

IN COOPERATION WITH



Intellectual Property Owners
Education Foundation

JUNE 2025

Volume 41 Issue 06

Inventors

DIGEST

AVATAR ED

IPOEF MAKES HISTORY
WITH AI-SOURCED IP BUDDY
TEACHING TOOL



\$5.95

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

IP HELP FROM YOUR BUDDY

Learn about intellectual property with **IP Buddy**, a first-of-its-kind, AI-powered digital assistant designed to make understanding intellectual property (IP) more approachable, engaging, and accessible.



Try it out at
ipbuddy.ai



Contents

June 2025 Volume 41 Issue 6



10

They Said **What?**

- 6 "The primary designer of the world's most powerful weapon—at age 23—called his creation Mike."
- 9 "Copyright law will protect your photo (or other depiction) of your sighting of Elvis."
- 11 "You can almost see the ubiquitous guy with his shirt off on the cover of a Harlequin romance paperback."
- 17 "If you can't beat fear, just do it scared."



18

QUICK READS

- 12 InventorArchives
- 17 Inventor Update
- 30 AI ABCs
- 33 Now Starring: IP

Feature

20 **Fun and Learning in the Ask**

IP Buddy Revolutionizes IP Education

Inventor Spotlight

18 **Birthing New Hope**

Woman's Fertility Aid Beats the Odds

Departments

4 **FluidityIQ**

Transforming Information Intelligence

6 **Editor's Note**

First With H-Bomb, First in Peace

7 **Everybody's Talking**

Seeking Fuller Inclusion

8 **Inventor School**

Elementary, Essential Education

10 **Time Tested**

Wristwatch Inventor(s)

14 **Social Hour**

Your LinkedIn Top 10

26 **Bright Ideas**

Innovation That Shines

28 **Think Marketing**

Marketing: A Deeper Dive

32 **Prototyping**

Drawing for 3D Printing

34 **IP Market**

Musk Is Wrong

38 **Patent Pending**

Ideas Can't Be Patented, But ...

42 **Eye On Washington**

Pro-Patent Bills Reintroduced;
Lutnick Buys Inventors

46 **Inventiveness**

Focus on the Fun and Fascinating

What's Your Best Patent Intelligence Tool?

Consider these qualities and features independent inventors should be looking for **BY JAMIE CARNS**



If you're an independent inventor, understanding the IP landscape of your technology is critical—both to avoid reinventing the wheel and to protect your own ideas.

Fortunately, modern patent intelligence solutions have become more accessible, especially with the help of AI. But with so many options it can be hard to determine what features are most important and compare apples to apples.

How do you evaluate which tool is right for you?

Here's a checklist to help you assess patent intelligence platforms with your needs and budget in mind:

Ease of use. Uncovering the insight you need shouldn't require deep expertise in patent searching. Knowledge of your own innovation and field should be a sufficient starting place. Look for:

- A clean, intuitive interface
- Type-and-go, natural language search functionality
- Tool tips or tutorials for first-time users

Quality and relevance. A good tool should return high-quality results relevant to your invention. A great tool takes the guesswork out of understanding why these results matter. Check whether the platform offers:

- AI-powered semantic search that goes beyond exact keyword matching
- Global patent data (not just from the USPTO)
- Grouping results by inventive concepts and relevancy scoring for quick review

Accessible Insights. Patent data can be dense. Next-generation tools help you spot trends and answer critical business questions without having to read every patent. Look for:

- The ability to quickly and easily pinpoint where key concepts or phrases appear in your results
- Automatic comparison summaries that highlight how your idea stacks up against key existing patents
- An IP-savvy AI assistant that can answer questions about particular patents in your search results,

create reports, analyze patents alongside other documentation, and more.

These features help you determine whether your idea is unique, if other players in the space are working on similar inventions, and even if it makes sense to invest in filing a patent.

Affordability and access. Many enterprise tools are out of reach for the budget of a solo inventor. You should be able to pay for the insight you need when you need it. Look for:

- Affordable plans or pay-as-you-go models
- No required long-term contracts
- The ability to get started quickly with self-service

Cost versus utility

Free patent intelligence tools can be a helpful starting point, but they often come with serious trade-offs.

Many lack global coverage and return overwhelming and poorly ranked results. Some don't update their data regularly or restrict full-text access, making it easy to miss critical information. For independent inventors, these gaps can lead to missed patents, weak patent applications, or unnecessary legal costs down the line.

That's why it's worth evaluating tools not just on price, but on usefulness. An affordable, inventor-friendly platform with good AI search, strong data coverage, and clear visualization can save you time, money and frustration.

Don't settle for a tool that makes patent research harder than it has to be. Choose one that works as hard as you do to protect your ideas.

Jamie Carns is the product lead at FluidityIQ, where he's helping reshape how innovators uncover insights from the global patent landscape through AI-powered intelligence. With over 15 years' cross-industry experience, from IP and financial services to e-commerce, Jamie has built a career at the intersection of data, technology and business strategy, consistently delivering analytic solutions that turn complex data into clear decisions.



PART 1 OF 2

Patent Essentials

From a former USPTO official: Why a patent search matters, and how to do it right

Patents can feel overwhelming for inventors. To help demystify things, FluidityIQ CEO Jeff Roy sat down with Rick Seidel, former deputy commissioner for patents at the U.S. Patent and Trademark Office (USPTO).

This two-part series covers candid, practical advice for understanding patents and the filing process drawn from decades of experience inside the nation's top patent authority. This interview has been edited for clarity and length.

Jeff Roy: How has patent searching evolved, and what impact is AI having on the process today?

Rick Seidel: When I started as a USPTO examiner in the 1980s, patent searching was entirely paper based, and we were limited to physical records. Around 2000, computer-based searching took off with Boolean operators, and that evolved steadily.

More recently, AI has been a game-changer. It expands the search window globally, handling hundreds of millions of documents in real time. While some examiners were skeptical, more than 50 percent now use AI tools routinely.

AI's ability to surface relevant patents based on contextual meaning, not just keywords, makes it easier and faster to find what

Matters—especially as traditional keyword searches risk missing critical concepts like “feline” instead of “cat,” if you're not careful.

Jeff Roy: Why is it so important for independent inventors to conduct a patent search?

Rick Seidel: The search is really important. You need to know: Is there anything else out there that jumps out at you as being similar to your invention?

If you have an idea with drawings, and your patent search turns up carbon copies owned by someone else, stop. You're not going to get very far. But if you do a thorough search and don't see anything like it, then move forward.

A good search helps you understand what's out there and whether your idea truly has a

chance to mature into a patent.

Jeff Roy: What advice do you have for first-time inventors when conducting a patent search?

Rick Seidel: One of the biggest challenges is being too specific. You need to think more broadly.

For example, say you've invented a cargo ship that moves containers from point A to B. In a search, that same concept could apply to a conveyor belt—still moving items from A to B, just on land.

Thinking outside the box helps you uncover related prior art and draft stronger claims. If your claims are too narrow or too broad, you risk rejection. Broader thinking leads to better searching and better patents.

In Part 2, Jeff and Rick will walk through the patent filing process and share tips to help first-time inventors avoid common mistakes.

Jeff Roy is cofounder and CEO of FluidityIQ, an AI-powered innovation intelligence platform transforming how inventors and their partners access and act on patent and research insights. With 30-plus years in leadership across startups to global enterprises, Roy has helped shape the modern information industry.



In his role as deputy commissioner for patents at the USPTO, **Rick Seidel** provided executive oversight to examination and processing operations. With over 40 years' experience, he's a leading voice on change management, innovation policy and enabling stakeholders to navigate the patent system with clarity and confidence.



Access the full interview and more inventor-focused resources and insights at FluidityIQ.com/InventorsDigest.



First With the H-Bomb, Then First in Peace



The affable, soft-spoken Richard Garwin always said, “call me Dick.” The primary designer of the world’s most powerful weapon—at age 23—called his creation Mike.

The United States detonated the first hydrogen bomb at Enewetak Atoll in the Pacific Marshall Islands on November 1, 1952. Mike (also known as The Sausage) yielded 10.4 megatons of TNT and instantly vaporized an entire island, leaving a crater more than a mile wide. The force was nearly 1,000 times as powerful as the atomic bomb that demolished Hiroshima.

Although viewed by the U.S. government as urgently vital protection amid an escalating worldwide weapons race, Mike worried Dick. So did the prospect of future code-named “improvements.” He spent the vast majority of his life, which ended May 13 at age 97, advocating for arms control.

A particle physicist and inventor with 47 U.S. patents and more than 500 published papers, Garwin led a life of historic accomplishment and influence. He contributed to every nuclear test ban treaty since 1958 and advised many U.S. presidents. He consulted with the government on many secret programs, including providing advice on networked radars to detect incoming Soviet bombers in 1953.

According to the blog *The Conversation*, Garwin participated in a Zoom meeting with Russian nuclear weapons experts just weeks before his death, discussing possible steps if U.S.-Russian political relations improved enough to resume discussions of nuclear restraint.

“We want not to push nuclear-armed nations into a corner and make them desperate ... it’s in our own interests not to do it with nuclear adversaries,” he said in a 1984 interview.

Such commitment led to his receiving the National Medal of Freedom from President Barack Obama in 2016. He also won the National Medal of Science in 2002.

It’s hard to fathom the extent of technological advancement Garwin experienced and furthered, growing up in the early days of television and automobiles; being a central figure in nuclear advancement; living through the dawn and evolution of the internet; witnessing the early days of the AI revolution.

Garwin got his Ph.D. at the University of Chicago in Illinois under Nobel Prize-winning nuclear physicist Enrico Fermi, who called him “the only true genius I have ever met.” Maybe Dick’s master stroke was fighting to ensure his Mike never begat any active Toms or Joes.

—Reid
(reid.creager@inventorsdigest.com)

Inventors

DIGEST

EDITOR-IN-CHIEF
REID CREAGER

ART DIRECTOR
CARRIE BOYD

CONTRIBUTORS
ELIZABETH BREEDLOVE
LOUIS CARBONNEAU
JACK LANDER
EILEEN MCDERMOTT
GENE QUINN
WILLIAM SEIDEL
EDIE TOLCHIN

GRAPHIC DESIGNER
JORGE ZEGARRA

INVENTORS DIGEST LLC

PUBLISHER
LOUIS FOREMAN

© 2025 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

EVERY MAY, National Inventors Month offers an opportunity to celebrate the minds that have shaped our world. Yet too often, we still tell only half the story—lifting the same cast of inventors, typically white men, while overlooking the brilliant women whose ingenuity has transformed our daily lives.

This omission is more than an oversight. It's a distortion that harms us all, costs businesses market share and lessens our ability to solve world problems and compete.

Imagine a world without GPS, Wi-Fi, computers, laser cataract surgery, car turn signals, windshield wipers, or even the rear-view mirror. These are not conveniences; they are essential technologies that power how we navigate, connect, see and stay safe. Each one was invented or advanced by a woman.

Women have always been inventors. Mary Anderson gave us windshield wipers in 1903. Florence Lawrence created the first turn signal and brake light system for cars.

She chose not to patent her inventions because “Why would you patent something that would benefit mankind?” Men did not share her values and subsequently patented them.

When women are stereotyped or their feats excluded from textbooks, museums, documentaries, and media, boys and girls grow up believing that innovation is a man's

game—usually, a white man's game. The damage is deep: We lose aspiring minds before they even begin to dream. Today, women hold fewer than 30 percent of jobs in the STEM workforce—and women of color hold fewer than 3 percent.

We need school curricula and media stories that acknowledge and showcase women's serious contributions. We need venture capital investing in women's ideas.

Let's honor the past by correcting the record. Let's ignite the future by showing every child that innovation is not bound by gender, race, or background. It belongs to all of us.

—JANE PITT

Board chair, National Center of Women's Innovations

Well said! Women are still far underrepresented on patents and often stigmatized as less capable of productive innovation than men.

Inventors Digest has always championed women inventors, even running cover packages detailing their slow progress; has several women among its monthly contributors; and National Inventors Month was co-originated in 1998 by Joanne Hayes-Rines during her 20-plus years as the face of Inventors Digest. We will always promote and celebrate the importance of women as inventors and thought leaders.—Editor



CONTACT US

Letters:

Inventors Digest
520 Elliot Street
Charlotte, NC 28202

Online:

Via inventorsdigest.com, comment below the Leave a Reply notation at the bottom of stories. Or, send emails or other inquiries to info@inventorsdigest.com.

HOW CAN YOU SUE SOMEONE YOU CAN'T FIND?

Teresa La Dart Marasco has the same problem as a sore-armed tennis player: failure to serve.

In a lawsuit filed in April, Marasco claimed Taylor Swift unlawfully used her poetry and visuals in four albums—“*Lover*,” “*Folklore*,” “*Midnights*” and “*The Tortured Poets Department*.” She's seeking \$30 million in damages but says she can't find Swift to send the legal documents due to the singer's extensive security, private travel and secret residences.

This is Marasco's second suit against Swift. She had filed a copyright infringement charge in August 2022 over similarities to a book Marasco wrote in 2010 but dropped it in July 2023—again, because she couldn't find her.

INVENTING 101

Going the Private-Label Route

BY DON DEBELAK

PPRIVATE-LABEL manufacturers make products for other companies to be sold under the buying company's name. Inventors can pursue this strategy to build a quick sales base, or when the market resists a one-product company.

