

# Inventors COUNCIL

OF MID-MICHIGAN

PO Box 232, Lennon Michigan 48449

Web Site: INVENTORSCOUNCIL.ORG

The Inventors Council is an independent, non-profit 501 C-3 corporation formed to help inventors pursue their dreams of bringing new and innovative products to market. Our goal is to help fellow inventors succeed in the most efficient and least costly manner possible by providing education and business networking.

Founded by Robert (Bob) Ross in 1995

We meet monthly at Walli's Restaurant, 1341 South Center Road Burton, Michigan. Just Two blocks south of I-69, Exit 139

VOLUME THIRTEEN

NEXT MEETING THURSDAY, SEPTEMBER 10, 2009, 7:00PM

NUMBER EIGHT

## The Bogdon Box Bass

Our guest speakers tonight are Dave Eden and Chris Eden, two of the inventors of the Bogdon Box Bass which became a You Tube phenomenon.

You'll enjoy how these inventors made a product from scrap material like cardboard boxes. Trash turned into a great invention now sold in 38 countries around the world.

By using cardboard with innovative bonding, cutting and structural techniques they have created a unique product that sells to a worldwide audience.

The meeting will begin at 7:00pm in the upper level of Walli's Resturant on Center Road in Burton.

## August Meeting

We want to thank Kevin Sedely and Doug Clayton for sharing their invention story with our club. They have had their products reviewed in local newspapers.

Good luck to Kevin and Doug in launching their new high end baskets in the market place. These are two inventors that had the courage to design, manufacture, and distribute their product (invention) to the public.

## Club Manners and Respect

It was noticed that the last meeting had a few people talking over our speakers. And being disrespectful to other members who want to hear the speaker.

If you need to talk during the presentations, please leave the room for respect of others.

This is common decency for the speakers and other members in our club. Be quiet during speeches.

## Before You Patent It – Part 3 Reprinted from June, 2009 IdeaBuyer Newsletter

A 3-part series explaining precautions to take and questions to ask before spending time and money on a patent.

Now you know how to determine whether your idea is **worth** patenting and how to choose the right strategy for capitalizing on your patent. Knowing these two things alone makes you more prepared than most. But it still might not make sense to apply for a **full** utility patent right away.

There is a much cheaper alternative: the provisional patent.

Very simply, a provisional patent provides patent protection for 12 months. At the end of those 12 months, you have a choice: pay for the utility patent (the one that costs anywhere from \$4,000-\$15,000+ depending on how complex your invention is) or walk away and lose your patent protection. Virtually all inventors should take advantage of this.

Here's why.

For one thing, a provisional patent is **much cheaper** than a utility patent. [Legal-Zoom.com](http://Legal-Zoom.com), for example, can get you set up with a provisional patent for less than a thousand dollars. If you are serious about getting a patent, this is a worthwhile investment.

Once you have your provisional patent, you can spend the next 12 months testing the waters. You can network with potential buyers or licensees, or even try creating a business around the patent. In the eyes of the US Patent & Trademark Office, you **are** the patent holder during that 12 month timeframe. This is an extremely valuable window of opportunity that you should use to your full advantage.

**Let what happens during those 12 months decide whether you get the utility patent or not.** For example, if you find entrepreneurs, retailers, or manufacturers who are interested in selling or licensing the patent, this is a good sign. Ditto for other signs of interest, such as a retailer offering to stock the invention, an investor willing to mass-produce the invention, or an eager list of customers who can't wait to buy the invention.

You would be well-served to get the utility patent and take full ownership of this intellectual property that people are obviously interested in.

On the other hand, if your attempts to drum up interest in the patent result in slammed doors, unreturned phone calls, or an overall lack of interest, this might suggest paying for the utility patent would be a bad idea. Or maybe it *would* still make sense. Just make sure you have a good reason for thinking so. If nobody was interested this year, what makes you think anyone will be next year? (When thousands of dollars and years of your time are at stake, it pays to be as honest and realistic with yourself as possible.)

We hope this series has inspired you to think long and hard about whether getting a patent is truly in your best interest. It was not our intention to make you less enthusiastic about your invention or kill anyone's dreams. Rather, we simply wanted to help inventors consider all the relevant questions and make a decision they felt confident in.

As always, feel free to ask us any questions we **haven't** written about. We'll happily research them for you and publish our findings on the website! (IdeaBuyer.com)



## MARKETING

Hints from the Fog  
by Mike Ball, President



### Finally Honest, Scam-Free Inventor Help

The Planet Eureka! Innovation Roadshow is brought to you by the U.S. Department of Commerce's NIST/MEP Network and Merwyn Research Incorporated. Every participant receives a Merwyn Business Simulation (MBS) market research report (see Home page "View Sample Report") AND gets their report published to the official USA National Innovation Marketplace. Together these are a \$2000 value complements of NIST/MEP.

The Innovation Roadshow Workshops begin in the morning with a highly interactive session focused on translating inventions into language that excites business partners - specifically: Dramatic Difference (why should I care?); Overt Benefit (what's in it for me?); and, Real Reason to Believe (why should I believe you?). These key messages are developed while simultaneously focusing on "who are we selling?" and "what problem are we solving?". Inventors learn a concept, work individually and then pair up with their fellow inventors frequently to give and receive feedback.

In the afternoon it's time to bring it all together with the MBS. Participants go live online with their wireless laptops to [www.PlanetEureka.com](http://www.PlanetEureka.com) and submit their invention on the spot. Facilitators are on hand to help with concept writing and answer questions related to the MBS inputs. The questions can be viewed anytime to help prepare for the Workshop at [www.PlanetEureka.org](http://www.PlanetEureka.org) and clicking "[Submit/Test Innovation](#)".

Within seven days the MBS market research will produced by Merwyn Research Inc and be posted to the USA National Innovation Marketplace. From here buyers can view the reports online and inventors can email them to prospective target partners, print them for marketing collateral, etc.

So why are you waiting - register for an Innovation Roadshow Workshop today! Check back frequently since new dates and locations are added often.

#### Michigan Schedules Events

Date: September 24, 2009  
Time: 8:30am  
Location: 200 Viridian Drive  
Muskegon, Michigan 49440

Check out the website and see if your invention will benefit from this free seminar.

### Inventors Resources

## Important Notice

### 2009 Yankee Invention Exposition

The Board of Directors of Yankee Invention Exposition, Inc. have reluctantly decided not to hold the fifteenth annual 2009 Expo this October as planned due to the recent economic conditions.

### Invention Review Panel

For objective evaluation and priceless feedback, share your invention ideas with an educated group of inventors, business owners, engineers and authors!

Our Panel will sign a non-disclosure agreement to guarantee your ideas are kept secret while we provide you with the input needed to make decisions, no matter what stage of the invention process you're at!

There's no cost for this service. The Panel meets at 6:15pm before each meeting. Call Panel Chairman Mike Wiley at 810-691-4451 for an appointment.

Review Panel Members  
Mike Wiley  
Jim White Mike Ball

### Bob Ross 1919 - 2004 Inventors Education Column

#### A Great Local Resource

The Great Lakes Entrepreneur Quest is a great local network for inventors to meet other inventors, businesses, and investors. The government agencies also support GLEG and they keep you informed of many events that can help an inventor like the following:

Entrepreneurs: It's time for the GLEQ Fall Business Plan Competition. Register between August 24 and October 26 at <http://www.gleg.org/>. Get matched with a business coach. Prepare an executive summary for judging by December 11. Cash awards to be announced on January 21, 2010.

#### Officers And Directors

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