

A publication of the Intermountain Society of Inventors and Designers

November 9, 1974

Vol. 1 No. 1

NEW SOCIETY OFFICERS CHOSEN

Eldon J. Alsop is the new President of the Intermountain Society of Inventors and Designers. He was chosen by the Society's new Board of Officers at their first meeting on November 7, 1974. The new Board was elected on October 26, 1974 at a regular meeting of the Society.

The new Board of Officers consists of Eldon J. Alsop, President; Stan Shelby, Vice President; Carol F. Anderson, Secretary; Charles C. Snow, Treasurer; J. Wanless Southwick, Carl S. Anderson, Dale W. Nelson, Joe Cope, and Ferrell S. Henderson.

MEMBERSHIP AND SUBSCRIPTION

Members of the Intermountain Society of Inventors and Designers receive a subscription to *The Inventors' Journal* as part of their annual dues. Membership in the Society can be gained by making written application to the Board of Officers accompanied by payment of a \$5.00 initiation fee and \$5.00 annual dues. Fees and dues are half price for students.

Applications for membership will be accepted at regular meetings of the Society or by mail (P.O. Box 222, Salt Lake City, Utah 84110).

Persons desiring a subscription to *The Inventors' Journal* without membership in the Society, may do so by paying a \$5.00 subscription fee.

The first issue of the Journal will be sent to nonmembers and members whose dues are in arrears, so they may gain subscription to the Journal by paying the necessary fees or dues.

UTECH AND INVENTORS GET TOGETHER

Utah Technical College (UTECH) has agreed to allow the Society to meet monthly at their new campus on Redwood Road in Salt Lake City. Not only will inventors have the enjoyment of fine new facilities at UTECH, but they can take advantage of the library's special selection of reference books and directories. Some of the books were purchased especially for courses related to inventing.

Inventors can get specialized technical help by taking one of the many courses taught at UTECH. UTECH is willing to sponsor a special class on inventing if a class of about ten people can be assembled. If you are interested in such a class, tell us.

NEXT MEETING OF THE SOCIETY

The Society will meet November 16, 1974 at 1:30 pm in the Library of the Rampton Technology Building of Utah Technical College at 4600 South Redwood Road, in Salt Lake City (take the 45th South Exit off I-15). The library will open at 1:00 pm.

Dean Hale, inventor of a forward motion dental chair and "Instajust Stool" will speak to the Society, sharing his experience in getting a new product on the market.

YEAR'S SCHEDULE

Members living away from Salt Lake City may want to make note of the following planned meetings of the Society and arrange to join with us if they are traveling this direction.

December	14
January	18
February	15
March	15
April	19
May	17

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NEWS ITEMS ARE INVITED

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NATIONAL INVENTORS HALL OF FAME

The National Inventors Hall of Fame was founded in 1973 by the National Council of Patent Law Associations with the induction of Thomas A. Edison, who held 1,093 patents. Five additional inventors were named in 1974 — Alexander Graham Bell, the inventor of the telephone; Eli Whitney inventor of the Cotton Gin, and Drs. John Bardeen, Walter H. Brattain and William Shockley, inventors of the transistor.

Nominations to the Hall of Fame are being solicited and should include the name of the nominee, a statement of significant inventive contributions to support the nomination and the numbers of the nominee's U.S. patents.

According to the Bureau of National Affairs, the final selection will be completed by December, 1974 so nominations should be mailed at once to:

H. Hume Mathews, Chairman National Selection Committee National Inventors Hall of Fame Box 70-C, Scott Road, R.D. #1 Boonton Township, N.J. 07005

The National Inventors Hall of Fame was formally dedicated February, 1974 at Patent Office, and will be permanently maintained there.

FIVE YEARS OF SERVICE

The Intermountain Society of Inventors and Designers was organized a little over five years ago (on October 23, 1969) as a non-profit corporation under the Utah Non-Profit and Cooperative Association Act. Since then it has provided a forum where inventors could get together to profit from each other's experiences, be they good or bad.

SUCCESSFUL COURT ACTION AGAINST "INVENTOR ASSISTANCE" ORGANIZATIONS

An Illinois court decision has stopped certain "invention assistance" organizations from doing business in Illinois. According to the October 31, 1974 issue of BNA's Patent, Trademark and Copyright Journal, one of the organizations has been operating nationwide for several years and has been very aggressive in the so-called "invention business". The report said the organizations have been enjoined from engaging in the practice of patent law and ordered to dissolve within 90 days.

Some of our local inventors have complained of being enticed to fly to Chicago at their own expense to listen to proposals of invention development by certain "invention assistance" organizations. Some even wrote out substantial checks to pay in advance for invention development services. One disappointed inventor complained bitterly about the poor quality of socalled services rendered by one organization.

The same BNA article reported that three organizations formed the "National Association of Invention Developers" (NAID) in 1973. They subsequently referred to their membership in this association in their newspaper ads, apparently to impart an aura of legitimacy to their activities. One of the three was one of the Illinois organizations ordered to dissolve.

TWO LETTER WORD ADVICE

If it is to be, it is up to me.



A publication of the Intermountain Society of Inventors and Designers

December 6, 1974

Vol. 1 No. 2

DISCLOSURE DOCUMENT PROGRAM

An often misunderstood service is offered by the Patent Office, called the "Disclosure Document Program". Some inventors erroneously believe it can be used to "register" their idea with the Patent Office. Others mistakenly think they can protect their idea for two years with it.

The Patent Office says: "A paper disclosing an invention and signed by the inventor ... may be forwarded to the Patent Office by the inventor It will be retained for two years and then be destroyed unless it is referred to in a separate letter in a related patent application filed within two years."

This service is designed to give the inventor another way of documenting his conception of an invention. The Disclosure Document he sends to the Patent Office should contain a clear and complete explaination of the invention.

To use the service, the inventor can write the Patent Office as follows:

The undersigned, being the inventor of the disclosed invention, requests that the enclosed papers covering my invention entitled _____ be accepted under the

Disclosure Document Program, and that they be preserved for a period of two years.

The inventor then mails this request and his Disclosure Document to the Patent Office, accompanied by a stamped, selfaddressed envelope and a duplicate (carbon copy) of his request, which must also be signed by the inventor.

