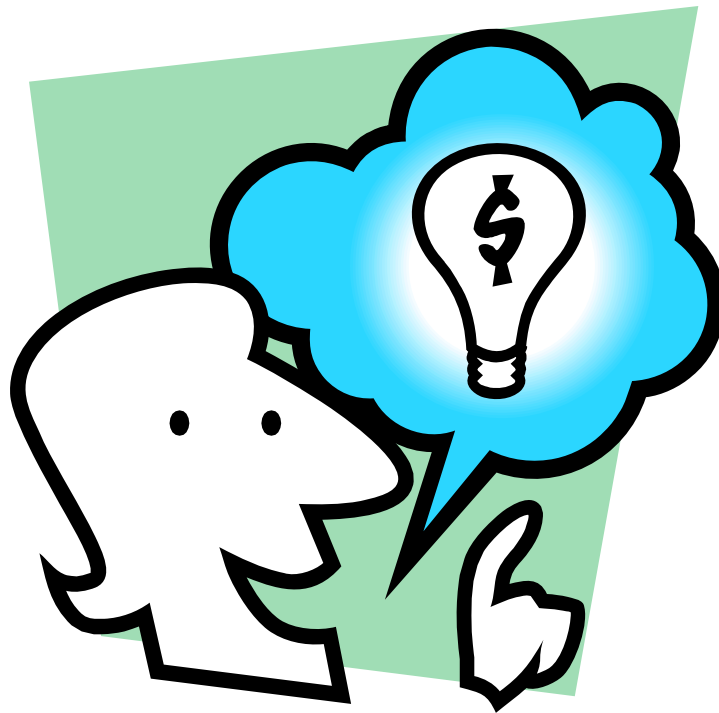


From Dreams to Dollars: How to Market your Invention



**Guide to Selected Inventing and Marketing Resources
at The Public Library of Cincinnati & Hamilton County
2005**

From Dreams to Dollars – Guide to Selected Inventing & Marketing Resources at PLCH

Resources are listed under the following categories:

Books – Patent Searching & Intellectual Property Background;

Books – General Marketing & Business;

Research Directories & Databases;

Organizations, Tradeshows, Inventors Councils, and More;

Magazines, Newspapers, Etc.;

and Invention Assessment and Evaluation Services.

Most resources may be found at the Main Library in one of four departments:

Public Documents & Patents; Government & Business; Magazines & Newspapers;
and Science & Technology. Some titles may also be available at other libraries.

Check the Library's online catalog for location or see library service desks for assistance.

See the Library's websites for additional Inventor Resources under Patents.

Books – Patent Searching and Intellectual Property Background

Attorneys and Agents Registered to Practice Before the U.S. Patent and Trademark Office,
U.S. Department of Commerce, Patent and Trademark Office, 2002.

Call No. R608.773 A885 Public Documents & Patents or search by zip code or browse by
geographic region @ <http://www.uspto.gov/web/offices/dcom/olia/oed/roster/index.html>

Lists attorneys and agents who have demonstrated their qualifications and are recognized to
practice before the U.S. Patent and Trademark Office. Part One of the paper directory displays
individual attorneys and agents alphabetically by name. Part Two provides more complete
contact information for each attorney and agent, arranged geographically by state and zip code.

The Complete Patent Book, Attorney James L. Rogers, Sphinx Publishing, 2003.

Call No. 346.730486 qC737 Government & Business

New self-help book, which is an alternative to Pressman's *Patent it Yourself* listed below. Rogers
introduces the book discussing the advantages and disadvantages of patent protection. He then
explains the statutory requirements and how to efficiently perform a patent search and file a
patent application. The author provides instructions on how to reply to the PTO's response with
an amendment and advice on overcoming rejections from the PTO.

Inventor's Guide to Law, Business, & Taxes, Attorney Stephen Fishman, Nolo, 2003.

Call No. 346.73065 F537 Government & Business

Covers what most inventors forget to think about such as law, business, and tax priorities. These
include invention ownership, invention rights protection, business forms, tax deductions, and
invention rights conveyance. Also includes current tax laws, sample forms, and pages of useful
resources and websites for supplementary research.

Patent It Yourself, Attorney David Pressman, Nolo, various editions and years.

Call No. 608 qP935. Public Documents & Patents, Science & Technology, and many branches.

With over 200,000 copies sold, this is the bible of patent research, preparation, and submission.

The author is not only an attorney, he is a former patent examiner. This easy-to-follow resource
provides all the necessary forms and instructions needed to patent your invention. Also covers
commercial aspects of licensing.

