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Game Developers, Musicians, Poets and owners of  
Intellectual property of all kinds.

**A Guide To Making a Fortune With Your Ideas / Inventions**  
**By**  
Chris Leavers

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**A special thank you to Barbara and Mary, at ASK THE INVENTORS.COM for editing this book. I am truly grateful for their kindness.**

**Barbara is currently the President of Texas Inventors Association and Mary is on the Board of Directors of the United Inventors Association.**

**You could not wish for better, friendlier people to help you along your way with outstanding advice.**

**The information everyone should have,  
because it may not be  
today, or tomorrow but one day  
we all get a Million Dollar Idea.**

**You see I have had a good idea like so many other people who have great dreams about their ideas, but like me, so many of them fall pray to "the Sharks" and end up paying off the debt for many years to come. I want to help as many people as I can with your help. Because these Inventions / Promotions firms have massive T.V and publishing budgets. We must aim to get this information in front of as many people as possible before they see the Sharks, who will ruin their lives for years to come with debt. I know..... I've had it done to me.**

**The majority of companies now advertising these Invention promotion services, which generate about \$200 million a year, are **scams**. "They offer a service of sorts but don't really do what they say they will do." After that hook is set, the rest is easy: clients are then quickly lured into paying huge amounts (the average inventor loses \$20,000) for services that are either useless or available elsewhere for far less money.**

**However from my mistakes I have set out to help people with Ideas and Inventions because lots of people do make millions from their Ideas / Inventions. You've just got to bypass the Sharks. So what if you're not Bill Gates or Disney? It doesn't matter because they were the same as you and me; it's all about the ideas in our minds and what we do with them that determine what and who we are and what we do with these ideas.**

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**An Introduction to Licensing by Robert G Allen**

**The Author of two of the largest selling financial books in history; both #1 New York Times best sellers -- read by millions of people in the past 20 years.**

**Multiple Streams of Income & Multiple Streams of Internet Income**

<http://www.robertgallen.com>

## **INTRODUCTION**

What you are about to read is the most lucrative form of intellectual property on this planet. And it's all about licensing. Licensing is everywhere you look, and if you have the right idea you to could be the next licensing multi-millionaire.

So what is licensing? Licensing is the ultimate form of intellectual property around; it's the fastest, simplest and shortest path between an idea in your head and multiple streams of cash in the bank for a lifetime.

So just what is it? Well, it all started out over 50 years ago; today it generates tens of billions in sales per year.

It starts back in 1928 on a train from New York to Los Angeles when Walt Disney and his wife are returning from a meeting, where they have just learned that they have lost the rights to Oswald the Rabbit. They are in effect out of business. But a stray mouse on the train inspires Walt to come up with a new idea. Walt wants to call his new cartoon Mortimer mouse but his wife prevails and Mickey Mouse is born. It is with this idea that Walt and his brother Roy begin to create something big in their one-car garage on the wrong side of L.A.

Little did they know, they were about to start what is today one of the largest entertainment corporations in the world!

Walt and his brother wanted to be moviemakers, but that is not what makes the largest amount of money for Disney today. It began when a businessman approached the Disney brothers and asked for their permission to silk screen the image of Mickey Mouse onto 10,000 wooden pencil boxes. Permission was granted. Nobody knows what the fee was, but thus was launched the modern concept of licensing.

It eventually grew into the Disney licensing and merchandising division, which is today one of the largest and most profitable parts of the Disney Empire. In the beginning, the cheques were small... and few and far-between, But then the snowball effect took over and it grew and grew as Mickey Mouse started to appear on Hallmark cards and in books. It wasn't long before the two brothers

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realized the power of what they had created in their little garage. They could not have known then that their little drawings would create such massive amounts of money for them, and all they did was to give the rights to other business people to use their caricatures and logos. No manufacturing, no marketing, nothing more at all was required of them.

The company who bought the rights did everything from printing to sales and marketing and all the Disney brothers did was to sit back and count all the royalty cheques.

Billions of dollars of Disney merchandise are marketed and sold throughout the world today, all from Walt Disney's seeing a mouse on the train and turning that vision into a cartoon.

What are the benefits of licensing? In effect, all the Disney's gave this businessman was the licensing rights to attach an image to a product to increase sales potential. The businessman did all of the movement of the product from seller to buyer. The businessman also took all of the risk and managed all of the money and simply sent Disney a fee for all of the products sold that carried an image of Mickey Mouse.



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



**Think of it. . .**

- **No manufacturing**
- **No set-up costs**
- **No inventory**
- **No sales cost**
- **No sales force**
- **No distribution costs**
- **No employees**
- **No risk**
- **No money risked**

And little or no investment of time or energy once the product is licensed!  
It's the ultimate way of making tons of money with minimum effort on your part.

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Another such story is about a man who was a surfer from San Diego. He came up with the idea to manufacturer stronger, tougher surfing shorts. With his prototype shorts done, he decided to put his logo on them. He used a design of ten toes hanging over the edge of a surfboard. He called his new surf wear, "Hang Ten". And a new brand of surf wear was launched. The company has expanded and expanded, branching out into other designer-related surf wear, employing thousands of people throughout southern California.

You will not find any Hang Ten factories any more; all you will find is Hang Ten's head office employing a small work force. You may be thinking this is another sad case of company downsizing.



Well, nothing could be further from the truth! You see, they have learned to work smart, not hard. This year, Hang Ten will account for \$600 million dollars in licensing revenues worldwide. And all they do from their head office is licensing. Clothing manufacturers from all over the globe pay Hang Ten millions upon millions of dollars just to print the Hang Ten logo onto shorts, shirts, stickers and many other items of surf related gear.

Hang Ten's work force no longer makes any surf related products; instead they work on designs and keep a vigilant eye out for people who are illegally printing and selling counterfeit products without licensing agreements from Hang Ten.

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

So as you can see, from one building they are making millions, all as a result of licensing.

Using this same concept in the seventies, a geeky computer nerd named Bill Gates started a company called Microsoft that paid around fifty thousand dollars for the rights to a new computer program that was called D.O.S. D.O.S. stands for disk operating system, and it is the system that controls most of the worlds mini-computers today.

It turned out to be the deal of a lifetime, because then Bill Gates licensed D.O.S. to I.B.M. for their first home computers. He didn't just sell it to them; he licensed it to them. And that is the reason why the market value of Microsoft is higher than the market value of I.B.M. and General Motors and most of the top fortune 500 companies, from zero to billions of dollars in about fifteen years.

If Bill Gates had sold D.O.S. to I.B.M. he would have made a modest amount of money, but he wasn't interested in a one-time payoff deal, instead he wanted lifetime streams of income and the only way to do that was through licensing.

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Bill Gates doesn't have to manufacture all the computers around the world. Instead people like Hewlett Packard, Fujitsu, etc. make the computers. But in order for them to work, they all need D.O.S., so Bill Gates provides all these companies the licensing rights to use his product. But he doesn't stop there. He sells upgrades to all the computer owners like you and me.

Is it any wonder he is the richest man in the world? And that could be you through licensing your ideas. All you need to do is learn to think like Bill Gates.

Another inventor approached a large corporation about five years ago with a concept to increase company sales. The Inventor reasoned that with a slight modification to the existing product, the company would be able to increase their sales and market share.

The Inventor only wanted a few pence per item sold, so he went to different manufacturers with his idea, but no one was interested.

But, as all sales people can tell you, you have to knock on a lot of doors before you get a yes. It could be the 1st door you knock on, or the 50<sup>th</sup> one or even the 100th one, you just never know.

The important thing to remember is, just keep knocking because your huge lifetime streams of income could be nearer than you think.

Undaunted by the refusals, he gathered up his portfolio and went to one of the biggest manufacturers down a New York City street and presented his idea. And after some testing, the company realized what a good idea this man had come up with. With this in mind, a licensing agreement was signed.

In exchange for using his idea, the company would pay him a few pence for every item sold, and when the new product finally hit the shops, the company increased their sales by an extra 100 million units in its first year. The inventor has since received several million dollars in royalty fees.

The product that made this man a very rich one was an inbuilt battery power tester like the ones you see on Duracell.

This is the power of licensing.

So what if you're not Bill Gates or Walt Disney? It doesn't matter, because they were no different than you and me. It's all about the ideas in our minds and what we do with them that determine what our futures will be.

Every day our mind processes thousands of thoughts and some are million dollar ideas. How many of these ideas do you need to have success? Well, Bill Gates had D.O.S. and the young surfer had a simple logo, both of which are from

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opposite sides of the business market. One idea was simple and the other was complicated, but both individuals are now millionaires.

So how do you turn your idea into a licensing phenomenon?

First, you've got to believe your idea is as good if not better than any one else's idea. Don't think that because there is a similar product to your idea on the market yours won't make it, because this is not necessarily true. You have to think of it like this; all cars are basically the same. At the end of the day, they all get you from A to B. But this goes back to the Niche Marketing Rules, which I will tell you about later. All cars have their own uniqueness, which will only appeal to certain people. If you look at anything from clothes to electronics, when it's all said and done, they all do the same things but are styled in a different way to appeal to certain Niche Market.

You have to break free from your limitations of "Can I? Should I?, Will it?" Turn those doubts into "I can, I should! It will!"

And one day when the right idea comes your way, you can read this again and know which roads to take to signing a licensing agreement that will bring you riches beyond your wildest dreams.

Maybe it won't be this year or the next, but if you want it, then the right idea will come.

If you look around, you will find hundreds of products that have been produced under licensing agreements, like Harley Davidson merchandise, Ocean Pacific surf-wear and surfboards, Simpson calendars, posters, watches, T-shirts etc. All of which is just a microscopic fraction of the licensing industry.

All you have to do is come up with your own idea or even an idea to improve on a product that is already out there, because we have all said that this product or that product would be so much better if it could just do this or that.

Well, put it down on paper because you could be sitting on untold wealth; wealth that could be going into your bank account year after year.

Back in 1988, two guys started putting their ideas onto paper in the form of sketches and then their idea became a reality that brought them untold riches. Around 400 million dollars was generated from their idea. What was their multi-million-dollar idea? It was Teenage Mutant Ninja Turtles.

There are plenty of businesses out there who could be shown a way of revamping their own products. Think about ways to enhance other companies' products. Begin noticing at least a few licensing ideas a week. Look out for hot trends. As you read magazines and papers, look for advertisements that keep appearing. Ask yourself what else would this look good on, what does this business need in the form of a licensable idea that could make us both a fortune?



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You don't even have to come up with a great idea yourself. Go to the patent library and look through the patents and make a list of good ideas that have nothing more than a patent certificate for the Inventor. Many, many patents are issued on inventions that never reach the market place because the inventors didn't know how to market them. Phone up the inventors and ask if they have done anything with the patent. If not, tell them you want to approach manufacturers for a licensing agreement.

Then, look through the [registry of manufacturers](#) which lists all manufacturers by subject.

Is there another product out there you like? Sometimes you can change the name, copy the idea / concepts with small but significant changes and capture streams of wealth for yourself.

There is nothing wrong with copying as long as you don't cross legal boundaries. After all, how many things have you seen out there with just a small variation on them?

Licensing is possibly the fastest way that you can take your idea from your mind to lifetime streams of income, which could be staggering to say the least. It's already a remarkable way of generating wealth for which someone else contributes the work, but in the future, licensing will become a money-generating phenomenon because of the ease with which global trading takes place with the use of the internet.

<http://www.robertgallen.com>

**Thank you to Mr Allen for his great audio program, Multiple Streams of Income which was a great inspiration to me for writing this e-book.**

**To go into exact detail about licensing would turn this e-book into the thickness of a telephone directory. So what I want to do here is to help you along that way on a more simple path, then all you need to do is take great caution and seek expert advice where needed.**

## **PEOPLES' NEEDS AND WANTS**

You must also address the issue of consumer "needs" versus "wants," a line that is often difficult to clearly define.

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In general, needs relate to hard elements pertaining to one's very survival. You need shelter from the weather. You need clothes to wear and food to eat. If you are sick you need proper treatment and the right medicines.

However, you may want a large, spacious home with a beautiful view through the front bay window and a swimming pool in the back yard. You may want top line designer fashions. You may want to dine out at nice restaurants every night. You may want lots of leisure time to engage in sports or other recreational activities.

When it comes to defining a benefit package that will inspire a significant number of consumers to purchase your product, both hard needs and wishful wants are equally valid.

While we might like to think of ourselves as rational beings that strive to make choices in our best interest, the reality of the market place indicates otherwise.

People make purchasing decisions for a wide range of reasons, some logical but many based purely on whim.

You must then, focus in on the most compelling factors that will cause members of the target audience for the product to take notice of the product and then make a favourable purchasing decision.

## **TARGET MARKET**

You must show that the product delivers a benefit to the consumer who might potentially use the product to in order to make it commercially viable.

That does not mean that there has to be huge numbers of people waiting to buy your product. Many products today take a "niche" marketing approach.

They are intended to appeal to only a segment of the market. Rather than generating sales through a broad base of customers, they are designed to achieve a high level of penetration within their limited target audience.

**In fact, if you endeavour to make your product appeal to everyone, it could end up appealing to no one.**

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Certainly, some products have universal appeal and little or no audience segmentation is required. However, most products are designed to appeal to some consumers more than to others.

For example, the great majority of households in Western Europe and North America use some form of paper towel. Therefore, paper towels as a general type of product could be said to have universal appeal within the realm of households in developed countries.

But specific brands, offering different benefits, are marketed to certain audiences for which those benefits would have the most appeal. One household might place great emphasis on economy, preferring to purchase the lowest priced towels regardless of any other attributes.

Another household may consider the absorbency capacity to be more important than the price while a third household, where the focus is on style and appearance, may place the highest priority on the imprinted designs.

Thus, it is critically important that you identify a specific target audience for your product. The specific segmentation criteria differ from product to product but typically include such factors as age, income, gender, educational level, geographic area etc.

## **MANUFACTURERS**

Most manufacturing companies are constantly on the alert for new additions to their product line, especially if the proposed product does not require an extensive level of new equipment or re-tooling of existing machinery.

The typical product goes through four progressive phases of the product life cycle. –

The time required to pass through this cycle varies widely. Some products may take several years to reach the decline phase while others may come and go in only a matter of months.

## **PRODUCT LIFE CYCLE**

Here are the phases in the life cycle of a product.

- **Introduction**
- **Growth**
- **Maturity**
- **Decline**

The rate at which a product goes from the early stages of introduction to the final days of decline can vary dramatically.

Eight track audiocassettes passed through this cycle rather quickly. Vinyl records lasted much longer but they have now become almost totally obsolete, as compact disks have emerged as the dominant form of audio reproduction.

In the same way, the DVD is starting to replace VHS videos.

The automobile, on the other hand, has been solidly in the maturity stage for decades and is likely to remain there for quite some time to come.

The product life cycle influences many of the decisions made by both manufacturers and retailers.

Manufacturers must seek new products just entering the introduction phase to replace the dwindling revenues from the products in the decline phase. Similarly, retailers must make their product selection decisions with an eye toward where products are on the curve.

They must also choose between investing promotional expenditures in products that may be starting to show a diminishing return as opposed to channeling the money into new products that have not yet been embraced by a wide segment of the consuming public.

There are risks involved either way and some retailers are more open to giving new products a chance than are others. Often, the decision is heavily influenced by the broader position of the product category in general rather than a specific product offering within the category.