When the Patent Office receives the Disclosure Document, they stamp the date of receipt on the papers and give them an identification number. The duplicate request is returned to the inventor in the self-addressed envelope bearing the stamped date of receipt and the Disclosure Document number. The process may take 5 to 6 weeks.

A fee of \$10 is charged for this service and payment must accompany the Disclosure Document when it is submitted to the Patent Office. For more information about this useful program, you can get a free pamphlet from a nearby office of the U.S. Department of Commerce, or by writing the "Commissioner of Patents, Washington, D.C. 20231."

SPEAKER COUNSELS INVENTORS

"Research and development is the name of the game", said Dean Hale of Concept Industries of Logan, Utah. While speaking at the November 16 meeting of the Society, Mr. Hale asked why should an inventor design something people don't want or need? He said the inventor should build what people think they want -- what they want to buy.

Before an inventor tries to manufacture an invention, he must know what the market potential is. Who is going to buy it? How much will it cost to manufacture? Who will manufacturer it? Who will sell it?

Mr. Hale said most inventors would be surprised to learn that the people who sell a new product put about three times the money into the new product compaired to the manufacturer. Because of the high costs of promoting a new product, the inventor usually doesn't get the big money.

Mr. Hale demonstrated his "Instajust Stool" which Concept Industries is currently manufacturing and marketing. The height of the stool is easily adjusted by a foot actuated valve. The stool is aimed at professional people like dentists who need to adjust their seat height quickly without contaminating their hands.

Mr. Hale found that conventional O-rings wore out and leaked eventually, so he had to design a new hydraulic seal which would permanently retain all hydraulic fluids within the system.

After the meeting, several inventors were seen visiting with Mr. Hale, asking him questions relating to their own inventions.

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WHO RECEIVES THIS JOURNAL?

If you are an inventor or a designer, but are not yet a member of the Intermountain Society of Inventors and Designers, you are invited to join now.

The Membership Committee has reviewed our mailing list and have made a note on each mailing label of persons who are neither paid up members nor persons with a subscription to the Inventors' Journal.

Three astericks on your mailing label means you need to contact us to either join the Society, pay your dues or to subscribe to the Inventors' Journal. In the future the Inventors' Journal will be sent only to those who are current in their dues or subscription.

To join the Society, your application should include payment of a \$5 initiation fee and \$5 annual dues. If you have previously joined the Society, your payment of the \$5 annual dues will make your membership current and bring you each issue of the Inventors' Journal.

Subscription to the Inventors' Journal without membership in the Society can be had by payment of a \$5 subscription fee.

NEXT MEETING OF THE SOCIETY

Dr. Harold Fox, a marketing specialist, will discuss how to find financial backing and how to open up channels of distribution for a new product in the market place at 1:30 pm on December 14, 1974.

The meeting will be held in the Rampton Technology Building of the Utah Technical College at 4600 South Redwood Road, in Salt Lake City (take the 45th South exit off I-15).

Signs will pe posted to guide you to the meeting room, however, you may want to come early to use the library's special collection of books for inventors. The library is also in the Rampton Technology Bldg.

Another meeting is scheduled next month for saturday, January 18th.

PRESIDENT DESIGNATES COMMITTEES

President Eldon J. Alsop designated five committees to help the Society better serve its members. Stan Shelby, the Vice President, was named the Committee Coordinator to follow up on committee assignments.

Membership Committee: Carol F. Anderson and Charles C. Snow (Secretary and Treasurer respectively) were named co-chairmen with the responsibility of recruitment of new members and of keeping an up-to-date membership list and mailing list.

<u>Program</u> <u>Committee</u>: Dale W. Nelson was named chairman with the responsibility of developing suggestions of programs for the monthly Society meetings.

<u>Services and Materials Committee</u>: Joe Cope was named chairman with responsibility of finding sources of services and materials useful to inventors.

Invention Presentation Committee: Carl S. Anderson was named chairman to arrange for inventors to show and demonstrate their inventions at meetings of the Society.

<u>Publications and Publicity Committee:</u>
Wanless Southwick was named chairman and editor of the "Inventors' Journal".

Each Committee is to consist of at least three members selected from the Society's membership. Members interested in serving on a particular committee should contact the chairman or one of the Society's officers. Committee reports are to be presented at Society Meetings and published in the Inventors' Journal.



A publication of the Intermountain Society of Inventors and Designers

January 11, 1975

Vol. 1 No. 3

MARKETING SPECIALISTS SPEAK

"Stickability" (stick to it despite pitfalls) was named as an essential attribute of the successful inventor at the December meeting of the Society. Two marketing specialists, Mr. Hal Fox and Mrs. Mauvia Snow Bradford, "layed it on the line" in their fast moving description of their own marketing experiences.

Mrs. Bradford advised inventors to: (1) Have a goal (2) Gather the right kind of people around you (3) Know your competition and (4) Get an *experienced* lawyer to help you cope with competitors.

Where did they get financing? Out of their own pockets at first, but they found some investors using a simple newspaper ad: "Partner with \$10,000 wanted." Mr. Fox cautioned that the potential investor should be asked to sign a nondisclosure agreement. He suggested a lawyer be used to draw up the financial agreement.

Mrs. Bradford asked, "How much of your business or product are you willing to give away to get financing?"

Mr. Fox emphasized the need to evaluate the invention: (1) Determine what similar and competing products are on the market (do your homework) and (2) Determine interest in your new product by test marketing where the product is actually sold.

In a general question and answer session they commented on licensing agreements with manufacturers, whether to apply for a patent or not, the importance of packaging a product to sell, and their experience of getting a plastic product manufactured in Taiwan.

Several inventors spoke with Mr. Fox and Mrs. Bradford individually after the meeting around the punch and cookie refreshment table.

BECOME INVOLVED

Increased interaction among Society members has been stressed as a goal by President Eldon J. Alsop at recent meetings. He said, "more participation by members, wherever they live, in the activities of the Society will bring about the healthy exchange of ideas, accomplishments and experiences whether sucesses or failures. Resulting friendships and cooperation will stimulate the enthusiasm of each of us toward our own individual creative ideas and goals.

"This interaction among Society members should promote the kind of associations where members with common interests will join together to work on personal innovative projects. The Society will become a more successful and dynamic organization for helping its members through such interaction."

President Alsop stressed, "We have established action committees through which you may actively assist us in the activities of the Society. Your becomming involved can help upgrade the Society's effectiveness. I encourage your support through participation in these committees and in our monthly meetings."