For example, most inventors won't have much luck selling a painting accessory to mass merchants such as Walmart. Inventors often find another company that does sell to mass merchants. They then offer their product to that company to sell under the selling company's name.

Private-label manufacturers cut into an inventor's profits, as companies buying the private label will buy the product from you at 20 percent to 25 percent below what distributors pay. But in return, inventors get an established sales base.

Because inventors can sell both on a private-label basis and under their own name at the same time, a private label contract can provide the volume inventors need to successfully launch their own businesses.

Products that are natural extensions of other product lines are ideal private-label products. For example, your product might be a good fit on a rack that allows people to bake four sheets of cookies at a time instead of two sheets.

Maybe this product doesn't have enough appeal to get mass merchants to carry it from a separate company. But the product is an ideal complement for a company selling other, similar baking products, such as cookie trays, spatulas and cooling racks.

Goals

- Enter competitive markets where one-product companies are at a marked disadvantage.
- Develop sales for a product that helps consumers but doesn't have the potential of being a major factor in the market.
- Create a sales base that will help support sales under an inventor's own brand.
- Secure a contract so that an inventor can get the financing he or she needs to begin production.
- Develop a relationship with a company that could eventually result in a licensing agreement.

Getting started

Have a prototype. Inventors need a "looks-like, works-like" prototype before landing a private-label agreement. A company is going to want to see and test your product first. If you don't have the ability to make the prototype, you may be able to get a contract manufacturer to make it for you at a low cost if you can negotiate a deal.

Conduct and show your research. When you approach a company with a private-label proposal, you must show that the company's target customers like your product and feel it helps them accomplish their goals. The best research might arise from a study of a group of target customers actually using the product.

Find a manufacturer. You are responsible for providing the product in a private-label agreement, either by making the product yourself or having it made by a contract manufacturer. Typically, you will need to have found a manufacturer that will be willing to make your product in a large enough quantity so it will interest the private-label partner.





SHADES OF IP

PATENTS

TRADEMARKS

COPYRIGHTS

TRADE SECRETS

What Does a Copyright Protect?

MANY PEOPLE know what kinds of elements are protected by copyright, but there is often confusion and misinformation about what a copyright does not protect.

According to copyright.gov, copyright “protects original works of authorship including literary, dramatic, musical, and artistic works, such as poetry, novels, movies, songs, computer software, and architecture.” Such intellectual property protections have never been more important with the kind of money that can be at stake—and never more high profile as copyright disputes involving celebrities and performers gain increasing media attention.

An irony about copyrights is that they don’t protect facts, ideas, systems or operation, but they can protect the way these elements are expressed in a book, song, movie, etc.

You can’t copyright things such as names, titles, slogans, logos or short phrases. That protection is generally reserved for trademarks. Copyright protection may be available for logo artwork that contains “sufficient authorship,” per copyright.gov.

If you feel you have an important written work, you can apply for a copyright even if the work has not been published.

The copyright.gov website is not only informative, it has a sense of humor. The hypothetical question, “How do I protect my sighting of Elvis?” is answered thusly:

“Copyright law does not protect sightings. However, copyright law will protect your photo (or other depiction) of your sighting of Elvis.”



Pick the right partner. Companies that have the second through fifth market share positions are usually best to approach, as they are typically not complacent and are more willing to take a chance on a new product.

Approach the target company. Decide on the target end user price, then approach the company and say you are willing to sell it on a private-label basis for 40 percent of the end-user price. Most companies will only want to pay 35 percent, so expect to receive less. This percentage is low—but you won’t have sales and marketing costs, and you will typically end up with much higher sales than you could generate on your own. 📌

Don Debelak is the founder of One Stop Invention Shop, offering marketing and patenting assistance to inventors. He is also the author of several marketing books. Debelak can be reached at (612) 414-4118 or dondebelak@gmail.com. Don’s Facebook page: facebook.com/don.debelak.5.



VITAL VOCABULARY

Abstract

This term refers to a brief summary at the beginning of a patent application, designed to provide a quick but clear understanding of an invention’s purpose and features.

The United States Patent and Trademark Office recommends the Abstract be between 50 and 150 words. It also states—and this is a prohibition where many applicants make a crucial error—that the Abstract “shall not contain statements on the alleged merits or value of the claimed invention or on its speculative application.”

FREE ONLINE HELP

Get inside the mind of a USPTO patent examiner, or prepare for a career to be one.

The timing has never been better, given the agency’s current patent backlog. A **Virtual Hour With USPTO Patent Examiners** is available from noon to 1 p.m. ET on June 4, 11 and 18.

If you are a U.S. citizen or national and are graduating this year with a focus in physical sciences, life sciences, math, engineering, or related fields, you can apply to patent examiner vacancies that specialize in (including but not limited to): biomedical engineering, chemistry, chemical engineering, computer science, electrical engineering, mechanical engineering and physics.

For more information, contact recruitment@uspto.gov.



Puttin' on the Wrist

ICONIC FATHER'S DAY TIMEPIECE, FIRST PRESENTED TO A WOMAN, CONTINUES TO EVOLVE **BY REID CREAGER**

ONE OF the most popular Father's Day gifts—the wristwatch—was invented to be presented to a woman.

Which inventor and which woman is in dispute. Of course, you can query more than one popular search engine “Who Invented the wristwatch?” and get the answer that it was Abraham-Louis Breguet in 1810, for Queen Caroline Murat of Naples. That could well be correct.

But as we've told you time and time again (pun intended): If you want to responsibly research in this era of kneejerk internet information borrowing and sharing, sometimes it's going to take a deeper dig. And you can learn some fun and juicy stuff along the way.

We'll get to that part—as well as discussing how this timeless statement of fashion and function has evolved culturally and mechanically in the past century-plus.



Abraham-Louis Breguet's 1810 masterfully created timepiece for Queen Caroline Murat of Naples set the standard for which all other wristwatches followed.

Napoleon connection

Perhaps Breguet is most commonly known as the inventor of the wristwatch because he was famous for his timepieces.

With good reason. His artistic creations—in various forms, usually worn in jacket pockets for men and in jeweled necklaces for women—were de rigueur throughout Europe. Breguet's watches ranged from the bare-bones, pocket Souscription with a simplified architecture, white enamel dial and the time displayed by a single hand to the self-winding Breguet No. 160 (known as the Pendule Sympathique), a watch and a clock that are connected. That one was made for Marie-Antoinette.

England's Queen Victoria is said to have taken a Breguet travel clock on her royal tours. The

Duchess of Wellington fancied Breguet No. 3023—a quarter-repeating, neoclassical model now on display at The Louvre in Paris.

On April 24, 1798, Napoleon Bonaparte bought his first carriage watch from Breguet. Records in the Breguet archives refer to “Vendu à Bonaparte.” This transaction with the esteemed French general led to a different kind of history.

A piece to be worn on the wrist or arm was nowhere to be found in 1810, when Breguet was commissioned by Queen Murat (Bonaparte's youngest sister) to produce a slim, oval timepiece to be worn on a bracelet of woven hair and gold thread. Breguet No. 2639, the Reine de Naples, set the standard for which all other wristwatches followed.

In a comprehensive examination of Breguet's works and their relationship to the Bonaparte family, *Alethea* magazine says the Reine de Naples carried the unprecedented designation of “*répétition de forme oblongue pour bracelet*” (repetition in oblong form for bracelet). The piece went into production on August 11, 1810, and was completed on December 21, 1812.

His queen and more?

The other instance claiming the invention of the wristwatch involves a gift to a queen for an entirely different reason.

It was the product of one of the most gossiped public relationships of the 1500s and still a hot topic today. The lifelong friendship between Robert Dudley, the married 1st Earl of Leicester, and Queen Elizabeth I was said by many to be a lot more—although Elizabeth reportedly insisted on her deathbed there was never anything romantic. (Many internet accounts routinely characterize the relationship as a three-year affair, with some speculating that the two had a “love child.”)

According to vintagewatchstraps.com, Dudley's 1571 New Year's gift to the queen contained a spring-driven watch that was intended to be worn on the arm, presumably in a visible place like the forearm or wrist. Another account described a clock full of diamonds suspended by a bracelet that could be worn as a bracelet.

Historians have written at length about the soap opera relationship between the two, with Dudley alleged to have been an extortionist and serial killer. His first wife died falling down stairs in what was ruled an accident. Some suspected Dudley of foul play.

Their connection continues to be popular fare on the eve of the 21st century and beyond—evidenced by the 1998 movie “Elizabeth” starring Cate Blanchett and Joseph Fiennes, and by the 2005 TV series “Elizabeth I” with Helen Mirren and Jeremy Irons.

In the following passage by author Dr. Charles Kightly, you can almost see the ubiquitous guy with his shirt off on the cover of a Harlequin romance paperback:

“The minute Elizabeth became queen in 1558, Dudley rushed to her side, literally mounted on a white charger. She immediately appointed him her Master of Horse, responsible for the travels of the court and its entertainment.

“It soon became plain that this was no mere reunion of childhood friends. Lord Robert was ‘singular well-featured,’ almost six feet tall with long shapely legs. The queen was violently attracted to him, and he to her. Day after day they rode and danced together, or whispered in alcoves.

“Rumours that they were lovers were rife, and not only at court. Old Mother Dowe of Brentwood was jailed for assuring her neighbours

Perhaps Abraham-Louis Breguet is most commonly known as the inventor of the wristwatch because he was famous for his timepieces.





Above, left to right:
The Elongated
Cartier Tank wrist-
watch (1919);
Hublot's Big Bang
(2005); an adver-
tisement for the
first waterproof
wristwatch (1918).

that 'My Lord Robert hath given Her Majesty a red petticoat'—that is, had taken her virginity."

Sprung by World War I

If human drama and our appetite for it are timeless, so is the appeal of an attractive and dependable timepiece on the wrist.

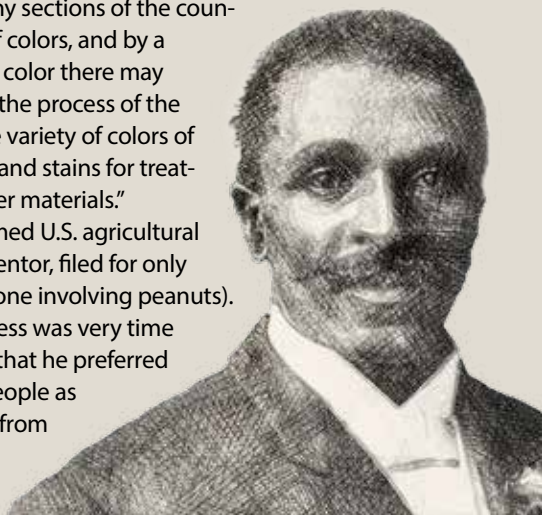
The latter has undergone much evolution, with *Watchtime* magazine providing an excellent decade-by-decade capsule chronicling of trends since the early 1900s.

INVENTOR ARCHIVES: JUNE

June 14, 1927: George Washington Carver received a patent for a process of producing paints and stains.

His application for U.S. Patent No. 1,632,365, which had no illustrations, said the process would come from clays. "Clays are found in many sections of the country of a variety of colors, and by a proper choice of color there may be produced by the process of the invention a large variety of colors of pigments, fillers and stains for treating wood or other materials."

Carver, the famed U.S. agricultural scientist and inventor, filed for only three patents (none involving peanuts). He said the process was very time consuming and that he preferred to let as many people as possible benefit from his inventions.



Previously viewed as a girly-girl accessory, the wristwatch sprang into mass popularity during World War I due to the convenience of it not having to be removed from a pocket. When worn by soldiers on the front lines, the watches often had protective grids to cover their breakable crystals.

Before long, the wrist timepiece was a fashion craze. Louis Cartier's vertical, elongated Cartier Tank in 1919 was one of the earliest examples.

Art deco styles emerged in the 1930s; earlier pilots watches with large, readable faces were standard favorites during World War II; the Rolex Submariner in 1953 launched the era of round, watertight, sporty, self-winding watches; space-age-looking models in the Sixties predated the 1969 U.S. moon landing; the quartz look exploded in the 1970s and colorful, theme models in the 1980s; mechanical watches took off in the 1990s.

The 2000s rang in with the intricate Hublot's Big Bang—the case alone made of more than 50 individual parts—and the "skeletonizing" of the face by revealing the watch's interior parts.

Important firsts, as listed by *Luxury Bazaar*, included Cartier's pilots watch in 1904; the waterproof wristwatch (1918); the first digital model (1922); calendar (1925); date window (1930); alarm (1947); electric (1957), and quartz (1969), followed by a flood of high-tech refinements that continue today.

But arguably the most important first—and most significant mechanical advancement—was the debut of the automatic wristwatch. Invented by British watchmaker John Harwood in 1923, it featured a rotor system that could wind the watch's mainspring when the user moved his or her wrist. No more winding by hand.

Harwood's patented work was in the spirit of the 1770s invention by Abraham-Louis Perrelet in Switzerland. His design utilized a side weight to harness energy from the wearer's movement, although his watch was not a wristwatch. ⌚

You've Got the Big Idea. Now Get the Valuable insight.

Smarter research. Faster answers. Fewer regrets –
Patent intelligence for the independent inventor.

Before you invest in bringing a product to market, filing a patent, or pitching an investor, get the clarity you need to succeed. **FluidityIQ** helps you make confident, informed decisions by giving you the information to answer questions like:



Is my idea protectable with a patent?