While a specific product might be quite new, the overall category into which it fits might be solidly into the maturity stage of the product life cycle with strong consumer awareness and a healthy level of regular sales.

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But, regardless of the overall time involved, every company knows that it must always be alert to new product opportunities to bring into the cycle to replace those approaching the decline phase.

This need to identify new product opportunities has become even more significant in recent years as more consumer product segments reach maturity and become saturated.

We must also define what we mean by “new” product. This term is generally understood to encompass products that are truly new inventions, formulations, designs and technologies.

However, the term also includes introductions that entail the repositioning or repackaging of an existing product. Slightly more than half of the products included in the “new introduction” category are, in fact, original products not previously offered on the market.

A little more than one-third of the products are classified as repositioned products and slightly more than one-tenth represents new packaging developments.

## PROMOTIONS

There will be promotion required to sell your product to the end users. But, since we are dealing with a new product concept, we must also address the promotional activities that will be required to sell your idea to prospective manufacturers and wholesalers. The points made in this section apply to both aspects of the promotional process.

- **Identifying a distribution strategy that will most effectively reach the primary prospects**
  
- **Determining the proper positioning for your product**

We address each of those issues here.

### **DISTRIBUTION STRATEGY**

There are a number of factors to consider when determining how to most effectively move a product through the distribution channels from the manufacturer to the wholesaler and then on to the retailer.

Most of these relate to the specific attributes of the product under consideration. Four factors come into play in assessing the most appropriate distribution method: the physical attributes of the:

- **Product**
- **Time**
- **Expense**
- **Geography**

Here's how these factors impact on the decision:

The larger the product, or the greater the quantity per shipment, the fewer the options. Big, bulky items are certainly not good candidates for either mailing or airfreight.

Additionally, some products may have hazardous or potentially hazardous attributes that limit distribution options. If the product requires refrigeration, options are further limited.

The product individually should not be too large to be shipped via routine commercial delivery or possibly, when necessary, even through the postal service. The product should not require refrigeration nor pose any hazardous threats.

Some products are time-sensitive and need to get to the end user in the fastest way possible. Other time-related issues are the regularity and predictability of delivery. Products with a fairly regular delivery cycle allow the manufacturer to set up a routine shipment program. The worst case, and most costly, scenario is the odd short notice requirement for which there is no system in place, requiring a mad scramble when the situation does arise.

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Shipping costs can represent a significant portion of the overall product expenses and can have a substantial impact on the product's profitability. Thus, manufacturers are constantly looking for the lowest cost shipping method.

But that has to be balanced against having the products where they need to be when they need to be there. If, as a result of saving a few bucks on shipping cost, the product is not on the shelf when the consumer wants it, sales are not going to be made.

Geography can impose some restrictions on distribution options. If your product must get out to a wide range of distribution points, neither rail nor water may be available.

Water, certainly, is even more limited than rail. The postal system and most commercial delivery companies reach virtually everywhere you would need to reach. However, as we mentioned in the points above, not all products can be shipped by lorry (truck) at some point in their distribution cycle. Rail shipments may be appropriate for larger orders of the product going to wholesalers with access to rail service.

However, we would envision the overall distribution network being more conducive to overland lorry shipments. This might entail direct shipment to the retail outlets that will carry the product or, for larger retailers, shipments to a central regional warehouse from which the retailer will then distribute orders of the product to the company's stores served by that facility.

## POSITIONING STRATEGY

Having determined the most efficient and effective distribution strategy, the next element to consider in moving your product along to the intended target audience is to assess the position your product will assume in the marketplace.

**Exclusive products typically demand the highest prices. But mass-market products may generate higher total revenues**

The concept of "position" speaks of how the product compares to other items currently on the market and, thus, how the consumer perceives the new offering in relation to other products.

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For example, is it cutting edge technology or a simple, everyday device? Is it an educational product, something designed purely for recreation or a functional tool intended to serve a practical application?

Do you want your product to be viewed as a high calibre, prestige, and quality item or would it be better positioned as a low-key, value-driven product?

Do you foresee your product becoming included in the line of a major manufacturer, being handled by a small concern, or will you be handling production yourself in your own facility?

Should the distribution be directed toward the broadest possible network of outlets or is the product better suited to an exclusive distribution approach designed to reach only a selective segment of the consuming public?

The product's promotional thrust should be in sync with the positioning strategy. If it's a high tech, high quality product, the promotional material should reflect that image. On the other hand, if it's a budget line item, the promotional support should reflect this, too.

Your promotional approach should not try to convey an inflated image of your product. That will only lead to confusion, disappointment and loss of sales.

For manufacturer prospects, the position should emphasize the potential value of adding this new concept to the product line. As we discussed previously, most manufacturers are alert to new devices that can be incorporated into the product line without investing large sums of money and a great amount of time in the research and design phase.

The end user's motivation is, of course, based on different criteria than that which motivates a prospective manufacturer.

While some products are positioned on similar functional issues such as cost savings or increased work efficiency, the positioning strategy for most consumer products is based on "softer" concepts. These are the less tangible aspects of products—convenience, comfort, peace of mind, enhanced self-image, a heightened sense of well-being etc.-but, nevertheless, are often the ones that ultimately drive the product's success in the market place.

The manufacturing industry continues to seek opportunities for new product introductions.

As we noted previously, a considerable number of new products appear on the market each year and this number has been rising steadily. In 1986, there were just over 12,000 new consumer packaged products introduced to the market. By



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1996 this figure had risen to approximately 26,000 new products, a rise of more than 100% during this 11-year time span.

With such steadily increasing demand for new products, marketers must be attuned to every opportunity to identify a potential new addition to their product line.

On average, about one out of every five new products represent a new brand introduced to the marketplace for the first time.

The remaining 80% are made up of extensions to an existing brand or line of products. This relates back to the product life cycle discussed earlier.

Introducing a totally new product concept to the marketplace entails a higher level of effort and more risk than to simply add a new twist to an existing product line.

This is what drives the well-known "new and improved" process that is typically associated with products that are well into the maturity phase of the product life cycle.

There are, essentially, three conventional paths you can take from here, each with some more specific options under that general approach, as you move forward with the development of your product and its introduction to the marketplace.

- **The first is to assume all responsibility for the project yourself, either performing the manufacturing in-house or using a contract manufacturing arrangement.**
- **The second option is to obtain a cash buy-out, selling all rights to the concept for one lump sum payment.**
- **The third choice, and the most common, is to enter into a licensing agreement. These can take a few different forms, depending mainly on the degree of exclusivity.**

In the next chapter, we discuss these options in more detail.

## **PRODUCT TOWARDS MARKET INTRODUCTION**

- . MAKE IT YOURSELF OR FIND A CONTRACT MANUFACTURER**
- . STRIKE A CASH BUY-OUT ARRANGEMENT WITH A MANUFACTURER**
- . ENTER INTO ONE OR MORE LICENSING AGREEMENTS**

## **IN-HOUSE OR CONTRACT MANUFACTURING**

### **OVERVIEW**

Under the in-house manufacturing approach, you set up your own system for producing and distributing your product. You are responsible for obtaining whatever raw materials are required for production, you hire workers if necessary, locate wholesalers to handle your product, provide advertising and marketing support etc. Under the contract manufacturing approach, you pay an existing manufacturing company to produce your product. You are still responsible for all the other activities down the distribution chain, just as if you were doing the production yourself.

### **ADVANTAGES**

- All profits and/ or royalties earned from the product will accrue to you. You will not have to pay any services fees or commissions to an agent.**

- **You retain complete control over the development and marketing of your product.**

### DISADVANTAGES

Bringing a new product to the marketplace is typically a very expensive undertaking. It can also be time-consuming and a frustrating activity, especially if it's something you have never done before. Become familiar with the intricacies of developing, manufacturing, distributing and marketing new products, which is usually only achieved at the expense of some often costly mistakes.

Development costs can often run quite high and there is no guarantee you will ever recover your investment, let alone make a profit.

In addition to the developmental costs, there are also costs involved with starting up the manufacturing process—which may involve obtaining plant space and equipment and hiring production workers—plus the costs associated with distribution and promotion of the new product.

Unless you have a substantial amount of your own capital to risk on this endeavour, you are likely to need outside investment money, generally from a source such as a venture capital group. If so, you will have to consider the following possible disadvantages, most of which work to offset some of the advantages listed above:

- **Prospective investors are often unreceptive when approached by independent investor marketers, generally because of the lack of professionalism in most such presentations. Few inventors possess both the spark to conceive new product ideas and the marketing skills required to make a convincing pitch to investors.**
- **If you do find investors, you will have to give up some degree of control over the development of your product. In**

**many cases, the investors call most of the shots and the inventor has little say in what happens.**

- **Investment money has to be repaid, whether or not the product succeeds, so you may be risking your personal finances by entering into such an arrangement.**

**Investors require interest on the money they put up and often take a percentage of the profits as well. Thus you are incurring an additional expense and, quite often, will also have to give up some portion of the profits your product generates.**

- **Potential investors may also have concerns as to whether a product's legal aspects have been properly reviewed and if the product is patentable.**

**A major concern today, especially given the litigious nature of our society, is product liability. Consumers are inclined to sue manufacturers at an ever-increasing rate and juries have handed up some significant punitive and compensatory awards for seemingly minor injuries. Those who manufacture their products themselves, or have their products manufactured on a contract basis, can be exposed to such liability and typically protect themselves by purchasing product liability insurance. This represents an additional cost and, depending on the nature of the product and its potential to injure users, can be a substantial expense.**

**Cash buy-outs and licensing arrangements usually shift the liability exposure and insurance cost from the inventor to the manufacturer.**

## **CASH BUY-OUTS**

### **OVERVIEW**

Here the product concept is offered to an existing company for a one-time lump-sum payment, with all rights to manufacture and market the product passing to the company purchasing these rights.

### **ADVANTAGES**

- **You, as the inventor, receive your money up front. If the product does not do well in the marketplace, you will still have profited from conceiving the idea.**
- **You are relieved of any need to be involved in producing and distributing the product.**

### **DISADVANTAGES**

- **The amount offered could be quite low when compared against what your product may actually be capable of achieving in the marketplace.**
- **If your product does well, maybe even becomes a phenomenal success; you will have no opportunity to share in the profits it ultimately produces.**

**CASH BUY-OUTS PROVIDE YOU WITH A LUMP SUM PAYMENT BUT, IF YOUR PRODUCT SUCCEEDS BEYOND INITIAL PROJECTIONS, YOU WILL NOT PROFIT FROM THAT SUCCESS.**

## **LICENSING**

### **OVERVIEW**

Licensing has become the most popular method used by Inventors / Designers seeking to bring a new product to the marketplace.

Under this arrangement, you grant a license to a manufacturer to produce and market your product. Here is a quick overview of licensing options, advantages, and disadvantages.

### **LICENSING OPTIONS**

- **You could grant a worldwide exclusive license to one manufacturer to produce and market your product.**
- **You could grant regional exclusive licenses to more than one manufacturer. For example, you might grant one license for the North American market, another for the European market, a third for the Asian Rim etc.**
- **You could grant non-exclusive licenses to more than one manufacturer.**

- **You could grant the license with a royalty arrangement whereby a portion of the sales of your products comes back to you. Often, these contracts include a guarantee calling for a minimum amount of distribution. This prevents the situation whereby a manufacturer locks up the licensing rights to your product but then does not go forth with the actual production and distribution. In the absence of a distribution guarantee, you might find yourself with no royalties coming in and no chance of negotiating a deal with another manufacturer.**
- **You can grant the license for a fixed fee for a certain period of time. You receive a lump sum up front but no royalties are earned on actual sales.**

### **ADVANTAGES OF LICENSING**

- **Licensing enables you to reap profits from your invention / designs without having to invest in expensive production equipment and an elaborate marketing distribution system.**
- **Licensing enables manufacturers to introduce new products without having to carry the substantial overhead costs of an in-house research and development department.**
- **If you go with the royalty approach, you benefit in direct proportion to how well your product does in the market place.**
- **If you go with a lump sum license fee, you have a guaranteed payment in hand regardless of whether or not your product actually generates sales.**

## **DISADVANTAGES OF LICENSING**

- **The overall profit potential is less than it might be if you manufactured and distributed your product yourself. (Of course, the trade-off is that you are shifting all of the costs and risks onto the company to which you are granting the license.)**
- **Some familiarity with the licensing process is generally required in order to know how to work through the maze of prospective manufacturers and to negotiate an acceptable arrangement.**

**LICENSING WOULD ALLOW YOU TO PROFIT DIRECTLY FROM THE SUCCESS OF YOUR PRODUCT WITHOUT INVESTING IN EXPENSIVE MANUFACTURING EQUIPMENT. LICENSING ALLOWS A MANUFACTURER TO OFFER NEW PRODUCTS WITHOUT INCURRING HIGH RESEARCH AND DEVELOPMENT COSTS.**

## **ROYALTY FEES**

**There is no standard royalty amount for developing a product.**

**Each royalty percentage is negotiated between the Inventor / Designer and the manufacturer. Several factors, which can be arranged in a wide variety of combinations, can affect the determination of a royalty fee agreement.**

**However, a few examples of the factors that can have a bearing on this process include such considerations as whether or not the agreement is for world wide exclusive distribution or granted on a limited regional**



basis, the length of time for which the license is granted, the possible inclusion of a guaranteed minimum production volume, whether the royalty fee is based on a fixed amount for all units sold or tied to a sliding fee that varies with different volume levels etc.

Moreover, the entire concept of revenue stream created by a royalty agreement assumes that the Inventor / Designer chose to go with a licensing agreement, whereby you retain the actual ownership of the Invention / Designer rights and simply gives a manufacturer what amounts to a lease to use the concept under agreed terms, rather than a straight cash buy-out.

Under the latter approach (the straight cash buy-out), the Inventor/ Designer sells all interests in the invention for a fixed fee and does not participate in any revenues the product actually generates in the marketplace.

## MANUFACTURER NEGOTIATIONS

You can do this on your own. But manufacturers can have you walking out thinking you have gotten a good deal, while they have placed clauses in the contract that limit the production of your product so that only a few are sold. In this case, they don't have to market your product which will result in very little money for you. Plus, you cannot take your idea to some one else because you have signed a licensing agreement with them.

I would **STRONGLY** recommend that you hire your own solicitor or attorney, or other representative, to handle your interests and conduct the negotiations with the manufacturer.

Below is a link for manufacturers if you are looking for some one to manufacture your product or to approach about a Licensing agreement.

**mni**guide to U.S. manufacturers  
by Manufacturers' News, Inc.

Want to know who manufactures a product? Looking for a new vendor to get a competitive quote? Discover *who makes*

***it, who supplies it and who does it*** among over 440,000 U.S. companies. Each company's information is researched firsthand and updated weekly by our 80-person editorial staff. Send a free Request For Quote (RFQ) to multiple companies instantly from the results page!

<http://mniguide.com/index.asp>

## **AN INTRODUCTION TO PATENTING**

The concept of a codified law intended to validate the ownership of an invention can be traced back more than five hundred years. The first such known statutes were enacted in Venice in 1474. This legal principle began to take more shape as English law first allowed for the granting of patents in the middle of the 16<sup>th</sup> century. As the United States was forming its constitutional structure, following its independence from Great Britain in the late 1700s, a detailed system for recording and granting patents was included in the founding documents.