Patents for Beginners, Attorney David Pressman & Richard Stim, Nolo, 2000.
Call No. 346.730486 P935. Public Documents & Patents, and Government & Business
David Pressman provides a simpler version of his highly popular *Patent It Yourself*. This book serves a broader audience than inventors only. Educators, students, business people, and others requiring a basic patent law understanding will appreciate the brief yet complete coverage of the patents topic. The additional resources section provides lists of useful websites of inventor resources, patent resource books and websites, as well as tips on performing your own legal research, and, if required, how to keep attorney expenses in line. Pressman also provides a useful glossary and detailed index for quick reference.

Books – General Marketing & Business

The Complete Idiot's Guide to Cashing In on Your Inventions, Richard C. Levy, Alpha, 2002.
Call No. 658.8 L668. Public Documents & Patents, and Government & Business
This is a more anecdotal account of the author's first-hand experiences of successfully bringing his many products to market. The author helps readers to recognize their potential, avoid rip-off schemes, obtain patent protection and/or licensing, get professional prototypes, negotiate win/win deals, reduce legal expenses, and get expert advice and support with associations, publications, and the web.

The Complete Manual On How To Make Money From Your Inventions, Steve S. Barbarich, Adams Media Corporation, 2000.
Call No. 608 B229 Public Documents & Patents, Science & Technology, and selected branches.
Begins with an explanation of how to determine whether your idea is marketable (and profitable); then covers how to attract large businesses to your product and maximize your royalties; plus how to protect your investment and increase return on your investment by developing a whole product line (spin-offs or modifications) from your one patent. Offers tips on prototyping and tradeshow use to business negotiating and sample licensing contracts. In addition to a list of inventor assistance organizations, the appendix also provides a list of sources for capital and aid for inventors/small businesses.

Eureka the Entrepreneurial Inventor's Guide to Developing, Protecting, and Profiting from your ideas, Robert J. Gold, Prentice Hall, 1994. Call No. 608.73 qG618. Science & Technology.
Guides inventor-reader on how to brainstorm, get a patent, design a product, raise funds, and market a product, as an entrepreneurial inventor. Provides good advice with examples of forms, letters, checklists, and directional-icons throughout. The author illustrates how organization and leadership are vital to the success of your invention in the marketplace.

From Patent to Profit: Secrets & Strategies for Success, Bob Dematteis, Inventions, Patents & Trademark Co., 1998. Call No. 608 qD372. Public Documents & Patents
This guide covers idea protection, prototypes, and manufacturing as well as marketing and selling an invention. Provides strategies and techniques on approaching companies, utilizing non-disclosure agreements, and more. The unique highlight of the appendix is a lengthy list of licensing & marketing, prototyping & manufacturing, and packaging contacts. A strategic timeline guide is also provided to help you track your product development progress from invention to patenting to manufacturing to marketing.

Getting Started as an Entrepreneur: A Guide for Students, National Collegiate Inventors and Innovators Alliance, 2002. Free pdf eDocument version on the web @ http://www.nciia.net/resource_folder/entreguides/gettingstarted/

An outstanding primer for anyone starting a new business or transforming their idea into a product or service. Everything from market research and product evaluation to licensing pros and cons are presented. Chapters cover Idea, Opportunity, Team, Plan, Organization, and Money. An index and list of bibliographic resources is also included.

A Goal is a Dream with a Deadline, Leo B. Helzel, McGraw-Hill, 1995.

Call No. 658.421 H486. Government & Business

Benjamin Franklin-style common sense humor makes this light (under 200 pages) resource an inspiration in bringing your idea(s) to the marketplace. Provides over 400 brief words of wisdom from the author's friends, including the CEOs of the Gap, Bank of America, and Williams-Sonoma. The book also includes a glossary of basic business terms. All of the examples should support those with dreams of success such as, "An idea without at least some element of absurdity is not worth further consideration."

How to License Your Million Dollar Idea: Everything You Need to Know to Make Money from Your New Product Idea, Harvey Reese, John Wiley & Sons, Inc., 1993.

Call No. 346.730486 R329. Government & Business

Covers basics on the licensing process, formulating ideas, and motivational tips. Also includes how to evaluate the originality and market need of your product as well as business meeting and negotiating guidelines. There is a rich appendix with useful forms such as a nondisclosure agreement, organization and tradeshow references, and more.

Inventing Small Products for Big Profits Quickly, Stanley I. Mason, Crisp Publications, 1997.