Make a smart, informed decision before filing a patent application.



Is there something similar in the market?

Quickly find the most relevant existing patents – even if they use different terminology – to identify competitors or potential collaborators.



Can I leverage my idea to attract investors?

Back your pitch with credible insights that show you've done your homework.

You don't need endless resources to think strategically. With FluidityIQ, you can search smarter, assess risk, and uncover opportunity — all without breaking the budget.



Get started today at
FluidityIQ.com/InventorsDigest



Your LinkedIn Top 10

STEPS FOR BUILDING A PROFILE THAT WILL GIVE YOUR INVENTION NARRATIVE IMPACT **BY ELIZABETH BREEDLOVE**

LINKEDIN CAN be one of the most powerful platforms for building your professional reputation as an inventor, networking with other entrepreneurs, and opening doors to new business opportunities.

Whether you're looking to license a patent, attract investment, gain media attention or establish yourself as an expert in your field, your LinkedIn profile should stand out.

Many people treat LinkedIn like a digital résumé, but it should be much more than that. Here's how to create a high-impact profile that positions you as a leader in innovation.

1 Start with a strong profile picture and banner. First impressions count, and your profile picture and banner are the introduction to your professional identity on LinkedIn. Choose a high-quality, professional headshot; a selfie in your dark garage or a blurry image from a conference won't cut it. You don't necessarily need a formal photo, but it should be well-lit, focused and current.

Your banner image—the large horizontal space behind your profile photo—is also prime real estate. Instead of leaving it as the default blue background, customize it with something relevant to your work. This could be a product photo, a prototype in the lab, a rendering of your invention, or even your logo with a brief tagline.

The goal is to provide context for your profile and make it instantly clear what kind of work you do.

2 Sell yourself with your headline. Many LinkedIn users default to simple headlines like “Engineer” or “Inventor,” but this misses a huge opportunity. Instead of stating your job title, consider including the type of inventions you work on, the impact of your work, or even a quantifiable achievement.

Example: “Inventor | 12 Patents in Wearable Tech | Creating Healthier Futures Through Innovation.”

Your headline follows you across the platform, so make sure it's compelling enough to inspire people to click.

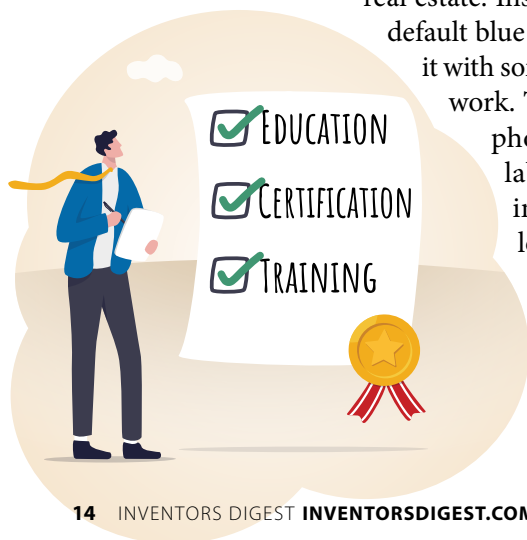
3 Tell your story in the “About” section. Think of the “About” section as your professional narrative—a place to connect with your audience emotionally and intellectually.

Use this space to explain what drives your curiosity and how your inventions solve real-world problems. Highlight your most notable innovations, relevant patents and entrepreneurial milestones. If you've received awards, funding or media attention, this is the place to mention it.

End the section with a clear call to action. Let people know you're open to partnerships, licensing opportunities, media inquiries or speaking engagements. Write in a conversational tone, and keep your paragraphs short to maintain readability.

4 Showcase more than job titles in the “Experience” section. Unlike a traditional résumé, LinkedIn's “Experience” section gives you space to expand on your accomplishments in each role you've filled.

Whether you've worked in product development for a large corporation, founded a startup or pursued your inventions independently, describe





Describe the impact of your work rather than just listing your responsibilities. If you can, share the names of your inventions or any public patent numbers.

the impact of your work rather than just listing your responsibilities. For each position, highlight the inventions or products you developed.

If you can, share the names of your inventions or any public patent numbers. Describe the stage of development—prototype, production, in-market, or licensed—and include any noteworthy achievements like awards, grants or major partnerships.

Quantify your success when possible. Mention funding amounts, units sold, or other measurable outcomes.

5 Put your work on display in the “Featured” section. This section allows you to showcase your work by adding external links, uploading documents, or embedding videos directly onto your profile.

Use it to display patent documents, demo videos, product photography, pitch decks, press articles or even crowdfunding campaigns. This is the best place to show off what you’re working on.

6 Highlight relevant expertise with skills and endorsements. LinkedIn allows you to list up to 50 skills on your profile, but you should be strategic about which ones you choose.

As an inventor, include technical skills such as product development, CAD modeling, prototyping and patent strategy. If your work overlaps

with business or manufacturing, include skills such as licensing, commercialization or supply chain management.

Endorsements from other users can further validate your expertise. While not as powerful as a written recommendation, they help reinforce your credibility and boost your visibility in search results. Consider asking colleagues or collaborators to endorse you for the most relevant skills.

7 Build social proof with recommendations. Few things offer more social proof than a glowing recommendation from someone who has worked closely with you. Contact former teammates, advisers, co-founders or partners and ask them to write a short testimonial about your work ethic, creativity or results.

A great recommendation highlights your specific achievements and your technical skills, as well as your character and problem-solving ability.

8 Include education, certifications and training. Your educational background can help establish credibility—particularly if your degree is related to engineering, science or design.

Even if you’re self-taught or didn’t follow a traditional academic path, you can still highlight certifications or trainings that support your work as an inventor. This could include

certifications, startup accelerators, product design bootcamps or even online courses in areas such as 3D modeling or electronics.

9 Use keywords strategically. Like any search engine, LinkedIn relies on keywords to deliver relevant results. If someone is searching for an “IoT inventor” or a “sustainable packaging expert,” the words you use in your profile can determine whether you show up.

Incorporate relevant terms throughout your headline, “About” section, job descriptions and skills. Don’t overload your profile with jargon, but use terms that reflect what someone might type when looking for an expert like you.

10 Customize your URL and contact information. Instead of a string of random numbers, claim a cleaner link such as [linkedin.com/in/janedoeinventor](https://www.linkedin.com/in/janedoeinventor). It looks more professional and is easier to include on business cards, websites, or email signatures.

Also, double-check that your contact info is current. Include a professional email address and, if applicable, a link to your personal website, portfolio, or booking calendar. If you’re actively seeking opportunities, make it as easy as possible for someone to contact you.

Always think narrative

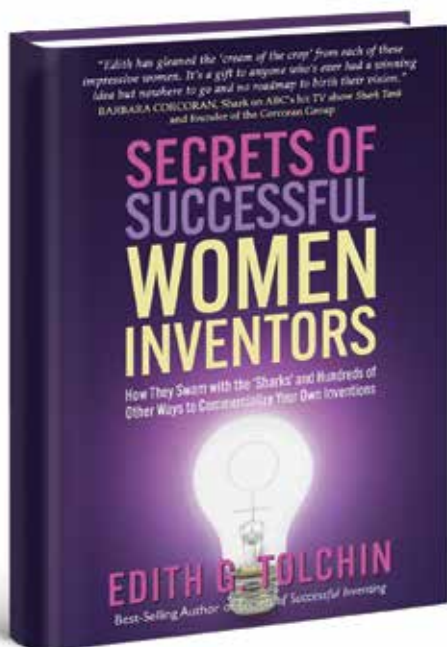
As an inventor, your work is often groundbreaking—but it won’t get the attention it deserves if it’s buried behind a lackluster LinkedIn profile.

Your profile can become a powerful tool for storytelling, networking and business growth if you use it to create a narrative that showcases your passion, highlights your achievements and invites others to connect with your mission. 📌

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, and at squareonepublishers.com.



Edith G. Tolchin
(photo by Amy Goldstein Photography)

Edith G. Tolchin knows inventors!

Edie has interviewed over 100 inventors for her longtime column in *Inventors Digest* (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.



(ad designed by
joshwallace.com)

Pow! Added Impact for SUPERX

A **HIGH-PROFILE** new partnership, milestone growth moment and celebrated addition to its roster of thought leaders—all in the past year—are helping to entrench SUPERX's expanding position of influence and impact in the activewear space.

Austin Gayne, the company's millionaire founder, was the subject of *Inventors Digest*'s cover feature last August. He told us that SUPERX (superx.co) recently launched a partnership with "Star Wars."

The company also was entered to be one of Inc. 5000's fastest-growing brands, marking a significant moment in its growth trajectory. And Ryan Deluca, the founder of Bodybuilding.com,

joined SUPERX's board of advisers, bringing valuable industry experience and strategic insight.

Gayne is excited about the company's growing stable of proven, iconic partners.

"Through official partnerships with Marvel, 'Star Wars,' Mortal Kombat, DC Comics, Hasbro, Ubisoft, Disney and more, SUPERX is going from a niche brand focused on creating superhero activewear to being recognized as a collaborative fitness brand for pop culture," he said.



Beautiful Comeback

FOR AN inspirational story, this one is pretty rich. Sheila Bella grew a wildly successful, 400-person microblading (eyebrow tattooing) business in North Hollywood in three years, with two Beverly Hills locations; began to struggle and was trying to keep it alive when her business was *Inventors Digest*'s June 2021 cover feature, but lost it all; and now runs her second multi-million-dollar business, an online mentorship program for women called Pretty Rich Bosses.

"I had to pivot," she says. "I borrowed money to hire a business coach." It must have helped, because she says she built her second multi-million-dollar business in just six months.

The Philippines-born Bella—mother, artist, entrepreneur, innovator, motivator—now oversees a brand helping thousands of beauty entrepreneurs scale with strategic marketing, automation and high-ticket sales frameworks. She says Pretty Rich Bosses has coached hundreds of service-based businesses to hit six or seven figures: "From lash techs to nurse injectors, we're seeing real financial freedom stories come to life every month."

The star of her new business is Belavate, an all-in-one Customer Relationship Management and marketing automation system built specifically for the beauty and medspa industry. It combines booking, email/text marketing, pipeline automation and client management in one platform.

In demand as a speaker at national beauty business events, she also expanded her podcast, the CEO Glow Show—top-rated in the beauty and business category on iTunes and featuring powerhouse interviews with Christian entrepreneurs, educators and industry leaders. She was appointed president of the American Academy of Micropigmentation.

Bella lives her most inspirational quote, "If you can't beat fear, just do it scared," while living the dream because she would not give up on herself.



Birthing New Hope

ILLINOIS PH.D.'S ACCLAIMED FERTILITY AID RESULTED FROM HER OWN CONCEPTION CHALLENGES **BY EDITH G. TOLCHIN**

ACCORDING TO the U.S. Centers for Disease Control and Prevention, 13.4 percent of women in the United States face infertility (“impaired fecundity”). Dr. Jennifer Hintzsche of Dixon, Illinois, is an inventor who found an exciting option to solve this problem.

Edith G. Tolchin (EGT): Please tell us about your background. Where are you from?

Jennifer Hintzsche (JH): I always liked science, but it wasn’t until college that I really started to geek out about all the things I didn’t know about biology. It was fascinating!

I went to grad school thinking I wanted to do cancer research in biology. But not realizing my lack of bench skills, I was kicked out of my first lab. It was then an adviser told me he thought I’d be good at coding, so I gave it a shot.

I’m the first Ph.D. in Bioinformatics (biology and computer science) from Northern Illinois University and eventually did go on to study precision oncology for my post-doc, just far away from the bench! After leaving academia, I followed my love of coding and health care to help two software companies grow exponentially from 15 to 50 million and then decided to take a chance on myself.

EGT: How did the topic of infertility affect your family?

JH: After getting married, we tried to conceive for over a year until finally we were able to see a fertility specialist, who diagnosed me with “unexplained infertility.”

This meant my insurance wouldn’t cover fertility treatment because they didn’t know what was wrong. Instead, I was handed a \$10,000 loan to pay for an invasive clinical procedure. I didn’t understand how they could offer me a solution if they couldn’t figure out the problem.

So, I set out to solve my own problem—and I did. I was always upset about being labeled infertile. So, when I decided to see if I could create this kit to help others, I came up with the name PherDal—pronounced “fertile” but spelled with a “PhD,” which is what I used to prove them wrong.

EGT: How did your advanced degree help you in creating the PherDal Fertility Science invention?

JH: As soon as I got the diagnosis of unexplained infertility, I read every published scientific study I could find over the past 20 years. I found studies showing that another non-invasive treatment option had been shown to have the same success rate as what I was being offered.

The only problem is, there was no way for me to try this method at home and with the same clinical sterility and safety. So, I ordered lab supplies from my cancer research lab and made my own device that in the second month of use helped us conceive my daughter.

EGT: How does it work?

JH: The best part about PherDal is the simplicity. It’s as comfortable to use as a tampon, and so much feedback went into our design iterations to maximize the user experience.

It’s a syringe and jar that are used to collect semen and deliver it directly to the opening of the cervix, just 1 inch lower than today’s first line of treatment in the clinic. So instead of about 1 percent of sperm making it that far in the journey naturally, we are putting 95 percent of the sperm this far along.