To say that patenting is a fairly complicated subject would be an understatement. Covering the subject in any detail would go far beyond the confines of this book. Not only does any one patent system entail a high degree of complexity, but also patent laws vary from one country to another. Submission procedures, review policy, secrecy protection, response time and so forth can differ widely. You should, however, have at least a basic appreciation of the patenting process and I have provided for you here some major points to consider.

For an invention to be patentable, it must either be unique or have some new feature not previously found on another patented product. It must also be "non-obvious."

**There are two major types of patents—utility and design.**

- ***A utility patent*** covers what a product does or a new process.

**Utility** patents may be granted to anyone who invents or discovers any new and useful process, machine, article of manufacture, or compositions of matters, or any new useful improvement thereof.

Before filing **A utility patent** application, you may want to file a provisional utility application to test the marketplace to see if there is any interest in your invention. It will also give you up to one year of additional "patent pending" status. By doing this, you could benefit from as much as 21 years of combined patent pending/patent status.

## Provisional Patent Application

The Provisional Patent Application is a way for the small inventor to obtain "Patent Pending" status. After filing for a Provisional Application, you the inventor have one year to test the marketplace to see if there is any interest in your invention. The Provisional Patent Application is not examined and cannot become a patent until it is changed to a Utility Patent Application. This will have to be changed to a Utility Patent before the one-year is up, from the date the Provisional Application was filed.

Having "Patent Pending" status. Is probably the best way to get the ball rolling rather than applying for a full patent to start with, because most companies will not discuss an invention with an individual until the invention has at least "Patent Pending" status.

At far less than half the cost for a regular Utility Patent Application, the Provisional Application is the cheapest way to obtain "Patent Pending" status.

### Provisional

### Regular Utility

Patent Pending" Status

Patent Pending" Status

No Formal Drawings

Formal Drawings  
Required (\$125/sheet)

USPTO Filing Fee \$80

USPTO Filing Fee \$370

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## How To Turn Your Ideas Into Millions With Licensing

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Provisional must be converted to a patent application within one year of a Provisional filing date.

Patent term Last for 20 years from filing Regular Utility

The Provisional Patent Application Costs less than one-fourth the price of a regular Utility Application.

From the above you can see that the thing to do is to get a Provisional Application, because there are less up-front costs and you gain patent-pending status. By filing the Provisional first and converting before the one-year has elapsed, you save money to start with until you have manufacturers seriously interested in your invention.

## DESIGN PATENT

***A design patent covers a product's format or appearance.***

**Design** patents may be granted to anyone who invents a new, original, and ornamental design for an article of manufacture.

The design patent protects only the Cosmetic appearance of an article, but not its structural or functional features.

The disclosure and description of the invention in a design application is entirely in the drawing and not in the words. The single claim in a design patent is for "the appearance of a – whatever the product is usually called – as shown in the drawing".

## A Toy Design Patent

From the film. Star Wars.

### United States Patent [19]

Johnston

[11] Patent Number: Des. 277,398

[45] Date of Patent: \*\* Jan. 29, 1985

[54] TOY VEHICLE

[75] Inventor: Joseph E. Johnston, San Rafael, Calif.

[73] Assignee: Lucasfilm Ltd., San Rafael, Calif.

[\*\*] Term: 14 Years

[21] Appl. No.: 429,776

[22] Filed: Sep. 30, 1982

[52] U.S. Cl. .... D21/87

[58] Field of Search ..... D21/82, 84, 85, 87, D21/88, 89, 90; 446/30, 31, 40, 41, 45, 61, 62, 68, 65, 66, 67; D12/320

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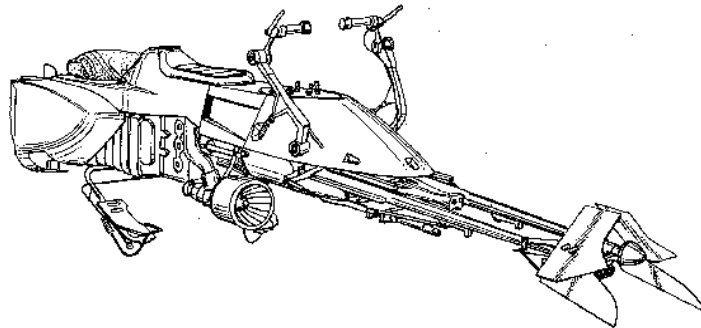
Primary Examiner—Charles A. Rademaker  
Attorney, Agent, or Firm—Townsend & Townsend

[57] CLAIM

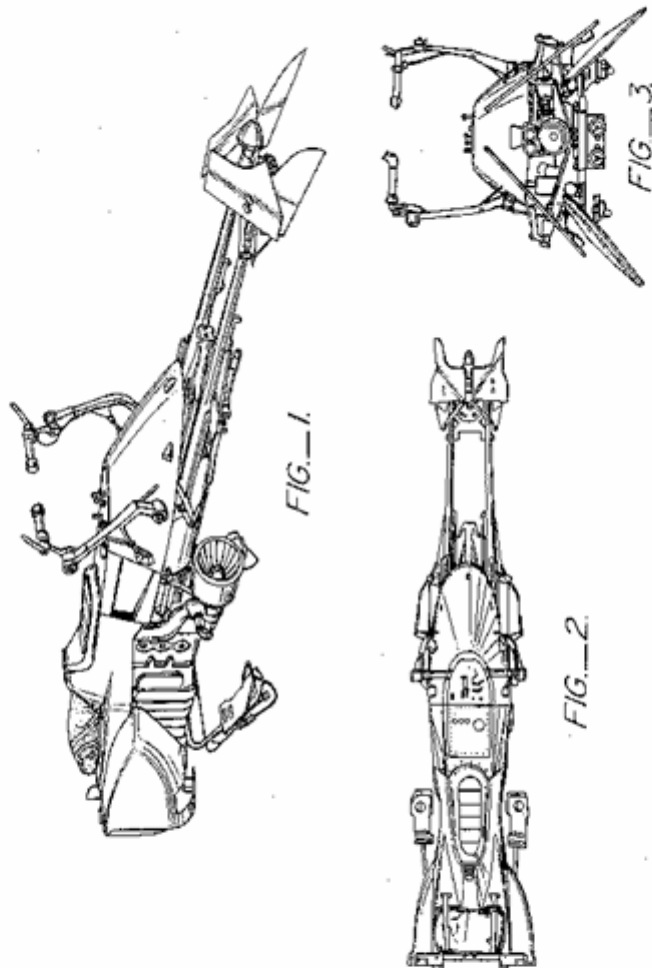
The ornamental design for the toy vehicle, as shown and described.

#### DESCRIPTION

FIG. 1 is a side perspective view of a toy vehicle showing my new design;  
FIG. 2 is a top perspective view thereof;  
FIG. 3 is a front perspective view thereof;  
FIG. 4 is a left side perspective view thereof, the side opposite being a mirror image;  
FIG. 5 is a rear perspective view thereof; and,  
FIG. 6 is a bottom perspective view thereof.



U.S. Patent Jan. 29, 1985 Sheet 1 of 2 Des. 277,398



## **How To Turn Your Ideas Into Millions With Licensing**

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Most patented products are protected for a period of 14 to 20 years (depending on the type of patent). During this time, the patent holder controls the production, licensing and marketing of the product.

You cannot patent such things as mathematical formulas, fundamental truths, services, business plans or methods of calculation.

Once you have obtained a patent, you must serve as your own watchdog against infringement, unless that responsibility has been contractually assigned to a licensee.

Having the patent is no guarantee against someone's trying to market a product in violation of your protection. When a patent holder finds out about this, it is his or her obligation to file suit against the infringer.

Many people assume that they must submit a working prototype of their product with their patent application. This is no longer the case. In fact, many patent agencies, including the US Patent Office, prefer working drawings to models and prototypes.

Unless you have an idea for a product so unique and revolutionary that it can only be demonstrated by a working model, save your time and money. Drawings by a qualified draftsman or engineer are usually cheaper, can be easily duplicated, and are much more easily transportable than large, delicate or detailed prototypes.

Whether or not you elect to proceed with a formal patent application is a decision that only you can make. There is also some variability in the timing of when you might decide to move ahead with the patent process. You may, of course, view this as the first, foundational step toward the development of the product and choose to begin the process, and at a minimum obtain patent pending status, before approaching prospective manufacturers.

Alternatively, you might feel confident that you could move forward without patent pending protection and only begin the application process once a licensing agreement has been secured and the final design of the product is complete. This latter course of action can be aided through the use of secrecy or confidentiality agreements. This is a statement signed by prospective manufacturers binding them to keep any information you share about your invention in strict confidence and prohibiting them from using the idea without your express permission.

A document of this type should be used when approaching manufacturers; distributors, vendors or anyone else who might be able to profit from your idea even if you have obtained patent pending status or already hold a patent.

## **How To Turn Your Ideas Into Millions With Licensing**

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One significant issue to consider in the area of timing is the financial implications. There are, of course, costs associated with the application process. Government agencies charge a fee to consider an application and then impose additional fees for the issuance of a patent and periodic maintenance fees to keep the patent in force during its overall life span.

These fees must be paid whether or not the product is making money regardless of the viability of its patent rights. Otherwise, the patent will lapse and, should it subsequently prove to have marketable value, the protection would be lost. Moreover, while an individual may certainly submit his or her own application, the complexities associated with this process generally lead most investors to secure the services of a patent attorney or registered patent agent.

These professionals usually charge substantial fees for their services. Even so, there is still no guarantee that their efforts will result in an issued patent.

A patent application can typically be prepared and submitted within ninety days. Thus, making a decision today to defer the application process to a later time does not lock you into waiting until a licensing agreement is reached or some other significant event occurs.

Rather, you may elect to delay the patent process for now but, should you decide otherwise, the application for the product could probably be in the hands of the appropriate patent office within no more than four months.

Moreover, it is not uncommon for products to be redesigned by a manufacturer after a licensing agreement has been struck. In some instances, the essential product concept may remain intact but the overall design may be substantially altered.

When this occurs any prior patent applications may need to be revised and resubmitted. Hence, in such a situation, it would be preferable to wait until the licensing agreement is concluded, using the rights accorded under a secrecy agreement to provide protection during the negotiation stage, and then file for a patent once the final product design is completed.

**USE CAUTION WHEN DISCLOSING INFORMATION ABOUT YOUR INVENTION. WITHOUT SECRECY AGREEMENTS, SECRETS SHARED ARE SECRETS LOST.**



## **How To Turn Your Ideas Into Millions With Licensing**

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With or without patent protection, it is always advisable to require prospective manufacturers, investors or anyone else who could be in a position to profit from your idea to sign a confidentiality or secrecy agreement form before you disclose any detailed information about the product.

As we noted, a confidentiality or secrecy agreement obligates the other party to neither disclose information about your product to others nor to use it in any way without your express permission.

Furthermore, disclosing proprietary information about your invention in the absence of such an agreement could jeopardise your future patent rights.

The primary appeal of patents is that, once granted by government agency, the patent gives the holder the right to exclude others from making, using or selling the invention covered by the patent. However, a patent is strictly an offensive weapon. The protection it provides has merit only if the holder chooses to use it. Essential to any such action is an awareness that others might be infringing on the legal monopoly the patent grants the owner on the production, sale and distribution of the invention.

Thus, you must serve as your own watchdog to determine if others might be attempting to profit from your product in violation of your patent rights. Of course, if the product were never actually introduced to the marketplace, the patent would have little or no commercial value.

There is, then, a distinct difference between "patentable" and "marketable." Overall, less than 2% of the patents issued in the US and Europe ever makes money for the patent holder. In many instances, the patent award notification never becomes anything more than something for the inventor to put in a fancy frame and hang on the wall. It may serve as testimony to his inventiveness but no tangible, commercially viable product is ever actually made under the patent.

In contrast, many innovative products come into the marketplace, and succeed, with no patent coverage at all.

In fact, an estimated 70% of the products currently on the market do not have patent protection.

Three primary factors drive many of the decisions to bypass the patent process and take a new product straight to market: the amount spent on research and development, the product's overall profit potential and the typical length of product life cycles within the given industry.

Pharmaceutical companies, for example, tend to be staunch defenders of their patents and will not hesitate to spend substantial sums to protect the monopoly their patents confer. This stems largely from the huge amounts invested in research and development to bring a new medicine to the marketplace.

## **How To Turn Your Ideas Into Millions With Licensing**

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In most major countries, the governmental approval process is long and involved, requiring years of testing and analysis before a new drug is allowed on the market. This also eats into the patent protection time, as the clock begins to run on the patent well before government approval is awarded. Add to this the sunk costs expended on medicines that never obtain approval, or are rendered obsolete by another company product before they reach the public, and it is obvious that a pharmaceutical company has a substantial investment to recover once a new medication does become available before the new medicine shows its first profit.

Consequently, companies in such industries tend to jealously guard their proprietary rights for as long as they can and will not hesitate to spend whatever it takes to keep infringers from nibbling away at their monopolistic market position.

In contrast, a product that required little, if any, investment in research and development, is not subject to stringent government guidelines and is not expected to generate enormous amounts of revenue may be a less likely candidate for costly infringement suits and, hence, for the patenting process itself.

Ironically, copycat products might even work to the advantage of the original invention by expanding consumer awareness of the product and generating wider acceptance.

This is not, of course, a recommended marketing strategy but, in some market segments with a large untapped base of consumers, it is conceivable that the availability of more than one brand helps stimulate total category sales to the benefit of all competitors, including the original inventor and those who have copied the idea.

In the third instance, the pace at which a given market segment moves may also influence the patent decision.

Certainly, few industries today change more quickly than the computer software field. Yet some major products in this category are not patented. One such product is Netscape, the Internet browser software. The driving force behind Netscape's decision not to patent its web browser was the relationship between average patent approval time and the life cycle of this type of software.

Patent applications in the US can easily take two years or longer to process. Two years is an eternity in the software field. Thus, by the time Netscape's product received patent protection, assuming the application was successful the market opportunity would have been long since past. Consequently, Netscape chose to simply copyright the name and seek the first-mover advantage in the marketplace.

## **How To Turn Your Ideas Into Millions With Licensing**

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Once the initial position was secured, the company has since gone on to continue making improvements and adding new features to stay ahead of the competition. In this case, marketing savvy, building customer loyalty, establishing strong distributor relationships and keeping the product innovative works for them rather than waiting to be granted patent protection.

Otherwise, they might have found themselves with a well-protected patent award on an obsolete product.

This is not to say, of course, that patents are of no value to anyone but companies with huge R&D investments. In a sense, a patent might be looked at as a type of insurance.

Do the potential risks justify the costs of coverage? For many inventors, the answer is yes.

The motivation might be based on economic analysis or it might also be influenced by psychological factors. Patents are still the only forms of legal protection for an invention. Therefore, the inventor might simply sleep better at night knowing the patent is in place should there ever be a need to defend the claim.

Obviously, with over a million patent applications filed each year worldwide, many companies and independent inventors still wish to protect their ideas under a structured patent system.

### **ECONOMIC FACTORS ASIDE, AN INVENTOR MAY SIMPLY SLEEP BETTER AT NIGHT KNOWING THAT HIS OR HER IDEA HAS PATENT PROTECTION.**

Even if a product has patent protection and a copycat product is discovered, consideration must be given as to whether or not it is worth the effort and expense to bring a suit against the alleged infringer. Legal battles of this type are typically costly and time-consuming. Moreover, depending on the uniqueness of the invention, infringement can be quite difficult to prove.

