



EDISON INVENTORS Association

Volume 18, Number 6

June 2010

June 2010 Regular Membership Meeting

(Wednesday, June 16, 2010 @
7 PM) Edison-Ford Estates

Main Program:
**Business Plans & Financing your
Invention**

Board of Directors Meeting

(Wednesday, June 9, 2010
@ 7 PM)
Perkins Restaurant Just S. of Crystal Drive
on Hwy. 41
Members welcome to network.

Edison Quote of the Month:
"There's a way to do it better – find it!"

Newsletter Highlights
Links Section
How To:

Get Free Help from Your fellow Members if
you get Stuck or Stalled on Your Invention

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

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TREASURER'S REPORT

As of 5-28-10
General Account \$3,057.41+ \$4,603.76 in CD's
Bernard A. CousinoMemorial Fund \$4,599.21

DISCLAIMER

Information is offered in an open forum for discussion.
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@comcast.net

Do you provide a service to inventors? Advertise in the
EIA E-Newsletter and help the association provide
more opportunities to inventors.

2010 Advertising Rates
Business one month 6 mo 1 yr
Card \$15 \$60 \$90
¼ page \$25 \$120 \$180
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Full page \$80 \$420 \$720

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: I first off want
to thank the EIA members who last month
quickly rose to the occasion, by filling in
for me during the general meeting after Liz
& I had to leave town quickly, for a family
medical emergency. The meeting went off
very smoothly, and everyone enjoyed
themselves. The "Get Now " team really
has a great product, hopefully they will get
the exposure they need to have the product
mass produced, so it can help in cleaning up
the oil spill in the Gulf. This month we are
going to be talking about Business plans &
getting Funding to develop your invention.
In the coming months, we have some very
exciting speakers that, will both educate
and inspire you. In August, we have an
expert on plastic injection molding, who
will explain this very important
manufacturing process. We also have a
future speaker on how to find American
Companies, to manufacture your product in
a cost effective way, and still keep jobs here
at home instead of China. The EIA is first
and foremost an Inventors educational
organization, but, we are also a small
business information resource. Small
business incubation and job creation are
part of who we are. The two are
intertwined, and inseparable. America was
built on dreams and innovation, hard work
and tenacity. If you can dream it, do your
homework, work hard, and never give up...
you too, will become a successful inventor,
and small business owner...

Joe Gross

Share your thoughts with the President,
Email: grossrdlab@yahoo.com
Please put EIA in the Subject box

LaPointe Law Group, PL

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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.

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<i>Name</i>	<i>Company</i>	<i>Services Provided</i>	<i>Phone</i>	<i>Email & Website</i>
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Links to Websites Important to Inventors

www.Inventors.about.com - One of my favorites, check it out, the editor!!!
www.usptogov/inventorseys - The USPTO's bimonthly publication for the independent inventor community
www.inventyourselfrich.com - Don Brown's site, inventor of Ab Roller
<http://www.inventright.com> - Steven Key's site,

To do a Patent Search, these are very good websites:

www.uspto.gov/
www.freepatentsonline.com/
www.google.com/patents

Links to other inventor groups of interest

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

Current Product Searches

Edison Nation Product Searches www.edisonnation.com

Edison Nation brings products to market through their network of retailers and manufactures. If your idea is selected, you'll be paid a \$2,500 advance plus a generous percentage of sales.



Inventors Digest 2010 Collegiate Alt-Energy Challenge

Deadline: Saturday, July 31st, 2010 at 11:59PM *Pacific Time (US & Canada)*



Clorox is on the hunt for your great cleaning and disinfecting ideas.

Deadline: Monday, July 5th, 2010 at 11:59PM *Pacific Time (US & Canada)*



World Kitchen, the maker of Pyrex® products, seeks innovative mixing, measuring and prep products for the home cook.

Deadline: Monday, June 14th, 2010 at 11:59PM *Pacific Time (US & Canada)*

National Lawn & Garden Show 2010, June 15-June 17 Colorado Springs CO

The 2010 Taipei International Invention Show and Technomart

An excellent venue for people looking to promote their inventions, as well as share valuable knowledge and ideas on innovations, patents, and other important aspects of the inventor's industry. From agricultural products down to consumer electronics and computer parts, from green technology to communications technology, this year's show will showcase the best inventions and new technology from all across the globe.