EGT: What type of government testing and certifications are required for this product to be able to sell them?

JH: We went through about 15 different clinical and performance tests to ensure safety as the first over-the-counter, sterile, at-home insemination



“We went through about 15 different (government) clinical and performance tests to ensure safety as the first over-the-counter, sterile, at-home insemination kit.” —JENNIFER HINTZSCHE

kit. Tests included sperm survival, vaginal irritation, sterility and transportation testing—just to name a few.

We had to demonstrate our kit could get run over by a truck and hit with a 75-pound dart and that our product would arrive sterile. I had no idea what we were getting into; sometimes, ignorance is bliss!

It was all worth it, though—and I’d do it again just to see the flood of positive pregnancy tests that hit my inbox every week and bring me to tears.

EGT: Please tell us about the honor of PherDal being named to *TIME* magazine’s 2024 Best Inventions List.

JH: I am so unbelievably grateful. My infertility was my biggest secret while going through it. Now, being able to help so many people also become parents—and to see our kids who weren’t supposed to exist now playing with each other, it’s so powerful!

I’m just honored and grateful to be able to offer to the world what made me a mom. So many people need to know that this is an option they can try.

EGT: Where are you selling? Retail? Amazon? Health care facilities?

JH: Through our website, on Amazon, and we have a telehealth provider we have partnered with, WISP (hellowisp.com).

EGT: What is the price?

JH: \$199, and comes with three attempts at conception to be used within one cycle. It can be tried for up to 6 months.

EGT: Have you had any quality control or manufacturing problems?

JH: Not since we started. It was hard to get someone to work with us initially for such a small company, but we found great partners

who have wanted to grow with us.

EGT: Any other products planned in same or similar categories?

JH: There is so much room for growth in women’s health, it would be almost irresponsible to not keep improving and setting new standards of fertility care that can be done in the home. So, yes, we have lots of great ways we plan on continuing our mission.

EGT: Please tell us about your patent process. Did you hit any roadblocks?

JH: I have the best patent attorney, and she deserves so much credit for her hard work during the 18-month process. At one point, I had to write a letter listing my scientific publications and background to prove why sterile devices mattered.

The leading cause of unexplained infertility is changes to the vaginal microbiome. PherDal is the only sterile, at-home insemination kit that won’t disrupt your microbiome and also won’t hurt your future chances of fertility by introducing bacteria that could alter the pH and kill sperm before it ever has a chance to reach the egg.

EGT: What advice would you give to novice inventors, especially with products in the medical field?

JH: We need more of you. Patients are great founders, because we know the pain points. If you can do it better, do it! The world needs you. ☺

Details: pherdal.com, Support@PherDal.com



“I came up with the name PherDal—pronounced ‘fertile’ but spelled with a ‘PhD,’ which is what I used to prove (naysayers) wrong.”

Edith G. Tolchin has written for *Inventors Digest* since 2000 (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>).



FUN AND LEARNING IN THE ASK

IPOEF'S IP BUDDY REVOLUTIONIZES
IP EDUCATION WITH LIFELIKE
AVATAR THAT ANSWERS QUESTIONS
BY REID CREAGER

REMEMBER ASK JEEVES? The butler-inspired concept, since rebranded as Ask.com, was a mainstay of the early days of the internet: a question-and-answer site and search engine that allowed users to browse the web for answers.

People typing in a question got a results page that originated from three major sources: human-powered editorial content, crawler-based results from Teoma (owned by Ask Jeeves), and paid listings powered by Google. We've come a long way since.

If Ask Jeeves was Mr. Information, Wikipedia is Miss Information—and in many cases, misinformation. *Inventors Digest* routinely warns of the danger of trusting Wiki as a reliable source because its posters often contribute bogus information, sometimes intentionally, that gets cut-and-pasted and spread throughout the internet.

Further, according to data provided by security.org last September, half of Americans said they trust information from both news and social media less than they had 12 months earlier. And more than half of social media users who share news or political posts sometimes do so without verifying facts.

Trusting a source is a judgment call. But a trusted source is a matter of fact—and never more important as misinformation runs rampant.

Especially when it comes to intellectual property and the escalating stakes involved.

IP Buddy, launched by the Intellectual Property Owners Education Foundation (IPOEF) in May, provides trust and trustworthiness powered by uniquely reliable sourcing and delivered in a comfortable, human way via a first-of-its-kind, AI-powered digital assistant.

This is carefully streamlined information. Unlike traditional search engine responses to queries that attempt to cover all subjects with authority—often with lackluster or incorrect results—IP Buddy is enhanced with specialized documentation and Retrieval-Augmented Generation in order to deliver reliable, real-time answers tailored to your IP questions.

Friendly IP expertise

Kristen Lurye, deputy executive director for IPOEF, said that now more than ever, “IP is everywhere.” In fact, that is a motto for the foundation as part of its mission to promote the value of patents, trademarks, trade secrets



and copyrights through education and community engagement.

In an interview with *Inventors Digest* that included Lurye and members of the public relations firm Big Voice Communications, she discussed the innovative and practical value of getting tailored IP information in a more personal setting.

IP Buddy's option for users to speak with an AI-generated person, whether animated or lifelike, is "meant to be like you're talking to a mentor, a coach, a friend, and they're really the

IP Buddy, launched by the Intellectual Property Owners Education Foundation in May, is powered by uniquely reliable sourcing and delivered in a comfortable, human way via a first-of-its-kind, AI-powered digital assistant.

experts in intellectual property—rather than other platforms that have access to a number of other topics," Lurye said.

"Our intent is for innovators, IP professionals or IP-curious creators to use this platform to learn more about intellectual property and innovation and make it really accessible."

The importance of the comfort factor is underscored by the fact that many people are intimidated by both IP and AI, largely because of their relative complexities.

Data from 2025 say that although about 40 percent of Americans use AI tools such as ChatGPT, 44 percent of them are skeptical of AI's effects. And a survey from the United States Intellectual Property Alliance reports that 70 percent of Americans struggle to differentiate between patents, trademarks, copyright and trade secrets.

"A lot of intellectual property can be complicated," Lurye said. "And so the avatar kind of translates it for you to make it easy to understand and fun."

Built using a state-of-the-art language model similar to ChatGPT, IP Buddy addresses this with avatars trained by information from predetermined source experts, with vetting by IP professionals who include patent attorneys and former judges. The goal is to make the subject matter as understandable and relatable as possible.

Big Voice Communications emphasized that the information has been curated by a leading intellectual property organization, so users of



IP Buddy can also have some comfort in knowing that this information has been vetted and isn't just coming from somewhere out in the stratosphere.

Fun on a fast track

The program developed from a plan in which an IP toolkit would be available on the IPOEF website. IP Buddy became that toolkit—that walking, talking toolkit—essentially because it's such a vast topic that there was no way to fully cover it in eight or 10 slides, or a fancy brochure.

The program was conceived last October—and so well received by the Intellectual Property Owners Education Foundation Board of Directors that it started coming together very quickly.

IPOEF and Big Voice Communications had the avatar samples designed in December, and then got the approval to move forward and start developing the current framework at the start of 2025.

The fun factor was a tentpole from those early beginnings.

"How fun to be able to utilize AI firsthand!" Lurye said. "AI is probably among the top three topics that people are speaking about right now. So it's been really fun to see a little bit of the sausage making, if you will, as we've developed this app for people to use."

The people using it could run the gamut: inventors, entrepreneurs, startup companies, students, curiosity seekers and more.

"Although we want students to use it, it is not meant only for the student population," Lurye said.

"There really are no limits with the people who could use it. But we're absolutely targeting students, universities, innovation hubs of all kind."

IP Buddy is not just about learning IP information and legalities. It's about putting that knowledge to work toward success in so many creative and education-related disciplines.

THANKS FOR YOUR HELP, NATALIA!

Inventors Digest had a brief IP conversation with Natalia, one of the four IP Buddy avatars, before the program launch. (You type in the question and get a visual and audio response.) We were not disappointed.

We asked a big-picture question; requested specific definitions; sought current prices on specific services, with a follow-up; and even asked a question that could have a subjective response—all resulting in impressive responses that were informative, clear and articulate while directing us to original information sources when necessary. One question below (the one about which market segment has the most patents) was not directly answered and had some repetition after the follow-up, but this could have been a result of our question introducing options that could have been confusing instead of just asking a direct question.

IP Buddy also emails you a transcript after your conversation with the avatar. Our transcript follows.

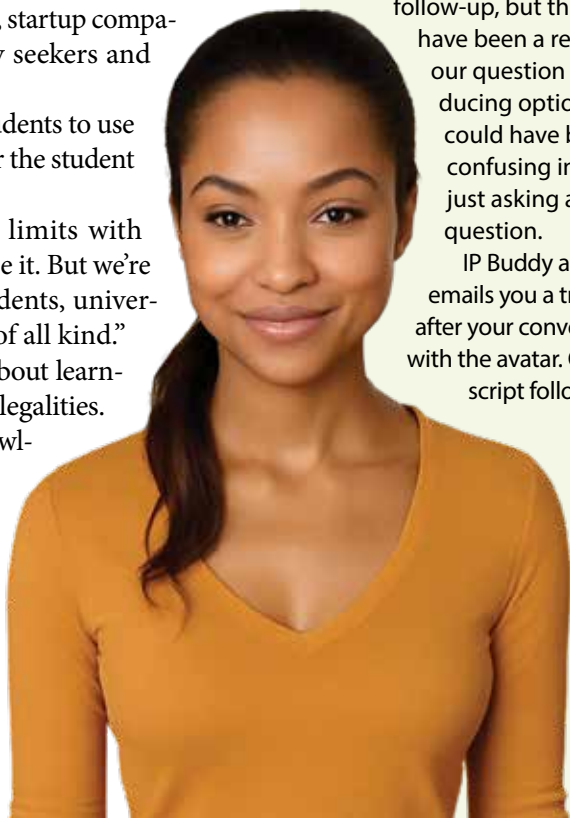
Natalia: Hi, Reid Creager! How can I help you today?

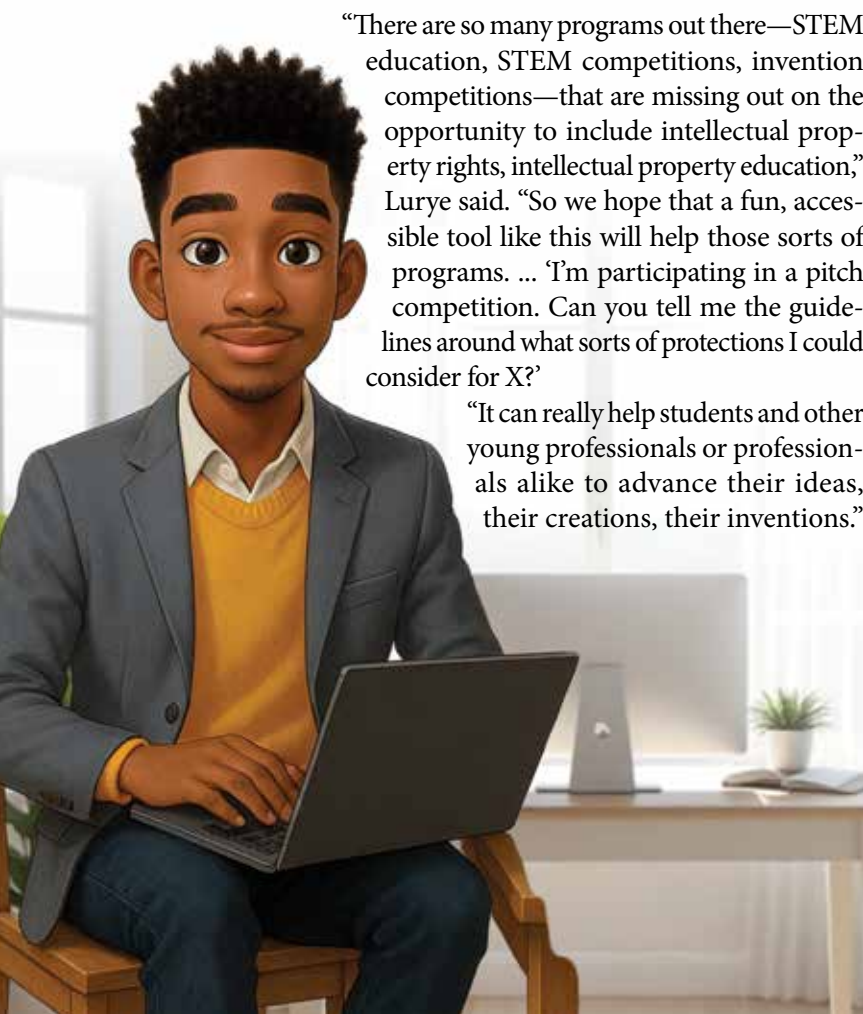
Reid: Why is intellectual property important to more people than ever before?

Natalia: Sure, intellectual property (IP) is becoming increasingly important to a broader audience today due to its critical role in protecting innovation and creativity.

As technology evolves and drives rapid changes, IP rights help secure fair returns on investment for creators, ensure the originality of ideas, and foster a competitive market. This increasing importance is evidenced by how IP protections offer businesses and inventors ways to safeguard their innovations, incentivize creative efforts, and empower them to compete effectively on a global stage. It's crucial in fields like artificial intelligence, entertainment, and technology, where ideas and creations form the backbone of economic growth and societal advancement.

