

# Inventors

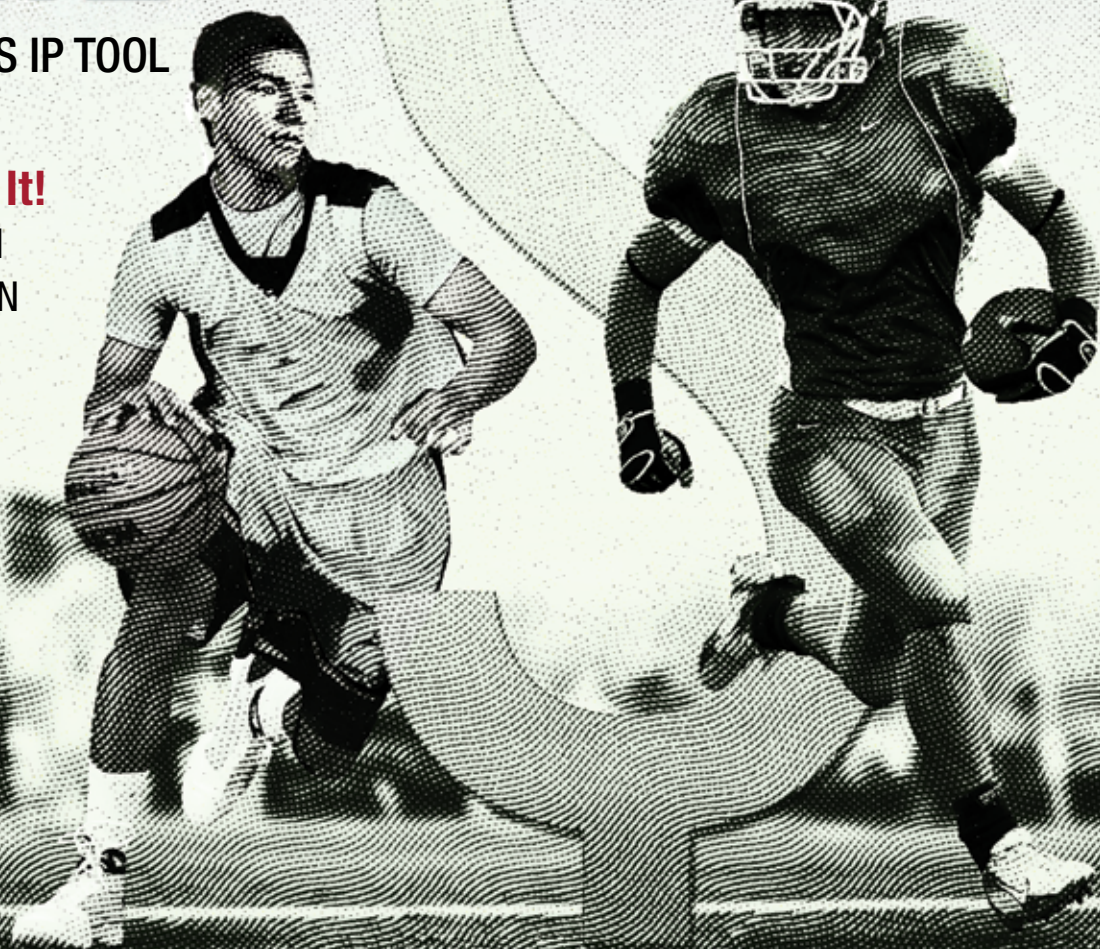
DIGEST

## A NEW GAME

NIL EXPLODES AS IP TOOL

**Yes, You Can Do It!**

WRITING YOUR OWN  
PATENT APPLICATION



\$5.95

PRSR1 STD  
U.S. POSTAGE  
PAID  
MARCELINE, MO  
PERMIT #13



# Learn how a **formerly incarcerated innovator** created a line of medical garments for recovering surgical patients

The massive cost of incarceration is a huge drain on the U.S. economy and a heavy burden on taxpayers. Programs that reduce recidivism have the potential for powerful change. Entrepreneurship gives individuals opportunities to be self-reliant, raise families, and contribute to their communities and the economy. Intellectual property protection is often integral to that process.

If you are a current or aspiring innovator, don't miss your chance to hear from **Aisha M. McCain, Founder and CEO of Casual Recovery Enterprises**, producer of Drain Care Wear® for surgical patients. An entrepreneur, author, and advocate for underserved patients, McCain will discuss her journey from incarceration to success.

Join us to learn about:

- **USPTO resources and services available to incarcerated and formerly incarcerated individuals and their families**
- **The value of obtaining and maintaining intellectual property**
- **Contributions made by incarcerated and formerly incarcerated innovators**

Visit [www.uspto.gov/events](http://www.uspto.gov/events) or email  
[InnovationOutreach@USPTO.gov](mailto:InnovationOutreach@USPTO.gov) to find out more.



UNITED STATES  
PATENT AND TRADEMARK OFFICE ®

# Contents

September 2023 Volume 39 Issue 9



24

## Feature

- 28 IP's Rising Star**  
NIL'S History and Rise  
In College Athletics

## Inventor Spotlight

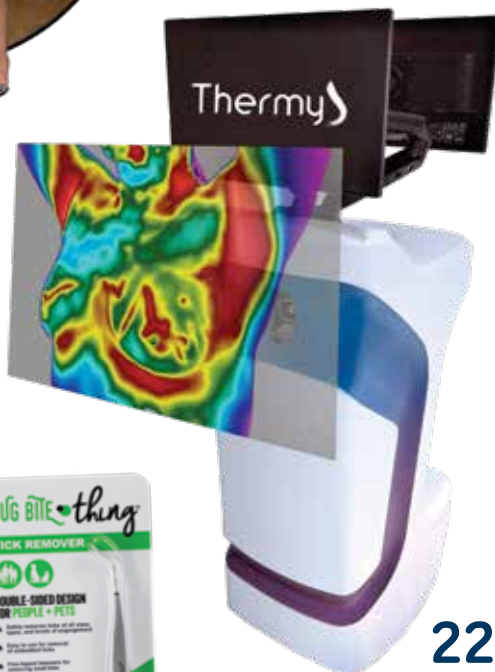
- 22 The Heat is On**  
Breast Cancer Testing Device
- 24 Topped Bananas**  
Cap That Extends Freshness

## Departments

- 6 Your USPTO**  
News, Upcoming Events
- 10 Editor's Note**  
Knock, Knock. Always There
- 11 Everybody's Talking**  
Taco Trademark Tiff Ends
- 12 Bright Ideas**  
Innovation That Shines
- 14 Time Tested**  
Goodenough Kept the Faith
- 16 Lander Zone**  
Write Your Own Patent Application
- 18 Social Hour**  
Pre-Launch Marketing
- 21 Inventing 101**  
The Inside Job
- 26 Inventor Update**  
A Natural Pet Relief
- 36 Meant to Invent**  
A Week in the Life
- 38 Prototyping**  
Return to Paradise
- 40 IP Market**  
Doing the Cha-Cha-Cha
- 42 Eye on Washington**  
IP Didn't Kill the Movies;  
Whether to Refile a PPA
- 46 Inventiveness**  
Focus on the Fun and Fascinating



6



22



26







# Give no quarter to Patent Pirates.

Or they'll take every  
last penny.

Our ideas and innovations are precious. Yet Big Tech and other large corporations keep infringing on our patents, acting as Patent Pirates. As inventors, we need to protect each other. It's why we support the STRONGER Patents Act. Tell Congress and lawmakers to protect American inventors.



[SaveTheInventor.com](http://SaveTheInventor.com)



## DIRECTOR'S BLOG

# Supporting Our Military

*Event led by Commerce Department, USPTO provides information to help veterans start businesses*

Secretary of Commerce Gina Raimondo recently joined Under Secretary of Commerce for Intellectual Property and Director of the USPTO Kathi Vidal at Hanscom Air Force Base, Massachusetts, for an Entrepreneurship Essentials Workshop and Resource Fair.

More than 100 military personnel, military spouses, and veterans attended in-person—with hundreds more online—as they heard from experts in business development and intellectual property.

Successful military spouses and veteran entrepreneurs discussed how they started businesses, and the resources and tools that helped them. From honing a business plan to protecting a brand and ideas, to market analysis and financing, the event included tips and resources on every angle of entrepreneurship.

“We want to figure out how to get the resources that we have within the Commerce Department, including at the USPTO, to assist veterans and their families,” Secretary Raimondo said.

President Biden signed an executive order in June to boost the economic and career prospects for military spouses and veterans, including service members approaching retirement.

Secretary Raimondo wants the department to help veterans and their loved ones start businesses.

She pointed out that the unemployment rate among military spouses is approximately 22 percent—much higher than the national unem-

ployment average. Starting small businesses can help to reduce that spousal unemployment rate while providing flexibility for veterans and their families.

Also during the half-day event, Director Vidal noted the success Hanscom has had with its Pitch It program. It consolidates a wide range of technology market research functions, eliminating duplication and easing the pathway to public-private innovation.

These efforts align with First Lady Jill Biden and the White House’s Joining Forces Initiative, which centers on employment and entrepreneurship; military child education; and health and well-being. The USPTO is working to support transitioning service members, military family members, and veterans to bring their innovations to life, build businesses, and protect their creations’ IP.

The “bottom line is, we want to help you, we want to help you start a business, we want to help you grow your IP,” Secretary Raimondo told the military audience. “All the resources at the Commerce Department are available to you.”

Throughout the United States, veterans own nearly 2 million businesses that employ more than 5.2 million Americans, according to U.S. Census figures. At the USPTO, almost 10 percent of its 13,000-member workforce is comprised of veterans. Director Vidal’s father was a veteran and an entrepreneur.

If you are affiliated with the military and interested in starting your own businesses, visit [uspto.gov/initiatives/entrepreneurship-resources-military-community](https://uspto.gov/initiatives/entrepreneurship-resources-military-community) or contact [militaryoutreach@uspto.gov](mailto:militaryoutreach@uspto.gov).



Secretary of Commerce Gina Raimondo (left) greets Kim Howell, master of ceremonies for the Entrepreneurship Essentials Workshop and Resource Fair, and U.S. Coast Guard spouse.

The United States Patent and Trademark Office (USPTO) is responsible solely for the USPTO materials on pages 6-9. Views and opinions expressed in the remainder of *Inventors Digest* are those of the writers and do not necessarily reflect the official view of the USPTO, and USPTO is not responsible for that content. Advertisements in *Inventors Digest*, and any links to external websites or sources outside of the USPTO sponsored content, do not constitute endorsement of the products, services, or sources by the USPTO. USPTO does not have editorial control of the content in the remainder of *Inventors Digest*, including any information found in the advertising and/or external websites and sources using the hyperlinks. USPTO does not own, operate or control any third-party websites or applications and any information those websites collect is not made available, collected on behalf of nor provided specifically to USPTO.



## JOURNEYS OF INNOVATION

# She Lives ‘Inventivity’

*Daughter of Gatorade inventor continues in father’s footsteps with Cade Museum for Creativity & Invention* **BY BILL LINCICOME**

**F**or Phoebe Cade Miles, growing up as the daughter of Dr. James Robert Cade in the 1960s and 1970s was a lot like being in the movie “Chitty Chitty Bang Bang.”

She, her five older siblings, and neighborhood kids would wait excitedly for Phoebe’s father to bring home something fascinating, such as a new telescope or even a three-legged dog.

Even berry-picking outings at their Gainesville, Florida, home were adventures. After picking wild berries and plums, father and daughter rode their bikes home and brought their fruity bounty into the Cade kitchen to make jam.

“I learned a lot of chemistry without knowing it was learning chemistry,” she said. “It was super fun. [I’m] soaking this stuff in without even knowing it.”

This began a lifelong journey of what Phoebe calls “inventivity”—a combination of invention and creativity.

A key moment in her journey began in 1965. Dr. Cade was an assistant professor of internal medicine in the University of Florida (UF)’s renal division. He noticed football players seldom urinated during practices in the hot, humid Gainesville summers.

Dr. Cade and his team of researchers, Dr. H. James Free, Dr. Alejandro de Quesada, and Dr. Dana Shires, set out to fix this problem by creating a drink to replenish the electrolytes the players lost during their strenuous workouts.

That drink became Gatorade.

Phoebe said her father believed his invention and others like it could save lives and inspire a community of creativity in America.

Nearly 60 years later, Phoebe and her staff at the Cade Museum for Creativity & Invention in Gainesville work tirelessly to steward her father’s legacy by encouraging innovation for all Americans, especially underserved communities through inventivity.

The Cade Museum was founded in 2006, a year before Dr. Cade’s death. The building opened in 2018. Phoebe said she and her father wanted to inspire innovation in collaborative communities across America.

The word “inventivity” was coined about a dozen years ago by Patty Lipka, a Cade Museum staff member. Phoebe said the word, which received trademark protection in May 2022, is comprised of three character traits:

- The courage to go after complex problems.
- Resilience in the face of setbacks because failure can be just as, or even more, useful than success.
- Confident humility, meaning you’re confident the solution is out there.

In one of the museum’s educational outreach programs, children in underserved schools learn about Black innovators who found success in the face of oppression and segregation.

Students learn about Madam C.J. Walker, possibly the first woman to become a self-made millionaire with her hair care products for Black women, and Thomas L. Jennings, a Black man from New York who patented a method of dry scouring that was the predecessor to modern dry-cleaning in 1821. Jennings used proceeds from his invention to help fund growing abolitionist and civil rights movements in New York City.

The museum also hosts the Cade Prize, an annual event in which inventors showcase their ideas relatively early in their innovation journeys. The main idea of the Cade Prize, she said, is to find the next big idea.

“To find the next Gatorade,” she said. “Not just a sports drink; to encourage people that have that idea, to take the next step and try to do something with their idea.”



Nearly 60 years after her father’s invention made a splash on the football field, Phoebe Cade Miles and her Cade Museum staff in Gainesville, Florida, continue Dr. James Cade’s legacy by encouraging ‘inventivity’ for all Americans through creativity, courage, resiliency, and confident humility.

For the entire story, go to [uspto.gov/learning-and-resources/journeys-innovation](https://uspto.gov/learning-and-resources/journeys-innovation).



# 'They Stole My Invention!'

*When a collaboration goes wrong: A look at rare derivation proceedings before the PTAB*

**W**hen inventors collaborate with non-inventors to make and/or market an invention, sometimes a non-inventor seeks to patent the invention before the inventor.

If you as an inventor find yourself in this situation, what can you do?

The USPTO offers a proceeding that, in limited circumstances, allows an inventor to prove that his or her idea was taken by a non-inventor seeking a patent. This is called a derivation proceeding.

The term “derivation” means obtaining or developing something from a source of origin. Hence, in the patent context, it refers to the notion of a non-inventor seeking to patent an inventor’s idea.



## Attention, Independent Inventors

The USPTO has launched a new newsletter geared toward independent inventors. **USPTO Inventor Newsletter** seeks to aggregate key information and resources for inventors and present it in a streamlined way.