Call No. 608 M412. Science & Technology

This very brief, yet informative primer of the inventing process, focuses on two key elements--improving existing products and inventing entirely new products. Examples include the development of the first disposable diaper, the first granola bar, first in toys & games, and more. Also provides a section on business essentials such as dealing with other professionals, time management, licensing, selling your product to prospects, and such.

The Inventor's Bible: How to Market and License Your Brilliant Ideas,

Ronald Louis Docie, Sr., Ten Speed Press, 2001.

Call No. 608.0688 D637. Public Documents & Patents, and Science & Technology.

Written by an Ohio author and former president of the Ohio Inventors Association, this book covers the commercialization process from market research and finding manufacturers and licensees to the importance of selecting an Evaluation Service firm. Three case histories offer license-negotiating guidelines. The appendices provide a list of invention evaluation criteria, sample confidentiality disclosure agreement, risk/reward ratio test, glossary, trade shows, etc.

Inventor's Marketing Handbook: A Complete Guide to Selling and Promoting Your Invention, Reece A Franklin, AAJA Publishing, 1989. Call No.608.068 qF833. Science & Technology.

Although nearly 15 years old, this book is filled with timeless details on how to effectively promote and target market your invention. The author shares his expertise on how to obtain inexpensive promotion (e.g. publicity and media contact basics). Also provides useful trade show secrets as well as small business basics and money sources.

Jump Start Your Business Brain: Win More, Lose Less, and Make More Money, Doug Hall and forward by Tom Peters, F&W Publications, 2001.

Call No. 658.4012 H175. Government & Business and selected branches

Doug Hall, local Cincinnati product idea man for P&G, American Express, Ford Motor Company, AT&T, and others, now operates the Eureka Ranch where he assists companies to make successful ideas for new product and services. This book is ideal for small businesses and independent inventors. The author guides users on how to greatly increase sales by:

1) Improving customer communications; 2) Enhancing business offerings to gain higher profit margins; and 3) Learning how to identify and make better use of business opportunities. The chapter entitled, "How to Design Your New Product, Service, or Business for Business for Power Profits," should be most valuable for inventors. Includes bibliographic references and index.

Also see, *Jump Start Your Brain*, Doug Hall with David Wecker, Warner Books, 1995. Call No. 650.1 H175 in Government & Business as well as many branches. This same author's earlier work offers many winning messages which may enhance one's daily thinking and develop creative ideas to solve problems at home and business.

License Your Invention: Sell your Idea & Protect Your Rights with a Solid Contract, Attorney Richard Stim, Nolo, 2004 and previous editions.

Call No. R346.730486 qS858. Public Documents & Patents, and Government & Business

This guide is not for those who wish to manufacture and market their inventions themselves. It is for those who want to license their product. Richard Sim offers detailed directions on working with manufacturers, marketers, distributors, intellectual property, ownership, finance, and more. The completely updated 4th edition includes all agreement forms as tear-outs and on a CD-ROM.

Marketing Your Invention, Thomas E. Mosley, Jr., Upstart Pub., 1992.

Call No. 658.835 M912. Government & Business

Don't let the small number of 222 pages fool you. It is based on hundreds of invention evaluation examples to help you determine which invention ideas are worth patenting, how to protect ideas, advice on whom to go to and whom to trust when developing an invention, venturing versus licensing, and more. Includes many checklists to direct the potential inventor, and also includes an appendix with sample licensing agreements. Great guide for the inventor on how to manufacture their idea and bring it to the marketplace.

Millions From the Mind, How to Turn Your Invention into a Fortune, Alan R. Tripp, Amacon, 1992. Call No. 658.5752 T836. Government & Business

This resource focuses on the "business side of invention" with over 50 inventor-winning case studies and interviews offering financial and marketing viewpoints to help turn your ingenuity into income. Topics covered include financial backing, patent protection, product marketability, and sales & licensing. A separate chapter index to over 200 famous inventors and their inventions is also included for easy look-up examples.

Patent Pending in 24 Hours, Attorneys Richard Stim & David Pressman, Nolo, 2002.

Call No. 346.730486 S858p. Public Documents & Patents, and Government & Business

The recent introduction of a Provisional Patent Application provides a temporary protection, allowing an inventor one year to trial market their product and determine whether or not they should invest in an official patent. Famous patent author and attorney Pressman is involved in another very useful book for independent inventors. Not only does this book provide instruction on how to prepare a Provisional Patent Application, it provides robust appendices with complete Provisional Patent Applications and examples, agreement forms, glossary of useful words to describe hardware and functions of invention in specifications and claims, inventor's notebook guide, and more. Many of the Provisional Patent Applications are amusing to browse.