NEXT MEETING OF THE SOCIETY

If you need money to develop your invention, don't miss the next Society meeting. Dr. O. Lew Wood, a professor from Weber State College will address the Society on the subject, "How to prepare a business package for presentation to a prospective financier." This meeting should give you more skill with the words and language that financial people understand. It should strengthen your chance of getting the venture capital you need to develop your invention. (Continued next page.)

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NEXT MEETING (CONT.)

Dr. Wood will speak at 1:30 pm on January 18th (Saturday) in the Rampton Technology Building of the Utah Technical College at 4600 South Redwood Road in Salt Lake City (take the 45th South exit off I-15).

Many members will gather in the library at its new opening time of 12:00 noon to use the special collection of books for inventors.

NEW COMMITTEE FORMED

Where do you find good published information about sucessful invention development? Start with the new Publications Committee chaired by Ferril S. Henderson. The Committee is accumulating pamphlets and books that will be placed in the Utah Technical College Library and/or distributed to members at meetings. One such pamphlet will be handed out at the January 18th meeting.

Mr. Henderson requests all members to share the title and source of good publications on inventing by writing him at P.O. Box 222, Salt Lake City, Utah, 84110.

As Vice President Stan Shelby put it,
"As our files of research materials grow,
we can better assist inventors. Each member can be involved in this upgrading of
the Society by sending in good publications."

SOMETHING TO WRITE FOR

"Submitting an idea to a Manufacturer" is the title of a useful little pamphlet available for 25¢ from: Circulation Department, American Bar Association, 1155 E. 60th St., Chicago, Illinois 60637.

LAST CHANCE

This will be the last issue of "The Inventors' Journal" you will receive if you have not paid a \$5 subscription fee or your \$5 membership dues (plus \$5 to join the Society if not a member).

If three asterisks (***) appear on your mailing label, your name will be dropped from the next mailing list, unless we receive your subscription fee or membership dues.

WATCH OUT !

Another sad story has come to the Society from another person who recently discovered she had wasted her money on "invention assistance" organizations.

After she had become discouraged with one such organization, she went to another nationally-advertised "invention assistance" organization with no better results.

Some way her name was transferred from the first organization to the possession of a third "invention assistance" organization which called her long-distance many times with promises of thousands of dollars in royalties for her inventions. She didn't fall for the third story.

STIFLED GENIUS?

The United States ranks fifth in the world in inventions per man according to Mr Jacob Rabinow in an article in U.S. News and World Report (Dec. 23, 1974, p. 46-49).

How to stimulate innovative thinking? By giving inventors "money and glory". One or the other alone is not enough according to Mr. Rabinow. Low interest government loans might help he said.



A publication of the Intermountain Society of Inventors and Designers

February 8, 1975

Vol. 1 No. 4

MONEY TO DEVELOP AN INVENTION

"Undercapitalization" was named as the primary cause of business failures by Dr. O. Lew Wood as he spoke at the January meeting of the Society. An invention must have adequate financial backing if it is to become a successful new product. But how can an inventor find such backing?

"If you are serious about developing an invention, do it yourself and hire the people you need to help you along," said Dr. Wood. His first counsel was to choose a proper legal structure for your business (sole proprietorship, partnership or corporation). He went into considerable detail to explain some advantages and disadvantages of each type of business structure. (Similar information can be found in the Small Business Administration pamphlet "Management Aids No. 80".)

Dr. Wood listed several possible sources of money: the inventor's own resources, private venture capital, loans, a general limited partnership, franchising, public offerings of corporate stock, and merger, aquisition or investment by another company. Whatever source of money is sought, a good "Business Prospectus" is necessary.

"A business prospectus", said Dr. Wood, "is a document which describes a company and its potential. It contains the language financial people understand as they evaluate the risks and benefits of a potential investment." Dr. Wood listed some of its essential elements:

- 1. Introduction to Business Area.
- 2. Brief History of Company.
- 3. Description of Business Plan. (What will be done with the capital raised?)
- 4. List of Risk Factors. (If done properly this list appeals to sophistocated investors)

(Continued next page.)

INVENTORS WEEK PROCLAIMED

Ceremonies at the U.S. Patent Office in Washington, D.C. and across the nation are proclaiming the week of February 9th, 1975 as "Inventors Week". The National Inventors Week proclaimation was a product of the American Patent Law Association's efforts to recognize inventors.

In Utah, Governor Calvin L. Rampton proclaimed "Utah Inventors Week" in ceremonies at the State Capitol attended by officers and members of the Intermountain Society of Inventors and Designers and by representatives of the Patent Section of the Utah State Bar.

The Governor's proclaimation said in part, "In this way, the State of Utah expresses thanks to her inventor-citizens for their contributions to the economy and welfare of this State and our Nation."

INVENTORS WEEK MEETING

On the concluding day of Inventors Week, February 15th, the Society will hold a meeting for all interested inventors in the Rampton Technology Building of the Utah Technical College at 4600 South Redwood Road in Salt Lake City (take the 45th South exit off I-15).

The meeting will start at 1:30 pm, however many members will gather in the library at 12:00 noon to use the special collection of books for inventors.

A special program to emphasize the importance of proper product design has been scheduled. Two specialists in the design field, Mr. Ferrell Thomas and Mr. Ed Miflin, show how proper design can make a new product have more eye appeal, be easier to manufacture and result in a less expensive, more marketable new product.

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MONEY (CONT.)

- 5. Dilution. (If a company is worth one million dollars, does the investor give one million dollars for 20% of the company?)
- 6. Management. (Who is running the company? What has been their experience? Do they have a good "track record"?)
- 7. Legal Matters. (Any suits involved?)
- 8. Financial Projections and Statements. (Current status described by a balance sheet and income statement; or if a new company, a proforma income statement and cash flow projection.)

Dr. Wood emphasized the importance of the Business Plan, Management, and Financial Projections and Statements portions of the prospectus. He said the Small Business Administration has a useful Monthly Cash Flow Projection form (Form 86(10-72)). Also stock brokerage firms have various examples of a "Business Prospectus" that inventors could use as a guide.

SOCIETY'S FOUNDER RETURNS

Mrs. Lucille Hinmon returned to Salt Lake City after a year of employment on the West Coast. She attended the January meeting of the Society and was affectionatly greeted by many of the Society members.

