

Arkansas Inventors' Network Meeting

9/18/08

Univ of Arkansas Little Rock Cooperative Extension Services Bldg

6:30p – 8:00p

1. Chad Collins provided general announcements and notices AIN had received since the last meeting. See attached.
2. Presentation by Dr. Mike Zweifler, DDS, inventor of the AccuPal. You might know him more as Dr. Z from Downtown Dental – he has invented, developed, and is now selling a revolutionary device that aids dentists with providing pain-free oral anesthesia. You can see more information at www.accupal.com. He shared how he came up with the device, what hurdles he's overcome, and the interest his device is now getting. See his handouts that are attached.
3. Next mtg will be Thurs, 11/13. Check website for more details.

BIOGRAPHY

Dr. Z is a native of Chicago, Illinois. He graduated from the University of Arkansas, in Fayetteville and also LSU School of Dentistry in New Orleans, Louisiana.

He is a mentor in the Pinnacle Practices MBA program, and has lectured internationally on a variety of topics including leadership, personality assessment, and mission statement implementation.

He is a charter member in the Academy of Laser Dentists, and is recognized as the first dentist in Arkansas to use Intraoral Lasers.

Dr. Z now divides his time between Downtown Dental Care, and his Dental Product company Accupal. The products are currently distributed in 10 countries. Accupal is widely recognized as a fast growing Internet concern.

Contact Information

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Cell:	501-912-7996
Address:	Dr. Michael Zweifler C/o Downtown Dental Care 623 Main Street Little Rock, AR 72201

Dr. Z's Pearls

- **Ideas are powerful...protect them** (early Bill Gates story)
- **Do a thorough patent search ***
- **Look up, read & study similiar patents, drawings, etc.**
- **Learn about your: Market & Trends
 Competition**
- **Prototypes don't have to be fancy or expensive**
- **KISS - simple and small, share only if absolutely necessary**
- **Get skilled at sizing up the landscape**
- **Stick with something you already know a lot about, if possible.**
- **Grants - Apply early & often**
- **Learn to think like an investor or VC.**
 - **Be prepared to get your feelings hurt**
 - **Be prepared to get rejected**
 - **Be prepared to shed "Nay Sayers"**
- **The Government Maze- Bill Gates Tax Code story**
- **Be prepared to think about simultaneous events at the same time**
 - **7 layer chess game mentality**
- **PAPER TRAIL – PAPER TRAIL – PAPER TRAIL**
Dates, times, people, keep everything in chronological order, DO NOT even as much as throw away a cocktail napkin sketch!

INTRODUCTION

Licensing often appears to be a quick and easy alternative to the hard and fitful process of technology development and commercialization— especially for independent inventors and small business owners. Yet licensing is in its own right a demanding and highly-specialized process often involving participants from vastly different backgrounds and organizational cultures. Quick and easy it is not.

On one side of the licensing equation, independent inventors and small businessmen search for partners. In the search, they will interact with people and organizations with which they are unfamiliar; they will encounter new and different languages and expectations; they will experience frequent barriers to communication in expressing what they're after and what they have to offer. Although attracting investors requires a sound business strategy, their strategy is often unclear or unarticulated. They often don't understand the industry in which they are trying to license their technology. They find themselves dealing with people who are driven by unfamiliar imperatives and who live in different cultures. These potential partners require them to provide information (e.g., market information in sufficient quantity, technology management information, production information) which they do not have and don't know how to access.

On the other side of the licensing equation, the firms to which an independent inventor or small business wishes to license tend to deal effectively only with those who understand their imperatives and needs. Larger firms most often are driven by market imperatives instead of technology and are most interested in how technology can contribute to the "bottom line." Further, they are familiar with the licensing process and its requirements and may employ licensing professionals. Unlike the independent operator or inventor, the firm's prospects are not riding on this one deal. They will not necessarily approach partnering as the most important thing they will do this year.