Highlights will include information such as our latest Journeys of Innovation story; programs that include our First-Time Filer Expedited Examination program; Climate Change Mitigation program; upcoming Path to a Patent and Trademark Basics Boot Camp trainings—and other relevant inventor-focused initiatives.

Also, get updates from the USPTO on key initiatives that can help inventors navigate the filing process; understand fees and any discounts they may be eligible for; whether their application can be fast-tracked, and more.

To subscribe, visit [uspto.gov/subscribe](https://uspto.gov/subscribe).

If you think your invention may have been taken by a non-inventor and is the subject of the claims of either a patent application filed by the non-inventor and pending at the USPTO—or a patent issued to the non-inventor—there are some steps you can take.

First, you must have a pending patent application of your own. If you do, you may file a petition at the Patent Trial and Appeal Board (PTAB).

There is a time constraint for filing. You must file the petition within one year of the publication of the other party’s application that contains claims to your invention, or patent issuance covering your invention—whichever is earlier.

In your petition, you must provide sufficient evidence establishing that you conceived the invention first and had some communication about the conceived invention with the non-inventor. You must also provide sufficient evidence that the non-inventor did not have your permission to file the application.

The PTAB determines whether the non-inventor derived the invention from you, and whether the non-inventor was authorized to file his or her own application.

If you are successful in proving derivation by a preponderance of the evidence, the PTAB may cancel issued patent claims or finally refuse claims of an application that cover the derived subject matter. Under appropriate circumstances, the PTAB also may correct inventorship of any application or patent at issue in a derivation proceeding.

Derivation proceedings before the PTAB are rare. Nevertheless, an inventor should keep adequate contemporaneous records of when you conceived your invention and to whom you may have communicated information about your invention. Such records are vital to establishing derivation, if necessary.

For more information about derivation proceedings, go to Chapter 2310 of the Manual of Patent Examination Procedure.

# A Faster Patent Application

*First-Time Filer Expedited Examination Pilot Program can accelerate your path to approval*

Say you've got a great idea for a product or process that could change the game in your field. You know that patenting your invention would give it much-needed protection as you explore how to move it from product to market, from idea to impact.

But time is an imposing barrier.

Enter the United States Patent and Trademark Office. Its Council for Inclusive Innovation (CI<sup>2</sup>) First-Time Filer Expedited Examination Pilot Program improves access to the patent application process for participants filing nonprovisional patent applications for the first time.

This pilot program expedites the first office action for a patent application. The “first office action” is a patent examiner’s written initial feedback on the application.

For you, it means less time wondering if your invention is patentable, and a potentially accelerated path to get your game-changing innovation to market.

The USPTO receives approximately 40,000 patent applications per year that name at least one first-time filing inventor. For those who are micro-entity filers, wait times for the patent application process may be an obstacle to commercialization—especially for filers in underserved geographic and economic areas, women, people of color, and veterans.

The First-Time Filer program aims to reduce that barrier and bring these innovations to impact in the marketplace faster.

“This program works to assist independent inventors and small-business owners who are new to the patent process and provide them with the resources they need to protect patentable inventions,” said Kathi Vidal, under secretary of commerce for intellectual property and director of the USPTO. “We hope that the expedited feedback will allow them to make key business decisions at an earlier stage.”

The program will run until March 11, 2024, or until 1,000 patent applications have been accepted into the program. As of August 24, 2023,

27 applications had been granted special status under this program, leaving plenty of room for other first-time filers to take full advantage of the many benefits afforded by intellectual property protection.

To be eligible to participate, you must certify that:

- You have not been named as the sole inventor or a joint inventor on any other nonprovisional application;
- You qualify for micro entity status under the gross income basis requirement, and
- You are reasonably trained on the basics of the USPTO’s patent application process.



To learn more, join the program team virtually on September 26 at 1 p.m. ET for a free webinar. Register to attend at [uspto.gov/about-us/events/first-time-filer-expedited-examination-pilot-program-webinar](https://uspto.gov/about-us/events/first-time-filer-expedited-examination-pilot-program-webinar) or visit [uspto.gov/FirstTimePatentFiler](https://uspto.gov/FirstTimePatentFiler).

## WHAT'S NEXT

**LEARN IP BASICS:** At “Intellectual Property Basics and Helpful Resources,” a virtual event September 7 from noon to 1:30 p.m. ET, learn from USPTO experts about intellectual property basics involving patents, trademarks, copyrights, and trade secrets, and potential ways to protect your innovation as you transition from idea to product.

The Midwest Regional USPTO offers this session for aspiring entrepreneurs, innovators, and students the first Thursday of each month. Space is limited. To register, go to the link at [uspto.gov/about-us/events/intellectual-property-basics-and-helpful-resources-23](https://uspto.gov/about-us/events/intellectual-property-basics-and-helpful-resources-23).

**AVOID FILING ERRORS:** In the final installment of the eight-part recurring series “The Path to a Patent,” learn about common mistakes to avoid when filing a patent—and gain a better understanding of post-filing procedures and support. The virtual event is September 7 from 2 to 3:30 p.m. ET. For more information, and a link to register, visit [uspto.gov/about-us/events/path-patent-part-viii-common-mistakes-and-post-filing-support-2](https://uspto.gov/about-us/events/path-patent-part-viii-common-mistakes-and-post-filing-support-2).



## Knock, Knock: Always There



If “As Seen on TV” companies won’t knock it off with their reputed knock-offs, we must advocate as hard as we can to knock them down.

Not an easy proposition, given the zillions of dollars they have to play their game of fiscal attrition against independent inventors. And a CBS News report that aired August 3 reminds us that the knock-off epidemic (May 2023 *Inventors Digest* cover feature) is as nasty as ever.

Imagine you’re Juliette Fassett of Portland, Oregon. You painstakingly worked and sacrificed to create Flippy, a three-dimensional soft tablet stand designed for various devices. You got a patent. And in November 2018, you sold a half million dollars worth of your products on QVC. In 13 minutes.

So you go to a major retailer in hopes of a long-term deal, only to be rejected. Strange. Then you’re watching late-night cable TV and you see a lookalike being pushed on “As Seen on TV.”

Your jaw drops. Your heart sinks. And if misery loves company, you’ve got enough of it to rent out a stadium.

CBS News discovered nearly 100 lawsuits filed against Telebrands and Ontel during the past three decades, alleging infringement of intellectual property rights. The companies, Telebrands and Ontel, sell products with the “As Seen on TV” logo. They are led by Ajit (AJ) Khubani and Chuck and Amar Khubani, respectively.

The most celebrated infringement case in recent years involved inventor Josh Malone and his “Bunch O Balloons” that allows users to fill and seal water balloons rapidly. After a 4½-year legal battle with Telebrands, a judge ruled the company had infringed. Malone won \$31 million in damages and attorney’s fees.

But Malone acknowledged his win was a “fluke.” He had partnered with a major distributor, so they all had the time and millions to keep fighting.

Ontel had no on-the-record comment when contacted by CBS News. Telebrands said it is “committed to addressing any claims of infringement”—which only says, “If you accuse or sue us, we will respond.” Such a comfort.

Fassett now calls herself an intellectual property rights advocate. She got a chuckle from a recent LinkedIn exchange in which AJ Khubani wrote, “I have never stolen a single thing in my entire life.”

That’s for courts to decide. Meanwhile, we owe it to ourselves and others to advocate for the little guy, as Fassett is. The door to informing, and even warning, never closes.

—Reid

(reid.creager@inventorsdigest.com)

# Inventors

DIGEST

**EDITOR-IN-CHIEF**  
REID CREAGER

**ART DIRECTOR**  
CARRIE BOYD

**CONTRIBUTORS**  
BRUCE BERMAN  
ELIZABETH BREEDLOVE  
LOUIS CARBONNEAU  
DON DEBELAK  
JACK LANDER  
JEREMY LOSAW  
APRIL MITCHELL  
EDIE TOLCHIN  
GENE QUINN

**GRAPHIC DESIGNER**  
JORGE ZEGARRA

INVENTORS DIGEST LLC

**PUBLISHER**  
LOUIS FOREMAN

**WEBSITE ADMINISTRATOR**  
ELIZABETH BREEDLOVE

**FINANCIAL CONTROLLER**  
DEBBIE MUENCH

© 2023 Inventors Digest, LLC. All rights reserved. Inventors Digest, LLC is a North Carolina limited liability company and is the publisher of *Inventors Digest* magazine. INVENTORS DIGEST and INVENTORS' DIGEST are trademarks of Inventors Digest, LLC. Reproduction or distribution of any materials obtained in this publication without written permission is expressly prohibited. The views, claims and opinions expressed in article and advertisements herein are not necessarily those of Inventors Digest, LLC, its employees, agents or directors. This publication and any references to products or services are provided “as is” without any expressed or implied warranty or term of any kind. While effort is made to ensure accuracy in the content of the information presented herein, Inventors Digest, LLC is not responsible for any errors, misprints or misinformation. Any legal information contained herein is not to be construed as legal advice and is provided for entertainment or educational purposes only. Interested parties and inventors seeking legal advice should consult a lawyer.

Ad rates, subscriptions & editorial content:  
520 Elliot Street  
Charlotte, NC 28202  
info@InventorsDigest.com  
www.InventorsDigest.com  
reid.creager@inventorsdigest.com

## CORRESPONDENCE

The first step for an invention is to patent it. The second step is to build and test it. —JALLAL

*The above text was sent to Inventors Digest by someone who said he invented a new kind of rotary engine. We're showing it to you not to embarrass anyone (last name withheld), but to demonstrate how incorrect assumptions about the invention process can be a waste of time and money.*

*Not only are there many steps in the process, the sender actually has two of the steps reversed. We suggest learning all you can about the*

*process—that's what this magazine is for—or contacting a reputable product development company such as Enventys Partners for guidance.*  
—Editor

### CONTACT US

#### Letters:

*Inventors Digest*  
520 Elliot Street  
Charlotte, NC 28202

#### Online:

Via [inventorsdigest.com](http://inventorsdigest.com), comment below the Leave a Reply notation at the bottom of stories. Or, send emails or other inquiries to [info@inventorsdigest.com](mailto:info@inventorsdigest.com).

## TACO TRADEMARK TIFF TERMINATED. LET'S EAT!

A high-profile trademark dispute has ended, and everyone is happy.

Taco Bell is happy.

Taco John's is happy.

A nonprofit that helps food and beverage workers is happy.

Taco lovers are happy.

Even LeBron James is happy.

Why can't all trademark tiffs end up like this?

The taco tussle began in mid-May, when Taco Bell petitioned the U.S. Patent and Trademark Office's Trademark Trial and Appeal Board to cancel Taco John's trademark on the words "Taco Tuesday." The petitioner said the phrase should belong to "all who make, sell, eat and celebrate tacos." Taco Bell even enlisted James to appear in a commercial to urge universal use of the phrase.

Taco John's, which held the "Taco Tuesday" trademark in 49 states since 1989, relented after only two months. On July 19, CEO Jim Creel said, "We've always prided ourselves on being the home of Taco Tuesday, but paying millions of dollars to lawyers to defend our mark just doesn't feel like the right thing to do."

To celebrate, Taco Bell began giving away free Doritos Locos Tacos for four Tuesdays, beginning on August 15. It also opened a "\$5 million taco tab" on DoorDash for September 12 to cover a portion of any taco lover's order from any participating restaurant that sells Mexican cuisine.

Instead of spending money on lawyers to fight the kill-trademark request, Taco John's pledged a \$40,000 donation—\$100 for each



of its 400 locations—to Children of Restaurant Employees (CORE), which provides financial relief to food and beverage industry workers who are facing health crises or other challenges. The Taco Bell Foundation matched that donation.



# BRIGHT IDEAS

## OENKLEN

### SMART OZONE MOUTHWASH MACHINE

[oenklen.com](http://oenklen.com)

“Turn water into ozone mouthwash in 3 seconds,” the company proclaims.

OENKLEN transforms tap water into ozone mouthwash via advanced micro-electrolysis technology and claims to eliminate more than 99 percent of harmful oral germs with targeted sterilization in 5 seconds, with no side effects or drug resistance.

Unlike mouthwashes that kill both good and bad bacteria, OENKLEN kills only bad bacteria. It is 100 percent natural, with no additives. It comes with an intelligent display and a built-in battery.

The machine will retail for \$290. Shipping to crowd-funding backers is to start in September.

**“The classy gangster is a Hollywood invention.”** —ORSON WELLES



## necksaviour Mini

### PORTABLE NECK STRETCHER

[necksaviour.com](http://necksaviour.com)

This easy-to-use product gently stretches your neck for neck pain and headache relief.

necksaviour Mini restores your default head and neck position while you lie down and relax. It helps undo the negative effects that gravity, stress, work and some leisure activities can have on your neck and shoulders.

The foam device has two options: dark side in for a strong stretch, and white side in for a light stretch.

Its predecessor, necksaviour Original, won three design excellence awards and is recommended by therapists and pilates/yoga instructors.

necksaviour Mini retails for \$37.





## ABLEFIT

### BREATH TRAINER

[ablefit-air.com](http://ablefit-air.com)

This small training device for the mouth is designed to improve lung capacity, increase oxygen intake, enhance lung function and strengthen respiratory muscles. It is recommended for use during workouts, meditation, yoga, sleep and more.

ABLEFIT can be used with and without the electronic Bluetooth connector. Powered mode utilizes a rechargeable, powered Bluetooth disk that can connect to the coaching application, enabling breath games and workout history. Or twist to remove and switch to Manual mode, which is for those who do not require application support or want to use ABLEFIT without charging or battery power.

The device retails for \$54.



## Hestia

### SMARTPHONE-BASED TELESCOPE

[vaonis.com](http://vaonis.com)

Billed as the first such device of its kind, Hestia enables views of the Cosmos without complex setups or extensive knowledge of astronomy.

Attach Hestia to its tripod, place your smartphone on the device's ocular, align the device with the celestial object of your choice, and be guided by the app. You can monitor sunspots or take in views of the moon.

The device is well timed for next April 8, when a total solar eclipse will cross North America. A total solar eclipse will also occur in Europe, for the first time since 2006, on August 12, 2026.

The standard pack, including a tripod, will retail for \$289. Shipping for crowdfunding backers is set for December.





# Goodenough Kept the Faith

A DEEPER LOOK AT THE LIFE OF THE OLDEST NOBEL PRIZE WINNER, WHO DIED THIS YEAR **BY REID CREAGER**

**J**OHN GOODENOUGH was a man of science, a genius in the disciplines of physics, chemistry and engineering. But in a world where science and faith often seem in conflict, he would rather be remembered as a man of God.

His extraordinary life in the face of this sometimes dichotomy is worth a second look in *Inventors Digest*, which profiled Goodenough during the month he turned 99 (July 2021) in our Your USPTO pages.

When the subject is a person of this caliber and dimension, once is not good enough.

## Beating 'deep hurt' and more

Goodenough died in June this year. He was a month shy of his 101st birthday. Best known for his prominent role in the development of lithium-ion batteries, he became the oldest Nobel Prize winner in 2019.

While further researching his overachieving life, we discovered a slew of underpublicized accomplishments and character traits that

helped make him the respected and beloved figure he was.