Mrs. Hinmon organized a meeting of inventors at the University of Utah in July of 1966. Those who attended showed interest in forming a society for inventors and thus the Intermountain Society of Inventors and Designers was born. Bimonthly meetings were held for about three years when in October 1969 the Society was officially incorporated under the Utah Non-Profit and Cooperative Association Act.

SBA HELPS INVENTORS

The U.S. Small Business Administration (SBA) is a prime source of publications for inventors. Mr. W. Grant Evans of the Salt Lake SBA Office made quantities of two SBA publications available to the Society, which were distributed to those attending the Society's January meeting: ("Know your Patenting Procedures" and "Small Business Profits from Unpatentable Ideas", Management Aids No. 49 and No. 53 respectively).

Mr. Evans offered further assistance to the Society in obtaining other publications, movies and speakers. Members are encouraged to visit their local Small Business Administration office to see what assistance is available.

TRAINING FOR INVENTORS

New inventors can often save themselves much pain and expense by learning some of the "basics" of successful inventing in a specialized course for inventors. One such course is currently being taught at the University of Utah by Mr. O'Brien Garrett and Mr. Dale Nelson on Wednesday evenings.

Their course is entitled, "Invention Management - from an Idea to the Market Place". The course puts emphasis on practical invention development, patenting, marketing and management methods. It is nearing completion, but others will undoubtedly be offered in the future. Utah Technical College has offered such classes.

NOTICE: An "Exporter's Seminar" will be held February 20th at the Fort Douglas Country Club in Salt Lake City to explore export finance, foreign credit insurance and foreign warehousing arrangements. It starts at 9:00 am but advanced registration is required (\$6 fee to SBA includes lunch).



A publication of the Intermountain Society of Inventors and Designers

March 8, 1975

Vol. 1 No. 5

DESIGNERS HELP INVENTORS

If an inventor has an idea and wants to tell someone about it, how does he describe his invention? Using words only? Does he make a few scribbled drawings to illustrate what he sees in his mind? Mr. Ferrel Thomas Jr. showed members attending the February meeting of the Society a better way.

Mr. Thomas is an industrial designer and a patent draftsman. He showed an example of a complex invention which was expertly illustrated with three dimensional and exploded-view drawings before a full-scale device was ever built. These drawings were used to sell the invention to two industrial users. With two purchase orders in hand, the inventor built the actual full-scale device (for air pollution abatement).

Mr. Thomas explained how good drawings can help the prospective buyer visualize the product even before it has been made. The designer who prepares the drawings can help simplify the invention to make it easier to manufacture and give it more eye appeal before expensive production begins.

Another designer, Mr. Ed Mifflin, told the same group how basic shapes and colors can be designed into an appealing package for increased marketability of a product. The design can also be skillfully developed to emphasize unique features of the new product to let the customer know why the new product is especially valuable.

Mr. Mifflin suggested inventors should be prepared to take notes at the most unusual hours; whenever inspiration strikes. He also emphasized the need to keep good records of invention development.

Both Mr. Thomas and Mr. Mifflin answered questions of members during the discussion period and at the refreshment table.

NEXT MEETING OF THE SOCIETY

Two patent attorneys will be at the next meeting of the Society to speak on "Forms of Protection Available for Creative Property and How to Select the Form Needed." Mr. Wayne Western and Mr. Deon Criddle of the law firm, Criddle and Thorpe, will show that a patent is not the only form of protection available to the inventor.

They will speak at 1:30 pm on March 15th (Saturday) in the Rampton Technology Building of the Utah Technical College at 4600 South Redwood Road in Salt Lake City (take the 45th South exit off I-15).

Many members will gather in the Library of the Rampton Technology Building at 12:00 noon to use the special collection of books for inventors.

INVENTIONS WANTED!

The "Inventions Wanted" come-on has caught the eye of more than one inventor. This time the Society is looking for persons with patented inventions who would like to display or demonstrate them at meetings of the Society.

Anyone wanting to participate in this regular "show-and-tell" portion of future Society meetings, please contact an officer of the Society or write: P.O. Box 222, Salt Lake City, Utah 84110.

TYPISTS NEEDED!

The Society has a critical need for a typist living in the Salt Lake area to help with an increasing load of correspondence. It is strictly a voluntary position, as are all other positions in the society. The only pay is the satisfaction of helping a worthy project along.

Please drop us an offer of help to P.O. Box 222, Salt Lake City, Utah 84110.

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INCENTIVE TO INVENT

Technological innovation vital to solving the energy crisis was the subject of a speech by the Director of the Patent Law Program of the George Washington University, Irving Kayton, at a January meeting of the American Patent Law Association.

He noted that the price of oil had jumped from slightly over \$2 per barrel to over \$8 now. He suggested it would make sense to offer anybody with the invention which would save oil or be an alternative to oil, \$1 per barrel of oil saved.

"Doesn't it make sense to offer one buck extra when now we're paying six? It's true that whoever invents it will be getting seven million dollars a day, but all taxable by the United States, unlike the foreign oil which is not taxable in any way by the United States..." He noted prevailing opinions however, that believe, "Seven million dollars a day for a crummy inventor is an outrage."

He concluded by urging members of the American Patent Law Association to "... demand more from our patent system by way of incentive than has ever before been asked in order to save mankind."

AN INCOME TAX DEDUCTION?

Many inventors will be interested in Resolution 64 of the American Bar Association's Section of Patent, Trademark and Copyright Law. Adopted in August 1974, it puts the ABA on record favoring "...in principle legislation granting federal income tax relief to independent inventors to reduce the burden of developing and patenting inventions;" (Continued)

TAX DEDUCTION? (CONT.)

The resolution suggests adding the following paragraph to 26 U.S.C. 174(a) (1): "Notwithstanding anything to the contrary herein, an individual taxpayer can deduct all his costs for, and relating to, the preparation and prosecution of all patent applications, domestic or foreign, filed on an invention even if such costs were not incurred in connection with his trade or business". But remember, it's not law yet!

INVENTION DEVELOPMENT COMPANIES

The Society has learned of a few more inventors who have been sweet-talked into sending invention development companies money for promised services. One man spent \$100 for a patent search plus another \$1000 in advance for promised prosecution of a patent application and prototype preparation. Before he saw any results from the \$1000, the company was back asking for more money to do additional patent work in Canada.