Stand Alone, Inventor!, Robert G. Merick, Lee Publishing Co., 1997.

Call No. 608.068 M568. Public Documents & Patents, and Science & Technology

Provides basic guidance on prototyping, financing, protecting, licensing, promoting, pricing, marketing, distributing, and retailing your product successfully. Also furnishes a vast 44-page resource section arranged by chapter topics to support library research.

Think Big: Make Millions From Your Ideas, Don Debelak, Entrepreneur Press, 2001.

Call No. 658.575 D286t. Government & Business

This author thinks big indeed by starting out with marketing tips. His two chapters on internet sales background set this book apart from the rest. The author demonstrates the following marketing methods to successful sales: 1) Fairs, Craft Shows, and Events; 2) Selling Locally; 3) Home Shopping – TV and Mail-Order Catalogs; 4) Internet Sales; 5) Selling on Commission; 6) Joint Ventures; 7) Private Label Marketing; 8) Licensing; and 9) Your Own Company. The Appendices cover Patent Strategies, Prototyping, and Product Funding. A useful glossary and index are also provided.

Will It Sell? How to Determine if Your Invention is Profitably Marketable (Before Wasting Money on a Patent), James E. White, Published by James E. White & Associates, 2000.

Call No. 608.0688 W585. Public Documents & Patents, and Science & Technology

Assists inventors in determining if their idea may be profitable (as well as marketable). With a roll-up-your-sleeves writing style, this book covers manufacturing and merchandising basics from profit margin, manufacturing cost, and sales projections to census ratios of target markets and SIC/NAICS code explanation and use. Directs readers to useful resources for market research such as the *Encyclopedia of Associations*.

Research Directories & Databases - Useful for finding company prospects & licensees.

ABI-INFORM, (ProQuest) database on PLCH Research Databases. This business-related database contains thousands of trade journals to help researchers track business conditions, trends, management techniques, corporate strategies, and industry-specific topics worldwide. Includes 60,000 + companies with business and executive profiles

ASM: Annual Survey of Manufacturers, U.S. Dept. of Commerce, Bureau of the Census, Annual Publication. Call No. C 56 .221: Public Documents & Patents

Locate national sales figures by product type. Provides indication of how large a potential market is for your product. Also available online @ <http://www.census.gov/prod/www/abs/industry.html>

American Drop-Shippers Directory, World Wide Trade Service, Current Edition.

Call No. R 381.202573 A5121. Government & Business

Although created for drop-ship merchants, this wholesale buying guide is useful for inventors to locate distributors to sell their products as well. Suppliers are listed in alphabetical order by products they sell, business name and address, telephone number, and some fax and emails are included. Another list of wholesalers that are not “drop-ship” suppliers is also provided.

American Wholesalers and Distributors Directory, Gale Research, various editions,

Call No. R381.202573 qA512. Government and Business

Descriptive entries of more than 27,000 wholesalers and distributors located through the country. Listings by product line in an alphabetical arrangement by name with business address, fax number, SIC/NAICS code, main product lines, number of employees, annual sales volume, and company officers. Useful index by geographic regions, SIC/NAICS codes and company name.

Business & Company Resource Center, Gale (Infotrac) on PLCH Research Databases. Brings together in a single database: company profiles, company brand information, rankings, investment reports, company histories, chronologies, and periodicals. This database provides detailed company and industry news and information.

Business Organizations, Agencies, and Publications Directories (BusinessOrgs), Gale Business Data, First Search database on PLCH Research Databases. Over 40,000 records of business organizations and trade associations that are useful for finding tradeshow and industry statistics.

Business Source Premiere, (EbscoHost) database on PLCH Research Databases. Provides full text for nearly 3,600 scholarly business journals, including many business publications. Coverage includes researching product market potential such as Chain Store Age, Drug Store News, Discount Merchandiser, and some industry specific yearbooks.

Directory of Drug Stores & HBC Chains, Lebhar-Friedman, Inc., recent editions. Call No. R381.456151 qD598. Government & Business Provides listings of 17,000 companies; includes pharmacies in supermarkets, mass merchants, discount chains, and more. Individual entries for each company with business address, telephone, total annual sales, number of stores, and product lines sold. Also lists executive & buying personnel contacts. Contains industry reports of current position with many graphs and tables.