The growing complexity of these industries highlights IP's necessity as a tool to maintain creative and technological momentum, offering protection while encouraging further innovation. If you want to dive deeper into any particular aspect of IP, feel free to ask!





“There are so many programs out there—STEM education, STEM competitions, invention competitions—that are missing out on the opportunity to include intellectual property rights, intellectual property education,” Lurye said. “So we hope that a fun, accessible tool like this will help those sorts of programs. ... I’m participating in a pitch competition. Can you tell me the guidelines around what sorts of protections I could consider for X?”

“It can really help students and other young professionals or professionals alike to advance their ideas, their creations, their inventions.”

Ready for anything

Just like the avatars themselves have to be ready for any (IP-related) question, their creators had to prepare for any number of scenarios.

What if the avatar can’t answer a question? What if his or her response does not provide enough information for the user? Can or will the avatar direct the user to other possible sources of information?

“You’ve described a couple of scenarios that John (one of the four avatars) is fully prepared to answer,” Lurye said. “So first, if I say, ‘What is a patent?’ he answers, and I say, ‘I want to learn more,’ he will continue on with the conversation, because this is a lot of information we have trained it to answer in short bits, at least in the beginning.”

As for the avatar being unable to respond: “If it’s IP related, we are confident that he will be able to answer. Now, if it’s about the upcoming finals in whatever sport, he’s going to tell you that that’s not within the scope of what he has been trained to do.”

The four IP Buddy humanlike avatars are attractive and dressed well, but they aren’t lawyers and aren’t intended to be.

“Although he is meant to be your buddy, he is not meant to be your attorney,” Lurye said.

Reid: What is the difference between a patent and a trademark?

Natalia: Certainly! In the realm of intellectual property, patents and trademarks serve different purposes. A patent is a form of protection granted to inventors, allowing them exclusive rights to a new invention or process, usually for 20 years. It covers tangible innovations like machines or chemical compositions.

On the other hand, a trademark protects symbols, names, and slogans used to identify goods or services. It’s about distinguishing a brand and can continue indefinitely with proper use and renewal. Both encourage innovation and brand growth by providing exclusive

rights, fostering economic advancement. Want to explore more on this topic?

Reid: No, that’s OK. Another question: How much does the patent office charge for filing a utility patent application?

Natalia: Got it! When filing a utility patent application with the United States Patent and Trademark Office (USPTO), you’ll encounter several fees. The standard fees include a basic filing fee, a search fee, and an examination fee. As of now, the search fee for an original utility patent application is \$540.

Further fees may apply based on the number of claims or the total number of pages, and discounts may be available for small or micro entities. Since

these fees can change, it’s a good idea to check the USPTO’s current fee schedule before submitting your application. Let me know if you need more details or have other questions!

Reid: Yes, I do. How much does it cost to file a design patent?

Natalia: Sure! The current filing fee for an original design patent application with the United States Patent and Trademark Office (USPTO) is \$220. Additionally, an examination fee of \$140 applies.

Remember, other fees might be applicable depending on the specifics of your application, such as excess claim fees or application size fees. It’s always

“So there are certain levels of information where he is going to tell you, ‘Speak to an IP attorney. Look for more information.’ Maybe it’s at the United States Patent and Trademark Office website. Or maybe it’s at ipoef.org.

“So he will hopefully, in those situations, direct you to the right place to learn more. But based on what he has been trained on, he should have some pretty detailed and layered answers around intellectual property topics.”

Feedback and fine-tuning

Lurye said IP Buddy is intended to evolve as program leaders gather information about what works best and what might need improvement.

“We definitely want to get it out there and have people use the tool so that we can make sure that we answer the questions that people have, that we can elaborate where we need to elaborate and then hopefully take it into new phases where maybe it’s providing original resources, or IP attorneys,

or more direct access to pro bono or legal advice.

“We can adapt and improve according to the way that the tool works with the people we are intending to reach.”

The education users receive then becomes a mutual learning experience as IPOEF gains insight into users and the process.

“Because we want to spread free education about intellectual property, we get to try out an AI tool and learn with people. So our hope is that innovators or potential innovators, students, teachers, are able to learn more about the functions of AI while they’re also learning about intellectual property rights.”

The nonprofit Intellectual Property Owners Education Foundation is “devoted to educational and charitable activities designed to teach and promote an understanding for the value of intellectual property rights and encourage innovation.” To learn more, visit www.ipoef.org.

The information and content found in *Inventors Digest* is prepared by the authors and is for background information only, and should not be construed as providing legal, tax, accounting, professional, or other form of advice or as presenting the views or opinions of the Intellectual Property Owners Education Foundation (the “Foundation”). The Foundation makes no representations about the suitability of the information included in this publication for any purpose. The Foundation does not endorse any advertisers in *Inventor’s Digest*, the services or goods provided by those advertisers, or any websites or sources identified within *Inventor’s Digest* (with the exception of the Foundation’s own website (<https://www.ipoef.org/>)).

a good idea to review the most recent fee schedule on the USPTO’s website to ensure you’re aware of any updates or changes. Let me know if there’s anything else you need help with!

Reid: Which market segment has the most approved U.S. patents? For example .. technology, consumer goods... what is No. 1?

Natalia: Sure! Generally, the technology sector boasts the highest number of approved U.S. patents compared to categories like consumer goods. This trend reflects the rapid pace of innovation and technological advancement in areas such as software, electronics, and telecommunications, where the drive

for new inventions and improvements is particularly strong. Let me know if you’d like more details or further insights!

Reid: So technology has more approved patents than any other field?

Natalia: Certainly! The technology sector generally has the highest number of approved U.S. patents when compared to other market segments like consumer goods. This dominance is largely due to the rapid pace of innovation and advancements in fields such as software, electronics, and telecommunications, where continual development and improvement drive significant patent activity. If you are interested in exploring this further, I’m here to help!

Reid: How important is it that my patent application has a prototype?

Natalia: Certainly! While a prototype is not a mandatory part of a patent application, it can be incredibly valuable. Prototyping can help you discover additional patentable features of your invention that might not be apparent from initial designs or ideas. By examining these aspects, you can enhance your patent application with claims that reflect the full scope of your invention’s novelty.

This process can increase your chances of successfully acquiring a patent. Need more insights on how prototyping aids the patenting process? I’m here to help!

BRIGHT IDEAS

Tide.lamp

TIDE CLOCK AND LAMP
tidelight.co.uk

This light for your home shows the tide at your favorite beach in real-time. You don't have to live near a beach to use it.

Each lamp is unique and made from sustainable wood and recycled plastics. Tide.lamp combines the function of knowing the tide's position with beautiful industrial design. It gives accurate data for thousands of beaches without needing to be manually updated.

The platform uses tidal data from licensed sources such as ADMIRALTY and MAREA, displaying it in real-time with 360-degree lighting. The status light at the base of the lamp indicates whether the tide is coming in or going out.

Set to retail for about \$330 U.S., Tide.lamp will be available to crowdfunding backers in September.



The Shoe Steamer

AUTOMATED STEAM
SHOE CLEANER
shoesteamer.com

Billed as the first such device in the world, The Shoe Steamer is designed to clean and deodorize shoes at the touch of a button by using compressed air and steam.

The device is said to be effective on leather, suede, knit fabrics, canvas and more, although apparently for sneakers only. Just insert your sneakers into the patent-pending shoe tree, and fill the water reservoir to start the cleaning cycle.

Portable for use in different environments, The Shoe Steamer features steam outlets; compressed air outlets; a vibrating sole scrubber; autonomous shoe tree; removable drip tray, and water tank.

The planned retail price is \$699. Shipment to crowdfunding backers is to start in September.

ROTO-Q 360

NON-ELECTRIC, SELF-ROTATING ROTISSERIE

rotoq360.com

Billed as the world's first non-electric, self-rotating rotisserie, ROTO-Q 360 automates the entire rotisserie process. It does not need electricity, gas, or batteries to run. The portable unit weighs 5.5 lbs.

Traditional methods of rotisserie cooking require industrial-style appliances with electric-driven motors. These devices are much more expensive and not portable.

Either indoors or outdoors, ROTO-Q 360 cooks food from all sides through its 360-degree rotating mechanism, leaving no need for adjusting, stirring or flipping in the middle of cooking.

The Basic Set retails for \$149.95; the PitMaster Bundle, with three sets of rotisserie accessories and a foldable BBQ grill frame, sells for \$239.95.



"Our inventions mirror our secret wishes."

—LAWRENCE DURRELL

Qaizy

AI SCALE FOR AUTO-COUNTING CALORIES

qalzy.com

Yet another product billed to be a world first, Qaizy features an OpenAI-powered camera that instantly recognizes raw, cooked or packaged foods and automatically logs their calories, macros, vitamins and minerals in a tap.

Just place your food on Qalzy and press a button. The built-in camera captures what's on your plate. The AI instantly identifies the food; the precision scale measures the weight to the gram.

Qalzy then matches everything to a verified database of over 2.9 million foods from sources like USDA and CoFID, calculating your calories and macros automatically. Within seconds, your meal is logged and sent to the app over Wi-Fi.

Qaizy will retail for \$280. Shipping to crowdfunding backers is to begin in September.





Marketing: A Deeper Dive

DEFINITIONS AND ESSENTIAL COMPONENTS FOR PROVING
THE PRODUCT AND CREATING VALUE **BY WILLIAM SEIDEL**

MARKETING COVERS everything from research, print and positioning to advertising, social media and sales.

There are more than 200 forms of marketing. Most companies use a combination to generate leads, acquire new customers and retain existing customers.

Marketing is all touchpoints—including business cards, your voice message and your package. If the package is terrible, no one sees it, no one picks it up and no one buys it.

This has nothing to do with the product. In most cases, the package and price are the entire marketing budget.

Bottomline, the purpose is to create value. Product marketing is the strategy, implementation of the plan and the completion of the tasks to conquer the objective (the customer) and create repeat business—thus proving the product and creating value.

At its core, marketing is about understanding customers, how to reach them, how to keep them and how to get more of them while creating value.

What the big names say

Far better than what I think, let's reflect on what world marketing leaders say.

David Packard: "Marketing is too important to be left to the marketing department."

Bill Gates: "Your most unhappy customers are your greatest source of learning."

Beth Comstock, retired vice chair of General Electric: "Marketing's job is never done. It is about perpetual motion."

It's true; marketing never ends. Early-stage marketing plans the activities to research, dress the product, identify customers and reach them.

Introduction activities of advertising, promotion and distribution prove the product and create value. After introduction, marketing creates sell-through with many support programs.

The American Marketing Association's definition of marketing is "the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large."

Jack Welch, CEO of General Electric, said: "Marketing is not anyone's job. ... It's everyone's job!"

Because women are the principal consumers, David Ogilvy changed the direction of advertising

in 1963 when he said, “The consumer is not a moron; she is your wife.”

Peter Drucker, known as the father of management, said, “Because focus on customers is most important, marketing is the core discipline of the business.”

They are all correct.

Clarify, define, understand

To paraphrase, marketing is the business.

In the “olden days” (last century), marketers relied on instinct and informed opinions. As I explained in an earlier column, opinions—even expert opinions—often fly in the face of factual market data.

Today, marketing is a safeguard for making fact-based decisions and protecting against bad decisions from personal opinions.

This is where depth of understanding is most important. Marketing a new product, especially when it is innovative, takes a professional who can clarify the market position (where it is sold) and define the distribution (how it will get there), with a deep understanding of how it all works (why the venture makes sense).

Today, marketers rely on data analysis to perfect the message, select the best media to reach qualified and potential customers and confirm the profitability of the project.

Your customers are the market. They may be professionals, construction workers or stay-at-home parents. The message is what they need to hear to buy your product.

How you reach them is the media. Do they read Smithsonian, watch QVC, or shop online?

It's a simple concept to reach your customer with the best message, but it's harder than it sounds. If you know your customers, you know what they want to hear and how to reach them.

Outbound vs. inbound

Outbound marketing is the traditional method of television, radio and print advertising. As more data became available, direct mail and

telemarketing were additional methods to reach customers. Outbound marketing interrupts broadcasts, print articles, mail—and involves those annoying calls at dinnertime.

Internet access and smartphones transformed marketing's reach with inbound marketing: digital methods such as blogs, social media and influencer marketing. This attracts customers to your content, adds enormous data and hundreds of new forms of media and messaging—from banners and popups to tracking customer preferences.

Television, magazine advertising and retail lost money when they were diluted by Internet marketing.

The media mix fuses internet media and expands the reach, frequency and the message. The results are better and further enhance customer data, which yields greater response and bigger profits.

A CIRCUS ANALOGY

If you paint a sign, “The Circus is Coming to Town on Saturday,” it's advertising.

If you put the sign on the back of an elephant and walk through town, that's promotion.

If you lead the elephant past schools and targeted neighborhoods, that's market segmentation.

If the news writes about the elephant walking through the mayor's flower bed, that's publicity.

If the mayor laughs about it, that's public relations.