Independent inventors and small businesses find the innovation process¹ challenging—at best. For the purpose of this document, the innovation process is conceived of as a series of technical, market, and organizational development tasks that can be clearly defined, and which must be completed by someone to achieve commercial success (see Table). Only rarely can one person or small firm complete the process. Individuals and small firms must decide which segment of the innovation process they wish to participate in and then determine what kind of partner could best shepherd their product (or process or service) through the remainder of the process and into the marketplace so that all parties benefit financially.

Left unexplained, the differences between smaller and larger firms can constitute a **nearly** insurmountable barrier to licensing. This document contains information needed to understand the process. It attempts a straightforward, clear, and plain English description of the major issues facing independent inventors and small firms: making the decision to license for business reasons, finding a licensee, and negotiating a license. We emphasize identifying what an independent inventor or small business can do best, and obtaining expert assistance to complete those tasks best completed by other professionals. We wish each and every reader success in his or her licensing efforts.

¹ How technology proceeds from product definition (whether a product, process, or service) to full production in one or more markets.

ACKNOWLEDGMENTS

The Licensing Executives Society (U.S.A. & Canada) and the U. S. Department of Energy, Office of Industrial Technologies, Inventions & Innovation Program joined forces to produce this document for independent inventors and small businessmen.

The authors wish to thank the Department of Energy for funding development of this monograph and the Licensing Executives Society for providing the information on which the document is based. We are indebted to David Lux (Bryant College) and Marvin Guthrie (Massachusetts General Hospital) for helping us shape this document.

Special thanks to:

Russell Barron (Foley & Lardner) for his help in enriching the section dealing with intellectual property strength and to Andy Ney (Ratner & Prestia) who contributed the case studies contained in the Appendix. We are also grateful to those who reviewed and commented on our work:

Bill Damson (Damson & Associates), Fred Hart (U.S. Department of Energy), Varda Main (Los Alamos National Laboratory), Willy Manfroy (Eastman Chemical Company), and Tom Ryder (Air Products and Chemicals, Inc.).

As always, we remain responsible for the material contained herein. We hope it eases your journey through the licensing process.

*Marcia L. Rorke and Kevin Dwyer
Mohawk Research Corporation 1996*

Chad & Tina Collins

From: Carol Oldenburg [admin@uiausa.org]
Sent: Friday, June 20, 2008 1:18 PM
To: chad@collinsconsultinginc.com
Subject: UIA Announces Alliance with TekScout, of UTEK Corporation



The United Inventors Association announces a new partner for innovation.



Become a UIA TekExpert

We are excited to announce a new benefit for our members in conjunction with our recent partnership with **TekScout**. TekScout is an Open Innovation Forum, where large companies post R&D challenges in search of scientists and engineers who can solve them. The goal of these companies is to find TekExperts who can help them complete development, and get their products to market faster and in more innovative ways. With TekScout, you can leverage your knowledge to earn valuable success fees by solving these challenges, and completing the product development. TekScout is a service of **UTEK Corporation**, one of the worlds leading Open Innovation companies.

UIA is pleased to offer a special program for our members with TekScout. Between now through September 2008, you can join up without paying a fee. If you are a UIA

member your subscription will extend for an entire first year for **FREE**. After your first year, if you choose to continue your TekExpert subscription, you'll pay a special UIA rate of \$50 (US) per year if you are a UIA member in good standing. The rate for those who are not UIA members will be \$100 (US) per year.

So [CLICK HERE](#) to register as a TekExpert today and start earning rewards as you advance the future of technology and science.

About UTEK Corporation

UTEK® is a leading innovation services company. UTEK's services enable clients to become stronger innovators, rapidly source externally developed technologies and create value from their intellectual property. UTEK is a business development company with operations in the United States and the United Kingdom. For more information about UTEK, please visit its website at www.utekcorp.com.

About United Inventors Association

The UIA is a tax exempt, not-for-profit corporation formed in 1990 solely for educational purposes. The mission of the UIA is to provide leadership, support and services to inventor support groups and independent inventors. Membership is extended to these as well as to others who provide reputable service and support to the inventor community.

