



EDISON INVENTORS Association

Volume 19, Number 10

October 2011

October 2011

Regular Membership Meeting

Wednesday, October 19, 2011 @
7 PM - Edison-Ford Estates

Main Program:

Tim Bourke
"Super Rope Cinch"

Board of Directors Meeting
Wednesday, October 12, 2011
@ 7 PM

Special Quotation from a Modern Day Thomas Edison...

"Here's to the crazy ones, the misfits, the rebels, the troublemakers, the round pegs in the square holes... the ones who see things differently -- You can quote them, disagree with them, glorify or vilify them, but the only thing you can't do is ignore them because they change things... they push the human race forward, and while some may see them as the crazy ones, we see genius, because the ones who are crazy enough to think that they can change the world, are the ones who do."

Steve Jobs 1955 - 2011

Edison Inventors Association

PO Box 60972, Ft. Myers, FL 33906

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: 9/30/11
General Account \$7,029.61
Bernard A. Cousino Memorial Fund \$ 4,610.34

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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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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,

The world lost a modern day Edison this last week
with the passing of Steve Jobs.

Mr. Jobs had 317 Patents Issued with him being
listed as the Inventor or Co-Inventor. He also had
an additional 8 under review at the time of his
death.

Steve Jobs was only 56 when he died, but his
impact and contributions to the world will live on
for generations. He was a multi billionaire, but his
concern was not with creating wealth for himself ...
it was with the design and function of his
marvelous devices. The world always waited with
unbridled anticipation when a new Apple product
was going to be released, because they knew that
Mr. Jobs would deliver something great. He usually
delivered, not always, but usually. He will be sorely
missed.

This Month our Main Speaker is Tim Bourke, and
he will be sharing his success story on how he
brought his product the "Super Rope Cinch" to
Market as well as his other Inventions.

It is great to have an inventor who has finally
"Made It" share his story with us.

The EIA along with the other Inventor Groups in
Florida will be part of an Inventors Exhibit at the
Florida State Fair in Tampa from February 9th to
February 20th 2012. We are still working out the
details, however there will be tables for you to
display your products, and share your "Protected"
inventions with others. I will keep you informed as
this project develops.

We will be reviewing the Sotenburg Grant
Applicants projects this month with the award to be
given out in November.

The EIA Christmas Social is Wednesday
December 14, 2011 @ 7:00PM at Olive Garden
Restaurant, 12870 Cleveland Ave. Fort Myers
I look forward to hearing about your inventing
journey...

Joe Gross

Share your thoughts with the President:

grossrdlab@yahoo.com

Please put EIA in the Subject Box

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<i>Wojciech Beldycki</i>	<i>Duracon</i>	<i>Prototypes, Precision Machining</i>	<i>(941) 486-0565</i>	voytek@duraconinc.com
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INVENTOR WEBSITES - NEWSLETTERS - MAGAZINES

Links to Websites Important to Inventors

www.uspto.gov - The United States Patent & Trademark Office, patent info & searches

www.uia.org - United Inventors Association - The most respected and best all around site for inventors

www.inventorsabout.com - One of the first sites for inventors

www.inventored.org - online discussion forum & list of scams and invention promotion companies caution lists.

www.freepatentsonline.com - patent searches

www.googlepatents.com - patent searches

Commercial Invention Sites

<http://www.inventright.com/links/> - The biggest product search site on the web, Steven Key's site
www.edisonnation.com - A product search site, blogs and forums

www.inventright.com - Steven Key's site, newsletter, invention review & exposure

www.planeteureka.org - A place to evaluate & post your invention, sponsored by a Federal Grant

www.inventbay.com - On line inventor community, post your invention, forum,

Journals & Magazines

www.inventorsdigest.com - A magazine for inventors

TELEVISION SHOWS - RADIO - FLORIDA INVENTOR GROUPS

Television

Shark Tank - Back On for 2011, Friday's @8pm on ABC, <http://abc.go.com/shows/shark-tank>
How I made my Millions - Show times vary, go to <http://www.cnbc.com/id/15837901/>

Everyday Edison's - A television series designed to pick inventions and complete them, they have a newsletter and casting calls. Check website for old and new shows, www.everydayedisons.com

Pitchmen - Removed from programming

The Big Idea w/ Donny Deutsch - On hold since 2008

American Inventor - Two seasons of shows, 2006 & 2007, Removed from programming

Internet Radio & Podcasts

www.gotinvention.com - Thursdays at 8pm

Florida Inventor Groups

Edison Inventor's Association

www.edisoninventors.org - Our own helpful website

Inventor's Society of South Florida, Ft.