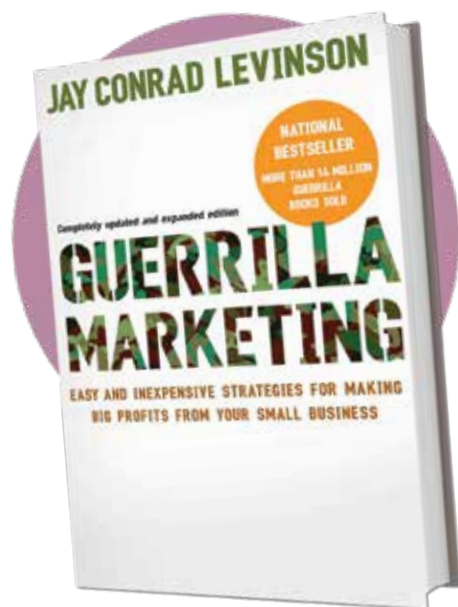
If you combine a circus ticket, front-row seats and include food and drinks, that's packaging.

If the stores in town sell tickets, that's distribution.

When people buy tickets, that's sales.

When you plan and implement all of it, that's marketing! Think marketing.





Jay Levinson, the author of *Guerrilla Marketing*—the world’s bestselling marketing

Products may have very different markets. Segmenting and targeting different markets can substantially increase sales and revenue.

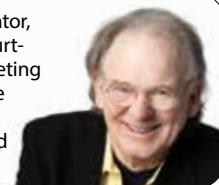
Expanding to international markets offers success where it may fail in other markets. Watermelon Oreos failed in North America and Europe but are a huge success in Central and South America.

series—says: “Marketing is the art of persuasion, changing people’s minds by making the truth fascinating and irrefutable.”

At its core, marketing is about understanding customers, how to reach them, how to keep them and how to get more of them while creating value.

The science of marketing is data-driven analysis tracking performance to determine the winning tactics to improve, profit and fund what works—and eliminate what does not. 📊

William Seidel is an author, educator, entrepreneur, innovator, and a court-approved expert witness on marketing innovation. In his career and as the owner of America Invents, he has developed, licensed, and marketed billions of dollars of products.



AI ABCs

CHATGPT’S ORIGINS, AND HOW IT WORKS

As recently as three years ago, artificial intelligence was a nebulous, futuristic concept to many people—if they had even heard of it—despite it being invented 69 years ago. This has changed dramatically, in large part due to the emergence of ChatGPT.

When the generative AI chatbot was released to the public on November 30, 2022, by U.S. company Open AI, the floodgates opened to a new world of communication. Within two months, ChatGPT gained over 100 million users, making it the fastest-growing consumer software application in history. Three months after that, *Inventors Digest* columnist (and nonagenarian) Jack Lander provided the magazine with its first and only story written solely by AI through ChatGPT.

With ChatGPT’s ability to generate natural, contextually relevant

dialogue, the multimodal, large language model is part of the generative AI branch that focuses on creating new, unique data from existing information. It is already used by an estimated 40 percent of Americans.

Because it is impossible for any program to correctly anticipate every possible query, ChatGPT uses non-supervised pre-training in its data mining. In this process, a model is trained on data where no specific output is associated with each input. Instead, the model is trained to learn the underlying structure and patterns in the input data without any task in mind.

Non-supervised pre-training can train a model to understand the syntax and semantics of natural language so the model can generate



coherent and meaningful text in a conversational and more understandable context.

Open AI says its most recent iteration, GPT-4o (replacing the former GPT-4), is capable of handling text, image and audio inputs natively, along with purportedly delivering smarter conversations and faster answers. Meanwhile, problems including inaccuracy, plagiarism and capacity issues persist as the technology evolves. —Reid Creager

Patent Filing Made Easy

INVENT + PATENT

**The Do-It-Yourself Provisional Patent
Application Drafting Tool**

\$199

plus USPTO
fees



"Thank you for your automated Patent Application Process... I ran it by an attorney, who said it would have cost me over \$3,000 to get this done and he had no changes to offer..."

-- Joe G., Westport, CT

<https://ipwatchdog.com/patent/invent-patent-system/>

Drawing for 3D Printing

RECOMMENDED METHODS AND SERVICES FOR GETTING YOUR PROGRAMS READY TO WORK **BY JACK LANDER**

3D PRINTING has been called “the third industrial revolution”—a title that may be a bit of an exaggeration.

After all, for several years we have had programmable milling machines that can carve out a 3D product from solid metal or plastic.

However, printing an item is an additive process, whereas milling is a subtractive one. Printing with molten metal is not yet well established. But when it becomes as ordinary as 3D printing of plastics, it will complete the claimed third industrial revolution.

Additive machines such as 3D printers save expensive scrap material, and products can be made in an office or home setting. A milling machine must be used in a shop environment, where chips of metal or plastic may fall to the floor.

The additive process is slower than machining in most cases, but its setup time is zilch compared

with that of a milling machine—assuming you have already prepared its 3D printing program.

Drawings and dimensions

Common to both the additive and subtractive process is the professional drawing. The most popular method for drawings that serve as the basis for 3D printer programs is CAD (computer-aided design).

If you are serious about prototyping work for others, consider taking a course in CAD or at least investing in a book on the subject. But if you are interested in 3D printing as a sophisticated gadget, or as a tool for components of your invention, Tinkercad—a free, web-based design and modeling program—should be satisfactory. For most applications, Tinkercad will be as handy as the more professional CAD.

The essence of Tinkercad, CAD and other variations is the Cartesian rectangular coordinate system.

The three dimensions of 3D drawings are represented by three lines—X, Y and Z—that are at 90 degrees to each other. The X and Y lines represent base lines, 90 degrees apart and parallel to the floor, and the Z line represents height.

For example, a box with dimensions 20 by 20 by 21 inches would look like a cube, except that it is one inch taller than its length and width.

Conventional drafting requires three views of the object: front, top and side. The right-side view is always depicted to the right of the front view, and the left side view on the left of the front view. Only one side view need be drawn if the object is symmetrical.

Dimensions are added by extending pairs of lines from distinct features and placing the numeric dimension midway between them, then adding a line and arrow on either side.

If you are sketching for your own use, you may find certain apps helpful. For me, these included Draft Paper and Sketchup.

Computer-aided design (CAD) and the web-based design and modeling program Tinkercad are great options, depending on your goal.



NOW STARRING: IP

WHY IS QUEEN THE KING OF CATALOGUE DEALS?

A year ago this June, news broke on many major entertainment media outlets that Queen's music catalogue and a number of other rights had been sold to Sony Music for a record \$1.27 billion.

The deal continued a 2020s trend involving similar megadeals for Bob Dylan, Bruce Springsteen and many others. But the figure in the Queen deal was staggering, particularly considering:

- Also in 2024, Michael Jackson's catalogue sold for about half as much as Queen's—\$600 million—despite the fact that the King of Pop sold an estimated 750 million records, more than double the 300 million attributed to Queen.
- The \$1.27 billion dwarfed the \$500 million deals reached for the legendary Dylan and Springsteen, both in 2021.
- Despite American Songwriter's proclamation that Queen is "surely one of the top five most successful bands of all time," that is arguable on many counts. ClassicRockHistory.com's March 2025 list of the 100 greatest rock bands of all time had Queen 13th.

Many rock fans would quickly name the Beatles, Rolling Stones, Who and Led Zeppelin as the genre's Mount Rushmore—leaving Freddie Mercury and Co. to tangle with the likes of the Doors, Van Halen, Aerosmith, CCR and others for the fifth position.

- According to ChartMasters, Queen holds only the fourth most successful catalogue of 1970s material and fifth in the 1980s. So why the unforeseen intellectual property jackpot?

Much of the answer lies in timing and the impact/intrigue of a bidding war, as well as the oft-significant value of other associated IP.

Publishing catalogues for rock superpowers are among the hottest IP properties in the world—and the presence of an ever-expanding media to report these details adds interest. Regardless of the current economic climate, these deals are all but guaranteed to balloon in value in the near future as Boomer legacy artists and groups reach the end of the line and fully grasp their mortality.

A good old-fashioned bidding war seems to have jacked up the



price of the Queen catalogue, with *Variety* reporting that an undisclosed company went as high as \$900 million. One reason might have been the relatively recent smash success of the 2018 movie "Bohemian Rhapsody"—with its three Oscar wins and reported \$910 million gross worldwide adding to the attractiveness of the Queen package.

Lost by some in the deal is the fact that Disney still indefinitely owns Queen's recorded music rights in the United States and Canada, having bought them years ago for an unknown price. (Sound recording rights cover the actual recording of the music on the release; publishing rights refer to the exclusive authority of the copyright holder to control the use of a song and ownership of the composition, melody and lyrics of the work.) —Reid Creager

Tools of your trade

If you intend to do a lot of drawing—say, a couple or more per month—do yourself a favor by buying a drawing board, a T-square, and a pair of triangles (45 and 60 degrees). Alternatively, you can purchase a drawing board with a convenient, traveling, transparent, parallel ruler that replaces the T-square, and adjustable multi-angle triangles. This is all you'll need, for about \$50.

These tools enable you to design prototypes, and prepare neat and accurate drawings that you won't be embarrassed to share with your customers. (However, in many or most cases, your customer will be giving you his or her drawing.)

An 11-by-17-inch vellum (100 percent cotton) drafting paper costs about \$20 for 50

sheets, but erasing is less destructive—and vellum ages better than the common printing paper most of us use.

I remember having to draw with ink for the professor of my drafting course in my first semester of college. Thankfully, those days are behind us. But ink may still be used for drawings that will be reproduced in books or media, and vellum is the best paper for such drawings. 📐

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.





Musk Is Wrong.

PROPOSAL TO DELETE ALL IP LAW IGNORES THOUSANDS OF YEARS OF HISTORY, POSSIBLE DIRE CONSEQUENCES

BY LOUIS CARBONNEAU

“Delete all IP laws.”—Twitter cofounder Jack Dorsey
“I agree.”—Elon Musk

LATELY, I’VE received numerous inquiries about the impact of an allegedly weakening economy and the looming threat of recession on the value of intellectual property as an asset class. In today’s rapidly shifting landscape, this question has become particularly pertinent.

With significant stock market declines and traditional safe-haven U.S. bonds losing favor, it’s natural to consider whether alternative investments such as patents might offer a comparatively less risky path, assuming other factors remain constant.

Are patents recession-proof? How does an economic downturn affect them?

The concept of intellectual property protection dates back much further than many realize. Although formal systems emerged in the Renaissance period, the recognition that creators deserve exclusive rights to their work has ancient roots.

The earliest known patent-like grant was issued in 500 BCE in the Greek city of Sybaris, offering exclusive rights for culinary creations. However, the modern intellectual property framework began taking shape in 15th century Venice, where the Venetian Senate passed the first codified patent law in 1474. This established a 10-year monopoly for inventors of new devices.

Before that, Murano glass artists could not even leave their island because of death threats to their person if they ever leave with their secret techniques.

The watershed moment for contemporary IP law came with England’s Statute of Anne in 1710, which first recognized authors’ rights over their

creations. This represented a profound shift from previous systems that primarily served monarchs’ interests to one that acknowledged creators’ inherent rights to their intellectual contributions.

The framers of the U.S. Constitution considered intellectual property protection so fundamental that they explicitly included it in Article I, Section 8, Clause 8—empowering Congress to “promote the Progress of Science and useful Arts, by securing for limited Times to Authors and Inventors the exclusive Right to their respective Writings and Discoveries.”

These early laws weren’t arbitrary restrictions but thoughtful responses to specific problems.

Without protection, inventors hesitated to publicly disclose their inventions, fearing immediate copying without compensation. Similarly, authors and artists struggled to earn sustainable livings when their works could be freely reproduced.

IP laws created a social contract: Society grants creators temporary exclusive rights in exchange for sharing their innovations, which ultimately enter the public domain for everyone’s benefit.

Turning point in late 1700s

Contrary to Musk’s and Dorsey’s recently declared “Delete all IP laws” position, historical evidence strongly suggests that robust intellectual property protection has been a driving force behind innovation and creative production.

The explosive innovation of the Industrial Revolution coincided with—and was partly enabled by—the strengthening of patent laws across Europe and North America. Countries that implemented strong IP protections historically saw greater rates of patent filings, research



The same companies whose leaders occasionally question IP laws' value have built vast fortunes on intellectual property protection.

and development investment, and ultimately economic growth.

A landmark study by economists Josh Lerner and Adam Jaffe found that innovations worthy of patent protection increased dramatically following the strengthening of patent rights in the late 1700s and 1800s.

The medical and pharmaceutical fields offer perhaps the clearest illustration of IP protection's value.

Developing a new pharmaceutical requires an average investment of \$2.6 billion and years of research, according to the Tufts Center for the Study of Drug Development. Without patent protection ensuring a period of market exclusivity, companies would have little incentive to make such massive investments when competitors could immediately produce generic versions without bearing research costs.

Similarly, the film, music, literature and software industries depend heavily on copyright protection to support their complex production and distribution ecosystems. The creative sectors contribute approximately \$2.25 trillion to the U.S. economy alone and employ

over 5.7 million Americans, according to the International Intellectual Property Alliance.

Tech giants and IP

The tech industry's relationship with intellectual property presents a striking paradox.

The same companies whose leaders occasionally question IP laws' value have built vast fortunes on intellectual property protection. Apple's design patents, Google's search algorithms, Microsoft's software innovations and Meta's social networking methods are all zealously protected through aggressive patenting and litigation. The tech sector files hundreds of thousands of patent applications annually and vigorously defends its IP through legal action.

What makes recent statements by tech leaders particularly troubling is their selective approach to IP protection.