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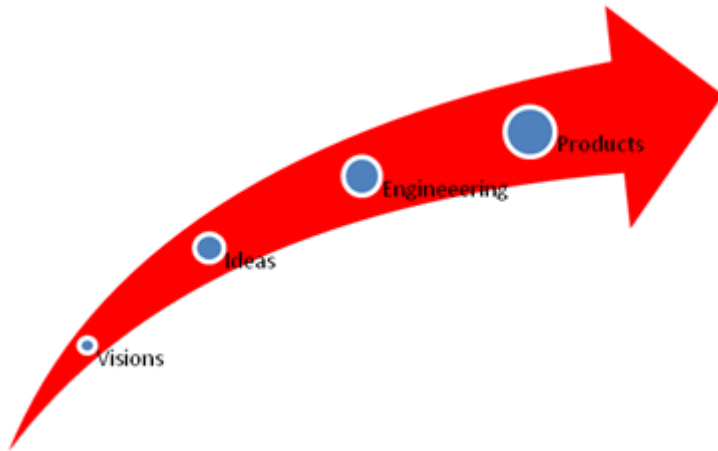
Please be aware of two events in September:

- Through the "2008 Henkel Helps Schools" Contest, which runs from August 10, 2008, to September 22, 2008, one deserving, winning school will be awarded a \$25,000 cash prize for renovations and updates. Learn more here:
http://www.henkelusa.com/cps/rde/xchg/SID-0AC83309-39F1D48E/henkel_us/hs.xsl/5717_7919_USE_HTML.htm
- IdeaTango is proud to announce the "What's Your BIG Idea?" Contest 2008. This contest is sponsored by the law firm of Townsend and Townsend and Crew LLP. Contestants will be competing for a FREE US Provisional Patent Application service provided for by Townsend - worth over \$4,000 in their legal services! Two lucky second place winners will receive a one-hour phone consultation with one of Townsend's highly qualified licensed patent attorneys. Deadline is September 12, 2008. Learn more here:
http://www.ideatango.com/component/option,com_frontpage/Itemid,1/

Chad & Tina Collins

From: CEO Options [ceooptions@aol.com]
Sent: Monday, July 21, 2008 6:58 AM
To: 'Arkansas Inventor's Network'
Subject: plastics resource for inventors
Attachments: image003.jpg; image005.png

Good morning my name is Lee Shawback President and founder of C.E.O., Creating Effective Options, located in Lake Geneva, WI. After 14 years in the plastic injection molding industry I became a entrepreneur and started C.E.O. Prior to C.E.O. I worked at small, medium and large corporations holding the following positions: process engineer, project engineer, sr. manufacturing engineer, tooling engineer, quality manager, director of operations, technical director, director of engineering and sales and vice president of engineering and quality. I have been involved in the medical, automotive, electronics, banking, voting booth, construction, consumer, pharmaceutical, food service, restaurant and many more. C.E.O. provides resources for design, prototyping, injection molding, sourcing, project management, consultation, tooling, assembly, decoration, quality systems management and quality systems maintenance. I want to get my name out there as a potential resource for products that involve plastics. Any help or guidance in getting this done would be much appreciated. If I can be of any help to your organization or your members please pass my info along to them.



Thanks,
Lee Shawback
224 489-8908

EARL J. MILLER

List of Inventions (Concepts)

(100% outright sale or co-inventor percentage)

1. **PORTABLE CABINET** (for camping, fishing, and hunting trips or just backyard BBQs)
2. **"JESUS IS LORD" (lights) LAMPS**
3. **("HJS") MODIFIED HYDRAULIC JACKING SYSTEM**
4. **INSULATED SIDING**
5. **STEP-STOOL / LADDER / IRONING BOARD COMBO**
6. **CAKE and PIE CUTTER (Manual-Push Down)**
7. **SWINGING HEART WIRE PUZZLES (w/15 other designs)**
8. **("MPE") MAGNETIC POWERED ENGINE (w/automatic charging system (3) other ideas that can be built from the m.p.e.)**
9. **MINATURE BREATHING MACHINE**

Contact Information

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Connecting Innovators with Commercial Opportunities

About Edison Nation

Edison Nation (www.EdisonNation.com) is for the innovator or creative professional who has ever had a great idea. Use Edison Nation to help commercialize or license your idea and see it implemented in the real world – and get paid for doing it. Or just learn from others who have been there before you.