"Witness to Grace," an 86-page paperback that serves as his autobiography, arguably provides better insight into Goodenough than any stories you will find. The guiding principle of his life was the beauty of holiness.

Yet from the beginning, his world was not all sweetness and right. Born in Germany to American parents, he grew up in Connecticut with distant parents and, as he wrote, "deep hurt."

He had undiagnosed dyslexia as a child but persevered through his studies. After winning a scholarship to Yale and serving as a meteorologist in the Air Force during World War II, he studied physics at the University of Chicago. A lifetime of influential associations began there.

Goodenough studied under prominent physicists who included Enrico Fermi, who created the first nuclear reactor. He met and married Irene Wiseman, a history grad student who was the love of his life until she died in 2016.

After getting his PhD, he worked at the Lincoln Laboratory at the Massachusetts Institute of Technology for 24 years. Specializing on compounds made of metals and oxygen, he helped with the development of random-access memory that computer users know as RAM.

## Help from fate and others

Funding ended for the Lincoln Laboratory in the mid-Seventies. Goodenough's life and the future of science were about to change.

Even though he never studied chemistry in graduate school, he became the leader of inorganic

## INVENTOR ARCHIVES: SEPTEMBER



**September 29, 1901:** Enrico Fermi, a scientist credited with building the first artificial nuclear reactor and whose students included John Goodenough, was born in Rome.

Fermi defected to the United States with his Jewish wife, Laura, in 1938 amid fears she was in danger in fascist Italy. In 1942, he moved to the University of Chicago, where he taught Goodenough and others. In fact, in 2009, Goodenough was named a co-recipient of the Enrico Fermi Award, given by the White House.

On December 2, 1942, Fermi and his assistants started the world's first artificial nuclear reactor, the Chicago Pile-1. He was awarded the Nobel Prize in Physics for his work on artificial radioactivity.

chemistry at the University of Oxford and turned his attention to batteries. There, his team discovered a process using lithium cobalt oxide as the cathode material that allowed for higher energy density, leading to the widespread adoption of lithium-ion batteries in modern devices from electric vehicles to smartphones.

True to his unselfish core, Goodenough cared little about making money. Oxford never patented his invention, which he gave away to a British nuclear research agency with the hope it could be commercialized.

“I didn’t really care too much about the money,” he told the news agency AFP. “The lawyers always end up with the money, in everything I’ve ever done,” he said, punctuated by his trademark loud cackle.

Ultimately, Sony commercialized the first lithium-ion battery in 1991. During the 2019 press conference at the University of Texas at Austin after Goodenough was awarded the Nobel Prize, he said: “There is a step from getting intellectual property to technical development where you’ve got a useful product.

“I was very fortunate that the people in Japan at Sony Corporation did the technical development with the lithium-ion battery.”

While teaching at UT Austin in the 1990s, he developed a new cathode material called lithium iron phosphate that was modified and commercialized.

### **An inner charge resonates**

Goodenough’s 100th birthday celebration, livestreamed by UT Austin last year, paid tribute to the inventor and person who took a communal approach to everything he did.

Battery leaders from around the world gathered virtually and in person. Audience members who learned from Goodenough, now professors, discussed batteries’ current solid state and future.

They told of how, consistent with his altruistic worldview, he worked well with people from other disciplines. Materials scientist and engineer Arumugam Manthiram, who delivered the Nobel Lecture in Chemistry in 2019 on behalf of



**“I didn’t really care too much about the money. The lawyers always end up with the money, in everything I’ve ever done.” —JOHN GOODENOUGH**

Goodenough, said: “He recognized the importance of interdisciplinarity before many others gave it much thought.”

Representatives from the Electrochemical Society presented Goodenough with a new award named for him—hard copy on an adamantyne legacy: the first-ever combined issue of the *Journal of Solid State Science and Technology* and *Journal of The Electrochemical Society*, an edition solely dedicated to him. It includes more than 80 invited papers celebrating and honoring his life and contributions.

John B. Goodenough sat in the middle of his admiring colleagues in the Mulva Auditorium, in UT Austin’s Cockrell School of Engineering Education and Research Center, and accepted the award. He humbly summed up a century of serving God, people and science.

“All you have to do is work one step at a time,” he said. 🕒



# Write Your Own Patent Application

YOU CAN DO IT—WITH MY INVENTION MODEL AS A GUIDE

BY JACK LANDER

**Y**ES, YOU CAN write and file a patent application by yourself.

You'll probably need the services of a CAD draftsman to produce formal drawings for your eventual submission. And you'll need a copy of "Nolo's Patents for Beginners," by David Pressman and Richard Stim.

But the rest is writing, and if you are patient, you can do it.

I'm going to be with you, step by step. In fact, I'm going to write my own patent application along with you, using an invention that I will disclose to the public. (I will protect it by filing a preliminary version before disclosing it in *Inventors Digest*.)

Now, a bit of legal background to help motivate you.

For more than 200 years, the first person to *invent* was considered the lawful inventor. Nowadays, the first person to *file* is the lawfully protected inventor.

Not fair? In some cases, it isn't. But we inventors can run circles around the fellow who has to hire a patent attorney to write and file their application. That may take a few weeks or more—during which another inventor has thought of the same invention and within a week has written and filed his or her application.

## Avoid prior art heartbreak

It makes sense to search prior art as a first step. If your invention is already in the patent files, described in a public publication, or exists as a product (or existed years ago as a product), you will not qualify as the inventor—the originator of the invention.

It is heartbreaking to discover prior art when you are so excited about having invented

something useful. But it is foolish to invest time and money in what you believe is original work, only to find out from the patent office, or even Amazon.com, that your invention "ain't one." I include Amazon because it is an amazing source of products that are not well known by most people.

I'm a little embarrassed to admit how many times, with my many years of experience—and owning 13 U.S. patents—that I have done exactly that. I've started sketching my latest invention and even making a prototype of it before I performed the obvious step of a product search and patent search.

In fact, the first "invention" that I will use in my column is a dinner plate accessory for persons whose vision is impaired—as is a friend of mine. She needed a device that allows her to prevent food from sliding off the edge of her plate as she attempts to scoop it up.

I began sketching ideas for such an accessory. Then, in a conversation with an occupational therapist, I learned it was already in use and obviously must be on the market.

I typed in "eating accessories for the handicapped" on Amazon's website, and up popped two plastic dishes having side features that accomplished my "invention's" objective.

So, don't let your enthusiasm blind you to the possibilities of prior art—either as patents on file, or products that may be available even though not in plain sight.

"Nolo's Patents for Beginners" has a great section on doing your own patent search. This is a compelling reason to buy this book now. The 2021 edition is the latest. Older editions are available for less money but may not be up-to-date on important information.

## The first building blocks

OK, you're convinced your invention is truly novel. First consider the components of an application that you can get started on immediately:

- A title for your invention.
  - A summarized description of your invention, usually a single paragraph.
  - Drawings (numbered). These can be hand-drawn sketches at this point. (However, you will need more formal drawings (CAD are acceptable), before the patent office's examiner will begin working on your application.
  - Written description of the drawings.
  - A detailed physical description of your invention.
  - A detailed description of how your invention works. (Combined with the prior bulleted item.)
- "Patents for Beginners" will provide reassuring information on the points above, but for now don't worry about whether your writing and sketching are adequate.

## Form examples

You may also use my following examples for more guidance.

These examples are what I would have written if I had proceeded to file an application for my "dinner plate accessory" invention. Note that the headings are in capital letters—a requirement by the United States Patent and Trademark Office.

### TITLE

Dinner Plate Accessory for Vision or Physically Impaired Person

### SUMMARY

A device that attaches to an ordinary dinner plate or bowl, enabling lateral and vertical scooping of food with a fork or spoon against its surface and thereby preventing the food from sliding off the plate or bowl.

### DETAILED DESCRIPTION

The non-clamping version of the invention comprises a body of suitable material such as metal, plastic, bamboo and so on that may be attached to the dinner plate or bowl using a suitable cement or resin.



**I began sketching ideas for my "invention." Then, in a conversation with an occupational therapist, I learned it was already in use and obviously must be on the market.**

The clamping version of the invention is comprised of a body with its clamping feature and a friction material to prevent the invention from slipping off the dinner plate or bowl during use. The body and its spring feature are comprised of material that is suitable for acting as a spring in order to supply adequate grip to a dinner plate or bowl. A stainless-steel spring alloy is anticipated, but other materials such as molded plastic, bamboo, etc., may be used.

In use, the person will slide the loaded spoon or fork laterally against the invention and then, with the spoon or fork in contact with the invention, raise the spoon or fork following the invention's curvature until the food is sensed as stable on the fork or spoon, and then proceed to move the spoon or fork to the mouth.

That's it—a good beginning. I have omitted a couple of details that you will find in "Patents for Beginners." These are not likely to apply to your application. 📌

**Jack Lander**, a near legend in the inventing community, has been writing for *Inventors Digest* for nearly a quarter-century. His latest book is "Hire Yourself: The Startup Alternative." You can reach him at [jack@inventor-mentor.com](mailto:jack@inventor-mentor.com).





# Pre-Launch Marketing

HOW TO BUILD BUZZ AND MOMENTUM FOR YOUR INVENTION

BY ELIZABETH BREEDLOVE

**I**N THE fast-paced world of product innovation, it's important for new inventions to find success quickly—lest they fade into oblivion. Although traditional wisdom might suggest keeping things under wraps until the day of a product launch, a paradigm shift is reshaping the way inventors approach these events.

Learn more about the rationale behind pre-launch marketing campaigns and how inventors can generate buzz, cultivate a dedicated audience, and pave the way for a successful launch.

Reasons to market your product before launch:

- **Generate buzz.** By giving potential customers an early glimpse of your innovation, you pique curiosity and build anticipation. If done well, building initial excitement can propel your product into the spotlight and generate a ripple effect that amplifies as launch day approaches.
- **Build up an engaged audience.** Imagine launching your product to a sea of eager faces, ready to purchase it right away. Pre-launch marketing provides a unique opportunity to assemble an engaged audience who wants what you have to offer. These early adopters can serve as brand advocates, spreading the word and igniting conversations, leading to organic growth and extended reach.
- **Gain momentum on launch day.** The initial success of a product launch is often determined by the excitement generated prior to launch. Pre-launch marketing ensures your invention doesn't start from a standstill. Instead, it gets a head start, attracting attention from media, influencers and potential customers. This momentum can snowball into a successful launch and establish a solid foundation for ongoing growth.
- **Help cover design and development costs.** Creating an innovative product often involves a significant financial investment. Pre-launch marketing can help offset some of these costs by generating revenue through pre-orders or

early-bird sales. This also validates the demand for your product before it even hits the market, reducing the risk associated with a launch.

## Building a landing page

This is at the heart of any effective pre-launch marketing campaign. A well-designed and strategically crafted landing page serves as the center of your marketing efforts, enabling you to capture leads, build a subscriber base and channel traffic toward your ultimate goal: a successful product launch.

Direct all traffic generated from your pre-launch marketing efforts to your landing page. Here, visitors can sign up for your email list or pre-order your product, which both serve as tangible indicators of interest and intent.

A landing page does not need to be flashy or overly complicated, but it does need to be eye-catching and include four specific elements:

1. **A captivating headline.** This should succinctly capture what your product is and for whom it's designed. It is your biggest opportunity to pique curiosity and make a memorable first impression.
2. **Informative copy.** This expands on the product's unique value proposition. Use a compelling paragraph or two to elaborate on the key features, benefits and use cases of your invention.
3. **An enticing offer.** Motivate visitors to act on your landing page by offering an incentive. This could be a discount code for pre-orders or simply early access to your product. Offers such as these incentivize sign-ups and create a sense of urgency among potential customers.
4. **A form.** This might be the most important part of your landing page. Include a form to collect essential data such as email addresses and first names, giving you a direct line of communication to nurture and engage your growing community. Keep this form basic and collect the minimum information you need. A lengthy

form that asks for too much can be a barrier to collecting contact information from those interested in your offer.

You can use almost any means to market your landing page, but these should not be overlooked:

- **Email newsletters.** Your existing subscriber base is full of potential purchasers of your newest product. Use your regularly scheduled newsletters and email marketing campaigns to tease your upcoming launch and direct subscribers to your landing page.
- **Your website.** Leverage your website's traffic by prominently featuring your pre-launch campaign across your site and directing visitors to your landing page.
- **Press releases and media coverage.** Contact industry publications and media outlets with a captivating press release that links to your landing page, ensuring your product's story is heard by a broader audience.
- **Social media.** The power of social media during a pre-launch campaign cannot be underestimated. Platforms such as Facebook, Instagram, LinkedIn and more offer diverse opportunities to connect with your target audience.

### Social media and the landing page

Your biggest opportunities for using social media as part of a pre-launch marketing campaign will most likely be found on Facebook, Instagram

and LinkedIn—though your specific strategy will vary, depending on what product you offer and your target audience. That said, there are a few best practices to keep in mind for each platform.

Frequent updates are important on Facebook. You'll need to consistently post content that resonates with your target audience and encourages engagement.

To make your posts more engaging, encourage likes, comments and shares. More engagement and interaction will lead to more awareness. Additionally, you can drive traffic and engagement by integrating clear calls to action in every post.

Link to your landing page where appropriate, and encourage users to sign up and claim your offer.

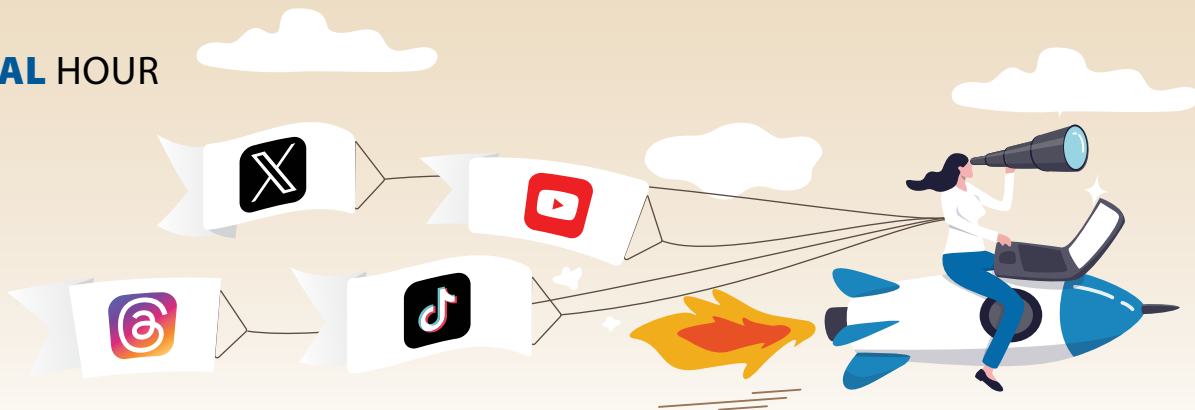
Your Instagram strategy will likely be fairly similar to what you use for Facebook. Again, you'll want to post quality content often to maintain a strong presence in your audience's feeds. However, one aspect specific to Instagram will be your use of Stories and Reels to capture attention. Regardless of the post types you utilize, be sure to drive traffic to your landing page.