International factors can cloud the outcome still further. Most developed countries, particularly those that belong to co-operative economic communities such as the EU and NAFTA, maintain reciprocal patent treaties. Enforcement and co-operation, however, can be spotty. Furthermore, an increasing number of knock-off products are coming out of less-developed countries that are not signatories to international patent agreements.

## **How To Turn Your Ideas Into Millions With Licensing**

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For all of the positive aspects associated with a patent award, a patent is not an absolute requirement to manufacture, sell or license an invention.

The critical difference is that, in the absence of a patent, you would not be able to prevent others from making and selling the same product or using the essential elements of the invention for their own profit.

It is, however, possible for a product to become a commercial success even without patent protection. In fact, patents do not protect the majority of the products on the market today --- as many as 70% of them, are not protected by patents.

### **A PATENT IS NOT AN ABSOLUTE REQUIREMENT TO MANUFACTURE, SELL OR LICENSE AN INVENTION.**

Often, of greater concern to a manufacturer are issues such as customer loyalty, distributor relations, total market size and the effect of competitive influences. In some market segments factors such as first-mover advantage, a strong brand name, access to an extensive distribution network and the flexibility to constantly add innovative features to existing products to keep up with customer demands, and ahead of the competition, are far more valuable assets than even the most ironclad patents.

However, the only means of assuring that you at least have the option to exclude others from utilising your invention is to patent it.

### **A "PATENTED" PRODUCT IS NOT NECESSARILY A "MARKETABLE" PRODUCT. FOR A PRODUCT TO SUCCEED COMMERCIALY, ACCEPTANCE IN THE MARKETPLACE IS MORE IMPORTANT THAN THE APPROVAL IN THE PATENT OFFICE**

There may also be an issue of timing involved in the decision; not whether the patent application should be filed but when is the most strategically appropriate time to do so. Timing of such a decision is one only you, as the inventor, can make.

## **How To Turn Your Ideas Into Millions With Licensing**

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Therefore, as you weigh the merits and demerits of initiating the patent application process, keep in mind that "patented" in no way guarantees "marketable" and, in the great majority of instances, it is the latter that determines a product's success and brings rewards to the inventor.

If you come up with an idea to improve an existing product on the market which has a patent already on it, then you will need the permission of the person who owns that patent if you are going to manufacture the whole product with your improvements combined. Or, if your improvement makes a significant change in the product, you may be able to claim a new invention and get a patent on it.

But what you can do, if you don't want to get the rights to manufacture the original product with your improvements on, is to make your improvement as a separate add on item that can be sold as an accessory.

There was a time when you could send your new idea / invention back to yourself in an envelope that has a recorded delivery sticker on it from the post office. But now that is not enough. What you need is to get a "Disclosure Document" this is what you will need to legally document the date you had the idea first. The U.S Patent & Trademark Office will have the right forms for you to register the Disclosure Document, it is around \$10 and lasts for about 2 years.

The disclosure is accepted as evidence of the date of conception of the invention, but it doesn't offer patent protection.

**For more information on Patenting laws go to the**

<http://www.uspto.gov/main/patents.htm>

## COPYRIGHTS



Because it protects the intangible product of the mind rather than physical objects, a copyright is commonly referred to as a form of "intellectual property."

It is the exclusive right to publish and sell the expression embodied in a literary, musical, or artistic work, and of other works that involve original creative effort (pantomimes and choreographic works; pictorial, graphic, and sculptural works; motion pictures and other audio-visual works; sound recordings; compilations; and derivative works such as a revised edition or a motion picture adapted from a novel).

- (1) literary works;
- (2) musical works, including any accompanying words
- (3) dramatic works, including any accompanying music
- (4) pantomimes and choreographic works
- (5) pictorial, graphic, and sculptural works
- (6) motion pictures and other audiovisual works
- (7) sound recordings
- (8) architectural works

These categories should be viewed broadly. For example, computer programs and most "compilations" may be registered as "literary works"; maps and

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## How To Turn Your Ideas Into Millions With Licensing

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architectural plans may be registered as "pictorial, graphic, and sculptural works."

Recent advances in technology have required that copyright protection can also extend to such creations as computer programs and databases.

Several categories of material are generally *not* eligible for federal copyright protection. These include among others:

- **Works that have *not* been fixed in a tangible form of expression (for example, choreographic works that have not been notated or recorded, or improvisational speeches or performances that have not been written or recorded)**
- **Titles, names, short phrases, and slogans; familiar symbols or designs; mere variations of typographic ornamentation, lettering, or coloring; mere listings of ingredients or contents**
- **Ideas, procedures, methods, systems, processes, concepts, principles, discoveries, or devices, as distinguished from a description, explanation, or illustration**

Works consisting *entirely* of information that is common property and containing no original authorship (for example: standard calendars, height and weight charts, tape measures and rulers, and lists or tables taken from public documents or other common sources)

A copyright provides authors and other rights holders with broad rights to control the various modes of reproduction, public distribution, performance, display, and adaptation of their work.

Authors may, and commonly do, grant rights under copyright to publishers, recording companies, motion picture studios, broadcasters, and other producers for production, distribution and performance.

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## How To Turn Your Ideas Into Millions With Licensing

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The modern concept of copyright had its statutory beginnings in the British copyright law of 1710, known as the Statute of Anne, which for the first time both recognised the author's right to protection and statutorily established a limited term for this protection, after which the work entered the public domain.

In the United States, the first federal copyright act, which followed British law and covered books, maps, and charts, was passed in 1790.

France, in 1793, and other European nations, during the 19<sup>th</sup> century, adopted copyright laws resembling England's in their essentials although differing in their philosophical base.

Because the copyright laws of countries differ, basic uniform copyright protection on a worldwide basis has become increasingly necessary and desirable. Established in 1886 and subsequently revised several times, the Berne Convention provides for certain minimum standards for copyright in those countries adhering to it.

In addition, the Convention employs the principle of national treatment—that is, that a signatory country provide for eligible works from other countries protection at least as favourable as for those of the country itself.

Copyrights are granted for a specific period of time, although this span runs much longer than the 14 to 20 years for which patents are granted. With some exceptions, a copyright in the United States runs for the life of the author plus another 50 years.

Copyright is free. All you need to do is place the copyright symbol next to your full name plus the date on your document.

**"Copyright [dates] by [author/owner]"**

**You can use C in a circle © instead of "Copyright"**

As an added piece of security, send the newly copyrighted material to yourself using a recorded delivery service from the Post office and when it arrives do not open it, place it in a safe place or you can have your Bank or Solicitors hold onto it until the time comes when it is needed by the courts.

Facts and ideas can't be copyrighted, but their expression and structure can. You can always write the facts in your own words.



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## **How To Turn Your Ideas Into Millions With Licensing**

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You cannot Copyright a name, you will need to apply for a trademark. Trademarks apply to names, which can be ripped off or lost if no trademark is applied for.

You can trademark names by using them to refer to your brand / type of product or service. Like "Virgin" megastores. Virgin megastores "owns" that word applied to megastores, even though it is also an ordinary word. Virgin has "Virgin Records" trademarked when it is applied to music. The company doesn't own the words on their own, only in context.

You cannot use anybody else's trademark in a way that would steal the value of the mark, and you cannot use their trade mark in a way that might make people confuse you with the real owner of the mark, or which might allow you to profit from the mark's good name. For example, if I were going to start a recording studio, I could not call it Virgin records.

### **Do I have to register a copyright to be protected?**

No. In general, registration is voluntary. Copyright exists from the moment the work is created. You will have to register, however, if you wish to bring a lawsuit for infringement of a U.S. work.

### **Why should I register my work if copyright protection is automatic?**

Registration is recommended for a number of reasons. Many choose to register their works because they wish to have the facts of their copyright on the public record and have a certificate of registration. Registered works may be eligible for statutory damages and attorney's fees in successful litigation. Finally, if registration occurs within five years of publication, it is considered prima facie evidence in a court of law.

**For more information on copyright laws go-to the**

<http://lcweb.loc.gov/copyright/>

[How to Create Hot Software — Even If You've Never Touched a Line of Code! Learn how one developer made over \\$42k in 5 months creating software.](#)

Now, if you are thinking along the lines of starting up a company like **Hang Ten** or any other company along those lines such as **No Fear** etc., then you would do well to use the company **Cafepress**, listed in this chapter because it's FREE and you have no cash outlay at all.

Once you have a good market presence, you can then go to a company like the one below called **Garmex Saigon** who are one of the big manufacturers supplying chain stores around the globe.

But the problem is, if you are just starting out their minimum order for t-shirts is 10,000 and at say \$4 per shirt, that's \$40,000. But if you're going to sell them for \$16 each, that's a \$120,000 profit plus your initial \$40,000 back. But this is big money, so my searching around has lead to my opinion that this solution is the best way to start. Unless of course you can afford your local screen printers' prices, which can still run into the thousands of dollars.



CafePress.com makes selling  
*your own merchandise easy –*  
we manage *all* the details...

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## Setting up your online store is quick and easy.

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- Choose the products you wish to offer.
  - Customize your products by uploading artwork and setting design options.
  - Set your prices to determine how much you earn.
- Each product has a "base price" CafePress.com keeps when you sell a product. You can increase the price and earn commission on every product (for example, increase the base price of your t-shirts from \$13.99 to \$15.99 and earn \$2 for every t-shirt you sell).
  - Each month we calculate your earnings and send you a check.
  - Track your sales online through our online reports.
- Promote your store and start selling your products!



Sell t-shirts, mugs and *much* more with *your designs* for FREE!

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<http://cafepress.milliondollar-ideas.info>

## Garmex

"Good workmanship and fruitful co-operation..."

"We are proud of having Garmex Saigon as one of our reliable partners in Ho Chi Minh City, Vietnam. Garmex Saigon stands out for its good workmanship and fruitful long-term co-operation. Together we have successfully penetrated the Japanese markets and together we are now making joint effort to break into the new markets."

"We first started business with Garmex Saigon in 1991 and find our business growing steadily. We have no fear when committing ourselves to the orders for Ellesse, Championship Products USA Umbro, and recently North Face and subcontracting them to Garmex Saigon. Besides, "A friend in need is a friend indeed" and Garmex Saigon proves to be a friend indeed to us when it comes to critical moments."



[http://www.garmexsaigon.com/htm\\_en/companyprofile.htm](http://www.garmexsaigon.com/htm_en/companyprofile.htm)

## TRADEMARKS



A trademark is a word or words, name, symbol, label, device, or picture applied or attached to a manufacturer's or merchant's product to identify it and distinguish it from similar products sold by others.

Its most common form is the brand name.

A trademark differs from both a copyright and a patent in that, with a trademark, the protection is in the symbol that distinguishes the product, not in the product itself.

Thus, for example, a company could register a trademark name for their specific brand of athletic shoe, and could thereby prevent others from marketing shoes under that same name, but this would not confer any exclusive rights to the basic concept of a canvas foot covering with a cushioned sole.

Moreover, the trademark does not have to be a name but can simply be a symbol.

Thus, the name "Nike" is a trademarked name that distinguishes this certain brand of shoe from all others and, similarly, the "swoosh" symbol, which is nothing more than an elongated check sign, is also a trademark that serves the same purpose.

The critical point for supporting a trademark is that the mark actually be used in commerce.

## **How To Turn Your Ideas Into Millions With Licensing**

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The key determinant is that the name, symbol or other identification mark indicates the source or origin of the goods so identified and distinguishes them from the goods of others.

However, if the goods are not actually marketed, it is difficult to support the distinction claim and thus trademark protection may not be allowed.

Where trademarks are granted, there is no time limit on the protection.

A trademark does not prevent a competitor from making and selling the same product.

It simply limits the form of identification that can be used. As such, trademarks do not restrain trade and there is therefore no functional reason to limit their life.

A service mark is similar to a trademark with the difference being that it covers a service rather than a tangible product.

For example, a service mark might be used to protect the name of an insurance company or an accounting firm.

Services can also use symbols; words labels etc. to identify themselves and such forms of identification can be covered by a service mark.

You can trademark names by using them to refer to your brand / type of product or service. Like "Virgin" megastores.

Trademarks are used to identify goods, that is, physical commodities, which may be natural or manufactured or produced, and which are sold or otherwise transported or distributed.

**The Trademark Act defines "trademark" as follows:**

- The term "trademark" includes any word, name, symbol, or device, or any combination thereof—
- used by a person, or
- which a person has a bona fide intention to use in commerce and applies to register on the principal register established by this Act, to identify and distinguish his or her goods, including a unique product, from those manufactured or sold by others and to indicate the source of the goods, even if that source is unknown.

**For more information on Trademark laws Go-to the**

**<http://www.uspto.gov/main/trademarks.htm>**

## **INVENTION PROMOTION FIRMS**

**EMBARGOED UNTIL 11:30 A.M. ON JULY 23, 1997 FTC/STATE  
"PROJECT MOUSETRAP" SNARES  
INVENTION PROMOTION INDUSTRY**

## **How To Turn Your Ideas Into Millions With Licensing**

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A significant number of firms in the invention promotion industry are perpetrating a massive fraud on middle American consumers by claiming they have the resources and corporate connections to successfully develop and market individuals' inventions, according to federal and state officials who gathered at Federal Trade Commission headquarters in Washington, D.C. today.

Issuing a message of extreme caution to consumers about using the very expensive, but almost always fruitless, services of an invention promotion firm, the FTC announced "Project Mousetrap," a law-enforcement sweep that has leveled federal and state charges in seven actions against companies and their principals involved in schemes purportedly to help independent inventors who tinker away in their garages late into each night in the hope of "building a better mousetrap."

The FTC, which brought five of the cases, said the defendants in its actions generated in excess of \$90 million for their own pockets by exploiting the ideas, hopes and dreams of tens of thousands of consumers.

The Pennsylvania Attorney General's Office brought its action under the FTC's Telemarketing Sales Rule, one of the first to be brought by a *state* in *federal* court seeking a temporary restraining order and asset freeze, without notice to the defendants, under that rule.

Florida's Attorney General also filed an action, in state court, as part of Project Mousetrap.

The FTC obtained temporary restraining orders and asset freezes against the defendants in its cases and is seeking permanent injunctions and redress for consumers.

The FTC issued several new consumer education pieces at the press conference: a post card, new consumer brochure, "[Invention Promotion Firms](#)," and an alert, "[Spotting Sweet-Sounding Promises of Fraudulent Invention Promotion Firms](#)," as well as a [brief](#) that includes a patent search crossword



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## How To Turn Your Ideas Into Millions With Licensing

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puzzle, all of which it developed in cooperation with the USPTO. The pieces feature information about how to detect and avoid invention promotion scams.

Defendants named in the FTC cases are:

- International Product Design Inc.
- The Innovation Center Inc.
- The National Idea Center Inc.

All of which were headquartered in Washington, D.C. and preceded the following four firms:

- American Invention Associates Inc. headquartered in Miami, Florida
- Invention Consultants, USA, Inc. of Philadelphia, Pennsylvania
- New Products of America, Inc., of Atlanta, Georgia
- International Licensing Corporation, Inc. of Reston, Virginia
- Azure Communications, Inc., of Reston, Virginia, doing business as London Communications, Inc. and which is the corporate headquarters of the four successor firms; and officers of one or more of the companies Robert N. Waxman, Peter Doran, Darrell Mormando, Julian Gumpel and Greg Wilson;
- National Idea Network, Inc., doing business as The Concept Network out of Indiana and Wexford, Pennsylvania; CEO and President Harry E. Sharf, III, Executive Vice President Wayne R. Obitz, and Senior Marketing

Representative Robert J. Zarko;

Davison & Associates, Inc., of Oakmont and Indianola, Pennsylvania; President and CEO George M. Davison, III, and sales associate Thomas Dowler;

Eureka Solutions International, Inc. and OEM Communications, both doing business out of the West Pittsburgh Expo Mart in Monroeville, Pennsylvania; President and founder Gregory S. Bender, and sales representative Frank J. Cillo; and one other case, still under a court-ordered seal.