California may do something about such companies. A bill (AB 485) has been introduced into the California legislature to regulate invention development service contracts. The bill proposes that certain specified terms be included in each contract which would assure the inventor of what he was buying with the contracted service. There is also a provision for the inventor to recover damages from the invention developer, and the developer could be punished for any willful violation of the bill's provisions.

We have recently heard rumors that a new or "transplanted" invention development company has taken up residence in the Salt Lake area and is beginning to solicit inventors. Caution is recommended.



A publication of the Intermountain Society of Inventors and Designers

April 12, 1975

Vol. 1 No. 6

PATENT ATTORNEYS SPEAK TO INVENTORS

How can an inventor protect his idea and profit from it? Is a patent the only kind of protection? Two Salt Lake patent attorneys (Mr. Wayne Western and Mr. Deon Criddle of the law firm, Criddle & Thorpe) gave members attending the March meeting of the Society some straightforward answers.

Mr. Western suggested good communication between an inventor and his patent attorney is essential if the best way of protecting an idea is to be found. He explained some of the types of protection available for "intellectual property".

Trade Secret: Even though there is no law saying it can be protected, the courts have shown a trade secret can be protected. It must be kept secret with adequate precautions to assure secrecy. Mr. Western mentioned the "Coca Cola" formula as an example of a good trade secret. Advantages of trade secrets include their perpetual life and they are effective immediately.

Patents: Some ideas by their very nature can not be kept secret and still be exploited by the inventor. Patents can give the inventor legal rights to a new and novel idea for a limited time: 17 years for a utility patent and 7 - 14 years for a design patent.

Trademarks: A brief, easy to remember trademark may become a valuable source of protection for a product. "Coke" was one example given.

Copyrights: Certain types of intellectual property can be protected by copyright for 28 years. A copyright can be extended for a second 28 years. Mr. Western said games can be copyrighted as a book.

Three ways to profit from an idea:

- 1. Exploit it yourself.
- 2. Assign it to someone (sell out).
- License it to someone (using an exclusive or non-exclusive license).

(Continued next page.)

PRESIDENT NOTES SOCIETY PROGRESS

At an April 3rd meeting of the Society's Board of Directors, President Eldon Alsop listed progress of the Society during the past few months:

- 1. Establishment of service committees.
- 2. Establishment of Inventors' Journal.
- Outstanding speakers at the monthly meetings.
- 4. Increased number of new memberships.
- 5. A modest build-up of finances.
- 6. A refreshment table after meetings. He then issued a challenge to the Board of Directors with the following goals:
 - 1. Build new leadership for the Society by involving more members in committee opportunities.
 - 2. Extend Society membership to more inventors, increasing membership.
 - 3. Develop more ways to provide personal help to members with their innovative projects.

NEXT MEETING OF THE SOCIETY

Financial backing seems to be a major problem to most inventors. Mr. V. Jay Liechty, a Certified Public Accountant, may have some practical suggestions for inventors when he shows how to put together a cashflow projection to be used in a business plan for soliciting financial backing.

Samples of a cash-flow projection will be handed out and questions will be answered, so each person will be able to apply the information to his or her own project.

The meeting will begin at 1:30 pm on April 19th (Saturday) in the Rampton Technology Building of the Utah Technical College at 4600 South Redwood Road in Salt Lake City (take the 45th South exit off I-15). The Library in the same building will be open at 1200 noon, where inventors can make use of its special collection books related to inventing and new product development.

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ATTORNEYS SPEAK (CONT.)

The value of an attorney for drawing up an assignment or licensing agreement was emphasized.

Mr. Criddle participated in the question and answer session. When asked about invention development companies, he counseled those present to, "be sure you know what you are getting for your money." He cited several examples from his experience with inventors who had tried to use invention development companies to promote their new product ideas. He suggested that in general, "the greater the advertising [of the invention development company], the less the service".

Both Mr. Western and Mr. Criddle were approached by members individually at the refreshment table after the meeting to discuss special questions.

INVENTION PROMOTERS BLASTED

"It's pitiful," said Texas Attorney General Jack wilson in an article in The National Observer (March 1, 1975, page 8), "but most of the victims were people who didn't have the money to lose. A lot of them borrowed it. Many were old folks trying to supplement an income that was already inadequate." The article was centered around "Invenco" based in Dallas, Texas where it and its founder were placed under a temporary injunction and ordered to put its cash reserves into escrow for return to clients.

The article also mentioned a National Science Foundation project designed to stimulate technological innovation by evaluating new ideas for a small fee. One such project located at the University of Oregon, Eugene.

DVORKOVITZ ?

Mr. Wayne Western mentioned the name Dvorkovitz at the March meeting of the Society. Who or what is Dvorkovitz? "Dr. Dvorkovitz & Associates" (P.O. Box 1748, Ormond Beach, Florida 32074) specializes in finding new products and/or processes, finding companies who have a need for the technology and bringing the parties together.

Mr. Western indicated some companies pay a handsome fee to Dvorkovitz to be the first subscriber to see the new ideas in a specific field. Dvorkovitz does not charge a fee to the inventor (licensor), since they receive their fees from the licensees who subscribe to their service.

Their forms contain the sentence, "Products and/or processes described on this form will be evaluated, and inclusion in our files is entirely at the discretion of Dr. Dvorkovitz and Associates, whose prime criterion will be the potential value to the subscriber".

Since licensing is the goal with this service, patent protection for the product or process is essential.

PUBLICATIONS COMMITTEE REPORT

The Publications Committee was formed to collect all types of information useful to inventors. At the March Society meeting, Ferrell Henderson, Committee Chairman, handed out two Small Business Administration publications: A listing of over 250 "Management Aids" entitled Free Management Assistance Publications and Management Aid No. 92, Wishing won't get profitable new products.

Ferrell invites everyone to submit suggestions of publications to the committee for review (P.O. Box 222, SLC, UT 84110).



A publication of the Intermountain Society of Inventors and Designers

May 7, 1975

Vol. 1 No. 7

CASH FLOW PROJECTION OUTLINED

"Cash is the oil of a business machine" said Mr. V. Jay Liechty, a Certified Public Accountant who spoke to the April meeting of the Society. On any kind of a business project, such as developing a new product, you need to make a projection of what will happen so you can know when you will need money and how much you will need.