Your strategy on LinkedIn should be a bit different. The page should be focused on your brand, positioning your company as an industry thought leader. You can elevate your company and founder's reputation by sharing relevant blog posts, news, updates and industry insights. Remember,

**Momentum caused by pre-launch marketing can snowball into a successful launch and establish a solid foundation for ongoing growth.**







though, to also share the link to your landing page and encourage sign-ups or pre-orders.

Other social network options include:

- **YouTube** is ideal for video content, particularly for showcasing product features, tutorials, and behind-the-scenes insights.
- **TikTok** may be effective for Gen Z and niche markets but requires fast-paced, creative content.
- **X (formerly known as Twitter)**, generally speaking, has limited effectiveness for pre-launch marketing.
- **Threads**, a new, text-based platform from Instagram, may be worth exploring if you

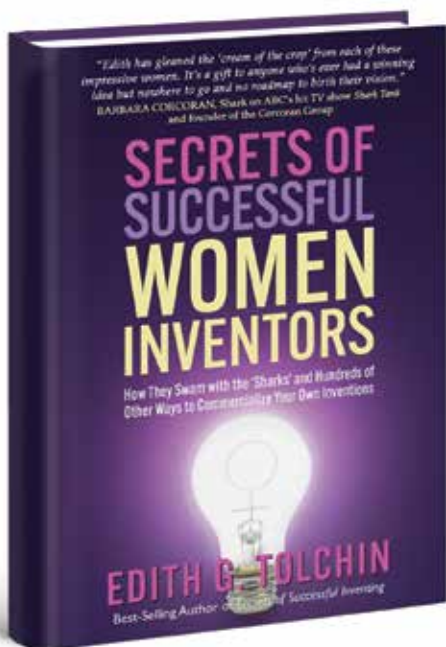
have the time to put into it. But so far, it isn't nearly as widely used as Instagram.

By strategically leveraging an effective landing page and harnessing the potential of social media platforms, inventors can master the art of pre-launch marketing and enjoy a successful product launch. 🚀

**Elizabeth Breedlove** is a freelance marketing consultant and copywriter. She has helped start-ups and small businesses launch new products and inventions via social media, blogging, email marketing and more.



## Endorsed by Barbara Corcoran of The Corcoran Group and “Shark Tank”...



“... A gift to anyone who's ever had a winning idea...” Read the compelling stories of 27 esteemed, hard-working women inventors and service providers, (many of whom have appeared on “Shark Tank”). All have navigated through obstacles to reach success and have worked hard to change the stats for women patent holders, currently at only about 13 percent of all patents.

**HEAR US ROAR!**

Available for purchase at Amazon (<https://tinyurl.com/334ntc3w>), Barnes & Noble, [edietolchin.com](http://edietolchin.com), and at [squareonepublishers.com](http://squareonepublishers.com).



### Edith G. Tolchin knows inventors!

Edie has interviewed over 100 inventors for her longtime column in *Inventors Digest* ([www.edietolchin.com/portfolio](http://www.edietolchin.com/portfolio)). She has held a prestigious U.S. customs broker license since 2002. She has written five books, including the best-selling *Secrets of Successful Inventing* (2015), and *Fanny on Fire*, a recent finalist in the Foreword Reviews INDIE Book Awards.

**Edith G. Tolchin**  
(photo by Amy Goldstein Photography)

**SQUAREONE**  
PUBLISHERS

(ad designed by  
[joshwallace.com](http://joshwallace.com))

# The Inside Job

6 WAYS TO UTILIZE AN INTERNAL SUPPORTER WHO WORKS FOR YOUR POTENTIAL PARTNER COMPANY **BY DON DEBELAK**

**INVENTORS WILL** have a far easier time striking a deal with a marketer or distributor when they have a strong supporter inside the potential partner company.

Find the supporter early, before you make any formal sales calls. The contact can help you fine-tune your presentations to the company's needs.

He or she can also advocate for your project, urging management to move ahead with your offer. Typically, it's best to find a salesperson and then a regional manager or marketing manager to help you.

You don't need to go hat in hand when working on an inside contact. The insider can gain as much as you when presenting the project because of the possible benefits for the company. Even if the project doesn't go through, he or she still comes off as someone who aggressively pursues opportunities.

Consider these six steps to get you an inside contact with a potential partner company:

**1 Show consumers want your product.** You won't strike your best deal by just showing your invention. Show positive first-market research with intriguing possibilities, and tell partners that your concept seems so strong you feel it will do best if you partner with a marketer immediately.

**2 Start with a salesperson.** You can meet salespeople by requesting literature and attending association meetings. You can also attend trade shows and meet salespeople by walking up and talking to them in their booth.

Try to walk the shows early in the morning or late in the afternoon, when the number of real customers can be lower. Once you meet salespeople, ask to take them to lunch to get input from them on a concept you think might work in the market.

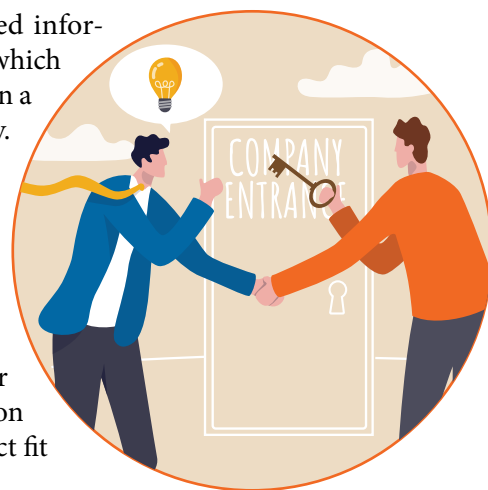
**3 Use a product introduction.** This is how you explain your concept and the research you've put into the project. Don't try to sell the salesperson; just show him or her the presentation with the observation that you're trying to decide what would be a good next step.

**4 Ask for input on your idea.** The contact might ask for more detailed information on the concept, in which case you can ask them to sign a Statement of Confidentiality.

Be receptive. Ask if this is a concept that his or her company might be interested in. More than likely, the person will have quite a few comments on how it could be done with his or her company, with suggestions on making the concept a perfect fit for the target company.

**5 Arrange to meet regional or marketing managers.** If the salesperson is on board, make at least some of the changes he or she suggested and ask him or her to set up a meeting with the regional manager or marketing manager.

**6 Set up a presentation.** Once you convey your concept to the regional or marketing manager, he or she should be able to set up a key meeting with the right people at the company. 🗝️



**Don Debelak** is the founder of One Stop Invention Shop, which offers marketing and patenting assistance to inventors. He is also the author of several marketing books, including *Entrepreneur* magazine's *Bringing Your Product to Market*. Debelak can be reached at (612) 414-4118 or [dondebelak@gmail.com](mailto:dondebelak@gmail.com).





# The Heat Is On

MEXICAN MAN'S TEMPERATURE-BASED BREAST CANCER DETECTION DEVICE YIELDS STRONG CLINICAL RESULTS

BY JEREMY LOSAW

**ENRIQUE HERNÁNDEZ** and his team have been “taking the temperature” on an invention that shows great promise in testing for early signs of breast cancer.

A Mexican bionic engineer, inventor and entrepreneur, Hernández is the main force behind *Thermy*—a device that harnesses the power of AI technology to perform contactless breast exams that help with early-stage breast cancer detection in a pain-free way.

Mammograms are a proven detection method for detection. But they are also painful and susceptible to false positives and misdiagnosis.

*Thermy* is an updated alternative. It's all about finding the heat.

It works by using a thermal imaging camera to look for temperature differentials in tissue that indicate an abnormality, relative to healthy tissue. The device is used by trained technicians

in clinical settings; the contactless scan takes about 10-15 minutes to get a result.

Two devices are being used in clinics in Mexico. They have proven 99 percent accurate for negative results (cancer free), 94 percent accurate for any abnormality, and 74 percent on positive detection for breast cancer.

## Signature solution

Founded in 2016, *Thermy* started as a university project. Hernández was studying to be a bio engineer and wanted to make an impact

in the medical industry. Unfortunately, there are not many good research jobs available for Mexican students after graduation, so many bioengineers take jobs in medical sales.

The best way to stay in development is to start a medical device company. Hernández had an important problem to solve in breast cancer detection and found great tech to solve it.

His friend was working on thermal imaging in Brazil when they realized that cancerous growths create a unique heat signature. If they could find a way to accurately measure small temperature changes, they could build an AI model to automatically detect cancerous growths.

“Cancerous areas are recognized as a part of your body,” Hernández said. “So your body starts feeding them resources—blood—and this creates new vessels to give this new tissue more resources, more nourishment, more blood. So it makes a physiological response that is related directly to the temperature of the tissue.”

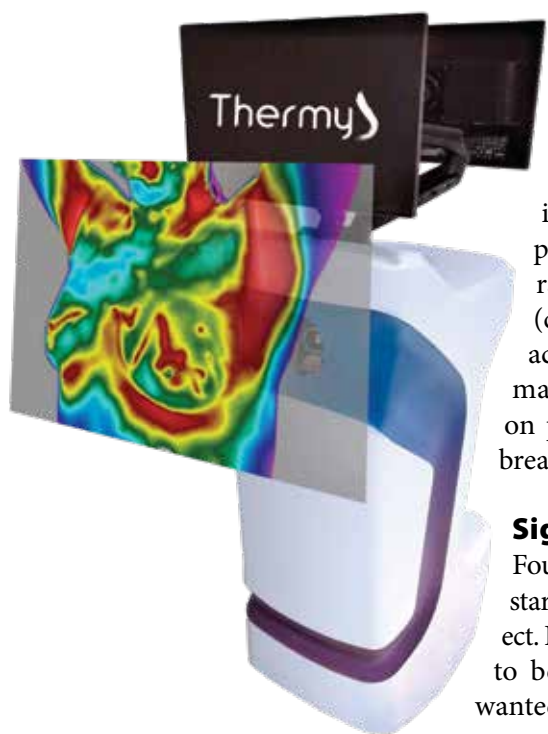
Hernández felt they could use a thermal camera to image the tissue and train a computer model to detect when cells were acting abnormally.

## The plan pivots

Their initial plan was to build an app. There are thermal cameras that can plug into smartphones, so he felt the product could be a home use device.

However, after contacting thermal camera manufacturer FLIR, there was a flaw in the plan. The phone-based cameras were not accurate or sensitive enough to detect the changes Hernández needed. FLIR recommended an industrial-grade model that could do the job, so he pivoted the product to be lab equipment for use in a clinical setting.

With some initial seed money, Hernández was able to start building the lab equipment version



## Two contactless devices are being used in clinics in Mexico. They have proven 99 percent accurate for negative results (cancer free).

of the device. Avon cosmetics provided funding through its corporate responsibility mission to help the lives of women, and he put those funds to good use.

He built a small team and went to work building the device. They built a lab-sized version and ran tests to train the device to detect abnormalities. The tech worked well, so they accelerated the device into clinical trials.

Hernández filed U.S. patents for the device. He and the team put a lot of time and resources into the development and wanted to protect that investment. He said patent protection has helped his business in that it has given him the freedom to operate. It has also been helpful in discussions with investors.

### Clinical success

Delayed about a year due to COVID-19, Thermý passed clinical trials in 2021. Once that was complete, the team applied for permits and the device could be used in clinics.

The first device was used in Hernández's hometown of Puebla. The screenings were sorely needed.

"So many women hadn't been tested in the past three or four years due to COVID," he said, adding that the rollout was a good exercise for the Thermý device and team.

"We were also testing our own capabilities of providing the services, delivering the results. And it was really, really fruitful because we learned a lot."

Last year, the team conducted another 700 tests in clinics to further refine the device and testing procedure.

Their mission doesn't stop there. If a woman tests positive or is suspected of being positive, Thermý's alliance with the Breast Cancer Foundation (FUCAM) comes into play.



"The foundation offers comprehensive care to women, from awareness to treatment," Hernández told *Mexico Business News*. "Any risk case that Thermý detects is referred for a confirmation test, whether it is a mammography or an ultrasound. We want to replicate this with other health institutions in the medium term."

The two Thermý devices are being deployed to one clinic. Hernández will have a second clinic opened by the end of 2023. He is also planning expansion beyond Mexico.

Hernández was awarded a YLAI (Young Leaders of the Americas Initiative) fellowship this year. He spent four weeks in Charlotte meeting with other medical device firms and planning a strategy to deploy devices in the States. He eventually wants to bring Thermý to America and the rest of the world to give women a fast, reliable, pain-free way to screen for breast cancer. 📍

Enrique Hernández founded Thermý in 2016. It works by using a thermal imaging camera to look for temperature differentials in tissue that indicate an abnormality, relative to healthy tissue.

Details: [thermy.mx](https://thermy.mx)

Jeremy Losaw is the engineering director at Enventys Partners, leading product development programs from napkin sketch to production. He also runs innovation training sessions all over the world: [wearewily.com/international](https://wearewily.com/international)





# Topped Bananas

SAN DIEGAN'S BPA-FREE SILICONE CAP HELPS PREVENT HEALTHFUL FRUIT FROM RIPENING TOO QUICKLY **BY EDITH G. TOLCHIN**

**H**ERE'S A CUTE, novelty-type invention that serves a purpose.

No one likes an overripe, withered-brown banana—unless you are making a banana cake with spotted, old bananas.

Sean Adler of San Diego created a way to preserve those versatile fruits: with colorful Nana Hats, a recent “Shark Tank” winning deal.

**Edith G. Tolchin (EGT): What is your background, and have you ever invented anything before Nana Hats?**

**Sean Adler (SA):** Born and raised in San Diego, I have spent my entire career working in financial services. I have always had a personal dream to start my own business and become my own boss.

You never know when an amazing idea will pop in your head, so I would always make an effort to log my invention ideas in my designated “idea book” journal. The journal is currently full of ideas, but Nana Hats was my first attempt to actually create one of my inventions.

**EGT: How did Nana Hats come about, as you indicated on your website ([nanahats.com](http://nanahats.com)), during COVID?**

**SA:** During COVID, my corporate office was closed and I was learning to work from home, remotely. I always would use the excuse that I “don’t have enough time” or I’m “too busy” when I would think about actually creating one of my inventions. But with

everything being closed due to the pandemic, I knew that I had no excuse not to actually create and launch this product.

I thought Nana Hats would be created over the course of a weekend project, with a few trips to the hardware store and prototypes ready by Monday. Boy, was I wrong!

I actually ended up spending 10 months in research and development, which entailed meeting with international manufacturers over Zoom, patent attorneys to file intellectual property, and various product designers. I was so relieved to finally launch the company in November 2020 and share Nana Hats with the world.

**EGT: What are the components of Nana Hats, and how do they preserve the shelf life of bananas?**

**SA:** Bananas produce a natural ripening agent, ethylene gas, as they begin to ripen. By securing our patent-pending, BPA-free silicone cap to the crown of your banana bunch, you are helping to inhibit the absorption of the ethylene gas, slowing the ripening process.