Lauderdale, FL <http://www.inventorssociety.net/>

Inventors Council of Central Florida, Orlando,

www.inventorscouncilcentralfla.us

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

Online Trade Shows

Trade Show News Network Online – www.tsnn.com - An online search engine for all trade shows, very slick, try it out
Houston Inventor's Association - www.inventors.org - Online Tradeshow to list your invention for potential licensees
Invention Convention Trade Show - www.inventionconnection.com - Online Tradeshow to list your invention for potential licensees

Brick & Mortar Trade Shows

Consumer Electronics Trade Show – www.cesweb.org - Jan 6-9 Las Vegas, NV,
Inventors Society of South FL Annual Inventors Expo – www.inventorssociety.net - Feb 12, West Palm Bch, FL,
International Home & Housewares Show – www.housewares.org – Mar 6-8 Chicago, IL
Geneva Invention Trade Show - www.inventions-geneva.ch - April 6-10 Geneva SW Marketplace for inventions
National Hardware Show – www.nationalhardwareshow.com - May 10-12 Las Vegas, NV,
Inpex – www.inpex.com – June 14-17, Monroeville, PA, All inventions
Yankee Invention Exposition - www.yankeeinventionexpo.org – cancelled 2009 & 2010, 2011

Current Product Searches

Inventor Notes.com – www.inventornotes.com – A list of many companies looking for inventions, with contact info!

Business Resources

Florida Small Business Development Center Network - www.sbdcseminars.org Upcoming business seminars and workshops in your community on Startup, Basics, Financing, Managing, Marketing, Sales, Accounting, Tax Planning, & Government Contracts
FGCU Regional Economic Indicators www.floridaedo.com/pdf_folder/Regional_EIR_Current.pdf

Edison Inventor's Society Grants & Assistance

Sotenberg Fund - A grant of \$2000 awarded to a **first time** patentee or patent applicant to subsidize expenses incurred to obtain his or her very first patent including drawings, prototypes, patent attorney fees, U.S.P.T.O. fees, and other related expenses incurred in the process of acquiring a U.S. patent.

To see if you qualify and to apply, [click here](#) . To read more about this grant click here, http://edisoninventors.org/?page_id=350.

Bernard A. Cousino Memorial Fund - This grant has the same criteria and application as the Sotenberg Fund grant. If you need financial help with drawings, prototypes, patent attorney fees, U.S.P.T.O. fees, and other related expenses this grant is for you. To see if you qualify and to apply, [click here](#) . To read more about this grant click here, http://edisoninventors.org/?page_id=350.

Livingston Firm Patent Grant: Utility Patent Grant (1) per year awarded. See the July 2011 Newsletter for details, http://edisoninventors.org/?page_id=348. A grant for the initial preparation of a non-provisional utility patent application for an invention of average complexity for a single embodiment. Fees for an international patent search, rendering a patentability opinion, USPTO filing fee, patent draftsman's fees and any USPTO responses shall be paid by the applicant.

James Cardel Patent Assistance: Discounted Utility Patents (2) per year Awarded. Eligibility requirements coming soon.

Griffin Manufacturing Industries R & D Laboratory: Prototype grant \$1,500 Value (1) per year awarded. A prototype assistance grant to individuals that have basic design work completed. For grant criteria see the May 2011 Newsletter on our website, http://edisoninventors.org/?page_id=348.

How Artists Get Ripped Off

Joe Gross passed this article along for our artist members, http://www.ipeducationcenter.com/2011/10/how-artists-get-ripped-off.html?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+IpEducationCenter+%28IP+EducationCenter%29

[on+Center%29](#) . The article tells how the artist's sales agent can rip off the artist including multiple copies, displays, commissions, etc.

Free Entrepreneur Workshops

The Launch Pad is a company founded at the University of Miami to help, opportunity recognition, feasibility assessment, and strategy for starting and growing companies or non-profits. They are based in Miami and provide free business presentations. They are currently providing several workshops in the Miami area beginning Oct 24, 2011 for your elevator pitch, with a contest to follow. Other workshops are scheduled, check out their website, www.thelaunchpad.org/ .