Mr. Liechty said a "cash flow projection" consists of six items:

- 1. Projecting Income
- 2. Projecting Expenses
- 3. Projecting Cash Receipts
- 4. Projecting Cash Outlay
- 5. Projecting Balance Sheets
- 6. Review

Items 1 and 2 (projecting income and expenses) describe what's going to happen, while items 3 and 4 (projecting cash receipts and cash outlay) describe when it's going to happen.

For example, say you think you can sell \$1,000 worth of your new product in June, but when will you get paid for the sale? You would list your \$1,000 sale under June's Projected Income (Item 1) but because your customers may take three months to make full payment, you might list under Projected Cash Receipts (Item 3): June - \$600, July - \$300 and August - \$100.

For projecting expenses and cash outlay you would go through a similar process. You would first list all expenses you could think of and show them as Projected Expenses (Item 2) for the months you expect to incur the obligation to pay the bills. That's what you expect to happen. Then under Projected Cash Outlay (Item 4) you'd show when you would pay the bills. Some expenses may be incurred monthly, but paid quarterly or on some other delayed basis.

(Continued next page.)

INVENTORS' BANQUET

You are invited to the annual banquet of the Intermountain Society of Inventors and Designers, Saturday, May 17th in the banquet room of Chuck-A-Rama at 2960 Highland Drive in Salt Lake City at 7:00 pm. (RSVP)

Mr. Cordell Lundahl of Logan, Utah will be the dinner speaker. Mr. Lundahl is one of the Intermountain area's most successful inventors, with many millions of dollars worth of his inventions being marketed through out the United States. His bulk haying system is spreading rapidly into agriculture. He is currently branching into applications of electronics to agriculture and has built a new electronics manufacturing plant in Logan.

Mr. Lundahl will speak on the subject, "Can Inventing be Profitable for the Inventor? For Local Commerce? For the Nation?" His broad experience with inventing will allow him to describe both the pleasure of success and the frustration of failure. No one should miss hearing this man speak.

The banquet is open to all interested persons, but we need an accurate count of those planning to attend. Please use the attached envelope to send \$3.75 per plate (7.50 per couple) to reserve your place at the banquet. Please send it today to Charles Snow, Treasurer, P.O. Box 222, Salt Lake City, Utah 84110.

LEAR TO SPEAK

William P. Lear, well known inventor and designer will be commencement speaker for Utah Technical College at Salt Lake, June 6 in the University of Utah Special Events Center.

Mr. Lear developed the Lear jet and the eight-track stereo sound tape system among his many innovative projects.

a nonprofit corporation

"The Inventors' Journal" is published approximately monthly to disseminate news of special interest to inventors.

NEWS ITEMS ARE INVITED

Subscription rate: \$5.00 per year, foreign postage extra. Society membership includes subscription.

CASH FLOW PROJECTION (CONT.)

With Items 1, 2, 3 and 4 projected by month, you can compare cash receipts with cash outlay to make a projection on net cash flow and judge when you will need money and how much you will need.

The projected balance sheet should put the whole picture in perspective so you can review the projection and ask yourself, "Is this reasonable? Can this project be expected to make a profit?"

HELPFUL PACKET TO BE PREPARED

The Society's Board of Directors decided at its May 1st meeting to proceed with development of a packet of basic inventor's literature to be provided to new members of the Society. It would include published pamphlets related to inventing, patenting and new product development.

The contents of the packet would be selected to give the novice inventor an introduction to the problems and opportunities of inventing. The packet will not be free, but the cost will be minimal, just enough to cover the cost of its contents.

President Eldon Alsop assigned Ferrell Henderson, Chairman of the Publications Committee, the responsibility to coordinate development of the packet with the help of Charles Snow, Treasurer of the Society, who has long advocated development of such a packet.

Mr. Henderson showed the Board of Directors a large stack of publications he had recently obtained from the Small Business Administration many of which he said would be valuable inventors. Copies of some will be handed out at Society meetings.

CERTIFICATES OF MEMBERSHIP

Attractive "Certificates of Membership" are being prepared for members of the Society who have not yet received one. The certificates measure 8" X 10" and are suitable for framing.

Membership Committee Chairmen, Carol F. Anderson and Charles Snow indicated the certificates would be mailed to each member within the next few weeks.

PATENT LAWS

"A Good Idea Deserves a Good Legal Padlock" was the title of an article in the March 1975 issue of American Bar News. The following are quotes from the article:

There are lots of people looking for good ideas and thoughts - for nothing. The laws that protect intellectual property are continually under attack.

Contrary to what one might expect, says Walther E. Wyss [Chairman, ABA Section of Patent, Trademark and Copyright Law] There is always someone trying to modify patent, trademark or copyright laws. "Three sweeping patent law revision bills have gone into the hopper on Capitol Hill since Congress convened in January ... so we have to be real watchdogs on legistlation."

Wyss views the patent system as "the key that provides incentive for improvement by granting rights to the idea, process or device to its originator - primarily the right to exclude others from using the invention for a limited time. Our work directly affects relatively few persons, so many people couldn't care less about us, even though they are very much affected by the technology we protect and foster."



A publication of the Intermountain Society of Inventors and Designers

September 20, 1975

Vol. 2 No. 1

LUNDAHL SPEAKS AT BANQUET

"Inventing is as profitable as your homework," said Cordell Lundahl at the annual Inventors Banquet held May 17th. Just having an idea is not enough, according to Mr. Lundahl, you need to get to know the field your invention falls into. Keeping good records is also a must.

Mr. Lundahl said big companies have men who go around the world gathering information for their companies to use. He said many good ideas are lost because they were not adequately protected. "Big companies are scared of the inventor who has documentation and patent protection," he said.

Will your idea make you any money? Ask yourself, "How will it benefit the ultimate user? What will it produce for the buyer? Will it save him money or labor?" For the idea to make you money, it must have some economic value to the buyer.

Mr. Lundahl told of the need to know the mark up in an industry when negotiating a royalty. Get their financial statement. What is their profit on products? If their profit margin is 8%, they won't pay a 7% royalty, he said.

When negotiating with a manufacturer, Mr. Lundahl suggested you should make adequate notes and then see your own attorney who writes out the contract and sends it to the manufacturer.

OF WIVES, SAID LUNDAHL....

