inventors Council, Largo, FL www.tbic.us

The L Prize competition will substantially accelerate America's shift from inefficient, dated lighting products to innovative, high-performance products. Just as Thomas Edison transformed illumination over a century ago, the L Prize will drive innovation and market adoption. Sponsored by the U.S. Department of Energy, the L Prize is the first government-sponsored technology competition designed to spur lighting manufacturers to develop high-quality, high-efficiency solid-state lighting products to replace the common light bulb.

Deadline: None – The competition will remain open until a winner is chosen.

Business Resources

Upcoming seminars and workshops in your community www.sbdcseminars.org

PB&J - Frequently Asked Question about Starting a Business, Nov 17, 11am-1pm

Extreme Digital Marketing Solutions, Nov 10, 9-12

Overview of Doing Business with the Federal Government – Nov 12, 9-11

Frequently Asked Questions about Veterans interested in starting a business

Doing Business with the Government – Nov 12, 9-11

X-celerating Your Business – Nov 1,8,15,22,29 6-9pm

Frequently Asked Questions About Starting A Business, Dec 13, 2-4:30

Business Organization Advantages/Disadvantages Sole Proprietor, Partnership, etc, Nov 22, 2-4:30pm

Handling Small Business Taxes, Dec 16, 9-12

FGCU Regional Economic Indicators www.floridaedo.com/pdf_folder/Regional_EIR_Current.pdf

Online Trade Shows

Houston Inventors Association

United Inventors Association

Market Launchers

Inventors' Network of the Capital Area <http://www.inventors.org/productscouts.html>

One year's Worth of Edison Inventor Association Articles.

If you haven't been receiving the EIA until lately, your in luck. For the one year anniversary of my new role as EIA editor I will reprint the titles of the main EIA articles for each of the 12 past issues. If you see something you like, surf on over to the Edison Inventors website, <http://www.edisoninventors.org/index.htm>, select Newsletters and Articles and click on the appropriate Newsletter.

Dec 2009	How to Check to see if a patent is current, delinquent, or expired due to non-payment of patent Maintenance Fees.
January 2010	Blue Turtle Graphics - Some advice after one year in Business
February 2010	How to draw your invention in 3-D
March 2010	How to Apply for a Provisional Patent
April 2010	How to Obtain a Trademark or Service Mark
May 2010	How to Get Free Help from Your Fellow Members if you get Stuck or Stalled on Your Invention
June	Is Your Business Right for Franchising? Is Franchising Right for You?
July	Terms & Conditions & The US Supreme Court Rules on Business Method Patents
August	Motivation
September	Keep your Money in your Wallet "Until you do a Proof of Concept Analysis"
October	Online Trade Shows, Pitch Your Product,
November	One year's worth of Edison Invention Association Articles



PROTECTING TRADE SECRETS

By: The Livingston Firm

Difficult economic times results in highly aggressive competition among businesses. Many businesses, even those that have been around for decades, are either going out of business or struggling to survive. In such an economic climate, business owners must be even more vigilant about protecting trade secrets and their employees from being poached by competing businesses trying to get ahead.

Most successful businesses owners are vigilant about protecting their businesses' intellectual property by obtaining patents, trademarks and copyrights. But what about a businesses' trade secrets? What about its customers, clients and key employees? Is the business protected against the theft of these valuable assets as well?

A trade secret is defined as information, including a formula, pattern, compilation, program, device, method, technique, or process that derives independent economic value from not being generally known to, and not being readily ascertainable by proper means by, other persons who can obtain economic value from its disclosure or use. A trade secret can be as straightforward as a client list or pricing information, or as complex as system control methods or process technology for manufacturing products. In either case, these items are valuable to your business and worthy of protection. Thus, reasonable efforts must be made to maintain the secrecy of the trade secret.

Just as valuable or even more valuable to a business as its trade secrets are its employees, especially its key employees. The value of these employees lies not only in what they bring to your business but also in what they can take away from it, a fact that is not lost on the competition. Although indentured servitude is not a concept that has been embraced by this country, there are other ways to protect your business from former employees seeking to not only compete against you, but to use your trade secrets to do so.

Protecting your business from the theft of its trade secrets and the unfair competition of its former employees is more crucial today than ever to the survival of your business. Having the proper protocols in effect is necessary to the protection of trade secrets and essential to a theft of trade secret claim. In addition to ensuring the proper procedures are in place to maintain the secrecy of your trade secrets, having signed employment agreements which specifically address ownership and assignment of intellectual property, including trade secrets and non-competition, will go a long way to ensuring the long-term success of your business.

CONCLUSION

Advising a business owner on the proper methods for protecting its trade secrets and preparing employment agreements which protect a businesses' trade secrets and which contain the appropriate and

allowable restraints on competition, is a service that should be performed by attorneys who understand the value of these assets and the laws in place that offer protection for these assets.

The Livingston Firm specializes in all areas of intellectual property law including patents, trademarks, copyrights, trade secrets, franchising, litigation and business law. As the largest full-service intellectual property law firm in Southwest Florida with over forty years of combined experience, The Livingston Firm can be there to assist you from beginning to end with protecting your ideas and inventions and getting those ideas and inventions to market.

Edward M. Livingston, Esq., U.S. Registered Patent Attorney, Board Certified in Intellectual Property Law
Erica L. Loeffler, Esq.
Bryan L. Loeffler, Esq., U.S. Registered Patent Attorney

The information contained in this newsletter is intended to convey general information. It should not be construed as legal advice or opinion. It is not an offer to represent you, nor is it intended to create an attorney-client relationship.

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