Many tech giants have built their empires on strategies that could be characterized as "taking the ladder up behind them." After using IP protection to establish market dominance, they advocate for weakening protections that might benefit newer competitors or rights holders in other sectors.

Moreover, large tech companies frequently engage in practices that smaller innovators consider predatory. "Efficient infringement"—where companies deliberately use patented technologies, calculating that legal costs will deter many small patent holders from pursuing claims—has become a recognized business strategy.

For smaller inventors, the cost of defending IP rights against tech giants often makes enforcement prohibitively expensive, effectively nullifying their legal protections.



5 possible consequences

Proponents of eliminating IP laws often present idealized visions of unrestricted innovation without acknowledging the practical consequences. Without IP protection, several predictable outcomes would likely emerge:

1 Investment collapse in high-risk, research-intensive fields. Industries requiring substantial upfront investment before commercialization—pharmaceuticals, biotechnology, advanced materials and complex software systems—would see dramatic funding reductions. Why spend billions developing a new treatment when competitors can immediately copy it without contributing to research costs?

2 Shift to trade secrecy. Rather than publicly disclosing innovations through the patent system, companies would rely heavily on trade

secrets, reducing knowledge sharing that fuels follow-on innovation. The public disclosure requirement of patents—which has created vast repositories of technical knowledge—would disappear, potentially slowing technological progress.

3 Concentration of creative power. Without copyright protection, individual creators and smaller studios would struggle to monetize their work, likely leading to further concentration of creative production in large companies that can absorb losses from unauthorized copying and control distribution channels.

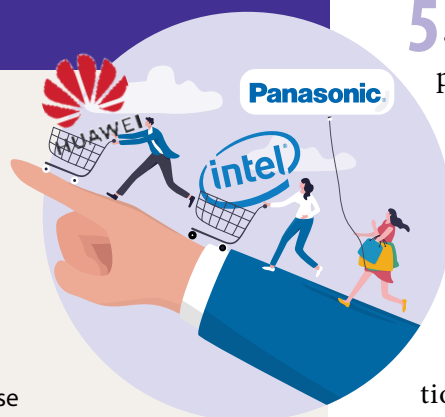
4 Quality degradation. As revenue streams for creators become less reliable, investment in quality would likely decline across creative industries, potentially flooding markets with lower-quality content while making ambitious, expensive creative projects financially unviable.

LATEST MARKET TRENDS

The AST Patent Deals Report for the fourth quarter of 2024 is out, providing an overview of key trends and activities in the secondary patent market. The focus is on patent deals involving operating companies and non-practicing entities (NPEs).

Highlights and takeaways:

- The market experienced a decrease in new patent packages listed for sale, continuing a downward trend since early 2022. Despite this, the number of sales remained stable, showing steady demand for select, high-quality assets.
- The most actively traded areas included semiconductors, software and wireless communications. AI-related technologies saw increasing interest as well.
- The most prolific sellers included Intel, Panasonic and Huawei. These companies contributed sizable portfolios to the market, reflecting a strategy of monetizing non-core IP.
- The top buyers included NPEs such as Dominion Harbor and Harfang IP, as well as operating companies such as Samsung and RPX. These buyers focused on strategic acquisitions, often targeting portfolios relevant to their existing businesses or potential litigation defenses.



5 Reduced international competitiveness. Countries maintaining IP protections would likely see innovation migrate from regions that abandoned such protections, creating competitive disadvantages for economies that dismantled their IP systems.

Self-serving hypocrisy

When tech leaders who have built fortunes through aggressive IP protection suggest eliminating those same protections, we should examine their motivations carefully.

The historical evidence remains compelling: Societies with robust intellectual property protection have consistently produced more innovation, cultural output and economic growth than those without such protections. 🚫

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.



Celebrate **FREE!**

Get a free ad on our newly designed website InventorsDigest.com when you place a display ad in the print version of *Inventors Digest*—celebrating its 40th anniversary as the world's longest-running publication for inventors.



Inventors Digest informs and inspires the independent inventor with a creative energy that celebrates the idea-makers who make innovation work. Our subject-matter experts include accomplished inventors, intellectual property and patent professionals, and authorities on the latest marketing trends. We provide the latest news on market developments and court rulings that could affect you.

The larger and longer your print ad runs,
the longer you are **FREE**.

FOR MORE INFORMATION, EMAIL [INFO@INVENTORSDIGEST.COM](mailto:info@inventorsdigest.com)



Ideas Can't Be Patented

IGNORE THOSE TV ADS, BUT DON'T GIVE UP ON GOING FROM CONCEPT TO INVENTION TO PATENT **BY GENE QUINN**

MANY PEOPLE ASK: can ideas be patented? The short answer is no.

Despite what you may have heard from late-night television commercials, there is no effective way to protect an idea with any form of intellectual property protection.

Copyrights protect expression and creativity, not innovation. Patents protect inventions. Neither copyrights nor patents protect ideas.

This is not to suggest that ideas are not valuable, but they are not valuable in the same way or sense that pop culture has led many to believe.

It is, of course, axiomatic that an idea is an essential first step toward any invention. Nothing can or will happen without an idea, so in one sense ideas are a critical, and valuable, piece to the overall innovation equation. But without some identifiable manifestation of the idea, there can be no intellectual property protection obtained and no exclusive rights will flow.

Without any protection, whether actual (i.e., in the form of an issued patent) or perceived (i.e., in the form of a pending patent application that defines the invention and could if pursued mature into an issued patent), ideas are free. Absent patent protection or a confidentiality

agreement that accepts an obligation not use or disclose an idea—which are extremely difficult, if not impossible, to obtain with only an idea—the idea can be taken and used without payment.

Although confidentiality agreements, or non-disclosure agreements as they are sometimes called, are essential for inventors in the early stages to protect their idea, the problem is they are only going to provide protection with respect to those who have accepted the confidentiality obligation.

And if and when the confidentiality obligation is broken, you only have a claim for breach of contract (i.e., breach of the confidentiality agreement), but the trade secret that was your invention will no longer be a secret.

Crossing boundaries

This does not mean that inventors, or those who aspire to become inventors, should give up at the idea stage when the realization is made that there is only an idea present without some identifiable manifestation. But it does mean that more work is necessary to flesh out the idea and bring it across the idea innovation boundary.

The goal is to get to the point where the idea is concrete enough to be more than what the law would call a mere idea.

You need to get from the idea that inevitably begins the process to an invention, which is the culmination of the innovation part of the journey. And once the culmination of the innovation journey is realized, then it becomes time to file a patent application.

As one contemplates moving from idea to invention to patent and ultimately, hopefully riches, a dose of reality is in order.

First, stop thinking you will get rich by selling your idea to industry and sitting back and collecting royalty checks for doing nothing. That is not reality.

If inventing were as easy as thinking up an idea and riches would follow, practically everyone would be a rich inventor!

The goal is to get to the point where the idea is concrete enough to be more than what the law would call a mere idea.

Inventors make money by identifying a problem, formulating an idea about how that problem can be solved, and creating a solution. For example, the observation that using a snow shovel to clear snow is a back-breaking endeavor is obvious to anyone who has ever shoveled snow. The desire or belief that there has to be a better way to remove snow from a residential driveway is likewise not revolutionary or particularly valuable.

The idea that a mechanized solution would make the process faster, easier and cause fewer muscle injuries is a good one—but without the offer of any kind of solution, the mere idea that a mechanized solution would be fantastic doesn't create any value.

If you were the first person able to build a mechanized and unprecedented solution that would throw (or blow) snow off a driveway, you would have an invention that could be patented—and one that could be quite valuable in the hands of the right licensee. The mailbox income that might show up every quarter for years is attributed to the work done to create a valuable solution to the problem.

Introducing the **CATERPEELER**



genuinefred.com

April Mitchell
4A's Creations, LLC
PRODUCT DEVELOPER FOR HIRE
april@4ascreations.com



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.

You may not be so stuck

You've no doubt heard many friends and family talk about their invention ideas. I need a tool that does X; why hasn't someone thought of Y; this would be better if only it did Z.

For most people, that is as far as they get. Inventors will go farther but sometimes will still find themselves stuck in the idea phase.

If that happens, don't throw in the towel. Many good inventors become stuck in the idea phase from time to time.

First, it may surprise you that you only *think* you are stuck in the idea phase, you might have an invention without knowing it yet.

United States patent laws do not require you to have a prototype in order to apply for a patent. All that is required is that you are able to describe the invention so that others could make and use it. So, while you do need to have some kind of identifiable manifestation, you can start by proving your concept on paper.

With some guidance to coax out your idea, you might have more than you think. For example, with the help of someone familiar with computer-aided design (CAD) who can help you create detailed 2D drawings and 3D renderings of what you are thinking about, you might soon realize you have an invention and not a mere idea.

For example, Enhance Innovations works with inventors to help them turn their inventions into reality, but they also work with those who are on the path toward becoming inventors and who need help at the ideation or concept stage.

What separates those who can turn their ideas into money from those who cannot is a

strategy to define the idea with enough specificity so that it can become an asset that can ultimately be protected. To profit from your idea, you must package it so that it is something the law will recognize as protectable.

Creating perceived ownership

If you are having difficulty moving out of the idea phase and into the invention phase, the Invent + Patent System™ can help. This is an innovative approach to the patent process that assists inventors in drafting their own provisional patent application.

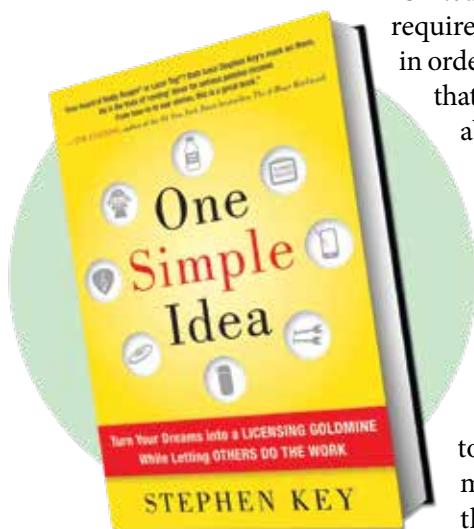
The Invent + Patent System has also been effectively used to coax inventors into formulating their ideas in a more tangible way so that the concepts move from a pure idea into something descriptive enough to be legally viewed as an invention.

I also encourage all inventors and would-be inventors to read "One Simple Idea: Turn Your Dreams into a Licensing Goldmine," an excellent book written by Stephen Key—even if the title may sound like it contradicts some of what I've written above. He also wrote "Sell Your Ideas With or Without a Patent," another a must read.

Key preaches filing provisional patent applications to create perceived ownership (a term I've adopted from him).

I've long been a fan of provisional patent applications, which have become more important now that the U.S. has become a first-inventor-to-file system. This makes it critical to file provisional patent applications quickly after an idea has matured into an invention. 🐕

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.



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, as well as other possible perks.

PLATINUM SPONSOR



GOLD SPONSORS



SILVER SPONSORS



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**. Thank you for helping to keep alive the spirit of innovation.

For more information, call 704-333-5335 or email info@inventorsdigest.com.



Once More, With Feeling

PRO-INVENTOR LEGISLATION PERA AND PREVAIL REINTRODUCED WITH MINOR CHANGES **BY EILEEN MCDERMOTT AND GENE QUINN**

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

ON THE same day the Patent Eligibility Restoration Act (PERA) was reintroduced in the Senate and House of Representatives, Sens. Chris Coons (D-Delaware), Thom Tillis (R-North Carolina), Dick Durbin (D-Illinois) and Mazie Hirono (D-Hawaii) also reintroduced the Promoting and Respecting Economically Vital American Innovation Leadership Act (PREVAIL), which would significantly reform Patent Trial and Appeal Board practices.

(Editor's note: PERA and PREVAIL were both first introduced in 2023. PERA was reintroduced by Sens. Tillis, Coons, and U.S. Reps. Kevin Kiley (R-California) and Scott Peters (D-California).)

PREVAIL's original version perhaps most notably included changes to standing requirements for PTAB petitioners. The 2025 version of the bill, reintroduced May 1, revises the section on standing to a requirement that petitioners "certify" they are an entity that:

- 1) is a nonprofit organization;
- 2) "is currently engaging in, or has a bona fide intent to engage in, conduct within the United States that reasonably could be accused of infringing 1 or more claims of the challenged patent";
- 3) "would have standing to bring a civil action in a court of the United States seeking a declaratory judgment of invalidity with respect to 1 or more claims of the challenged patent"; or
- 4) "has been sued in a court of the United States for infringement of the challenged patent."

IPWatchdog founder and CEO Gene Quinn said the changes to PREVAIL "don't seem to substantively change the meaning or intent of the bill" and that the revisions to the standing

requirements, in theory, should not make a huge difference: "PREVAIL 2025 seems like an important step forward toward a better, fairer PTAB."

As with previous versions, the newly introduced bill calls for changes including a requirement that institutes a "clear and convincing evidence" standard for patent invalidity at the PTAB and requires claims be interpreted using the "plain and ordinary meaning" standard used in district courts.

It also requires the establishment of a Code of Conduct for PTAB judges and would demand more transparency of the USPTO director with respect to their involvement in PTAB decisions; and would end the practice of filing reexaminations following failed PTAB petitions.

As part of the goal to increase transparency at the PTAB, the bill would also establish that PTAB judges who decide whether to institute a post-grant proceeding would not be the same judges who decide the outcome of the proceeding.