Nana Hats are reusable and much more eco-friendly when compared to alternative methods that rely on single-use plastics.

Every Nana Hat comes with one BPA-free silicone cap and one Nana Hat style. They are attached by magnet and are easily separated if you’d like to change the cute little hat on top to a different style.

Nana Hats are guaranteed to be the conversation piece on your kitchen counter!

**“I thought Nana Hats would be created over the course of a weekend project ... I actually ended up spending 10 months in research and development.” —SEAN ADLER**



**EGT:** Are you manufacturing in the USA or overseas? If overseas, have you had any significant quality control issues?

**SA:** We currently manufacture overseas. Quality control is a constant priority. Due to the intricacies associated with handwoven items, we have to continually check our products for any defects prior to their leaving our factory.

**EGT:** How many different SKUs are you featuring?

**SA:** We currently have 14 SKUs, and the list grows every time we launch a new Nana Hat style.

**EGT:** Are the Nana Hats patented? Please share that experience.

**SA:** Nana Hats are utility patent pending. It has been a very long, three-year process. We have recently received our first action review letter, so I am hopeful that we will finally be issued our patent soon.

Since appearing on “Shark Tank,” many copycat products have been released. We look forward to having our patent protections put in place.

**EGT:** On “Shark Tank,” did you land a deal?

**SA:** We were offered a deal with Lori Greiner and Peter Jones. It was like a dream come true!

I was amazed with how the show editors were able to convert a 60-minute negotiation into nine minutes of quality TV. The final segment that aired on TV was completely perfect. I was so happy with how everything turned out.

The “Shark Tank Effect” is actually a real thing! We had over 30,000 unique visitors on our website when our segment first aired and had over 125,000 unique visitors by the end of the weekend. Luckily, our website didn’t crash!

This all contributed to oversized sales. We are so grateful for the entire “Shark Tank” experience!

**EGT:** What has been your biggest obstacle in product development?



**SA:** Tooling. I had no prior experience in creating a mold. I learned so much about the complexities involved through the process.

**EGT:** Will you add to your product line?

**SA:** Yes! We have new and exciting Nana Hat styles coming soon. We also have plans to release complementary products.

**EGT:** Can you share your experiences with developing an invention for newbies?

**SA:** I would recommend being very careful when choosing an overseas manufacturer to create your product. Many of these factories will steal your idea and start manufacturing your product on their own without your consent. Make sure you only pursue manufacturer referrals from trusted contacts. 🐾

Bananas produce a natural ripening agent, ethylene gas, as they begin to ripen. Securing the patent-pending, BPA-free silicone cap to the crown of your banana bunch helps inhibit the absorption of the ethylene gas, slowing the ripening process.

Details: [support@nanahats.com](mailto:support@nanahats.com)

Edith G. Tolchin has written for *Inventors Digest* since 2000 ([edietolchin.com/portfolio](http://edietolchin.com/portfolio)). She is the author of several books, including “Secrets of Successful Women Inventors” (<https://a.co/d/fAGlvZJ>) and “Secrets of Successful Inventing” (<https://a.co/d/8dafJd6>).



## A NATURAL Pet Relief

BUG BITE THING INVENTOR RELEASES  
TOOL THAT REMOVES TICKS

**F**ROM TIKTOK to “tick talk,” the million-dollar Bug Bite Thing brand has spread its wings even more since it last appeared in *Inventors Digest* in December 2022.

“We received questions from customers as to whether they could use it on dogs and if it worked for ticks,” Bug Bite Thing founder and CEO Kelley Higney said. “I knew there must be a safe and effective tick bite treatment available and more accessible to our customers, which launched a new goal for us.”

Now, nearly four years since she and her mother, Ellen McAlister, debuted their company on ABC’s “Shark Tank” and received Lori Greiner’s “Golden Ticket” offer, Higney has added the Bug Bite Thing Tick Remover to the company’s product portfolio.

Keeping in line with reusable, chemical-free options for its customers, Bug Bite Thing acquired TickEase, Inc. The only patented, two-sided and fine-tipped tweezers created expressly for the removal of embedded ticks from both people and pets, the tool meets the Centers for Disease Control and Prevention (CDC) guidelines for proper tick removal.

The introduction of Bug Bite Thing Tick Remover marks the company’s

expansion beyond the insect bite relief industry to two new industries: the pet industry and the flea and tick products global market. And Higney said more expansions are in the works.

Higney also established a Medical Advisory Board in 2022 and is partnering with medical experts who are passionate about sharing the suction tool with their patients and the medical community.

Also this year, in partnership with Boys & Girls Clubs of St. Lucie County (Florida), the company established the Entrepreneurship in Action Program. This initiative aims to foster local youths’ curiosity, encourage learning and inspire innovative thinking. Higney meets regularly with teens and teaches different themes, including the history of inventions, and contributions made by women and children.

Amazon’s best-selling product for insect bite relief with more than 90,000 reviews, Bug Bite Ting (bugbitething.com) instantly alleviates stinging, itching and swelling caused by bug bites and stings. Bug Bite Thing now offers its products in more than 30,000 retail locations nationwide, as well as within 34 countries.

—Edith G. Tolchin, with Monica Marrero



**In the past year, Kelly Higney has added a tick remover to the company’s product line; established the Entrepreneurship in Action Program for youths; and established a Medical Advisory Board.**





THE MICHELSON INSTITUTE FOR  
INTELLECTUAL PROPERTY

Intellectual Property  
Education for All

# ***Spread the Word... The Intangible Advantage works!***

PUBLISHED BY THE MICHELSON 20MM FOUNDATION,  
AND MADE POSSIBLE BY THE GENEROUS SUPPORT OF  
GARY AND ALYA MICHELSON

## **THE INTANGIBLE ADVANTAGE**

UNDERSTANDING INTELLECTUAL  
PROPERTY IN THE NEW ECONOMY



Our one-of-a-kind  
Michelson IP  
curricula includes  
open access to  
free patent,  
copyright, and  
trademark  
resources for  
budding inventors  
and entrepreneurs

### **All-in-one IP Education Resource Hub**

A digital textbook, an  
online course, LMS course  
modules, video series, slide  
presentations & more!

[michelsonip.com](http://michelsonip.com)



FEDERAL RESERVE NOTE

JB 00000000 T

B2



THIS NOTE IS LEGAL TENDER  
FOR ALL DEBTS, PUBLIC AND PRIVATE

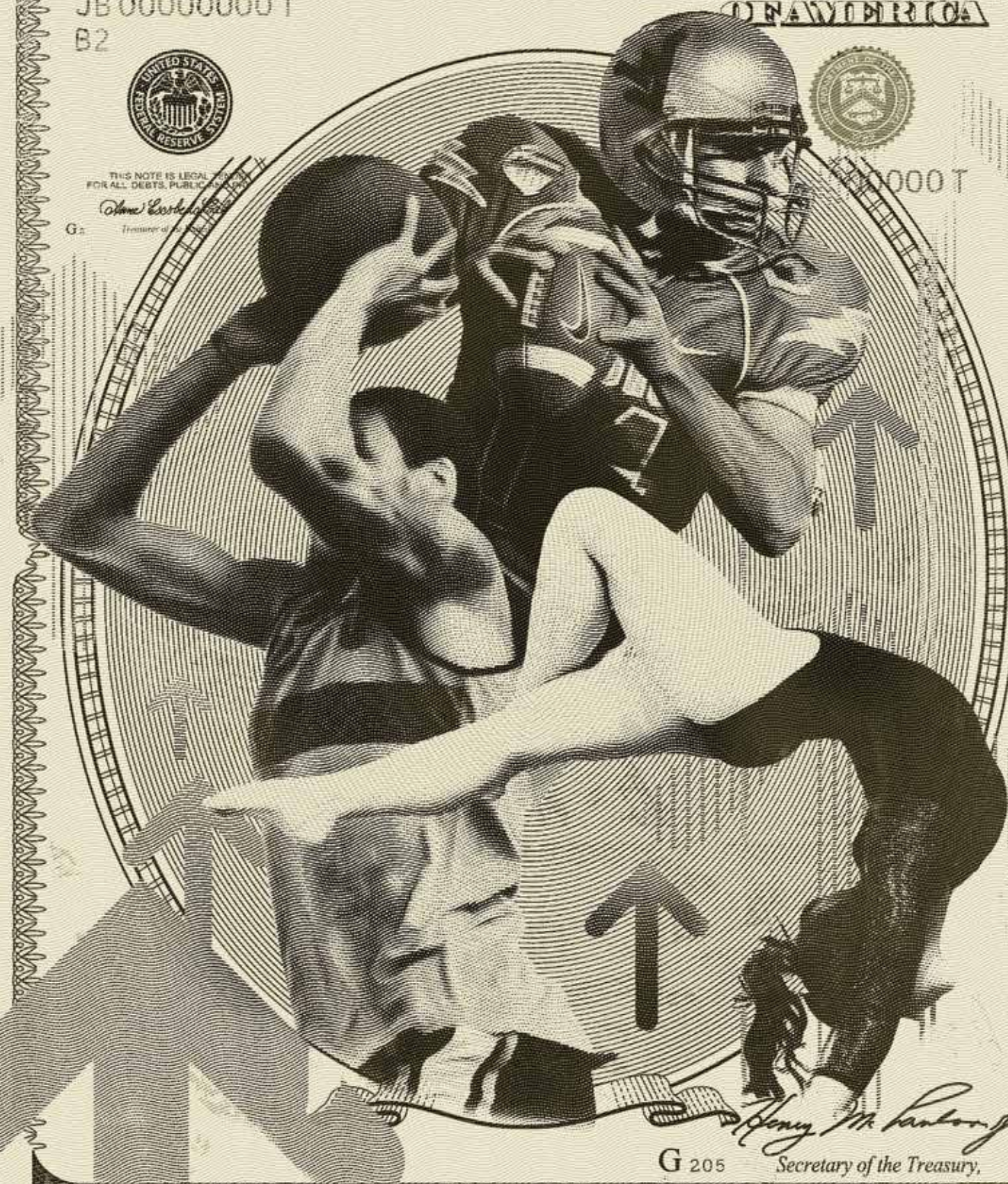
*Anna Escobedo Cabral*  
Treasurer of the United States

G2

UNITED STATES  
DEPARTMENT OF THE TREASURY



100000 T



G 205

*Henry M. Paulson Jr.*  
Secretary of the Treasury



# IP'S RISING STAR

HOW AND WHY NIL EXPLODED, AND CONTINUES TO EVOLVE AS A FORCE IN COLLEGE ATHLETICS **BY REID CREAGER**

**Y**OU WOULDN'T WANT to be on the other side of the line of scrimmage when Shawne Alston took the handoff. The 5-11, 240-pound bowling ball could break tackles, noses and spirits: YouTube clips capture him thundering uncaptured through a snow-slicked field on a 52-yard touchdown run, and during a 22-yard score where he shed two tacklers like so much dandruff.

So even though he played for the low-profile West Virginia University Mountaineers, even though he enjoyed an unspectacular (though strong) college career, even though he failed a tryout with the NFL's New Orleans Saints in 2013, it is fitting his name appears on a landmark court case that changed college sports forever and heightened the value of IP awareness and protections.

*NCAA v. Alston* was a case whose time had come. And the goal-line battering ram was the perfect wrecking ball.

Alston is the hungry type. In fact, that word came up in a *New York Times* story, when he recalled a full-ride scholarship that "wasn't really a full ride" and often going to bed hungry. He said that when he started his graduate degree, he could no longer receive a Pell Grant to help cover tuition. He had to get a personal loan.

The antithesis of the privileged prima donnas who dot the sports landscape, Alston embodied the middle-class athlete who needed every possible financial aid.

In his lawsuit filed against the NCAA in March 2014, he—and, later, co-plaintiffs—argued that the NCAA and its conferences, by agreeing to cap the maximum grant-in-aid at less than the full cost of attending a college, unlawfully conspired to deny student-athletes the full cost of attending their respective schools.

More broadly, his lawsuit focused on the degree of antitrust scrutiny NCAA rules should



face, especially rules related to athlete compensation. His university could profit handsomely from his athletic skills through everything from TV revenue to ticket sales to promotions, but he couldn't.

Alston's Supreme Court case, decided on June 21, 2021, climaxed a long fight alleging antitrust violations by the United States' largest governing body for collegiate athletics. Another student-athlete, former UCLA basketball star Ed O'Bannon, had filed a federal complaint against the NCAA in 2009.

In that ruling, the NCAA agreed to allow student-athletes to receive full scholarships for academics. More important, the NCAA had begun reviewing its policies related to how to compensate players for their name, image and likeness (NIL).

Former UCLA basketball star Ed O'Bannon helped get the NIL ball rolling with his federal complaint against the NCAA in 2009.

### House of cards

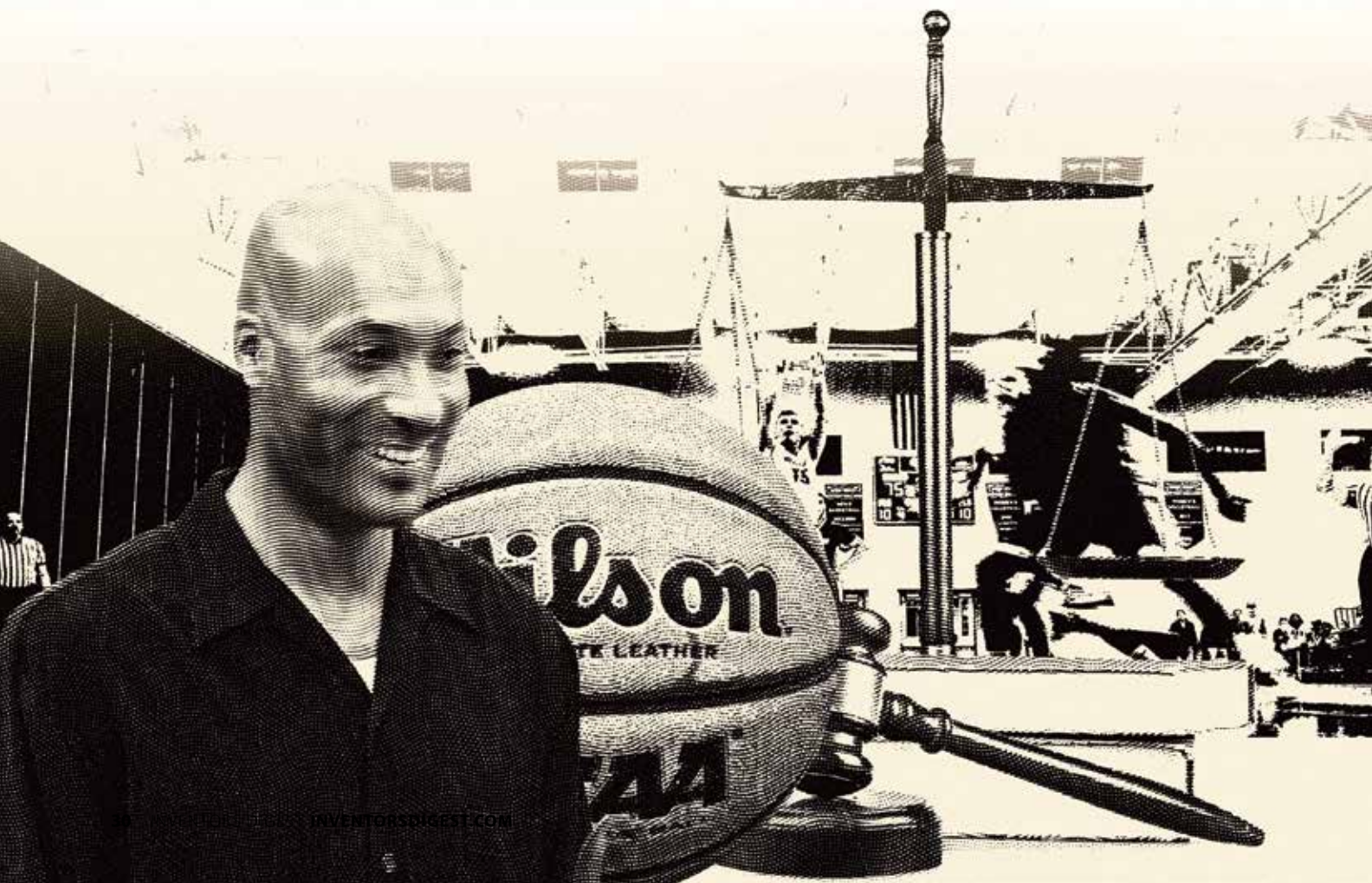
For decades, the NCAA's argument against compensation for student-athletes was an exercise in futility and hypocrisy.