### **THE FRAUDULENT INVENTION PROMOTION SCHEME:**

The FTC said its investigations of the industry have given it a wealth of knowledge about how invention promotion firms work.

## **How To Turn Your Ideas Into Millions With Licensing**

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Most firms offer services in two stages, the FTC said.

First, the firm might promise a free initial evaluation of the inventor's idea -- the evaluation is virtually always highly favorable -- and that sets the stage for phase one, a more extensive study of the idea and its patentability and market potential.

The FTC showed samples of these reports at today's news conference -- they often are quite lengthy, but typically are mass produced and consist largely of boilerplate pages into which the inventor's name and idea is electronically inserted.

Indeed, the FTC said, fraudulent invention promotion firms do not offer an honest appraisal of the merit, technical feasibility or market potential of an idea, and in some instances their patent searches are incomplete.

Nonetheless, these reports generally cost several hundred dollars or more, although the price is not mentioned until after the customer is taken through a series of calculations about the costs associated with manufacturing and marketing the product and its ultimate retail price.

The sum of this discussion -- the likely profits an inventor might see -- is inevitably big dollars, officials said.

The phase one report serves as a marketing tool for phase two services, which include patenting and marketing the idea.

Invention promotion firms might mention trade shows at which they purportedly will display an idea, or special relationships they have with manufacturers who might be interested in producing it.

Unscrupulous promoters often require the consumer to pay a fee of several thousand dollars -- in some instances, more than \$10,000 -- in advance for phase two services, the FTC said, noting that reputable companies usually rely on royalties from the successful licensing of their clients' ideas, rather than large advance fees.

### TIPS FOR INVENTORS:

According to the consumer education materials released today, inventors should know that there are different kinds of patents.

A utility patent, which grants the inventor of any new and useful *process or machine* exclusive rights to the invention, may offer more protection than a design patent, which grants to any new *ornamental design* for an article of manufacture.

"Unscrupulous invention promotion firms often apply for patents that provide such limited legal protection that it is easy for competitors to find a way to design around the patent," states an FTC brief on invention promotion firms.

Other firms might say that registering your idea with the USPTO's Disclosure Document Program protects your idea, but that is not true, the brief states. Joining this program, which costs \$10, only provides evidence of the date of conception of the invention.

Other tips and information included in the materials include:

### Heads Up

If you're interested in working with an invention promotion firm, here's information that can help you avoid making a costly mistake.

## **How To Turn Your Ideas Into Millions With Licensing**

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Many fraudulent invention promotion firms offer inventors two services in a two-step process:

- One involves a research report or market evaluation of your idea that can cost you hundreds of dollars.
- The other involves patenting or marketing and licensing services, which can cost you several thousand dollars.
- Early in your discussion with a promotion firm, ask for the total cost of its services, from the "research" about your invention through the marketing and licensing.

### **Walk away if the salesperson hesitates to answer.**

- Many fraudulent companies offer to provide invention assistance or marketing services in exchange for advance fees that can range from \$5,000 to \$10,000.

### **Reputable licensing agents rarely rely on large upfront fees.**

- Unscrupulous invention promotion firms tell all inventors that their ideas are among the relative few that have market potential.
- Many questionable invention promotion firms claim to have a great record licensing their clients' inventions successfully.
- Ask the firm to disclose its success rate, as well as the names and telephone numbers of their recent clients.

## How To Turn Your Ideas Into Millions With Licensing

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- Success rates show the number of clients who made more money from their inventions than they paid to the firm.
- Check the references. In several states, disclosing the success rate is the law.
- Ask an invention promotion firm for its rejection rate—the percentage of all ideas or inventions that the invention promotion firm finds unacceptable. Legitimate firms generally have high rejection rates.
- Fraudulent invention promotion firms may promise to register your idea with the U.S. Patent and Trademark Office's Disclosure Document Program. Many scam artists charge high fees to do this. The cost of filing a disclosure document in the PTO is \$10. The disclosure is accepted as evidence of the date of conception of the invention, but it doesn't offer patent protection.
- Unscrupulous firms often promise that they will exhibit your idea at tradeshows. Most invention promotion scam artists don't go to these tradeshows, much less market your idea effectively.
- Many unscrupulous firms agree in their contracts to identify manufacturers by coding your idea with the U.S. Bureau of Standard Industrial Code (SIC). Lists of manufacturers that come from classifying your idea with the SIC usually are of limited value.

### Common Sense Tips

## **How To Turn Your Ideas Into Millions With Licensing**

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- Contracting for the services of an invention promotion firm is no different from making many other major purchases. Apply the same common sense.
- Question claims and assurances that your invention will make money. No one can guarantee your invention's success.
- Investigate the company before you make any commitment. Call the Better Business Bureau, the consumer protection agency, and the Attorney General in your city or state, and in the city or state where the company is headquartered to find out if there are any unresolved consumer complaints about the firm.
- Make sure your contract contains all the terms you agreed to—verbal and written—before you sign. If possible, ask an attorney to review the agreement.
- Remember that once a dishonest company has your money, it's likely you'll never get it back.
- Reputable companies are choosy about which ideas they pursue, and typically work on a contingency basis. If a firm is enthusiastic about your idea, but insists on a substantial up-front fee, take your business elsewhere.
- A firm that claims you need to hurry and patent your idea quickly before someone else does is engaging in high pressure sales tactics, a red flag for fraud.
- Many firms claim to have a great record licensing their clients' inventions. Ask the firm to disclose its success rate, the number of clients who made more money from their inventions than they paid to the firm for its services. Also ask for the names and telephone numbers of recent clients.

## **How To Turn Your Ideas Into Millions With Licensing**

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Check the references, and check with your state Attorney General's office to determine whether state law requires success rate disclosure.

- Many unscrupulous firms agree in their contracts to identify manufacturers by coding your idea with the U.S. Bureau of Standard Industrial Code (SIC). Lists of manufacturers that come from classifying your idea with the SIC usually are of limited value.

The materials also suggest places consumers may want to call, write, or visit on the World Wide Web, including the FTC's web site ([www.ftc.gov](http://www.ftc.gov)), the USPTO's web site ([www.uspto.gov](http://www.uspto.gov))

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Copies of the complaints, as well as the consumer education materials, are available from the FTC's web site at <http://www.ftc.gov> and also from the FTC's Public Reference Branch, Room 130, 6th Street and Pennsylvania Avenue, N.W., Washington, D.C. 20580; 202-326-2222; TTY for the hearing impaired 202-326-2502. To find out the latest news as it is announced, call the FTC NewsPhone recording at 202-326-2710.

## **A FINAL WORD**

Once you open your mind to the endless possibilities you will never have to worry about how you are going to find a way of freeing yourself from the every day 9 to 5 rat race.

Destiny is not a matter of chance it is your choice and your choice alone. Today is the day you set your goals.

The future belongs to those who believe in their dreams. Now is the time to turn your dreams into the joy of achievement, and for you to enjoy the thrill of the journey.

When you choose to go your own way there will be obstacles, but no problem can stand the onslaught of sustained thinking because the man who believes he can do something is right, but the man who believes he can't is also right.

What ever you do I wish you all the best and hope this book has opened your eyes to something that can help you bring your dreams to reality.

Ask yourself this: Is what you're doing a hobby? Or is it a serious business that you believe can make you real money?

### **MANY RECEIVE ADVICE, ONLY THE WISE PROFIT FROM IT**

### **TOP RESOURCES FROM PEOPLE I KNOW AND TRUST**

**Below you will find the best people I know, and have come to trust and respect there advice. As I'm sure you know by the amount of rubbish out there. Which is why I have given this E-book away for FREE, to beat the sharks out there as I myself have been a victim and lost thousands, it's just a shame I didn't know these people right from the start like I'm giving you. Below you will find TOP RESOURCES to help you achieve your DREAMS.**

Make Millions From Inventions consults and has helped train inventors from "mom and pop" to large multi-million dollar corporations. Make Millions From Inventions specializes in showing inventors many unique and unconventional ways to promote their invention ideas.

Mr. Johnson, started his first business marketing his inventions in 1980. He has many invention & business successes "under his belt", and currently owns three businesses. His inventions are sold around the world. He currently has several inventions on the market which are available at such national chains as Wal-Mart, Target, Toys-R-Us, K-Mart, Ben Franklin Stores, Eckerd Drug Stores, Meijers' and hundreds of other chains and retailers. His inventions are available nationwide and around the world. Millions have been sold over the years and millions are sold annually. So he knows what he is talking about when it comes to starting a business marketing your invention or licensing your invention to a manufacturer and receiving royalties.





**Millionaire Inventor, With Worldwide Distribution Of His Inventions, Reveals...**

**“How you can, with little or no money, turn Your Invention Ideas into Millions.”**

**Here are the same secrets I used to go from working in a factory to successful inventor at 25 years old. If you want to skip the hurdles and avoid the pitfalls, then this time sensitive advice is for you. I will reveal how you can profit from your inventions even if you are on a shoestring budget.**

From: Ken Johnson  
Friday, Jan. 17, 2003

Dear Friend,

If you're like most inventors, you're struggling with balancing your life and the daily grind and trying to launch your invention. Whether you've wrestled with would be invention marketing companies (most are scams, we'll discuss them later), or perhaps you're trying to build a prototype and finding it's

## **How To Turn Your Ideas Into Millions With Licensing**

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going to cost you more than you can afford, this information will help you. So stop whatever you're doing and soak this in!

With so much "how to" information on the market, you can easily become overwhelmed and paralyzed... not knowing which way to turn or who to trust.

Perhaps you are still at the "drawing board" trying to finish your basic concept. Or maybe you are searching for investors, or trying to convince a manufacturer to make your product. You might even be at the point of trying to convince your wife, or husband, and friends that "this is it". Whatever your situation you'll benefit from the secrets I'll reveal in a moment.

You see, I've been where you are. I struggled in all the ways I've just mentioned (and many more!) and learned the hard way how to overcome all of those and many more problems. By reading on you are about learn how to overcome them too.

I'm one of the few invention "gurus" who has his inventions in every major retailer in the country. Stores like Wal-Mart, Target, K-Mart, Amazon, and etc. all carry my inventions. You can go to any of these stores right now and see my products. I'll tell you more about one of them later.

You're about to discover the same bulletproof techniques that I use – repeatedly – to make risk-free profits from my inventions. This page is a little long, but when you consider the lifetime value of a good invention, your payoff should be tens of thousands (or even millions) of dollars, over the life of your invention. So you'll easily benefit by reading on. However, if you think you already "know it all," I suggest that you stop reading now...this moneymaking information for inventors isn't for you.

On the other hand, if you're open-minded and willing to look at case studies of inventions that worked, as well as ones that failed – and find out what made the difference – keep your eyes glued to this page. You'll read about my cutting edge inventor strategies in each of these areas:

- Basic idea protect
- How to make your living from royalties
- How to determine if your invention will sell

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## How To Turn Your Ideas Into Millions With Licensing

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- Should you try to manufacture your invention yourself
- Should you get a patent, and if so how to get one cheap
- Do you need a working model of your invention
- How to start a manufacturing operation for your invention on a shoe string budget even with none of your own money
- How to have companies bidding for your invention
- How to protect your idea without a patent
- How to determine the amount of money your invention will earn
- Why sometimes getting a patent is a “bad” idea
- Strategies to make investors beg you for a piece of the action
- How to determine the “life” of your invention
- How to make manufacturers call you for your invention ideas
- When is the best time to license your invention

Any one of these strategies can make you thousands – even millions – of dollars. I’m serious. But the best part is, most of these strategies cost you nothing to implement. And the best strategy for idea protection, for inventors low on cash, will only cost you, at the most, \$80.00. You can only come out ahead – and believe me, you will.

### **How you can get a patent for only \$80.00**

You are about to learn how to get a Provisional Patent from The United State Patent Office and the government filing fee is only \$80.00. Most patent attorneys will not tell you about this kind of patent because they can’t charge you as much for preparing the paperwork. The typical patent will cost you

## **How To Turn Your Ideas Into Millions With Licensing**

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between \$6,000 and \$12,000 including attorney fees and government filing fees.

However the Provisional Patent (PPA) will only cost you a \$80.00 filing fee. And better yet, you don't need to have an attorney prepare the paperwork for you. You'll learn how to easily fill out the forms (just requires a 1 page document and sketch of the invention) yourself. Of course you could have an attorney do this for you, but he'll charge you \$400 to \$1,000 for something you'll learn to do yourself very easily.

While this kind of patent is only temporary (1 year), you can use that time of "Patent Protection" to show your invention to anyone without fear of it being stolen. You can present it to manufacturers, retailers, or anyone with no fear. It is the strongest yet cheapest form of protection you can get! And for only \$80.00!

If you're like most inventors, you probably have more than one invention idea in your head. But the high cost of patents and fear of idea theft left you paralyzed, and unable to make big money from your inventions. Now you'll learn how to fully protect all of your inventions in this way. This one strategy will save you thousands and get your ideas off of your shelf and onto store shelves!

You're about to learn my strategy to use this kind of patent.

I'll show you how to use the 1-year of "Patent Pending Protection" to "test the waters" and determine if the idea is a winner. If it is, you can then file (or I'll show you how to get the manufacturer to file) a regular patent application with its protection for up to 20 years.

Can you see the beauty of this kind of patent and the strategy it affords? You'll learn the tricks and avoid the pitfalls of idea protection.

(Note: The Standard Invention Course will show you how to file for "Patent Pending" protection for just \$80.00, however, we offer an additional Kit that includes a video that shows you step-by-step the entire application process. We call this kit the "PPA Action Kit". Some people order this additional kit because the video helps them visualize the application process, however the Standard Invention Course is enough for most people.)

Next I'll show you how to...

## **Use My “Street Smart” techniques, and you won’t need startup capital**

You don’t need to be a financial wiz or rob a bank. You’ll learn some simple and easy ways to get your invention off of the ground without giving up control of it. You can still call all of the shots without having someone else take your idea and do with it whatever they want.

Of course, you may just want to sell it outright for a tidy cash lump sum. You’ll learn how to do that and much more. There are so many ways to make big money from inventions that I can’t list them all here.

## **How to get manufacturers to call you offering to pay you BIG Money for your Inventions!**

Most inventors will never know how to do these things because of the “good ol boy” inventor networks out there. Yes, there is a network of manufacturers and inventors that have a lock on all the inventions that hit the market. But don’t worry, you’re about to learn how to break into this network. A network that most people don’t even know exists.

The “network” is actually inventors that manufacturers know they can trust to come up with new products and ideas that they can use to stay one step ahead of their competition.

You’ll learn not only how to break into the network but also how to have manufacturers in the network call you for your ideas! You’ll soon have the listening ear of manufacturers and banks all interested in you and your inventions. They’ll even call you to ask if you can invent something to fill a need that they have.

I get calls like this all of the time. You will too!