"It takes a lot of patience to be married to an inventor. When you are laying in bed at night and reach over next to you and find a vacant spot, and then discover him sitting in a corner with a blank look on his face, you've got to have patience."

NEXT MEETING OF THE SOCIETY

Lyle J. Martinson, an inventor from Utah will tell the Society of his experiences in developing and marketing his new ideas.

He will speak at 1:30 pm on September 27th (Saturday) in the Rampton Technology Building of the Utah Technical College at 4600 South Redwood Road in Salt Lake City (take the 45th South exit off I-15).

Meetings of the Society for the comming season will be held on the third saturday of each month beginning in October thru May 1976.

GOOD NEWS ON DUES

With the price of just about everything going up, you'll be pleased to know the Society's Board of Directors voted to keep the Society's dues the same as they have been for years: \$5.00 per year and a one-time fee of \$5.00 to join the Society.

ENERGY INVENTIONS AVOID RED TAPE

The Government Patent Office gives energy inventions top priority according to Isaac Fleischmann, Director of Information in the Commerce Department's Patent Office in the September issue of "Energy Reporter".

He said that while the normal processing time for patent applications is 21 months, the waiting period for energy inventions has been slashed to 6 months.

The priority program for "inventions in all aspects of the energy field" became an official Agency policy in October 1973. Since then, over 200 applications have been approved for priority examination, and 58 patents have been granted -- a record output for a non-war period.

a nonprofit corporation

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NEWS ITEMS ARE INVITED

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GOVERNMENT OFFERS TO EVALUATE ENERGY INVENTIONS --

DIRECT GRANTS FROM ERDA TO INDIVIDUAL INVENTOR POSSIBLE!

(Official notice printed below for your reference from 40 Fed. Reg. 24373)

National Bureau of Standards OFFICE OF ENERGY-RELATED INVENTIONS **Notice of Establishment**

Notice is hereby given of the establishment of the Office of Energy-Related Inventions, Institute for Applied Technology, National Bureau of Standards, to carry out the responsibilities imposed by section 14 of the Federal Nonnuclear Energy Research and Development Act of 1974 (Public Law 93-577, dated December 31, 1974, 88 Stat. 1894). Set out below is a statement which furnishes the reasons for the establishment of that Office, the address to which communications may be sent, a description of its functions, and a set of procedures which are designed to assist persons in submitting energy-related inventions to the National Bureau of Standards for evaluation.

Regulations governing the evaluation of energy-related inventions are being developed. Upon their development the proposed regulations will be published in the Federal Register to allow a reasonable period for public review and comment. After appropriate review and consideration of the comments received, the regulations will be duly promulgated in the Federal Register.

OFFICE OF ENERGY-RELATED INVENTIONS

1. Purpose. The Federal Nonnuclear Energy Research and Development Act of 1974 (Public Law 93-577), hereinafter referred to as the Act, establishes a comprehensive national program for research and development of all potentially beneficial energy sources and utilization technologies. The program is to be conducted by the Energy Research and Development Administration (ERDA).

Section 14 of the Act directs the National Bureau of Standards (NBS) to members of the public as required;

"give particular attention to the evaluation of all promising energy-related in- tions governing the evaluation of invenventions, particularly those submitted by individual inventors and small companies for the purpose of obtaining direct grants from the Administrator" of ERDA. The Office of Energy-Related Inventions (OERI) has been established in the National Bureau of Standards to carry out the duties required under this

2. Address. The address of OERI, to pertaining to NBS responsibilities under follows:

Office of Energy-Related Inventions National Bureau of Standards Washington, D.C. 20234

directive

- 3. Functions. The functions of OERI in carrying out its responsibilities shall
- 3.1. Receive and process material and correspondence which describe energyrelated inventions, hereinafter referred to as invention(s), and which request the evaluation thereof:
- 3.2. Conduct analyses to ascertain the technical and commercial feasibility of inventions submitted for evaluation;
- 3.3. Formulate recommendations to ERDA based on the analyses of submitted inventions;
- 3.4. Keep ERDA informed on the submission of inventions and results of evaluations:
- 3.5. Notify each submitter of an invention as to the results of the evaluation:
- 3.6. Conduct an information program to make the public aware of the invention evaluation service to be provided;
- 3.7. Correspond with inventors and

- 3.8. Develop and promulgate regulations; and
- 3.9. Perform such other functions as may be necessary to fulfill the responsibilities assigned to OERI.
- 4. Procedures for submitting inventions for evaluation. Each person desiring to submit an invention to NBS for evaluation pursuant to section 14 of the Act shall, in accordance with the procedures set forth below,
- 4.1. Obtain an Energy-Related Invenwhich all inquiries and communications tions Evaluation Request form (NBS-1019), hereinafter referred to as the section 14 of the Act may be sent, is as Request form, by writing to the address set out in section 2 above. The form will provide:
 - (a) Detailed instructions for use in submitting an invention for evaluation;
 - (b) A description of the evaluation program and a statement of policy;
 - (c) A Memorandum of Understanding to be signed by the submitter as a prerequisite to accepting an invention for evaluation; and
 - (d) Space for submission of basic information on the invention and an outline of the complete disclosure information required.
 - 4.2. Complete the Request form as instructed in section 3 of the form.
 - 4.3. Prepare a detailed disclosure of the invention in an appropriate format, including the requirements specified in the Request form.
 - 4.4. Mail the original Request form and a copy of the invention disclosure to the address set out in section 2 above. Receipt will be acknowledged by mail and, if all information is in order, the invention will be evaluated.

JUNE 3, 1975.

JOHN D. HOFFMAN. Acting Director.



A publication of the Intermountain Society of Inventors and Designers

October 15, 1975

Vol. 2 No. 2

HOW TO EVALUATE YOUR INVENTION

"Inventors tend to get emotionally involved with their ideas," said Lyle J.
Martinsen, President of Practical Innovations, Inc. to Society members attending the September meeting.

"Sometimes you must put an idea on the back burner" he said, "because if you don't you may spend your whole life developing the wrong product and never get people to use it." To overcome this hazard, Mr. Martinsen emphasized the need to honestly evaluate each idea for a new product.

Mr. Martinsen uses a list of 23 questions to evaluate his ideas. He used the list to illustrate experiences he has had trying to promote new products. He said the idea should be thoroughly evaluated before making application for an expensive patent. Only a few of his questions can be listed here.