Media reports of players and recruits being paid under the table with money, vehicles, trips and, uh ... more ... were commonplace. NCAA punishments against offending universities—the harshest referred to as “death penalty” judgments—were also the norm.

Several U.S. states, seeing an opportunity to legally attract prized recruits in this unseemly environment, weren't about to wait for the Supreme Court to render a verdict.

On June 12, 2020, Florida Gov. Rick DeSantis signed into law the Intercollegiate Athlete Compensation and Rights Bill, designed to allow college athletes in the Sunshine State to profit

**Lawsuits alleging the NCAA's violation of antitrust laws ultimately led to more financial opportunities for college athletes, highlighted by NIL (name, image and likeness).**



from use of their name, image, and likeness as early as July 2021. Such announcements were part of growing pressure on the Supreme Court to rule on an issue that was not going away.

The NCAA's house-of-cards argument was underscored with finality in *NCAA v. Alston*, when it cited the need to "maintain amateurism in college sports as part of serving [the] societally important non-commercial objective."

Given the NCAA's seemingly dominant objective of making money (reflected in part by its massive copyright, trademark and IP war chest), the final score was a laugh: Supreme Court justices 9, NCAA 0.

Justice Brett Kavanaugh wasn't laughing. His written opinion bellowed.

"Nowhere else in America can businesses get away with agreeing not to pay their workers a fair market rate on the theory that their product is defined by not paying their workers a fair market rate. And under ordinary principles of antitrust law, it is not evident why college sports should be any different.

"The NCAA is not above the law."

The ruling went into effect 10 days later. The freedom fast-break was on, with NIL in the frontcourt.

### Much remains unclear

The frenetic pace never stopped. Tech platform Opendorse, which works with more than 80 Division I schools, estimated the first year of NIL reached \$917 million in deals. Growth will surely reach \$1 billion and beyond soon, if it hasn't already.

According to a published report in March 2022, an unnamed 2023 college football recruit signed an NIL deal that would pay him \$8 million by the end of his junior year in college.

Yet this new era of opportunity unfolded amid more than a little confusion—and new challenges.

We know that NIL rights allow college athletes to enjoy the exclusive right to license the use of their identity for commercial promotion. This means being paid for social media posts, signing endorsement deals, signing with agents, etc.

The ruling also gives students the right to prevent the unauthorized commercial use

of their name, image, likeness, or other recognizable aspects of their persona. More on this in a moment.

(It is a myth that the NCAA can now pay players. This rule stands.)

But the ruling was far from one size fits all. It only involved education-related payments. It did not address any restrictions on compensation for student-athletes or recruits.

NIL remains largely unregulated. Applicable laws differ from state to state; universities are taking widely different approaches.

Four NIL bills have been introduced in Congress this year in an effort to clear the waters, though all with numerous provisions and protections that threaten drowning by complexity. A July bipartisan draft discussion for the College

## RANK AMATEURS

The 1991 University of Michigan men's basketball recruiting class may be the most famous ever—only to become one of the most sordid and embarrassing stories of fake amateurism in the history of college athletics.

State and national media fawned over the talent and brashness of a team that went to NCAA Championship Game in two straight years (losing both times). The "Fab Five" even influenced fashion with their comically long "shorts" that made it look like their mothers had dressed them.

But money was Big Daddy.

According to *Sports Illustrated*, among those who took payments were Maurice Taylor, Raobert Traylor, Louis Bullock and the team's biggest star, Chris Webber.

In 2003, the NCAA mandated a 10-year disassociation between an unrepentant Webber and Michigan. The university took down its 1992 and 1993 Final Four banners. Webber's statistics were stripped from the program's record books.

Much has been said about who were the real villains and victims in the Michigan saga.

Regardless, it is arguably the most notorious example of amateurism that wasn't amateurism while the NCAA and a major university profited prodigiously from teenagers who had no legal way to cash in on their immense skills.







## Oregon's Sedona Prince became a TikTok star during the 2021 NCAA Tournament when she exposed the disparity in opportunities between the men's and women's NCAA Tournament.

Athletes Protection and Compensation Act of 2023 calls for forming the College Athletics Corporation, a central oversight entity for creating and enforcing rules and standards to protect athletes entering into NIL deals.

Although NIL licensing means great financial potential for college athletes, it also brings unprecedented risks. Opportunities for IP misuse and theft have never been greater—to the extent that many legal firms are now promoting their ability to help guide NIL-focused athletes and the companies that represent them.

(An important aside, albeit of little significance to those who aren't sports fans: NIL changed recruiting inducements forever. No longer can a university or coach rely on quality of education, career development, and potential playing time as major draws. The ability to generate major NIL income with the right agent or representative, while often seeking out the most visible universities, now becomes paramount.)

### The influencer game

NIL's larger message transcends sport. It reminds anyone seeking maximum benefit from their ideas, creations, products and talents—the group “inventors” screams to mind—that the

## A 1, AND A 2...

At this writing, On3's NIL 100—which measures standard market NIL value for high school and college-level athletes—was led by University of Southern California basketball star **Bronny James**, son of NBA superstar LeBron James. His NIL valuation was \$6.2 million, even though the freshman guard suffered a cardiac arrest during a July 24 practice.

No. 2 on the list, and the highest-ranking woman, was gymnast and college All-America **Olivia (Livvy) Dunne**. Known as the “most followed NCAA athlete on social media” with more than 9 million followers, her NIL valuation was \$3.3 million.





value of intellectual property and importance of protecting it have never been greater.

“We are all creators and intellectual property owners,” said Bruce Berman, managing director of Brody Berman Associates and chairman and cofounder of the Center for Intellectual Property Understanding.

“It’s not just superstars and large tech companies that need to be able to secure and manage their IP rights, but so-called amateur players, too. This includes inventors, content creators, fashion and food entrepreneurs and college athletes.”

NIL’s impact on sports and entertainment is so prevalent, it spawned a public scorecard that ranks those most monetarily successful with it.

On3.com touts itself as “a leader in college sports and NIL, delivering trusted news, analysis, data, and insights to fans, athletes, schools, and brands.” Its NIL 100 features the On3 NIL Valuation, an index that sets the standard market NIL value for high school and college-level athletes. It is based on a proprietary algorithm that considers three main categories: performance, influence and exposure.

Don’t underestimate those last two categories.

A person’s rate of NIL success isn’t necessarily in direct proportion to success on the field or court. Media savvy can be the biggest touchdown.

The Name Image and Likeness awards, hosted by the NIL Summit, is another byproduct of our new world. To underscore how NIL can be as much a function of being an influencer as anything else, its first-ever winner last year in the male category was a third-string quarterback: UCLA’s Chase Griffin.

Written criteria for the reward: “Judges will consider student-athletes that (sic) have best leveraged their NIL across multiple activations, platforms and campaigns to create maximum impact for their partners.”

Griffin has advocated for student-athletes since coming to UCLA in 2019 and been a vocal supporter of NIL causes. Similarly, the female winner, Oregon’s Sedona Prince, became a TikTok star during the 2021 NCAA Tournament when she exposed the disparity in opportunities between the men’s and women’s NCAA Tournament.

## NOT ALL KIDS STUFF

He might have just learned his ABCs, but 6-year-old golf phenom **Patton Green** of Dana Point, California, now knows NIL. Last December, he became (for now) the youngest person to sign such a deal when he agreed to undisclosed terms with golf bag manufacturer Sunday Golf.

In April, 10-year-old Reese Lechner of Stewartville, Minnesota, who plays basketball and volleyball, signed with a local gym called The Performance Center and became the youngest girl with an NIL. Terms were undisclosed.



## TWIN POWER

Fittingly, twins **Haley** and **Hanna Cavinder** have a dual purpose: maxing out their NIL power and working toward helping other female athletes and females in general when it comes to landing equal NIL deals.

The Cavinder Twins, who became top NIL earners while playing basketball at the University of Miami, recently signed a contract as “Head of Partnerships” at Seoul Juice and the Female NIL Fund the company has created.

Entrepreneur Luis Manta notes that less than 30 percent of total NIL funding goes to female college athletes. “We will be the first brand to start a Female NIL focused campaign where we help partner with and support female collegiate athletics,” he said.





## Shawne Alston will always have a lasting impact on college sports—and more important for our purposes here, a role in the exploding need and value of intellectual property.

### From trickle to flood

It's safe to assume Shawne Alston didn't see all this coming when he launched his lawsuit in 2014. All he wanted was an end to caps on what the NCAA would spend on grants-in-aid, and more scrutiny for an organization that was clearly at least skirting antitrust laws.

In December 2019, a federal magistrate judge awarded lawyers representing Alston \$33.2 million in attorney's fees and costs. It is unknown what effect that had on him financially, or what other legal costs he incurred up to the time the Supreme Court made its ruling in June 2021.

He has kept a low profile since a short stint as a juvenile probation officer for the Virginia Department of Juvenile Justice, after majoring in criminology at West Virginia and getting an MBA from the University of the Southwest in 2015.

What is clear is Alston's lasting impact on college sports—and, more important for purposes here, his role in the exploding need and value of intellectual property.

Superstar agent Leigh Steinberg, known for inspiring the movie "Jerry Maguire," said a

couple years ago that for the NCAA, "NIL is the beginning of the end ... in some ways."

For entrepreneurs, it is the beginning of the beginning in some ways—namely, a new era in which it's often not good enough to just be good. Opportunities afforded by intellectual property must be leveraged. Media savvy is king and queen for making media kings and queens.

It's true whether you are running with a chunk of pigskin, or building a better mousetrap.

"Social media and the internet have forever changed the meaning and creation of brand," CIPU's Berman said. "The NCAA may have been sincere initially about protecting amateurism, but it has turned doing so into a windfall for it and the universities it represents. To some extent, all visible athletes are 'professionals' and need to think of themselves as a business with assets that can be monetized.

"NIL is a potentially future-altering issue for student athletes like Alston, who is unlikely to make it to the NFL but desperately need the \$50k, or whatever, from a sneaker or jersey endorsement to defray college expenses. It could turn out to be the only revenue they generate from their athleticism." 🏈

### NIL MILESTONE DATES

**September 30, 2019:** California legislation is introduced to prohibit schools from punishing student-athletes who profit from endorsements, beginning in 2023.

**October 29, 2019:** The three NCAA divisions are directed to modernize their NIL rules by January 2021.

**June 12, 2020:** Florida passes a state NIL law that will go in effect July 1, 2021.

**December 16, 2020:** The Supreme Court agrees to hear the NCAA's appeal of the *Alston v. NCAA* antitrust lawsuit.

**March 31, 2021:** The Supreme Court hears arguments in *NCAA v. Alston*.

**June 18, 2021:** Six conferences propose individual schools become responsible for NIL policies.

**June 21, 2021:** The Supreme Court rules against the NCAA in the *Alston* decision. Justice Neil Gorsuch, who delivered the court's opinion, explained the NCAA was violating antitrust law.



# HELLO INNOVATION

We're Enventys Partners, your one-stop partner for building new products, creating new brands and breathing life into existing ones. Our efficient, collaborative approach helps you grow your business by creating and introducing innovative new products or selling more of the ones you already have.

**Simply put, we bring products to life.**

## HOW WE DO IT



Product Development



Industrial Design



Engineering & Prototyping



Manufacturing



Sourcing



Market Research



Crowdfunding  
(Kickstarter)



Digital Advertising  
& Marketing



Social Media  
Marketing



Public Relations

**We've helped bring more than 2,500 products to market. Is yours next?**

For more information and to view samples of our work, [enventyspartners.com](http://enventyspartners.com)





# A Week in the Life

'THE DOCUMENTED LIFE OF AN INVENTOR' PROVIDES WEEKLY INSIGHT, OFFERS TIPS, SHARES HIGHS AND LOWS

BY APRIL MITCHELL

**W**HAT DO inventors really do all day? Do they just sit around thinking things up or have fun working on prototypes?

Boy, do I wish that were so! There are so many things that professional inventors do day to day and week to week, but one thing is certain: No two days or weeks look exactly the same.

Some things occur almost every week once you reach a certain level—working on new concepts, setting up pitch meetings and following up on previous pitch meetings—but there are also exciting and gut-wrenching surprises.

Often there are big decisions to be made, new products to work on, samples to send out, and deals in process. The plan for the day or week can quickly take a turn as items of more priority come up and need attention. Certain products may move to the back burner while new concepts with current interest take the week's spotlight.

## Set schedule? Hah!

I am often asked about my day to day or week to week as an inventor. People want to know what sets apart successful inventors: How do we continually sign new licensing agreements? Is there a secret strategy?

I cannot speak for other professional inventors. But I can guarantee that showing up, continually working on new products, seeing concepts all the way through (not stopping after a handful of “Nos”), and staying positive play a huge part in what I do.

I do not have a set schedule. Everything I do differs daily, though the main goal remains the same—to work on more new products and get more products into the world for retail.

To help give a glimpse into my week to week as a professional inventor, I started doing a weekly recap video that I titled “The Documented Life of an Inventor.”

Within this recap, I give a tip or information that relates to my weekly happenings that will hopefully help other inventors in their journey. Topics include sending follow-up emails, discussing licensing agreements, sending product samples, reworking old concepts to become new again, and when licensing agreements are terminated.

Some things to know about these videos:

- I will not name companies.
- I will only name products if I am showing one of mine that just hit product shelves. I may also show prototypes of a product once it hits retail.
- The videos are not in chronological order for a reason but do start around the last big holiday season.