**I’m about to reveal a secret to you...**

You see, manufacturers must continually introduce new products to the market, otherwise they will fall behind their competition. That’s why you always see auto companies introducing new models of their automobiles

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## How To Turn Your Ideas Into Millions With Licensing

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every year. It's why Microsoft and AOL are always releasing new versions of their software. It's why clothing designers introduce new styles every season. All businesses **MUST** introduce new products or they die!

### Now here's the secret...

You can have the top named companies in the world call you, offering you a chance to make money with them. Your invention will attract companies large and small from around the world once they learn who you are and what you can do for their business.

I'm going to show you how to make this happen for you too. It happens to me every year. In fact, this fall I have 2 new products hitting the market. Both are the result of manufacturers calling me, not me calling them.

Just think, you'll be able to make a living from your inventions.

- No time clocks,
- No bosses,
- No hassles with co-workers,
- No pressures.

So far I've outlined just a few of the coveted strategies you'll discover in my course, **Make Millions From Inventions**, which is yours risk free for the next twelve months, and which has been...

### **The #1 Best-Selling Inventor's Course Online.**

Unlike any other "how to" product you've ever bought, it includes the tricks and strategies I've used to make millions of dollars as an Inventor. It includes the promotions and strategies that worked AND the ones that failed. And it's **completely up-to-date** with the most recent breakthroughs and high-powered strategies inventors can use to successfully market their inventions.

I don't know of any other Inventor Course, at any price, that can make these claims. Do you?

This is my complete invention marketing system. It's a beefy binder that is packed with **100's of pages of tested and proven inventor strategies**. **I've personally used** these strategies to build my one-man business into a **million dollar** enterprise -- in just four years. The Course is updated and comes with these three bonuses:

1. **1 Hour of FREE Telephone Consultation** – You will receive Ken's business phone number which you can use to call him for a personal consultation. He will be happy to help you with anything you need to successfully protect and market your invention ideas. Ken normally charges \$200.00 per hour for consulting, but this will be a *Free* bonus to you.
2. **Inventor's Notebook & Instruction Manual** – This will help you document the date of your idea conception (critical in patent disputes), and document the development of your invention.
3. **Sample Forms Manual & Software** – The Manual & Software contain all of the forms an inventor will need to become successful. It includes a sample licensing agreement and much more. All forms are included on floppy disk for easy import into your word processor for manipulation.

**This is a total value of \$298+ in free bonuses** – yours forever whether you keep my course or not.

If you're ready to order my course, [click here now](#), and claim these **additional** three bonuses. I personally guarantee that you will learn everything you'll need to know to turn your invention ideas into successful moneymakers within a year. Otherwise, I'll refund your money, no questions asked, and give you all of the bonuses (worth over \$298 FREE!) as my way of saying "Thanks."

### **How can I get my ideas "off the ground" Without Spending a lot of Money?**

There is a secret to doing so. In fact, there are a number of ways to profit from your inventions without spending a lot of money.

Most inventors give up on their ideas because they think it will be too costly to try to launch the invention as a product they manufacture themselves.

Some even think that trying to license the invention will cost more than they can afford to spend.

Neither has to be the case. You'll learn how to get your invention "off the ground" without spending a small fortune. In fact, you'll learn how to launch your invention and make big money, even millions, while only spending \$80.00 for a Provisional Patent.

And depending on your invention idea, you may be able to launch your invention for less than that!

**I'll reveal to you...**

## **How You Can Profit From Your Inventions Even if You Have No Money!**

You are probably like most inventors struggling because you're trying to profit from your ideas but without the resources (money) it usually takes to make your dreams come true. Without the secrets I'll reveal, secrets I've personally used myself to make millions, you may never make your dreams a reality.

What are your dreams? Sending your kids to the best colleges? Perhaps traveling around the world? Maybe you'd like to make enough money so that your wife can quit her job or so that you can quit your job. Wouldn't it be nice to wake up in the morning at your leisure with no boss to worry about, no rats to race and no office politics to play?

You can make this dream come true. With the invention ideas you have right now (or one you've yet to devise) you can start enjoying life. Wouldn't you enjoy spending more time with your family, traveling, contributing to your favorite charities, boating, fishing, hiking, or whatever you like? Whatever makes life meaningful to you, you can do once you absorb the secrets to profiting from your invention.

## **How to Manufacture your Invention on a shoestring budget**



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## How To Turn Your Ideas Into Millions With Licensing

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When I started marketing my inventions at the age of 20, I was aggressive and bold. I had little to no money. I also was perhaps so young that I didn't realize that it was going to be as hard as it was to invent and successfully market a new product.

But I persevered and my very first customer was K-Mart. At the time I was manufacturing my product in my parents basement. K-Mart was the first retailer to buy it from me. It was a joyful time. I'll never forget the date of my first shipment of games (my invention is a card game called "Phase 10." More about it in a moment), it was August 10, 1982. (I actually had one game prior to "Phase 10", it was a board game called "Dice-Baseball." However, I never manufactured that game, instead, I licensed it to another game company to manufacture and distribute. With "Phase 10" I was the manufacturer so it was special. )

Since those early days I've had other inventions and ideas and have done business with companies like, Wal-Mart, Sears, Johnson & Johnson, Kellogg's, AT&T, Toys R Us, Sprint, Ford Motor Co., Target, Domino's Pizza, and many more all over the world.

I'll show you all the steps I took to go from making my games in my folk's basement to successful inventor in 4 years. You can do this to! There are some simple things you can do that can cause you to thrive in your own manufacturing business making your invention and selling it to the world!

If you're ready to order my course, [click here now](#), and claim these **additional** three bonuses. I personally guarantee that you will learn everything you'll need to know to turn your invention ideas into successful moneymakers within a year. Otherwise, I'll refund your money, no questions asked, and give you all of the bonuses (worth over \$298 FREE!) as my way of saying "Thanks."

## Just One Simple Idea can Make you Millions!

You don't need to come up with the cure for cancer to be successful, even wealthy, from inventions. I've had many inventions on the market, yet the simplest invention is my card game called "Phase 10." It is available at every major retail chain in the country.

## How You Can Determine If Your Invention Will Sell

To determine if your invention has profitable commercial possibilities you must do an objective evaluation. You will learn how to perform this kind of product evaluation. It is easy to do. Just follow my step by step formula and you'll determine if your invention will sell!

You'll learn how to evaluate your invention in these areas:

- **Promotion** – What the best method is of promoting your invention.
- **Design** – How to design your product to Sell, Sell, Sell!
- **Timing** – You'll learn how to time the marketing of your invention to increase the likelihood of success.
- **Packaging** – You'll learn how to package your invention in such a way that people will be compelled to buy your product.
- **Market Size** – You'll learn to determine the size of the market for your invention and how much of the market you can capture. This will determine how much money you will make!
- **And Much More!**

Despite the marketing uncertainties, most experts believe that you can make a useful evaluation of the commercial possibilities of an untested invention if you take the time to do some scientific and objective work in three areas:

- The positive and negative marketing factors attached to your invention
- Consultation with experts, potential users of the invention, marketing people, and others: and
- Research into prior developments in the same area as your invention

Yes, by doing a little "homework" in the form of evaluating the potential of your invention, you will position your invention in such a way that manufacturers will offer you a very profitable licensing deal, thereby giving you a chance to make a living from your invention. This will give you plenty of free time to pursue other invention ideas, spend more time with your family, traveling or whatever your heart desires.

## Why You Won't Hear About These Strategies Anywhere Else

### **There's Always A Catch To Low-Priced Invention Marketing Information – Right?**

Actually, it's true. When you see a low priced information product, like a \$25 book, there **is** a catch. Anyone who's **truly** made millions from inventions would never share his best-kept secrets for \$25 or \$30! He'd be crazy!

In many cases, these low priced products are thrown together by opportunists trying to exploit the latest craze (right now, it's invention marketing). They're usually not **legitimate authorities** who have created profitable inventions of their own. In most cases, they don't have a single product you could walk into any store and buy. Even if you find someone who has successfully marketed (1) invention, you'll find that the invention/product was short lived. (My products have been on the market for 20 years!)

In other cases, these cheap books are designed to tease you into buying the publisher's higher priced "complete" information package.

Meanwhile, you've squandered \$25 on a book that's given you **no advantage**. Tens of thousands of other people are using the **same** techniques you are – because the book was so cheap, they all bought it too! So any "secrets" they might have contained become public knowledge within weeks.

I know, because I publish a free newsletter. And while it's a great way to get acquainted with my strategies, the **killer information** that's made me millions of dollars is all in this course – and my subscribers know it.

Now, getting back to low priced information... there are so many hobbyists inventors who won't spend more than \$20 or \$30 on information. Why?

They're not really serious about their invention(s). They don't believe they can make real money. And they're doomed to be disappointed again and again by information that, by its definition, **can never make a real impact on their incomes.**

## **Building a Prototype with little or NO Money**

## **How To Turn Your Ideas Into Millions With Licensing**

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When I was developing my first invention, I built a prototype on a very tight budget. In doing so I learned the tricks you will learn that can save you a bundle.

Without the knowledge you'll learn, you could waste thousands of dollars on prototypes that will either not be necessary or are ineffective (it doesn't work!).

Why build a Prototype?

The Reason:

A working model will give you something real to show:

- Manufacturers
- Retailers
- Marketing Consultants
- Focus Groups
- Investors
- And Other Interested Parties

Plus, by building a prototype you will learn valuable information about the operability, cost, technical problems and other valuable information that can only be determined by examining and operating a working prototype.

Sometimes it's impractical to build a working model; often a nonworking model, or scale model, will give you almost as much valuable data.

One of the secrets you'll learn is how to build working models of all your inventions without spending a dime of your own money. There are several way to do this.

This information will help you develop working models of your invention(s) thereby giving you something tangible to show others. You will be able to PROVE that your invention does work and that it can be built and sold for a profit.

This kind of information is very important to your potential licensees! Your licensee will want to make sure that your invention does what you say it will do. Now with the knowledge you'll gain, you will be able to prove that your invention works and can be a big success.

If you're ready to order my course, [click here now](#), and claim these **additional** three bonuses. I personally guarantee that you will learn everything you'll need to know to turn your invention ideas into successful moneymakers within a year. Otherwise, I'll refund your money, no questions asked, and give you all of the bonuses (worth over \$298 FREE!) as my way of saying "Thanks."

## How To Make BIG Money Licensing Your Invention

After manufacturing my inventions (products) myself for several years, I decided to license the manufacturing and distribution to another game company. This was a very good move for me.

By licensing, I no longer had to be concerned with the day-to-day problems of running a manufacturing business. I now have free time to devote to my other invention ideas as well as time to spend with my family, travel and doing whatever I want to do.

And because my inventions earn me so much in yearly royalties, I never have to work again for the rest of my life. Of course, I do work every day in my consulting business, but I have the option to do whatever I want to do because I don't have to worry about income, thanks to my royalties.

Getting this kind of royalty agreement will be very easy once you learn the things I will reveal to you. When you have this knowledge and learn the tricks to earning royalty income for LIFE, you too will then have the option to do whatever you enjoy doing.

You may choose to continue working or you may decide to do what other successful inventors do – Invent!

### **You can turn inventing into a career!**

You will learn how to do just that, becoming an inventor for a living.

Or you may choose to just live off your royalties and spend your time in other pursuits, such as traveling the world, spending more quality time with

your family and friends, or whatever you like doing you will be able to do. You'll have the money and the time to do whatever you like.

### **This is what licensing your invention can do for you!**

There are many firms out there both large and small looking for products (inventions) to market. By licensing your invention to these firms, you are in effect multiplying the resources needed to develop your invention. The licensee can immediately put whole teams of professionals to work developing, producing, and marketing your invention. Insurmountable financial mountains to you may be petty cash molehills to them.

Best of all, you'll learn how to have these companies call you for your invention(s) rather than you trying to find and call them!

Many companies are looking for inventions (products) which they can market. But most inventors do not know how to find these firms. You will learn how to easily find them, and better yet, how to have these firms call YOU for your ideas and inventions.

### **You'll learn how to get the licensee to pay you big money upfront!**

Many times you can get the licensee to pay you upfront money before manufacturing your invention even starts. You can do whatever you want to with this cash. What will you do with \$10,000 - \$20,000 - \$50,000 – or even \$100,000 or more in upfront money?

You can ask for and get enough money to quit your job if you wish, take a vacation, buy a new car, pay for you kids college education, pay bills or whatever you desire.

You'll learn how to ask for and receive this kind of upfront, immediate cash income. Now its important for you to know that this is not a loan or an advance against future royalties. It is simply a cash payment due upon signing the licensing agreement.

You'll learn how to negotiate this type of upfront cash payment. I have first hand experience with this type of upfront payment. And believe me, when I got my cash upfront payment, it sure came in handy!

It requires special skills to negotiate this type of agreement because most licensees will not be excited about paying you before they have even gone into the production of your invention. However, you'll be able to convince them to pay you some upfront money, even big money, once you learn my secrets.

If you're ready to order my course, [click here now](#), and claim these **additional** three bonuses. I personally guarantee that you will learn everything you'll need to know to turn your invention ideas into successful moneymakers within a year. Otherwise, I'll refund your money, no questions asked, and give you all of the bonuses (worth over \$298 FREE!) as my way of saying "Thanks."

### **Don't let your friends or family discourage you...**

*"Everything that can be invented has been invented."*

- U.S. Patent Office Director, urging President McKinley to abolish the Office

*"What Sir? You would make a ship sail against the wind and currents by lighting a bonfire under her decks? I pray you excuse me. I have no time to rise to such nonsense"*

- Napoleon Bonaparte to Robert Fulton, after hearing Fulton's plans for a steam engine driven boat.

*"I think there is a world market for about five computers."*

- Thomas J. Watson, IBM President (1956).

*"Man won't fly for a thousand years."*

- Wilbur Wright to Orville after a disappointing experiment in 1901.

Unfortunately, hardly any invention ever works right or “flies” the first time it’s built or tested. However, that’s the reason inventors build prototypes, testing it to become aware of any operating problems (does it work?).

If your first construction doesn’t work, don’t be discouraged, expect problems and expect to solve them through perseverance. If you don’t believe me, consider Edison’s views on this subject:

*"Genius? Nothing! Sticking to it is the genius! Any other bright-minded fellow can accomplish just as much if he will stick like hell and remember nothing that’s any good works by itself. You’ve got to make the damn thing work!...I failed my way to success."*

If you show your invention to someone and you get static in return, don’t necessarily get discouraged; the history of invention abounds with quotes from naysayers (like the ones above) who proved to be disastrously wrong.

## Read What Others Have To Say About The Course!

*"Ken, Thank You! By using your step-by-step guidance and instructions I’ve been able to introduce my product to major sporting goods stores. After about 6 months of negotiations, two national chains decided to carry both of my inventions. Your guidance was right on the money! We will clear over \$200,000 our first year thanks to your guidance."*

C. Holbrook  
Rochester, Mich.

*"At first I was very skeptical, in fact I read you website 3 times! Finally I decided to give it a try. Well, I’m so glad I did. By using your course I’ve saved thousands on patents. I will be showing my invention to a major automotive manufacture next week. Wish me luck!"*

Thomas Langford  
Baltimore, MD.