PERA: Restore eligibility

PERA 2025 would restore patent eligibility to important inventions critical to the growth of the U.S. economy. If passed, the bill would accomplish this while also preventing the patenting of mere ideas, what already exists in nature, and social and cultural content that virtually everyone agrees is beyond the scope of the patent system.

Specifically, PERA 2025 would reset the law of patent eligibility in the United States to where it was before the Supreme Court substantially and significantly changed the law with landmark decisions in *Mayo Collaborative Services v. Prometheus Labs., Inc.* (2012) and *Alice Corp. v.*

CLS Bank International (2014). Earlier versions of PERA would have also directly overruled the Supreme Court decision in *Assoc. for Molecular Pathology v. Myriad Genetics* (2013), which held that isolated DNA is not patent eligible.

However, PERA 2025 is slightly different than the bill introduced in 2023, at least relating to human genes. The latest version still says that unmodified human genes as they exist in the human body are not patent eligible, but prior versions of the bill said that isolation of genes was considered a modification.

PERA 2025, however, leaves out the word “isolated” and says that “a human gene shall not be considered to be unmodified if that human gene is purified, enriched, or otherwise altered by human activity; or otherwise employed in a useful invention or discovery.”

Notwithstanding subtle changes that will likely be interpreted as not directly overruling the core holding in *Myriad*, PERA 2025 does continue to explicitly eliminate the so-called judicial exceptions to patent eligibility created by the Supreme Court, which find no support in either the Patent Act or the Constitution.

By eliminating and replacing the current judicial exceptions to patent eligibility, Congress would reassert its proper constitutional role to define the law—and in this case what qualifies for patent protection—and put the courts back into their proper lane. In that lane, they interpret laws passed by Congress and do not make up law by layering on judicially created requirements not found in the statute.

The Center for American Principles Policy Fellow Patrick Kilbride said changes to both PREVAIL and PERA 2025 “reflect a healthy, deliberative and ongoing legislative process that gives the inventor community ample opportunity to optimize the final outcomes for the patent system.”

Despite the reintroduction of these bills, the future of patent eligibility reform in the 119th Congress remains uncertain. Many believe there is at best a 50-50 chance that eligibility reform



PREVAIL is intended to significantly reform Patent Trial and Appeal Board practices. PERA would restore patent eligibility to important inventions across many fields, among other changes.

will pass this term, with some believing even that is a particularly optimistic view.

However, if President Donald Trump were to see patent eligibility reform as an important step toward empowering U.S. innovators and the U.S. high-tech economy, all bets are off and the odds of patent eligibility reform becoming a reality would rise dramatically. 🗳️

Eileen McDermott is editor-in-chief at IPWatchdog.com. A veteran IP and legal journalist, Eileen has held editorial and managerial positions at several publications and industry organizations since she entered the field more than a decade ago.





‘You Have a Friend’

LUTNICK ENCOURAGES INVENTORS AS FIRST SECRETARY OF COMMERCE TO ATTEND HALL OF FAME CEREMONY **BY GENE QUINN**

HOWARD LUTNICK is the first secretary of commerce to be a patented inventor and is a named inventor on some 400 patents. He is also the only secretary of commerce to attend the annual Inventors Hall of Fame induction ceremony, which is one of the best nights of the year for the industry—akin to the Academy Awards for patented inventors.

“This is really cool,” Lutnick said on May 8 at the National Inventors Hall of Fame induction ceremony, held at The Anthem DC in the Southwest Waterfront neighborhood of Washington, D.C.

In his opening remarks, Lutnick quipped about

a coin—prominently displayed in large form on the backdrop and also seen on the podium—which shows Thomas Edison on the left and Abraham Lincoln on the right with the words, “The patent system added the fuel of interest to fire of genius.”

“I didn’t even know this was a thing,” Lutnick joked, saying now that he knows this exists, he wants one of the coins to display.

“For the first time, the secretary of commerce understands the patent office,” Lutnick told the audience of approximately 500 people. And as his remarks wound down, he received his biggest applause when he told inventors: “You have a friend, you have a supporter, and you have an admirer.”

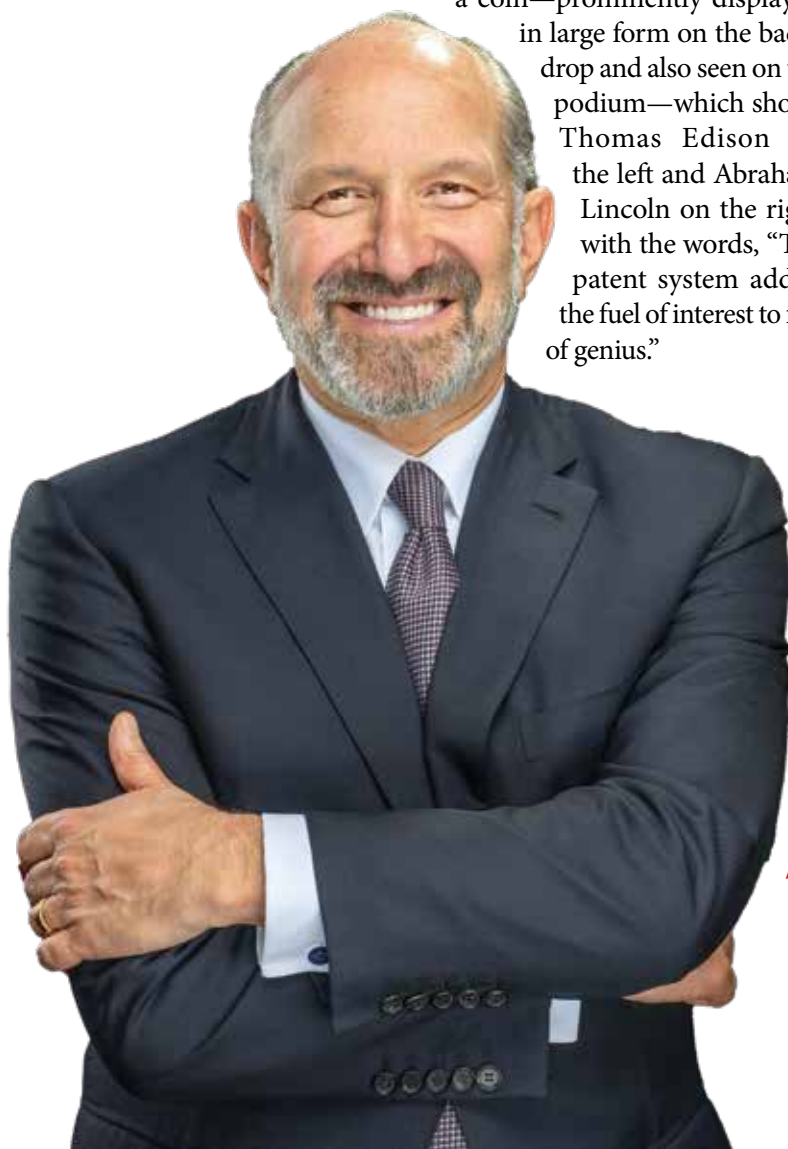
Among the dignitaries in attendance were U.S. Court of Appeals for the Federal Circuit Chief Judge Kimberly Moore; federal circuit Judges Raymond Chen and Kara Stoll; Andrei Iancu, former director of the United States Patent and Trademark Office; John Squires, nominee to be the next director of the USPTO; Coke Stewart, USPTO acting director (who handed out the medals and awards); Shira Perlmutter, registrar of copyrights; retired federal circuit Judge Susan Braden; Darren Tang, director general of the World Intellectual Property Organization; and Lisa Jorgenson, deputy director general of WIPO.

The Class of 2025

Seventeen innovation pioneers [earlier announced in the February 2025 *Inventors Digest*] were honored among this year’s National Inventors Hall of Fame® inductees.


- **John R. Adler Jr.: CyberKnife®**—The CyberKnife is used worldwide to noninvasively remove tumors and other abnormal lesions anywhere in a patient’s body.
- **James Fujimoto, David Huang and Eric Swanson: Optical Coherence Tomography (OCT)**—OCT has had a transformative impact in ophthalmology, and is also used across a

“For the first time, the secretary of commerce understands the patent office.” —HOWARD LUTNICK



growing range of applications in the medical field and beyond.

- **Barney Graham and Jason McLellan: Structure-Based Vaccine Design**—Structure-based vaccine design stabilizes and modifies surface proteins of viruses, and have been used in the development of COVID-19 vaccines, as well as the first vaccines for respiratory syncytial virus (RSV).
- **Kerrie Holley: Service-Oriented Architecture (SOA)**—Service-oriented architecture (SOA) is a software architecture and programming model for large enterprises.
- **Pamela Marrone: Biological Pest Control**—Marrone invented effective, environmentally responsible, nature-based products for pest management and plant health.
- **Richard Schatz: Palmaz-Schatz Coronary Stent**—Since 1988, the Palmaz-Schatz coronary stent and its derivatives have been used to treat millions of patients worldwide.
- **Karl Bacon and Ed Morgan: Tubular Steel Track Roller Coaster (Posthumous)**—Karl Bacon and Ed Morgan engineered the world's first tubular steel track roller coaster, Matterhorn Bobsleds, which debuted in 1959 at Disneyland in Anaheim, California.
- **Tom Blake: Surfboard Design (Posthumous)**—Tom Blake designed the first lightweight, hollow surfboards and paddleboards – some of the earliest boards to be commercially produced.
- **Emil J Freireich and George Judson: Continuous-Flow Blood Separator (Posthumous)**—Continuous-flow blood cell separator devices have been vital for improving outcomes for leukemia patients and developing new approaches to treating cancer and other diseases.
- **Virginia Holsinger: Dairy Product Innovations (Posthumous)**—Holsinger's research on enzymes and digestion advanced the dairy industry, improved nutrition in American schools and created products that made milk digestible by those with lactose intolerance.
- **Virginia Norwood: Multispectral Scanner (Posthumous)**—Multispectral Scanner (MSS) was the first in a series of satellite-based instruments that have been imaging our planet for decades.
- **C.R. Patterson: Carriages (Posthumous)**—Charles Richard (C.R.) Patterson was an inventor and entrepreneur whose successful carriage company evolved to become the first and only black-owned and operated automobile company in the United States. ©



Loyal and Hardworking

Beagle Patents

We offer low patent fees for garage inventors

Beagle-Patents.com

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

Best wishes, Jack Lander

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)

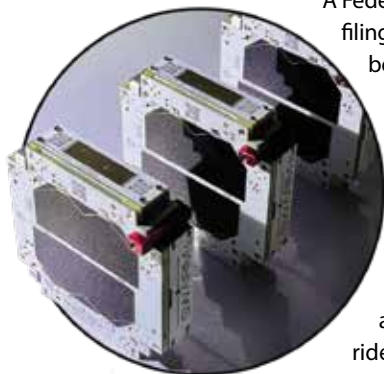
www.patentapplications.net

IoT Corner

SpaceNews reported on May 14 that SpaceX, Elon Musk's company that seeks to revolutionize space flight, acquired **Swarm Technologies**—a startup best known for smallsats that power IoT services.

A Federal Communications Commission filing suggested SpaceX would primarily benefit from Swarm's "intellectual property and expertise."

SpaceX has been deploying a giant constellation of relatively small Starlink internet satellites, and recently began launching rideshare missions full of cubesats and other small payloads. Swarm would at least serve as a customer for those rideshare missions.



Wunderkinds

Ryan Turzak, a fourth-grader at Vine Hill Elementary School in Scotts Valley, California, won the Michelson IP Institute's Young Inventors Award at the recent California Invention Convention for his Beach Sweeper. The device is meant to help kids clean up plastic and trash on the beach. Using a model built from Tinker Toys, Ryan built a prototype using PVC piping and spoke wheels, creating a wagon-like contraption that sifts out and returns clean sand while flipping debris into a collection basket as you pull it. The first prototype worked well, so he will work on improvements to collect larger loads.



What IS That?

It's a robot dog. Nothing new about that, except that its behavior is based on that of a 12-week-old labrador puppy. Tombot's **Jennie** is designed to be a companion for elderly people who can't take care of real dogs. She responds to voice commands and even wags her tail.

Get Busy!

The National Center of Women Innovations launched a **Dr. Gladys West Traveling Exhibit** to show the contribution she made in enabling GPS. It will be at the Virginia Tech Innovation Campus until the end of June and move to the University of Colorado in Denver in August.

Email jane@womensinnovations.org.

WHAT DO YOU KNOW?

1 "Building a better mousetrap" is not just a saying, it's an obsession. Approximately how many mousetrap patents have been issued in America at last count?

A) 800 B) 1,700 C) 2,500 D) 4,400

2 Which was invented first—the modern nail clipper, or the modern tweezer?

3 **True or false:** Bette Nesmith Graham, the inventor of Liquid Paper and mother of the Monkees' Mike Nesmith, left him an estate worth

over \$50 million when she died in 1980.

4 What does "G.I." stand for in the iconic toy G.I. Joe?

A) General Intelligence
B) Government Issue
C) Government Infiltrator
D) Guard Informant

5 **True or false:** A pope has never been awarded a patent.



ANSWERS: 1. D. Per the USPTO. 2. Though both have ancient ancestors, the modern clipper was invented around 1875, the tweezer around 1900. 3. True. 4. B. 5. True.

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.

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

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