## The journey from all sides

Inventing is often glamorized, showing only the exciting parts of inventing or licensing. In these videos, I share my journey and all that it encompasses—the good, the bad, the beautiful, the ugly. I invite you to follow my journey. I hope you enjoy it and gain some new knowledge from it! 📺

### 'THE DOCUMENTED LIFE OF AN INVENTOR'

Fridays, around 12:30 p.m. ET

- [Linkedin.com/in/april-mitchell-7132295b](https://www.linkedin.com/in/april-mitchell-7132295b)
- [Youtube.com/@aprilmitcheallmeanttoinvent](https://www.youtube.com/@aprilmitcheallmeanttoinvent)

**April Mitchell** of 4A's Creations, LLC is an inventor in the toys, games, party and housewares industries. She is a two-time patented inventor, product licensing expert and coach, and has been featured in several books and publications such as *Forbes* and *Entrepreneur*.



# Climb the Charts

Since 1985, **Inventors Digest** has been the world's most consistent and trusted friend to the independent inventor.

**No. 1** in inventor resources.

**No. 1** in education.

**No. 1** in inventor news.

**No. 1** in inspirational and entertaining stories.

**No. 1** in the most innovative and useful products.

We have always been a labor of love, depending on the financial support of benefactors who are as invested in the future of inventing as we are.

Please consider a sponsorship at one of the following levels:



Your sponsorship comes with attractive advertising opportunities in the magazine and at [inventorsdigest.com](http://inventorsdigest.com), as well as other possible perks.

**PLATINUM**  
SPONSORS

**GOLD**  
SPONSOR

**SILVER**  
SPONSOR

ENVENTYS  
PARTNERS

UNITED STATES  
PATENT AND TRADEMARK OFFICE  
**uspto**

SAVE THE  
**AMERICAN  
INVENTOR**



THE MICHELSON INSTITUTE FOR  
INTELLECTUAL PROPERTY

**Subscribers:** Pledge \$50, \$100, \$250, \$500, or \$1,000 a year to help support the world's longest-running magazine devoted specifically to inventors and inventing. We'll include a mention of your name or the name of your organization each time we run this notice, and at **[inventorsdigest.com](http://inventorsdigest.com)**. Thank you for helping to keep alive the spirit of innovation.

For more information, call 704-333-5335 or email [info@inventorsdigest.com](mailto:info@inventorsdigest.com).

# Return to Paradise

5 DAYS OF NAMIBIA WORKSHOPS REAFFIRM A COUNTRY OF KINDNESS AND ENTREPRENEURIAL SPIRIT **BY JEREMY LOSAW**

**I FELL IN LOVE** with Namibia last summer. I went to the South African country to help lead an innovation training in the capital of Windhoek and loved meeting and working with such talented people.

The response for the program was overwhelming: More than 200 people registered for just 40 spots. And though we delivered a great program and built some amazing prototypes in just days, I left feeling like my work there was not nearly done.

Fortunately, last September the U.S. Embassy in Namibia approved me and my team to provide funding for us to come back in 2023. I was excited for the opportunity to reconnect with the lovely people we met in 2022, and to meet a new batch of entrepreneurs and people in industry that are working to make Namibia a better place.

## New format, opportunities

The 2023 innovation training program was slightly different this time. Instead of one 4-day program, we did two shorter programs in two different cities. This gave us the opportunity to work with more people and in a different part of the country.

We started in Windhoek again for a 3-day program that consisted of a speakers day, a workshop day, and a day of “office hours” for one-on-one consul-

tations. Then we drove to the coastal city of Swakopmund for a 2-day program with a speakers day and workshop.

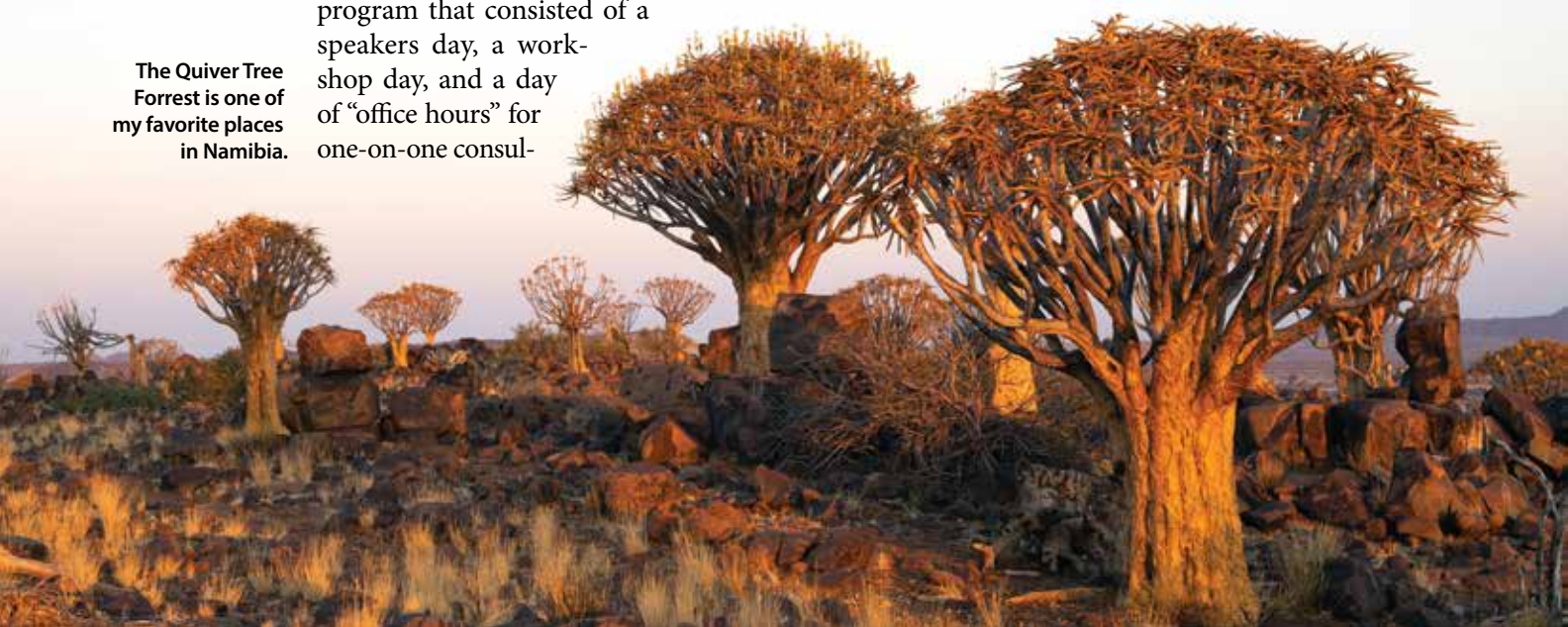
I was again joined by Eric Gorman and Julia Jackson from Wily, a Charlotte-based firm that offers growth strategy, experience design, and product and service design. They were instrumental in helping to deliver such great programming.

In Windhoek, we were again hosted by The Village restaurant and event space. Our speakers day kicked off the program with aplomb.

Eric and Julia talked about the power of design sprints before a panel discussion where Julia interviewed four amazing Namibian women entrepreneurs. They included the owner of The Village restaurant, Elzaan Otto; Pam Ngweda, who works in fashion and social entrepreneurship; Maria Immanuel, the founder of a marketplace for African-made products called Trade Africa; and Tanya Stroh, an award-winning multidisciplinary designer and founder of the design firm Turipamwe.

The afternoon showed an engineering and mindset focus. I talked about product development pitfalls—between presentations from Namibians Vaughan Weiss (about 3D modeling and taking risks on the entrepreneurship journey) and Tutaleni Illonga (game design and gamification).

The Quiver Tree Forrest is one of my favorite places in Namibia.





## Innovative prototyping

The lectures and panel discussion had the participants and trainers inspired and ready for the workshop on Day 2.

Using the challenge question “How might we help farmers protect and nurture their plants so they can increase their production and profits?”, we led the 40 attendees through a mini design sprint and a “no code to code to cloud” prototyping exercise.

Julia and Eric led the group through the design sprint. With the help of Matt Rosin-Prior, who joined us as he started his year abroad on his Watson Fellowship, I helped the groups build prototypes of plant moisture monitoring and automatic watering systems.

IoT company Particle, a supporter of the program again, provided its Argon WiFi boards for us to use. By the end of the session, each team had a concept for how to help farmers with an app-based prototype of a plant watering system.

Our program in Windhoek ended with a full day of office hours. This was a session for one-on-one discussions with local entrepreneurs who had participated in our program and are working on their own businesses.

This was a great opportunity to do a deep dive into their worlds, hear their challenges and provide advice and guidance. Businesses included a service to provide low-cost WiFi to remote areas of Namibia; a service to have college students run errands and do odd jobs; and a care box and board game for girls who are starting to have their period.

Our host, Deane Spall at The Village, also had a side business where he was growing greens hydroponically on the roof of the parking deck. We got a tour of his operation.

## Beach town bustle

We packed up our supplies and headed to the coast to Swakopmund for our second program. Swakopmund is a chill beach town on the Atlantic coast and Namibia’s second city.

Our venue for this session was the MTC Dome. The largest indoor space in the country, it combines athletic and high-performance training with entrepreneurship. Our host, Etienne Raymond, uses the resources there to provide training, mentorship



**Participants in Windhoek and Swakopmund provided a great opportunity to do a deep dive into their worlds, hear their challenges and provide them advice and guidance.**

and support for the entrepreneurs with a high-performance sports approach. It was the perfect environment for our workshop.

The Swakopmund program followed a similar format. We started with a speakers day again.

Etienne spoke on the entrepreneurship mindset. We had the founder of Namibian coffee roaster Slow Town Coffee speak on his journey to bring craft-roasted coffee to the country. Dr. Pierré Smit spoke on entrepreneurship and environmental sustainability, as well as the unique environment in Namibia—which can be used for farming blueberries, snails and other food product that can be used locally and for export.

On Day 2, we provided participants with the same challenge as we did in Windhoek, and had a great day of design sprinting and prototyping to finish our program.

Namibia is a desert country with very little population compared to its geographical size, yet is full of wonderful, welcoming people with great ideas and a strong entrepreneurial spirit.

I love coming to Namibia to see the amazing wildlife and rare and weird plants, but it is the friendships and connections with people that I value the most. I hope to have more opportunities to serve these great people in the future. 🌱



# Doing the Cha-Cha-Cha



RECENT IP MARKET DANCES ONE STEP FORWARD AND ANOTHER STEP BACKWARD, GOING NOWHERE **BY LOUIS CARBONNEAU**

**I**N THE IP MARKET of late, arrows are pointing in opposite directions. This makes it difficult to detect, let alone predict, where things are headed.

I call this the IP cha-cha-cha—one step forward, one step backward, or something like this. You think you are moving, but you end up pretty much where you started.

Although some recent developments on Capitol Hill are encouraging for patent owners, such as the two recent bills we discussed last month, others point in the exact opposite direction—such as the recent decision by the USPTO to enable director reviews of PTAB institution decisions, something Big Tech has been seeking for years.

In the court arena, for every case that seems to support claims by inventors, another points to an example where these rights are being destroyed. Similarly, while a few large verdicts make headlines, others are so minuscule or are simply overturned that one must wonder what winning ultimately means.

So while the market appears to move all the time, it stays pretty much in the same exact spot—just like cha-cha-cha dancers do. There is just too much uncertainty on too many fronts.

This is apparent from our discussions with buyers lately. There have never been so many people wanting the same “perfect” patents (which don’t exist for the most part) and sitting on so much money to acquire them. Very few are making the move to close deals, and those who do want to keep their powder dry for the expensive litigation that will naturally follow.

At the same time, some patent owners think they are the next Touchstream and that their meager portfolio is worth tens of millions. It is very difficult to do the matchmaking when both sides think they are the great catch!

We will have to wait until some of the dust settles and we can see a clear pattern emerging. In the meantime, get a margarita and practice your dancing moves amid these news developments.

**Tesla’s dubious patent pledge:** Most of us in the IP community were dubious when Tesla famously announced its patent pledge many years ago. “All Our Patent Are Belong to You,” Elon Musk said in a grammatically truncated statement that probably foreshadowed his no less famous “Patents Are for the Weak” declaration last year.

Well, the company revealed its true colors recently when it filed a patent infringement lawsuit in Texas federal court against Australia’s Cap XX, a supercapacitor company and its direct competitor in the battery space. Ironically, the patents being asserted did not even originate from Tesla but came from its acquisition of Maxwell.

The automaker says that Cap XX cannot be protected by its pledge because Cap XX itself sued Maxwell back ... in 2019. If this feels a lot like splitting hair to you, you are not the only one.

**Nokia gets a slice of the Apple:** It hasn’t been easy for the Finnish powerhouse to sustain its licensing revenue stream originating from its 20,000-plus patent portfolio. But a recent license renewal with Apple provided just what the doctor ordered and an instant boost to Nokia, allowing it to end the quarter with €334 million, compared to €305 million in the same period of 2022. The license will allow Nokia to receive payments from Apple for a multi-year period.

**Tiptoeing onto the UPC:** We reported recently that there had been no stampede toward the



European Unitary Patent Court, especially by large players who were happy to stay on the sidelines and observe how things might shape up.

Only a month later, this initial observation is shifting as Huawei took the lead in that direction when it sued U.S.-based competitor Netgear before the UPC while asserting that Netgear violated its Standard Essential Patents (SEP) around Wi-Fi 6. And in early August, Panasonic filed a series of new lawsuits against Oppo and Xiaomi before the new UPC. So it would appear that the logjam has been broken.

**Walking the walk on IP theft:** For years, we have heard gripes about state-sponsored IP theft coming from Asia. This is a recurring theme behind the recent push to strengthen patent rights.

A bipartisan bill sponsored by U.S. Sens. Tammy Baldwin (D-Wisconsin) and John Cornyn (R-Texas) on July 27 aims to further empower U.S. law enforcement in their response to foreign IP theft. The bill, the “American IP Defense and Enforcement Advancement (IDEA)

Act,” promises to decrease the \$600 billion in annual damages caused by foreign IP theft.

**Google slapped even harder:** After being ordered to pay \$32.5 million to Sonos in May, Google took a bigger hit when a jury in the Western District of Texas (under Judge Alan Albright) found that the company’s Chromecast product violated Touchstream Technologies’ patent rights with its remote-streaming technology and must pay \$339M in damages. Although it is likely this verdict will be appealed and possibly reduced/overtaken by the United States Court of Appeals for the Federal Circuit, historically Google has not fared particularly well in such cases, with a sub-30 percent win rate on appeal. ☞

**Louis Carbonneau** is the founder and CEO of Tangible IP, a leading patent brokerage and strategic intellectual property firm. He has brokered the sale or license of 4,500-plus patents since 2011. He is also an attorney and adjunct professor who has been voted one of the world’s leading IP strategists.



Hit  
your  
target



Since 1985, **Inventors Digest** has been solely devoted to all aspects of the inventing business. Other national magazines merely touch on invention and innovation in their efforts to reach more general readerships and advertisers. Advertise with *Inventors Digest* to reach our defined audience.