"Ken,

*A few days ago, my brother Brad talked with you on the phone regarding your Inventor's course. You convinced him that I should get started "the right way"!*

*He went ahead and ordered it on my behalf and I received it yesterday. I have just begun the proper preparation of the "Inventor's Notebook" as I had no idea that I would need such an extensive documentation of the idea and its progress, your directions on that appear easy to understand and follow. I have not even gotten to the "meat and potatoes" yet and have already learned several valuable tips!*

*I intend to keep you informed on my progress using your materials so that you can have good honest feed-back from a guy that just happened to end up in the business of inventing without actually intending to, and also just happened to fall into your course at exactly the right time and experience level. The information that I have gleaned thus far is a real burden lifter as it answers questions that the product developers refuse to answer, questions that I need answers to!*

*...I hope to get started with this product and am quite excited about the possibilities now that I'm becoming "informed"! Thanks for making your "savvy" and education available to us beginners, its a real God send I assure you!"*

Best Regards,

Mike Bowman  
Pedalvations

*"After ordering your course online I thought I'd never have contact with you, so imagine my surprise when I opened the course and found that you provide your personal office phone number!*

*I decided to call you because I was unclear on a couple of your instructions. You were very helpful and answered all my questions. Well I just wanted to say, thanks!"*

Terry Sweezy  
Asheville, AL.

*"You and your course answered all my questions about the Provisional Patent Application (PPA) program. I intend to use this strategy because it is cheap and easy."*

L. Reiersen  
Elko, NV.

*"I am so glad I found your website! I was about to spend \$10,000 with one of the invention marketing companies you mentioned, instead I ordered your course. You saved me a bundle! How can those rip-off artist stay in business? Anyway, I've learned a lot from you and the course. I hope to have my invention on the market soon."*

Mary Lou Newlon  
Sparta, NJ.

*"Ken, I thank the lord for you! I'm a Christian, and with the Lords help, and yours, I've been able to get my invention into McDonald's.*

*I've also taken your advice and contacted two other firms about joint venture manufacturing and distribution. They are both very interested. I'll keep you posted."*

Carl Martin  
Houston, TX.

## **Successful Inventing requires you to *TAKE ACTION!***

If you want to become a successful inventor, you must TAKE ACTION NOW!

Inventing and inventions are at an all time high. People everywhere are thinking up new ideas and trying to sell either the actual product to customers or the idea to manufacturers. Just look at television for any

amount of time and you'll see commercial after commercial of new and improved products.

Late night TV offers infomercial after infomercial of new gadgets and widgets. There's always a steady stream of new products. If you don't take action now, your invention idea may show up on one of these commercials. And you will say once again, "I had that idea" or "I thought of that some time ago." Or you'll see it in a store and want to kick yourself in the rear for not doing something with the idea. All the while, someone else will be making money from an idea YOU could have made thousands or even millions from.

### **You must take action! And you must take action NOW!**

Why is inventing such a popular trend right now, you ask? Because, there isn't an inventor out there who doesn't dream of the success and early retirement that an invention "hit" could bring. Inventing is the ultimate combination of accolade and financial security. This is vain, but so what? All of us are in a constant pursuit of better and easier living – it's part of being human.

To become the acknowledged provider of an invention that is a big "hit" is the ultimate achievement, especially if it brings the inventor better and easier living as a result of the invention's success.

So, in order to achieve your dream of becoming a successful inventor, you must take action and you must take action now. There is too much at stake. Your dream of financial security can become a reality, but only if you take action.

Otherwise, your dream can be lost if you delay and someone else develops the same invention you have in mind. The next inventor with your invention idea may move forward with it – that inventor may take action while you just sit there and dream. They will become financially secure, while you just have a story of another good invention idea that you let slip away.

Don't let this happen to you. All you need to do is Take Action Now!

Essentially everything you've ever seen that doesn't naturally exist had to be invented by someone - and that someone likely made money, maybe even millions from that invention.

### **Risk FREE For The Next 12 Months**

Your "Nothing To Lose And Everything To Gain" Guarantee

**CLICK ON THE BANNER NOW**



<http://makemillionswithidea.milliondollar-ideas.info>

**"You have a risk free guarantee with nothing to lose and everything to gain"**

**All the best Chris Leavers  
www.milliondollar-ideas.info**



### Three Critical Success Traits Shared By "Mom & Pop" Type Web Sites That Are Earning \$100,000 to \$600,000 Every Year

Recently, I became a member of this new private web site, [secretstotheirsuccess.milliondollar-ideas.info](http://secretstotheirsuccess.milliondollar-ideas.info), that shares the Internet marketing secrets of real people, just like you and me, who are earning \$100,000+ per year with their own Internet businesses.

Just to give you some background, I'll tell you that every month, this site shares two new real-life stories of successful "Mom & Pop" type sites, providing in-depth interviews with the site owners and asking really tough questions about **the exact steps, strategies, tools, and software** that these people have used to build and grow their sites to their current success.

For example, two success stories that I just finished checking out are:



#### Real-Life Case Study #1 — Robert Clark

See exactly how Robert Clark turned his \$275 a week paycheck into a highly profitable online business that takes him *only 2 hours each day to run...* while earning him **over \$250,000 a year in profits!**



#### Life Case Study #2 — Ken Calhoun

Ken grossed over \$98,000 in sales with his Internet business in 2000 (his first full year online) and then **tripled his sales to earn over \$300,000 last year** — *almost all of it profit*, all from his beachfront condo in Hawaii.

... as well as many other "*real people*" just like you and me who are creating a fortune on the Internet!

If you'd like to check out these success stories for yourself right now, and personally **discover these "No BS" examples of real people making real money** on the Internet, then [click here now](#) to get the exact step-by-step details of how they're doing it!

Obviously, reading these interviews is a really powerful way to guarantee the success of your

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## How To Turn Your Ideas Into Millions With Licensing

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own web site, because you're getting a **personal insider's tour of real sites, run by real people, that are making real money!**

Anyway, as I was reading through the latest success stories, I couldn't help but notice that, despite dramatic differences in the business models they use and the products and services they sell, these successful web site owners all share three common "success traits" that played a major role in growing their online sales to \$100,000 to \$600,000 a year...

### Success Trait #1:

First of all, one of the reason's why they're sooooo successful NOW is because they didn't let their lack of knowledge stop them. Despite the fact that many of them had no computer experience, never mind experience using the Internet -- and despite the fact that many had never owned a business before -- **they just plain got started and didn't worry about making everything "perfect" the first time.**

Remember, I'm not talking about rocket-scientists here. These are regular people, like you and me, who started running their web sites out of their own homes and are now making \$100,000 to \$600,000 a year with their sites.

And believe it or not, almost all of them were **making a profit from day-one!** Sure, they weren't all making buckets of cash right away; but their profits increased quickly as they continued to improve on what they started with.

### Success Trait #2:

I've already mentioned that these successful web site owners didn't worry about making everything "perfect" right away. And this is important, because rather than overload themselves by trying to become Internet marketing gurus BEFORE they got started, they just dove in and **focused on one marketing strategy at a time**, working extremely hard to maximize their profits with one strategy before moving onto the next.

This is a trait that really amazed me because even though these successful web site owners are earning substantial incomes from their web sites, they ALL talk about how they plan to **snowball their profits and sales even more** by strategically adding another strategy... and another strategy... and another strategy... to their web sites, *one at a time*.

### Success Trait #3:

Interestingly, the one point that kept coming up again and again, sometimes two or three times in a single interview, was that all of these successful site owners confess they could have been **earning a MUCH bigger income MUCH faster** had they only avoided the costly mistakes started educating themselves sooner.

And that's probably the most critical trait these success stories share -- they've all committed to educating themselves about the most profitable marketing strategies and techniques.

In fact, I could literally go on for pages and pages reeling off the hundreds of invaluable marketing strategies, techniques, tools, and software recommendations that these people

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share in their interviews, based on their own **real-life experiences** and commitment to educating themselves.

However, I know it will mean much more when you hear, straight from the horse's mouth, these...

### **"No BS" Examples Of Real People Making Real Money on the Internet...**

If you want to *automatically skip the failing promotions*, and start learning the tested, proven strategies that real businesses have already proven to be enormously successful, then I'd highly recommend that you visit <http://secretstotheirsuccess.milliondollar-ideas.info> to take a private tour of "Mom & Pop" web sites that earn \$100,000 to \$600,000 a year and discover the **exact step-by-step strategies** they have personally used to generate these *massive profits!*

You will instantly be exposed to extremely successful netrepreneurs like...



#### **Real-Life Case Study #3 — Andy Bryant**

Andy's site is **generating an impressive \$50,000 in sales per month...** and even Andy's a bit surprised to discover that his *\$600,000 a year online income* is the result of his own self-proclaimed vain quest to reverse his own hairloss!



#### **Real-Life Case Study #4— Ellen Cagnassola**

Ellen is a work-at-home mom who produces homemade, personalized glycerin soaps. Discover the strategies she used to **expand her offline business onto the Web**, and how she gets big companies (like Johnson and Johnson) to distribute and sell her soaps for her... *earning a hefty online income at the same time!*

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### Real-Life Case Study #5 — Kelly Monaghan

Kelly Monaghan has quite literally **built a \$200,000+ Web business around his lifestyle**. While he's bumping across Tibet in a jeep or white water rafting in Nepal, his four successful sites continue to bank his sales and profits....

... plus many, many more!

When I first came across <http://secretstotheirsuccess.milliondollar-ideas.info> I was shocked to find REAL successful people just like you and me who were willing to give away their most coveted Internet marketing secrets.

So if you want to skip the failing promotions, I highly recommend that you [click here now](#) and learn the "**No BS Strategies**" these *real people* are using to make *real money* on the Internet!

<http://secretstotheirsuccess.milliondollar-ideas.info>



Selling products online is both your biggest goal and your biggest obstacle.

It's the very thing that can make the difference between being profitable and having a complete financial catastrophe.

But, this simple objective seems to be much easier said than done.

If you are unable to move products, make sales and draw buyers, your entire business can be wiped out at any moment ...even overnight.

For some, that could mean bankruptcy while for others it means staying in the 9 to 5 and never experiencing the freedom and financial success that having a profitable



online business can bring.

The truth of the matter here is this, being able to make money online is not as hard as it may seem, but it's also not as easy as many marketers claim it to be and would have you to believe it is.

There's a balance between being "hard to do" and "easy to accomplish".

That balance can be found on a very fine line. A line so thin you can thread the eye of a needle with it.

But the line is so critical it can make the difference between your business being profitable next month, or completely gone next month.

That fine line is... "the truth about internet marketing"

Let me tell you a story.

My wife Alicia sells Beanie Babies online at Ebay. They come in and out of our house like Pizza's at Dominos.

I mean she moves these products.

However, what many people don't know is that all Beanies are not created equal. There are many fake Beanies out there.

If you hold a fake Beanie next to a real Beanie, chances are you will not be able to pick out which one is fake. That's because the false ones are that good.

Just recently, my wife made a purchase and when she sent them to be authenticated and certified as real Beanies, two of them came back ear marked as faked Beanies and not made by TY (the manufacturer of the real Beanies)

My wife contacted the guy she bought them from and he said he had no idea that they were fake Beanies.

Be that true or not (that he didn't know), the point here is a very simple one, but a very powerful one.

Point #1: The only way you can be sure... be 100% certain that a Beanie Baby is a real Beanie is to have it authenticated by someone certified by TY.

Point #2: Until someone starts to Authenticate the

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Beanies, they will never know if what they have is a fake Beanie or an authentic Beanie.

With internet marketing, it's the same story.

A ton of information is circulated online about how to make money with internet marketing, running a successful online business, etc.

The ads sound good, the websites sound good, the product looks good so you think it's good, true and worth buying.

The truth of the matter is, there is more false information circulating on the internet about how to make money, than there is true information.

This fact is based on our purchases over the last two years which include over 300 eBooks, 15 memberships sites, 30 software programs and 10 marketing services.

Believe it or not, more than 97% of the eBooks were garbage and contained recycled, old, outdated, false, unusable, erroneous information.

Just like fake Beanies get into circulation and moving from buyers and sellers into collections without many people knowing they are fake.

So it is with internet marketing information. Lies are in heavy circulation and those lies continue to work against those trying to use them.

The only way to get the truth is to make sure your source of information is authenticated.

The way to make sure that the source of your internet marketing information is authentic is to have the source of that information provide you with solid proof.

Undeniable proof that not only the information, products and/or services work, but that they themselves use them, have benefited from them and continue to benefit from them.

Unless you authenticate the source of your marketing information you can never be sure that what your doing actual works.

You will then find yourself a few months from now, still

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having made no money online, asking yourself...

"What will I do now?"

There is now a way for you to be sure you receive authentic internet marketing information, tips, strategies and methods with undeniable proof that they work.

Under Oath - The Truth, The Whole Truth and Nothing But The Truth About Internet Marketing was prepared by Stephen Pierce.

Pierce consistently makes over \$30,000.00 per month in net cash profits from selling his own products and services as well as those of affiliates.

After being fed up with collecting and reading all the garbage information being circulated about internet marketing, it was clear to Stephen why so many are failing to make money.

They are being sabotaged and blindsided by misinformation and out right lies.

As one of ClickBanks Top 5% product movers and money earners, Pierce saw the need to speak up with the truth about internet marketing.

And so, he prepared "Under Oath - The Truth, The Whole Truth and Nothing But The Truth About Internet Marketing. Virtually everything that makes money for Pierce and how he does it is revealed in very specific details.

When you own this book, you own an authenticated pool of information that is proven to consistently produce over \$30,000.00 per month in net cash profits.

If you are in desperate need of targeted traffic to your website, you can now start getting it in no time. Just follow as instructed.

It works!

Here's just a sampling of what you'll discover:

\*How to ignite rapid buying of your products like a shark feeding frenzy!

\*The one ideal magnetic follow up email that pays big dividends ...all the time!

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\*The right kinds of products to sell online!

(Knowing the right kinds of products to sell can immediately save you time and make you money!)

\*The only 2 things that create wealth on the internet!

\*The hidden ezine traps that can paralyze your profits!

\*The key to a high sales conversion from your list!

(Just this one change to how you handle your list can be worth tens of thousands even hundreds of thousand of dollars and more!)

Plus, you get other amazing marketing truths, like:

\*The 1 little known thing that oftentimes makes the difference between the success and failure of an ad, and it's not the headline.

\*The 1 thing internet marketing wealth builders and millionaires have in common.

\*Where the big money is really being made online, and it's not with eBooks.

If you want to stop wasting money on ads that are doomed to fail before you place them, then get "The Truth" and start getting a waterfall of product sales week after week, month after month!

Get The Truth now!

Do yourself a favor and check out The Whole Truth at:

**Click Here ==>: <http://thewholetruth.milliondollar-ideas.info>**

May The Truth Set You Free,

P.S. You will also discover how one idea in a 39 page eBook turned into +\$47,752.20 in sales ...in 49 Days!

**Click Here ==>: <http://thewholetruth.milliondollar-ideas.info>**

**If you have an Internet Service Provider then read this report I did, and I have not looked back since. Who needs AOL, MSN, etc?**

**"Wealth: a Simple Numbers Game"**

Please read this short report very carefully. I think by doing so, you will see a "system" that is incredibly powerful due to a few simple factors all working together.

The end result is an explosive way to turn this little report into a non-stop personal fortune for yourself, **this year.**

**1. Simplicity Is Power**

**2. Free Creates Speed**

**3. The Numbers Game**

These 3 simple concepts are going to turn this report into pure gold for you. I'm going to explain each of those 3 concepts very quickly...

**Simplicity Is Power.** And even more so on the Internet. The easier it is, the more money you will make. It's just that simple. Complicate things for people and you doom the idea before it gets off the ground. Make it easy and it will explode like a wildfire on a windy day.