Book Review of Adam Penenberg's book *Viral Loop* By Jeffery Abbott

You have all heard that "Whoosh. Pop" sound when someone "burps" the Tupperware container. What you may have not known, is that Tupperware was one of the first virally distributed companies. Their technique of the "Tupperware" party with friends and family eventually becoming sales agents spreading the word of the product is the gist of Adam Penenberg's book *Viral Loop: From Facebook to Twitter, How Today's Smartest Businesses Grow Themselves*. Penenberg investigates how some companies successfully used various techniques to produce a viral spread of their products and services. Since it may be of interest to the average inventor when marketing and designing their products with that in mind we have decided to review his book.

The idea of a "viral" technique, is just that. Viral as it implies. It means that there is a spread of the knowledge of the product at a slow rate at the beginning, increasing exponentially, and leveling off at a point of saturation. The book looks at companies from the 1930's to 2000's and things all the way from Ponzi schemes to the newest ideas in Internet marketing. Most of the techniques are based on internet services and software. The companies listed read like a who's who of the DOTCOM boom, and also including Tupperware, Netscape, Hot or Not, HotMail (acquired by Microsoft), Facebook, and Twitter.

Since the business models were varied, so were the techniques used. The likes of party plans, referral networks, and sizzlemanship work well for physical products. Online free products (information, storage, email) worked well for advertising business models. Paid online products, like Paypal work well with what is known as a "stackable" network (Paypal's stackable network in this case is Ebay). The idea is to find a network that is large or growing, then push your product there, making it easy for your customers to share with others.

There are some cautions in the book, especially about growing too quickly. Ebay's early years were marked by growth far outpacing their capacity, resulting in the company almost ceasing operations. Facebook, however chose to limit growth until it had sufficient capacity, making for a much better user experience. Penenberg also notes that changing your business strategy to meet the customer wants can lead to more success, as demonstrated by Paypal. Paypal was originally created to be a "digital wallet" for PDA's, and web transactions being an afterthought. After reviewing the data, it was found that more transactions were web based, so the company moved there. The book itself is a rich and well researched history of companies employing viral techniques and Penenberg interviewed many of the founders of these companies himself. It lists many of the techniques for developing products or viral mechanism to market those products. It should be noted, this is not a "How-To" book of those viral techniques. However, it does give sound examples and ideas an inventor could employ if they are interested in the marketing aspect of their invention or they intend to design that feature into their product.



Three Things Business Owners & Aspiring Entrepreneurs Need to Know

There are many things business owners and aspiring entrepreneurs need to consider regarding patent, copyright and trademark law as it relates to their business. At a minimum, business owners should at least be aware of the following:

- Under federal and foreign patent laws a business owner can lose certain patent rights if the business owner discloses or sells an invention prior to applying for a patent. U.S. patent law requires any patent application to be filed within one year of any public disclosure or offer for sale of an invention, otherwise all patent rights are lost forever. Further, most foreign countries do not allow for a one year grace period after any public disclosure or sale of an invention. Therefore, an inventor or business owner should consult with an experienced registered Patent Attorney as soon as possible after an invention is created and prior to publicly disclosing or selling the invention.

- If an application for copyright registration is filed after an infringement has commenced, a copyright owner loses the right to seek statutory damages and attorneys' fees and must prove actual damages and lost profits. On the other hand, if an application for copyright registration was applied for prior to an infringement, the copyright owner has the option of seeking statutory damages, which range from \$750.00 for innocent infringement to \$150,000.00 for willful infringement for each copyrighted work that is infringed and attorneys' fees. Therefore, copyright registrations should be obtained as soon as possible after a work is created; otherwise the author may lose rights to statutory damages and attorneys fees if enforcement is necessary.

- Just because a business name is available for registration in Florida does not mean the use of the name is not infringing the trademark rights of another. Although the State of Florida performs a search to determine if a name is available as a business name in Florida, the State makes no determination as to whether the business name is infringing the trademark/servicemark rights of another under federal law, state law, and/or common law. The State will only search its records to determine if there is an active business having an identical name already registered in the State. Therefore, before you start using a name for your business or products and investing thousands of dollars in signage, marketing, packaging and so forth, a full trademark search by an experienced trademark attorney should be performed to determine the availability of the name and to prevent you from committing infringement.

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 getting those ideas 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

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*"The Edison Inventors Association Salutes the Navy Seals who
got Bin Laden!"*

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