**Inventors**  
DIGEST

For more information, see our website  
or email us at [info@inventorsdigest.com](mailto:info@inventorsdigest.com).

## Introducing the CATERPEELER



[genuinefred.com](http://genuinefred.com)



**April Mitchell**  
**4A's Creations, LLC**  
PRODUCT DEVELOPER FOR HIRE  
[april@4ascreations.com](mailto:april@4ascreations.com)





# IP Killed the Movies! **Not.**

LICENSING AND MERCHANDISING ARE NOT TO BLAME FOR THE CHANGING, FAILING STATE OF THE INDUSTRY **BY BRUCE BERMAN**

*All Eye on Washington stories originally appeared at IPWatchdog.com.*

**R**EPORTS OF the death of the movies at the hands of IP have been greatly exaggerated. Movie ticket sales are down and may never recover from pre-pandemic highs. The strike by actors and writers will not help, but the scarcity of new product might. Studios are racing to screen franchise movies that put people back into theater seats.

IP rights associated with franchises—Spider-Man, Iron Man, the Avengers, Indiana Jones, Star Wars—are being blamed for turning the movies into a veritable video game more focused on effects than people.

One UK magazine calls the current state of movies the “IP Apocalypse.” Another says, “Intellectual property killed the movie star.”

Movie stars are very much alive. They are simply hiding in digital costumes, taking on fewer of the roles serious-minded movie-goers would prefer.

Bloomberg said “the IP-to-movie playbook is by now well established,” referring to the well-known characters on which many movies are now based. The fact is that all movies are based on some type of copyrighted material, a book, script or otherwise, and use copyrighted music and trademarked brands.

IP is not the culprit in this scenario. Like a patented blockbuster drug or COVID vaccine, the most valuable IP rights are an easy target. Franchise films dominate not only because they are more marketable and a safer bet for investors but because people want to see them.

## Funeral for a friend?

The economics of the movie industry, never simple, are not that complex.

“Tar” was an excellent, if dark film with an extraordinary performance from Cate Blanchett.

It cost \$35 million to make and market and despite positive reviews grossed \$29 million worldwide, just \$6.8 million in the United States. The rule of thumb is that it needs to make twice what it cost to break even.

Funding and distributing movies internationally require a huge amount of capital and a willingness to take on multiple risks simultaneously. Franchise characters can mitigate the risk.

As an investor, would you rather pay to see Blanchett as Lydia Tar or as Hela in “Thor: Ragnarok?” The latter grossed \$855 million worldwide, a payday that likely allowed her to do “Tar.”

The amount of time a movie has to find an audience today is basically a single weekend. In three weeks, a good film may be gone from theaters, forever relegated to Netflix or Prime. The neighborhood movie house and most art cinemas are gone—and so, too, the opportunity for more obscure releases to find an audience.

Films need to at least cover their costs to continue to be made. If people want to see independent films projected on a theater screen, they must come out and support them in person by buying tickets, whatever the cost, and not wait for a streaming service to include them.

“Many of the most critically acclaimed films this century got their start as box office flops,” writes Variety.

It’s become abundantly clear you can’t judge the quality of a movie by its grosses—especially opening weekend grosses. It’s easy to blame intellectual property rights for the precipitous state of the movies. Antipathy toward all things IP, from inventions to vaccines, copyrighted recordings and branded goods, is epidemic. IP is supposedly the bad juju that’s messing everything up.

Franchise films with familiar characters are currently a safer bet for capital-dependent studios. Although they still present significant risk, they offer blockbuster potential and myriad licensing opportunities, and not just for toys. Their revenues



can be somewhat more predictably modeled to reassure cost-sharing co-producers and balance sheet-driven shareholders.

The first quarter of 2023 may have generated decent box office numbers compared with 2022 and 2021, but ticket sales in the United States and Canada are down 21 percent from the same pre-pandemic period in 2019—and that is not allowing for ticket price inflation. Disappointing results were a surprise for “Indiana Jones and the Dial of Destiny,” “The Flash,” and “Little Mermaid.”

“It’s a slowly dying business,” reports the *New York Times*, “but at least it is better than a quickly dying one.”

A series of changes—technological, economic and cultural—have a lot to do with it. At least some of the blame must be attributed to audiences who, except on rare occasions, no longer wish to see movies in theaters, and actors, writers and directors who opt for the biggest possible paydays.

### Recent exception: ‘Barbieheimer’

Some are looking at the relatively modest biopic, “Oppenheimer,” as a sort of litmus test for the future of cinema. The film, which opened on July 21 on the same day as “Barbie,” cost \$100 million to make and did \$82 million in opening weekend revenue—excellent business, especially for a non-franchise movie.

The opening weekend for another heavily promoted movie, “Barbie,” pulled in \$162 million, putting it on track to enter the exclusive billion-dollar club. More important from an investor perspective, it cost only \$145 million to make and release—about half that of other recent franchise features.

(In an effort to encourage ticket sales, “Oppenheimer” producer Universal Pictures announced it would not make the film available to stream until 100 days after its theatrical release.)

The reasons for audiences to reject movie-going and more challenging films are complex. Theater-quality audio and 4K video on a relatively large screen are easily brought into their



**If people want to see independent films projected on a theater screen, they must come out and support them in person by buying tickets.**

homes. The cost of a night out at the movies has skyrocketed; the inflationary cost of tickets, transportation and food are also factors. Attention spans are decreasing—a victim of social media and short-form videos, like TikTok.

Films are still meant to be projected. They look best on the big screen in a theater full of people able to control their urge to talk, eat and text for a full 100 minutes. Audiences are not used to listening and watching actively.

There is a place for franchise movies that rely on the latest special effects and a place for those films that reflect peoples’ lives. There is a history of big movies helping finance smaller, more difficult ones. It’s not an either/or proposition.

The movies have always been a strangely democratic medium. Audiences can still call the shots. No amount of IP-based licensing or publicity will change that. 🎬

**Bruce Berman** is CEO of Brody Berman Associates, a management consulting and strategic communications firm he founded in 1988. He has supported 200-plus IP-focused businesses, portfolios and executives, as well as law firms and their clients.





# Common Question, Easy Answer

YES, YOU CAN REFILE A PROVISIONAL PATENT APPLICATION—  
BUT CONSEQUENCES CAN BE SEVERE **BY GENE QUINN**

**T**HE QUESTION IPWatchdog receives most frequently from inventors, usually independent inventors, relates to whether a provisional patent application (PPA) can be refiled with the United States Patent and Trademark Office.

Before giving the correct answer, it is *critically important* for everyone to understand that if a PPA is refiled, it may become impossible for a patent to ever be obtained, period.

Can a provisional patent application be refiled? The short answer to the question is yes. The USPTO will be happy to have you refile the application, take your filing fee, and send you a new filing receipt.

The problem for you, as an inventor, is the consequence of refiling a PPA.

It may be very easy to do and seem like you've just extended the life of your original provisional application, but that is precisely not what has happened. And you may have—indeed, likely have—made it impossible to ever obtain a patent anywhere.

## Consequences of refiling

To understand the consequences of refiling a provisional patent application, remember that a PPA becomes abandoned 12 months after the filing date.

Yes, there is an additional two-month period that is available if a mistake is made, but this does not mean you have 14 months before a provisional application goes abandoned. The rule is 12 + 2, where the +2 months is available to revive lost priority from an abandoned provisional.

When a provisional application abandons, you lose the priority filing date that the provisional application establishes. If you refile a provisional patent application, you are establishing a new priority filing date. You are not entitled to capture the original provisional filing date.

This means anything and everything that has occurred after your first provisional filing date will be considered prior art. Furthermore, some things that occurred before your first provisional filing date that otherwise would not have

**Refiling may be easy to do and seem like you've just extended the life of your original provisional application, but that is precisely not what has happened.**



been prior art will also now be prior art that will prevent a patent from issuing.

### **Risky success story**

In one instance, I talked to an inventor who wanted to refile his provisional patent application into filing his PPA as a non-provisional patent application.

This PPA was created with great care. In fact, I had drafted it for him personally, and with a lot of assistance from him, to come up with several dozen flowcharts explaining his software.

We had always planned on going back and adding much more information at the time we filed the non-provisional patent application, but he was not yet making money from the invention, hadn't licensed it, and didn't want to give up yet.

Sound familiar?

We wrote one claim and filed exactly what was filed as a provisional patent application as a non-provisional patent application. It was several years before the patent examiner picked up the application for examination, at which time the inventor did have money to proceed. He ultimately received a patent.

This same story was repeated with another inventor in a very similar situation: The provisional patent application I drafted was ultimately issued as a patent.

Now, this is not what I would consider best practice, but if you do a good job on the provisional patent application it will be as detailed as a non-provisional—at least with respect to everything you are in possession of at the time of filing.

Drawings are your best friend to make sure you are disclosing as much as possible, and then you write at least one paragraph (hopefully more) describing what is shown in each drawing. At least you can wind up with something. ☺

**Gene Quinn** is a patent attorney, founder of IPWatchdog.com and a principal lecturer in the top patent bar review course in the nation. Strategic patent consulting, patent application drafting and patent prosecution are his specialties. Quinn also works with independent inventors and start-up businesses in the technology field.



## Classifieds

### **COPYWRITING AND EDITING SERVICES**

Words sell your invention. Let's get the text for your product's packaging and website perfect!

Contact Edith G. Tolchin:

(845) 321-2362

[opinionatededitor.com/testimonials](http://opinionatededitor.com/testimonials)

[editor@opinionatededitor.com](mailto:editor@opinionatededitor.com)

### **PATENT BROKERAGE SERVICES**

IPOfferings is the one-stop patent broker for today's independent inventor. In addition to patent brokerage, IPOfferings provides patent valuation services, intellectual property consulting, and patent enforcement assistance for the inventor confronting patent infringement.

For more information about IPOfferings,

visit [www.IPOfferings.com](http://www.IPOfferings.com) or

contact us at [patents@IPOfferings.com](mailto:patents@IPOfferings.com).

### **PATENT SERVICES**

Affordable patent services for independent inventors and small businesses.

Provisional applications from \$1,000.

Utility applications from \$3,000.

Free consultations and quotations.

Ted Masters & Associates, Inc.

5121 Spicewood Dr. • Charlotte, NC 28227

(704) 545-0037 (voice only) or

[www.patentapplications.net](http://www.patentapplications.net)

## NEED A MENTOR?

Whether your concern is how to get started, what to do next, sources for services, or whom to trust, I will guide you. I have helped thousands of inventors with my written advice, including more than nineteen years as a columnist for *Inventors Digest* magazine. And now I will work directly with you by phone, e-mail, or regular mail. No big up-front fees. My signed confidentiality agreement is a standard part of our working relationship. For details, see my web page:

[www.inventor-mentor.com](http://www.inventor-mentor.com)

Best wishes, Jack Lander



## IoT Corner

Microsoft unveiled a firmware analysis tool for Linux-based devices in its Defender for IoT package.

The analysis will automatically run a test on embedded software files to detect security risks. Devices can be analyzed before they are installed to prevent security issues from ruining a deployment.

The system can sniff out common issues such as hardcoded user accounts and outdated or vulnerable open-source packages, and improve the trustworthiness of future IoT devices. —Jeremy Losaw

## Wunderkinds

*Detroit Free Press* columnist Neal Rubin alerted us to an invention patented by 10 students at Bloomfield Hills (Michigan) High School: an alarm system for electronic scooters that are used in many U.S. downtowns. Elias Cengeri, Lucas Chin, Honor Hutchison, Katherine Konoya, Julia Mahoney, Keira Mahoney, Mihir Shah, Avani Nandalur, Evan Welch, Julia Xiao—who call themselves the Great Engineering Kids of Tomorrow—were honored August 8 at the Elijah J. McCoy Regional U.S. Patent and Trademark Office in Detroit. U.S. Patent No. 11,623,707 uses LIDAR (light detection and radar) to detect obstacles.



## What IS That?

You want real sox appeal? Make them in the form of a pizza. The **Pizza Sox Box** even comes with that little plastic table thingie we wrote about a few years ago. If you want fake breadsticks made from pantyhose, you're on your own.

## Get Busy!

The **Plant-Based World Expo** is September 7-8 at the Javits Center in New York City, with more than 4,000 people expected to attend. Industry predictions say the plant-based market will be worth about \$78 billion by 2025.

## WHAT DO YOU KNOW?

**1** On Sept. 1, 1486, the first known copyright was granted in which European city?  
**A)** Geneva **B)** Paris **C)** Amsterdam **D)** Venice

**2** **True or false:** George Eastman—who patented the roll film camera on Sept. 4, 1888, and founded the Eastman Kodak camera and film company—was not related to anyone in Linda McCartney's family.

**3** Which ancient invention came first—the dumbwaiter, or the elevator?

**4** Microsoft gave Windows95 its new name on Sept. 8, 1994. Before that, what was the product's code name?

**A)** Printz **B)** Bellaire  
**C)** Vision **D)** Chicago

**5** **True or false:** Louisa May Alcott, whose classic book "Little Women" was registered on Sept. 18, 1915, said she "never liked girls or knew many."



1. D. 2. True. Contrary to widespread media reports, Linda McCartney never was an heiress to the Kodak legacy. 3. The American National Standards Institute says: "It is strongly believed that Archimedes invented the first elevator back in 236 B.C., and his model functioned with hoisting ropes wound around a drum." Many sources say the dumbwaiter was invented in 230 B.C. 4.D. 5. True. This was a direct quote from her journal.

# DON'T MISS A SINGLE ISSUE!

Whether you just came up with a great idea or are trying to get your invention to market, **Inventors Digest** is for you. Each month we cover the topics that take the mystery out of the invention process. From ideation to prototyping, and patent claims to product licensing, you'll find articles that pertain to your situation. Plus, **Inventors Digest** features inventor pros and novices, covering their stories of success and disappointment. Fill out the subscription form below to join the inventor community.



## Inventors DIGEST

**ORDER ONLINE NOW**  
**WWW.INVENTORSDIGEST.COM**

TO PLACE NEW ORDERS OR RENEW SUBSCRIPTIONS BY  
MAIL FILL OUT CARD, OR CALL 1-800-838-8808 OR EMAIL  
US AT [INFO@INVENTORSDIGEST.COM](mailto:INFO@INVENTORSDIGEST.COM).

NAME (please print)

ADDRESS

CITY/STATE/ZIP

E-MAIL

PHONE

referral code/referring subscriber (if applicable)

☐ 1 YEAR \$42.00 U.S. ☐ 2 YEARS \$78.00 U.S.

Make sure to enclose payment and send to  
INVENTORS DIGEST 520 Elliot St., Suite 200  
Charlotte, NC 28202





Start your patent  
journey today!

Someone will cure diabetes.

Someone will build a smarter AI.

Someone will create a new energy solution.

Are you that someone?

## — THE INVENTOR'S — PATENT ACADEMY

In this first-of-its-kind, free e-learning tool, you'll get to know the world of patenting and IP, hear from real inventors, prepare for the challenges you may face when patenting, and learn to protect your invention so you can bring it to life.

[theinventorspatentacademy.com](http://theinventorspatentacademy.com)