This "system" is so simple that only 2 short, easy actions need to be taken to put it into action. That's all, 2 simple steps and you and everyone who joins you is on a roll immediately.

That's the first thing that gives our "system" its power.

**Free Creates Speed.** What's the fastest way possible to spread the word about something on the Internet?

Answer: Make it Free and give people a powerful reason to spread the word about it. That's all there is to it. Make your free offer attractive and people are going to download it just to at least check it out. You're reading this aren't you? There's your proof.

**The Numbers Game.** The numbers game says that if you get enough people to look at something that deals with a common human interest, a

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certain number are going to take you up on it. And with our "system", all you need is TWO PEOPLE to take you up on it.

Just TWO...that's it.

When you put our form on your site giving away this free report, a certain number of people ARE going to request it. Out of those, a certain number of people ARE going to join you. That's all there is to it. You'll soon see why these 3 concepts are very important.

This simple numbers game in our "system" goes far beyond your own personal effort however. You will multiply your small effort into the efforts of thousands of people. All by using a simple, fast system that leaves nothing to chance and creates profits on auto-pilot.

### THE IDEA

After many years and making millions of dollars on the net I've indentified the key features that will make something go incredibly fast and insanely profitable. Here's a list of them...

1. The initial offer must be free
2. The entire concept must be simple - so simple that new people on the net can do it
3. The system must be complete - plug it in and let it run
4. Must require no maintenance - plug it in and nothing else is required to make it work
5. The product the system sells must be one that people already have to use daily

If you can put those simple concepts into one program or "system", you've got a money maker on your hands. And that's what the form you filled out and this report does. And the product this report promotes is one that everyone reading this is already using anyway. These are the ingredients of Wealth on the Internet.

When you join our system, all you do is these 2 things...

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1. Sign up for the program this report promotes
2. Insert your ID#'s into the free report form and put it up on your site

That's it! The "System" takes care of the rest.

There's nothing else to it. And remember, **all you need is TWO people to join you in this deal.** Just TWO and you are on a roll. If you can get 100 people, that's great, the more the better and the faster you will grow. But all you ever need is two.

Now we need to talk about a new trend on the net that you might not be aware of. I used to hate this subject but you just can't deny the evidence staring you in the face. It's about MLM. It really IS making people incredible fortunes on the Internet in record time.

NOTE: If you also hate MLM please hear me out before you stop reading. People ARE making tons of money without selling, without talking, without meetings or any of that other OLD STYLE MLM junk. Do yourself a HUGE favor and hear me out before making a decision.

I joined one of these MLM's about 8 months ago just to see what would happen. I joined, sent out a small note to my list and just forgot about it. A few months went by and for some reason I had to log into my paypal account and noticed a very large balance. I was surprised. I began looking through the records and found that it was this MLM company that was depositing checks into my paypal account.

I had made a large check every month since the first month and it has been getting bigger and bigger every month for the last 8 months. And I've done NOTHING to promote it beyond that first small note. NOTHING.

I suddenly realized a couple of weeks ago that I was crazy for just letting this thing ride. I needed to create a simple "system" anybody could use and set this thing on fire. So I did, and this report, the form and the follow-up system that works for you is the result.

There's really nothing much to the "system". **But what makes it so powerful is the ease with which it works.** The newest of the new people on the net can get going with this without knowing anything about html, cgi

or anything else. It's SIMPLE - and that gives it its power to make you and I both a LOT of money, and do it very quickly.

Please don't pass over what I've told you so far without much thought. It took me years and hundreds of thousands of dollars to finally pinpoint these simple ideas. Sometimes the most simple things that stare us in the face are the hardest to find.

**The single most important thing I've learned over the years is that simple makes money.**

Pre made, ready to go, plugin and profit, all these things make the most money. People want it all done for them, and that is what gives this simple "system" the power to make you as much money as you want.

The whole idea is this: Join the program, put the form on your domain and just let it ride. That's the whole thing. That's all you do.

Are you ready?

Here's the simple steps...

1. Go to this link and join ISPVIP.BIZ:

<http://ispvip.milliondollar-ideas.info>

That's it. You're done. You will now make money from the traffic you already have coming to your site. Don't let the simplicity of this fool you. The power of this is IN the simplicity.

You have the opportunity to make up to \$241,680.00 per year with this simple system and do it all on auto-pilot. I've already seen the checks this company can produce for you. I've seen it grow without any effort other than sending out a simple note to my list. And I've seen their dedication to make this the #1 ISP in the world.

The simple fact is there are thousands of people getting rich on the Internet with good MLM companies. Companies like Six Figure Income (SFI) are huge and are making people a lot of money. The difference with this company is that the product is actually needed and already being bought by everyone that reads this anyway. Why not pay a company that pays you back?



It certainly makes sense when you already have to pay for this service anyway. Start making it pay you back. Turn an expense into a profit. That's the most common sense thing on earth. The ISP you are paying now gives you Nothing. Why not use one that not only gives you something back, but one that uses the same technology, backbones and quality service that all the big name ISP's use?

### **Do you see the simple beauty of it?**

Imagine your friend telling you one day, "I only pay \$12.95 a month to my ISP for Internet access", and you respond by saying, "Mine sends me a \$12,000 a month check". It's not only possible, I already see the writing on the wall. This company is going to be huge and profitable for a whole lot of people and I intend for you and I to be one of them.

Think about how simple and fast this is. Put the form up today and you could literally have your two signups before the day is over. That is the power that the Internet has given the MLM concept. There is no waiting on postal mail. No meetings. No trying to convince relatives of anything. It's blazing fast and "simple".

★★★★★ **They really DID IT!**, 1/10/03

Reviewer: **Lance Brooks**

I've been waiting for ISP and MLM to come together for a long time. While other companies promised, this company delivered! So i signed up and found out that the ISP access and tech support is phenomenal!! I use it when i travel too! Also 30 days after i signed up i started receiving my first commissions. Then in January these guys launched even more enhancements and services. And the brand new site design loads in 1 second at 56k making it easier for my people to see and sign up! I LOVE THIS BUSINESS, i can see that someday i will earn a full income from this. Sign up today!!!

★★★★★ **Site is phenomenal...**, 11/14/02

Reviewer: **JR**

I make money every month just by using ISP service through ISPVIP! You should too!

★★★★★ **It is really working...**, 11/2/02

Reviewer: **Dr. Martin Branniff**

My sister recommended this business to me in April of 2002. I got rid of my AOL "Training Wheels" service that was getting worse and worse, and got real Internet from iSPViP.biz. Then I told my people in my office about it. I am writing this to you in August 2002 and my monthly income is currently \$1,238.00 as of my last payday. I love this company and you will too. M.B.

★★★★★ **This ideas' time has come.**, 10/26/02

Reviewer: **Steve**

I have been a member of ISPVIP for a few months and have hardly worked at it, and I make money. I very much like the idea of getting paid for something I have to use anyway. The service is just as good as other ISP's but none of the others give me the business opportunity like ISPVIP.¡Viva la ISPVIP!



- **Consolidated Internet Group, LLC.**
- **iSPVIP.biz**
- **Address:**
- 269 South Beverly Drive, 423
- Beverly Hills, CA 90212
- **Telephone Numbers:**
- Corporate Headquarters:
- Main: 310.356.0006
- FAX: 310.861.8901



**Get into profit now...**

Remember, this is all you have to do: That's it!

1. Go to this link and join ISPVIP.BIZ:

<http://ispvip.milliondollar-ideas.info>

**"Enter My 'Inner Sanctum' Where Internet Marketing Breakthroughs Occur...And Receive Well Over \$3,850 Worth Of Free Consulting and Coaching Every Single Month"**

"Just one of my clients went from zero sales on the Internet to over \$250,000 a month in revenue and we're looking to do over **\$400,000 a month** in a very short period of time. That's a 400,000% increase in a little over a year! Thanks Terry for all your help and for providing such a simple yet proven approach to making money on the Internet."

Eric Stewart - [www.omicentral.com](http://www.omicentral.com)

What if you could immediately find out when every new Internet Marketing Breakthrough occurred...instead of having to wait 6 months for the news to roll around to you?

Well, now you can with the new "NetBreakthroughs" member site. No hype. No promises you can earn \$1,000,000 tomorrow. **No outdated marketing techniques.**

You do get **exact stats** on all of my **marketing tests every single week**. You get instant updates when new marketing techniques are discovered. You get online **coaching and consulting** help to apply the techniques to your business.

You get to sit on my board of directors to suggest what I should be researching, testing, and teaching.

**You'll Receive The "No B.S. Internet Ad Results Diary"**

You can see **exact results of my ad tests along with the ad tests of other top experts every single week.**

Which ad sources earn me money and which ones bomb? Which ezine should you advertise in? How do you get maximum value from pay-per-click search engines? Which type of web site pulls in the most orders per visitor?

All of these questions and more are answered every week with at least one brand new test ad. Ignore the hype surrounding online advertising. Find out the truth...proven by our exact results each and every week.

You'll never have to spend time and money on ineffective advertising again. Just play follow the leader and model the exact kinds of ads producing incredible results for us.

"Terry! I'm shocked at how dirt cheap a subscription to your site is, it really should be at least \$50 a month. I calculate that I've **saved a bare minimum of \$2,500** based on your ad test recommendations in last 8 months... I feel guilty saying this, but I almost

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don't want to tell other marketers about this, this is the kind of nitty-gritty info that can easily make a guy a fortune."

Kirt Christensen, web entrepreneur, [www.buyingwebbusinesses.com](http://www.buyingwebbusinesses.com)

### You'll Receive "Monthly Web Marketing Breakthroughs"

Find out the hottest new Internet Breakthroughs as they occur, not six months later.

Learn how to rank on search engines, generate publicity, create profitable joint ventures, improve sales, write email messages, create autoresponder sequences, and more.

These **5 to 10 page concise reports cover step-by-step instructions** to immediately apply what you have learned without all the fluff and filler you get handed in those 1,000 page ebooks.

Plus, every one is based on actual, real life experiences...You'll see my overwhelmingly successful campaigns bringing in \$18,500 or more in 24 hours or less...and you'll also see my mistakes. I don't hold anything back!

### You'll Receive "Free Online Coaching & Consulting"

Get Online Coaching and Consulting for all of your most pressing problems through this private **members-only discussion board**. This is one of the most active and used tools in our entire site...with many members telling us they visit 5 or more times per day!

Normally, **one-on-one consulting from Terry Dean** for your web business would cost you a bare minimum of \$1,000 per hour, but you can get my best advice for free through this online tool. Plus, top marketing experts have been known to show up and post responses regularly (not going to name names but it would look like a Who's Who of Online Marketing).

Need ideas or a way to apply what you have learned in your web business...just ask!

**Click Here ==>: <http://netbreakthroughs.milliondollar-ideas.info>**

The Shocking Truth About E-Books

by Joe Vitale

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Last August the New York Times announced that e-books were not selling.

A reporter wrote, "The main advantage of electronic books appears to be that they gather no dust. Almost no one is buying. Publishers and online bookstores say only the very few best-selling electronic editions have sold more than a thousand copies, and most sell far fewer."

Is that true?

I've learned to weigh everything the media tells us with more than a grain of salt. As the author of numerous traditionally published books, as well as the author of several popular e-books, I'm here to tell you that e-books are selling and selling far better, in many cases, than most traditional books.

Here's just a little proof:

- \* Corey Rudl made \$400,000 from his e-works,
- \* Stephan Mahaney made \$800,000,
- \* Michael Campbell made \$10,000,
- \* David Garfinkel made \$35,000,
- \* Larry Dotson made \$5,000 in less than a month,
- \* Allen Says made \$15,000 on a Sunday,
- \* Bob Gatchel made \$30,000 in one weekend.

My own "Hypnotic" series of e-books, all published by Aesop Marketing, have broken sales records and left my printed books in the dust: "Hypnotic Writing" has sold in the tens of thousands---at \$29.95 each---for more than two years now!

My follow-up book "Advanced Hypnotic Writing," has sold well into the thousands; and the recent work by myself and Larry Dotson,

"The Hypnotic Writing Swipe File," came out of the gate with a bang---selling at the whopping price of \$197 a copy.

And keep in mind that these e-books have no printing or shipping costs associated with them.

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They are "invisible" books. You don't have to warehouse them, either. When they sell for \$29.95 or \$197, that's virtually all profit. (A very nice feeling.)

I don't blame you if you are skeptical.

I was, too, at first. Mark Joyner, CEO of Aesop Marketing, begged me for two years---years!---to give him a work of mine that he could release as an e-book.

I'm a book lover and never thought anyone would EVER buy an ebook. (So much for me being a futurist.)

But apparently there is an entire world out there---or ON line---that don't care for printed books or big bookstores, but instead love instant information delivered with a click.

My "Hypnotic Writing" sold hundreds of copies within 24 hours. I'm now a believer in e-books.

They've enabled me to live in the Texas Hill Country, drive a BMW Z3 hot-rod, own a pool, and travel as a I please.

My friend David Garfinkel grew up in the traditional publishing world and in fact worked for McGraw-Hill, the world's largest publisher of business information.

He didn't give e-books much thought either until he published a couple of them himself. His most recent one is titled, "Advertising Headlines That Make You Rich."

David told me, "I'm astonished by the results. I can honestly say my life has undergone quantum changes for the better in many ways since my first e-book hit the Internet a year and a half ago."

So what's with the New York Times?

My hunch is that they are asking traditional publishers about their e-books sales. Well, traditional publishers don't know beans about marketing. Never have. They can't sell their printed books, so how can you expect them to sell their e-books?

To give you an example, one of my recent books is "There's A Customer Born Every Minute: P.T. Barnum's Secrets to Business Success." AMACOM, a division of the American Management Association, published it.

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I got national radio, print and TV coverage for that book. A&E Biography created a new special on the life of Barnum and at the end of it the host held up one book---and only one book---and basically urged people to get it to understand Barnum as a businessman.

That was MY book. Sales skyrocketed. My book became an overnight bestseller at Amazon. Yet what did my publisher do? They let the book go out of print.

I bought their leftover inventory. The books are in my garage. I never received one single royalty check. You can now only get the printed book through me ---though, ironically, the e-book version of it remains for sale online.

There's more. My most recent book is titled "Spiritual Marketing." I released it as an e-book through <http://www.1stbooks.com>, as well as in paperback and hardcover formats through [www.amazon.com](http://www.amazon.com). Which sells the best? The e-book version! (Paper is second and hardcover last.)

Again, what is the media trying to tell us when they forecast gloom for ebooks? Remember that the media focuses on the negative. Good news isn't generally considered news-worthy, to them.

Finally, here's the moral of this story:

Don't let the media talk you out of releasing your own e-book. As long as you have solid information that a specific group of people would enjoy, you can write an ebook and let that target group know about it.

Even if you only sold a few hundred copies, you would receive PURE PASSIVE INCOME---which no traditional publisher---including the New York Times---can promise or deliver.

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Joe Vitale is co-author of the new e-book,  
"How to Write and Publish your own eBook...  
in as Little as 7 Days"  
For complete details

**Click Here ==>: <http://7dayebook.milliondollar-ideas.info>**

## MY TOP QUALITY LINKS

If you want top quality links for the following then send me an E-mail asking for my **personal links web pages**. I Guarantee these are some of the best on the Web there is no rubbish here.

I look forward to hearing from you.

All the best in your venture.

Chris Leavers

[chris@milliondollar-ideas.info](mailto:chris@milliondollar-ideas.info)