Inventors Club of Kansas City - www.InventorsClubofKC.org

Inventors and Entrepreneurs are invited to submit their **US Patented** or **Patent Pending** products for a chance to win the opportunity to have their consumer product marketed and sold in retail stores. Only 20 invention spots are available, so please submit now. All product submissions will be reviewed and screened by the ICKC Board of Directors and 20 inventors will be selected to present their products to *Garden Weasel*, *Faultless Starch*, *Bon Ami* and *Trapp Private Gardens*. Please submit information until June 30th on-line at www.InventorsClubofKC.org. Click Button [Invention Contest] then [Contest 2010]. Inventions should be consumer products suitable for mass marketing in these categories: Lawn and Garden, Outdoor Living, Home Improvement, Hardware, Garment Care, Cleaning, Gift, Automotive and Pet.

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/>

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.

Business Resources

SBDC (Small Business Development Council) at FGCU

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

Frequently Asked Questions about Starting a Business – June 10, 2010, \$20

Marketing Your Small Business – June 25, 2010, Free

Understanding and Writing a Marketing Plan – June 28, 2010, Free

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



IS YOUR BUSINESS RIGHT FOR FRANCHISING? IS FRANCHISING RIGHT FOR YOU?

Franchising your business is a great way to expand your business without the up-front capital, manpower, and time required when expanding through company-owned units. Furthermore, you get increased name recognition, greater buying power, market

dominance and multiple new streams of revenue all while the franchisees are actually funding the expansion of your business. However, the process of franchising is usually quite long and involves considerable cost. Therefore, before deciding to franchise, you must consider whether franchising is right for your particular business and whether franchising is right for you.

IS YOUR BUSINESS RIGHT FOR FRANCHISING?

Is your business unique? Is the concept proven? Are there teachable systems in place? Will the business provide an adequate return on investment? If so, your business may be apt for franchising.

There are several main reasons franchisees choose to purchase a franchise, rather than starting their own business. First, they are buying the rights to use an established trademark or servicemark. Therefore, prior to investing any further time or money, make sure that your trademark, servicemark and other intellectual property rights, such as patents, copyrights and trade secrets, are secured. Another reason is that they are purchasing a business with a proven track record. Therefore, you should have at least a couple of profitable units beyond the first one already in operation before trying to franchise. Furthermore, you should research the marketability of your business beyond your "home state" to make sure that consumer demand exists beyond your current location(s) for what your franchise has to offer. In addition, your business needs to have operating systems and procedures in place that can be easily taught to others in a short period of time and that are easily uniformly enforced. Finally, the business must be able to generate an adequate return on the investment.

IS FRANCHISING RIGHT FOR YOU?

Once you have determined that franchising would be appropriate for your business you must decide whether franchising is appropriate for you. In order to sell franchises legally, you must comply with numerous federal and state laws which require the preparation and registration of multiple documents which form the Franchise Disclosure Document ("FDD"). The FDD must then be filed with the Federal Trade Commission as well as with each individual state that has its own laws for selling franchises within that particular state. Even states that do not have franchise laws, including the State of Florida, have other laws regarding offering business opportunities that must be complied with. It can take months to obtain approval in all states and costs can exceed \$100,000.00. Therefore, your company will have to have the financial resources to undertake the endeavor. Furthermore, your role in the business will be redefined. Rather than being involved in the operation of your business, your time and energy will now be spent marketing your franchises and ensuring the success of your franchisees.

If you have done your homework and are prepared to make important decisions regarding how your business will operate as a franchise and you are willing to redefine your role to become an effective salesperson and marketer, then franchising may be right for you.

Franchising can provide rapid growth for your business allowing smaller businesses to compete with much larger competitors all while reducing overhead. However, turning your business into a successful franchise involves multiple business and legal decisions that will dictate the success of your franchise for years. Therefore, finding an attorney that specializes in franchising as well as intellectual property and business law is critical.

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 all of your business, franchising, and intellectual property matters.

Thank you for taking the time to read this edition of Protecting Your Creativity. If you are in need of our services then please contact us to schedule an appointment.

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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It is because of them, we are free...