Respond to calls for innovation and earn financial rewards with national retailers

Edison Nation's *Innovation Station* coordinates individual "Live Product Searches" retailers through the Web site (www.EdisonNation.com) seeking innovative new products with major national retailers to integrate into their product offering. Edison Nation's Web 2.0 format enables members to submit their intellectual property for consideration into a safe, collective portfolio and growing database of new product ideas.

Retailers sponsoring current and future Live Product Searches:

- ***Spencer's Gifts*** is searching for **the next big gag or novelty product and new lighting devices.**
- ***WestPoint Home*** is calling for **green, eco-friendly products** that generate heat without utilizing AC power.
- ***RazorUSA***, best known for the Razor Kick Scooter, wants to discover **the next big youth toy not involving wheels.**
- ***Applica Incorporated*** seeks **pet products** to break into the billion dollar industry.
- ***Springs Global***, a leading supplier of retail fabrics, packaged crafts and specialty fabrics, seeks **craft or hobby products.**

Each submission remains within the Edison Nation database and is automatically included in all future sponsored product searches, thus increasing the chances of being selected and commercialized. Essentially Edison Nation is an advocate for each member's idea or product submission and puts them to work with each Live Product Search. Sure beats letting a viable idea collect dust on the sidelines!

Learn from those who have done it before:

- Get help from inventors around the world in seconds.
- Participate in free online discussion forums.
- Search our skills database to get help with your inventions.
- Search our needs database to help others with their inventions.

Create your free online profile

Share your issued patents, engineering videos, photographs, logo ideas and contact information with the public or just with your friends. You decide how much information you want to share with your friends and the public.

Communication Tools

- World's easiest blog. If you can type, you can blog.
- Email system that allows you to keep your private address private.
- Get active! Join an inventor network.

For more information please email info@edisonnation.com .



International Inventors Day

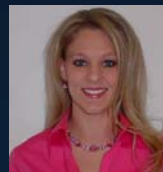
HOSTED BY CHEATHAM COUNTY CHAMBER OF COMMERCE AND INVENTORS ASSOCIATION OF MIDDLE TENNESSEE



Ming Wang, MD, PhD
President
Tennessee
Chinese Chamber
of Commerce



David Winters, JD,
D.L.L., MSc, BSc.
Patent Attorney and
International Business
Consultant
Winters Patent Law
Offices



Lisa Kelley,
Owner of White
Chocolate Video
Productions



Qiang Wu, MD, PhD
Vice President
Tennessee Chinese
Chamber of
Commerce



Vinny Ribas, entrepreneur and
business consultant and author of
*CEO Secrets: What They Know About
Business That Every Entrepreneur
Should Know*

INVENTION RELATED SEMINARS

- Licensing - David Winters
- The Pearl or Peril of Doing Business in China - Dr. Ming Wang
- Doing Business in China - Dr. Qiang Wu
- CEO Secrets – Vinny Ribas
- Video and Marketing on the Internet – Lisa Kelley

NOTE: Speakers will be confirmed prior to the event therefore they are subject to change.

SATURDAY

October 11, 2008 10 AM – 3:30 PM

**Ben Franklin
re-enactor**

1.9 miles off I-24/Exit 24
26 miles northwest of Nashville
in Pleasant View, TN
at The Coach House
located on 49 Highway next door to
The Livery Stables Antique & Gift Mall

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**Exhibits and Activities to Encourage, Inform and Assist
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For more information, go to www.iamt.us or contact James Stevens at 615-681-6462 and inventorsassociation@hotmail.com or
Randell Bracey 615-746-5377 and cheathamtourism@bellsouth.net - FAX: 615-792-5001