Directory of Food Service Distributors, Lebhar-Friedman, Inc., recent editions. Call No. R381.456838025 qD598. Government & Business Indexed by product line, each entry lists foodservice distributors by geographic location including Canada. Each company summary offers executive and buying contacts, total annual sales, and product lines sold. Includes index of leading companies and statistical analysis of industry.

Directory of Mail Order Catalogs, Grey House Publishing, recent editions. Call No. 016.38114 qD598. Government & Business If you have a product and are looking for mail order catalogs in which to sell—this directory is for you. It contains over 11,100 mail order businesses in the U.S. that sell consumer products. The companies are arranged in over 40 chapters by product area. Includes Geographic Index, Catalog and Company Name Index, and Product Index.

Encyclopedia of Associations, Gale Publishing, annual editions. Call No. 061.3 qG152. Government & Business. Good resource to determine the industry and market size as well as tradeshow location and dates. This is also part of *Associations Unlimited* in Gale Research (Infotrac) databases in the PLCH Research Databases. Contains information for approximately 460,000 international and U.S. national, regional, state, and local nonprofit membership organizations in all fields, including IRS data on U.S. 501(c) nonprofit organizations.

The Million Dollar Directory, Dun & Bradstreet, annual publication. Call No. 338.7 qD897. Government & Business and selected library branches. This directory of America's leading corporations provides the name, address and phone number for headquarters and single locations; public/private ownership designations; D-U-N-S number; SIC Codes; founding/ownership dates; and, where available, information on annual sales volume, total number of employees; names, titles and functions of officers; names of directors; import/export designations; principal banking and accounting relationships; ticker symbol and stock exchange; state of incorporation; and parent company.
North American Industry Classification System, United States, 2002,

Executive Office of the President, Office of Management and Budget.
Call No. PREX 2.6/2:IN 27/2002. Public Documents & Patents Department
This manual includes definitions for each industry, tables showing correspondence between 2002 NAICS and 1997 NAICS for codes that changed, and a comprehensive index--features also available on the web @ <http://www.census.gov/epcd/www/naics.html>.
NAICS codes are used by publishers and popular business databases to report market data.

Reference USA, InfoUSA Service, database on PLCH Research Databases. Detailed information on nearly 12 million U.S. companies, organizations, and agencies, and 120 million U.S. households. Search the business database by company name, company officer names, sales volume, SIC codes, number of employees, product lines, and more. Search the residential database by name, geographical area, or phone number.

Statistical Abstract of the United States, U.S. Census Bureau, U.S. Government Printing Office, annual publication. Call No. C 3.134. Public Documents & Patents and also available on the web @ <http://www.census.gov/statab/www/>
Published annually since 1878, this is the standard summary of statistics on the social, political, and economic organization of the United States. It provides both ready-reference statistics as well as guidance to other statistical publications and sources. Useful sections include: Population, Income, Business Enterprise, Science, Manufacturers, Domestic Trade, and so forth.

Thomas Register, Thomas Publishing Company, current edition.
Call No. 670 fT45. Science & Technology
Lists over 168,000 companies by category under 48,000 product headings in a huge 26-volume collection. Great starting point to locate the company or product for which you are searching. Provides addresses, phone numbers, asset ratings, and more. Contact names are not provided. Provides images from company catalogs, web addresses, drawings, and more to help with your prior-art searching. Also free access via the web @ <http://www.thomasnet.com>

U.S. Industry & Trade Outlook, U.S. Dept. of Commerce, Int'l Trade Admin., U.S. Government Printing Office, Call No. C 61.48: Public Documents & Patents
Annual publication on CD-ROM and brief version available via the web @ <http://www.ita.doc.gov/td/industry/otea/outlook/chapters.html>
Useful for industry market research and provides essential background information.

Other Federal Government resources are available at the Main Library's Public Documents & Patents. Also see <http://www.fedstats.gov> for a directory of .gov sites providing government research statistics. For more business-specific details such as NAICS industry codes, *County Business Patterns*, *Statistics of U.S. Businesses*, etc. see the U.S. Economic Census site <http://www.census.gov/econ/www/index.html>.

Organizations, Tradeshows, Inventors Council, and More.

First Stop Business Connection
<http://www.odod.state.oh.us/onestop/>
A program sponsored by the Ohio Department of Development's Small Business Development Centers and the U.S. Small Business Administration, provides FREE state-level information needed to get started or continue on your entrepreneurial journey.

Greater Cincinnati Chamber of Commerce

<http://www.gccc.com/>

The local Chamber of Commerce provides business education and networking, as well as legislative and regulatory advocacy to create and sustain a positive business climate for the community. Home of the Minority Business Accelerator (MBA) which helps in the local minority entrepreneurial community.

Inventors' Council of Cincinnati

Local inventors' group offers support and resources to independent inventors. Guest speakers cover marketing and business topics related to inventors' needs. Meetings are held on the first Tuesday of each month from 7:00-8:45 p.m. at the Main Library. For more information, call the Public Documents & Patents Department at (513) 369 6971.

The Licensing Show @ www.licensingshow.com (sponsored by the International Licensing Industry Merchandisers' Association @ <http://www.licensing.org>) This is an annual trade event and conference where consumer product manufacturers, retailers, and marketers come to acquire intellectual property rights, forge merchandising and promotional partnerships, and preview trends that impact consumer spending.

SCORE (Service Corps of Retired Executives) is a nonprofit association dedicated to entrepreneur education and the formation, growth and success of small business nationwide. SCORE is a resource partner with the U.S. Small Business Administration. More details can be found at: <http://scorechapter34.org> or call (513) 684 2812.

Small Business Administration

<http://www.sba.gov/>

Site provides assistance in starting a small business or economically maintaining an existing small business. Offers information on protecting your ideas, marketing, business start-up, business financing, business opportunities, and laws and regulations for small businesses. Presents hundreds of guides on how to write an effective loan proposal, deal with financial institutions, and meet necessary legal requirements.

U.S. Patent & Trademark Office

www.uspto.gov

This is the official Patent and Trademark Office site, with forms, information, and search capability for patents and trademarks.

Magazines, Newsletters, Etc.

Consumer Information Catalog from the Federal Citizen Information Center, published by the Government Printing Office, quarterly publication, also available on the web at:

<http://www.pueblo.gsa.gov/>. Both the paper catalog and website provide free reports on thousands of subjects including Federal Programs, Small Business, Finance, Travel, Taxes and more. Located in Public Documents & Patents Department too.

Entrepreneur Magazine, published monthly. Located in Magazines & Newspapers Department at the Main Library. Although intended for those interested in franchising opportunities, this publication offers business advice for inventors from marketing and management to finance and eCommerce. Selected marketing articles may also be found at the magazine's website:

<http://www.entrepreneur.com>.

Inventors' Digest, published monthly. Located in both Magazines & Newspapers, and Public Documents & Patents Department at the Main Library. Provides articles on marketing inventions, patent searching, business basics, success stories, and more. Also includes Inventor Organizations, Trade Shows and Workshops, and other events. See the magazine's website for more information at: <http://www.inventorsdigest.com>.

Lebhar-Friedman retail trade journals on the web:

www.chainstoreage.com

www.dsnretailingtoday.com

www.drugstorenews.com

Full text of these retail journals and other industry-specific journals may be found in the Main Library's Magazines & Newspapers Department or via some Library business-related databases.

Invention Assessment and Evaluation Services

Big Idea Group

<http://www.bigideagroup.net/>

Brings together creative inventors and innovation-driven companies such as Staples, Target, Toys"R"Us, etc. Offers inventors no-cost services to help refine and present ideas to the best-matched licensing companies.

Entrepreneur Network

<http://tenonline.org>

Locate potential partners, collaborators, and vendors to market your product. Site includes companies searching for new ideas. Also features links to useful research directories such as Thomas Register and other assessment and evaluation services.

Hammacher Schlemmer Search for Invention

<http://www.hammacher.com/sfi/rules.asp>

Selects from patents submitted by inventors in an open competition. Eligible products must uniquely solve an existing problem of the general household consumer and must be new.

Innovation Institute

<http://www.innovation-institute.com/home.htm>

An innovative service designed to assist inventors or manufacturers of new products evaluate the potential of their ideas. Also provides invention assessment and evaluation. The Institute has alliances with Walmart, Procter & Gamble, and others.

InventorServices – Patent Café

<http://evaluation.patentcafe.com/index.asp>

Patent Café's evaluation service claims to be one of the most comprehensive and most cost-effective invention assessment tools. More than 65 evaluation points related to the latest legal, technological, and business trends are utilized.

QVC Product Search

<http://www.qvcproductsearch.com/Home.htm>

Have your product evaluated for possible airing on QVC. Simply submit a QVC Product Information Sheet with a photo or brochure of your product. See website for more.