Is it practical? If it is, it will reach more people. Is it new? To find out, it is cheaper to have a reputable patent attorney do a patent search.

Does a market now exist for the product? Beginners should start where a need exists since the effort to overcome human inertia can be overwhelming. How obvious are its advantages?

What is the potential market volume? Will 1% or 2% of the potential be sufficient to sustain your sales?

"Regardless of the ultimate market potential," emphasized Mr. Martinsen, "how many potential buyers are there for the product?" He cited an example of a stick-on label for oranges that also functions as a peeler. It is a great idea that had to be put on the "back burner" because even though 12 billion oranges are eaten each year there was only one potential buyer big enough to use the idea and they lost interest after considering the cost of developing machinery to attach the stick-on to each orange. (Cont.)

FLECTION OF SOCIETY OFFICERS

A new Board of Directors for the Society will be elected at the next meeting (October 25th). The Nominating Committee was elected at the September meeting. That committee; Charles Snow, Ed Rabiger and Lucille Hinman, has been putting together a slate of candidates which will be presented to the Society. Nominations from the floor will be accepted.

Term of office for Society officers is one year. After their election, the new Board of Directors will meet to select the President, Vice President, Secretary and Treasurer.

NEXT MEETING OF THE SOCIETY

Mr. Laird Gogins, a Salt Lake City inventor, will speak to the Society about his experiences gained while trying to sell his invention to the automotive industry.

Several members of the Society have had ideas for products related to automobiles and they especially may benefit from hearing Mr. Gogins address this subject.

He will speak at 1:30 pm on October 25^{th} (Saturday) in the Rampton Technology Building of the Utah Technical College at 4600 South Redwood Road in Salt Lake City (take the 45^{th} South exit off I-15).

Those wishing to use the special collection of books on inventing and new product development in the UTECH Library should come early, since the library closes at 1:00 pm.

MEMBER DIES

Mr. Roy Z. Beck, an inventor from Layton, Utah and a member of the Society recently passed away.

The Intermountain Society of Inventors and Designers expresses its condolences to his widow and family.

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NEWS ITEMS ARE INVITED

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HOW TO EVALUATE (CONT.)

Can proven methods be used to manufacture the product? Can it be produced on a small scale to begin with? Can production volume be increased easily as demand for the product grows?

At this point Mr. Martinsen emphasized the need to start small, developing confidence and a cash flow in the black. "Focus on a small profitable business operation," he said, "paving the way to bigger things. Keep your present job and don't neglect your family."

How many people must be relied on to get into production? The fewer the better.

What will be the total cost to get into production? Get expert opinions. Go thru every step to be sure of costs. Don't assume anything. (He wrote it ASS/U/ME.)

Can I raise the money? He said it is a stumbling block to say "I've got this great idea but no one will back me." "You must have some kind of a track record before people will back you," he declared. "There is plenty of money available to those who can prove they can do it."

He asked questions about the prototype, manufacturing problems, amortizing production costs, market surveys, and whether a witnessed diary had been kept.

He suggested testing a new product's market by asking, "When this comes on market will you be a buyer? (yes or no only) Will you give me an order now?" What percentage of people are buyers? Did the response justify the risks?

Mr. Martinsen showed many of the products he had created. His presentation stimulated those present to ask many searching questions.

YOUR IDEA IN THE NEWS?

Are you ready for public disclosure of your new product or other inventive idea?

Society Officers are frequently asked by the news media about new inventions developed by Society members. Too often we do not have a fresh list of inventions to cite.

The news media want to focus on <u>new</u> and exciting developments. They show little interest unless it is new.

How about your idea? Would publicity be valuable to you? If so, contact one of the Society's Officers or send a written description to: Editor, "Inventors' Journal", Box 222, Salt Lake City, Utah 84110.

Remember, if you do not have the invention patented, you have only one year after public disclosure to apply for a patent before you loose your right to obtain a patent on the disclosed invention.

WARNING FROM FTC

The Federal Trade Commission recently voted to issue a complaint charging false, misleading, unfair, and deceptive acts and practices by a Texas idea promotion company. The company allegedly induced persons to pay between \$750 and \$1,200 for contracts which were virtually worthless, according to "Patent, Trademark & Copyright Journal". The proposed order would require it to display this notice:

"NOTICE: BY PROCEEDING WITHOUT THE ADVICE OF AN INDEPENDENT PATENT ATTORNEY, YOU MAY LOSE ANY RIGHTS YOU MIGHT HAVE IN YOUR IDEAS, INVENTION OR PRODUCT OR EXPOSE YOURSELF TO A COSTLY PATENT INFRINGEMENT LAWSUIT. THEREFORE, PRIOR TO SIGNING ANY AGREEMENT WITH US YOU SHOULD AND ARE ENCOURAGED TO CONSULT AN INDEPENDENT PATENT ATTORNEY."



A publication of the Intermountain Society of Inventors and Designers

8 November 1975

Vol. 2 No. 3

LAIRD GOGINS GIVES ADVICE

Mr. Laird Gogins, inventor of a new type of automotive transmission, spoke to the October 25th meeting of the Society. His transmission is designed to be infinitely variable with positive and continuous drive. He is now producing one of the new transmissions for the government to evaluate.

"Inventors are too independent;" said Mr. Gogins, "they tend to think they can do it all themselves, but they can't, they need the help of others." When looking for help Mr. Gogins suggested that, "friends are easier to work with."

Mr. Gogins has experience dealing with large companies. He said he didn't think stealing of inventions is much of a problem. Even if a problem develops, he said, "Lawyers will take a case on a contingency basis if they stand to gain much -- thus big companies do not want that kind of court case, because the courts traditionally favor the inventor."

He told how it is often difficult to interest a company in a new product. "A business is a money making machine and they don't want to tinker with the machine," he said.

If you can manufacture a new product yourself, Mr Gogins suggested using contract marketing organizations to sell the product. These would include manufacturers' agents and representatives, companies that specialize in marketing and television station selling on a per inquiry (P.I.) basis.

Mr. Gogins salted his talk with philosopy. "An inventor must have a sense of humor," he declared. One product of inventing, according to him, is "increased awareness" for both the inventor and the public.

NEW SOCIETY OFFICERS CHOSEN

Stan Shelby is the new President of the Intermountain Society of Inventors and Designers. He was chosen by the Society's new Board of Officers at their first meeting on October 29th. The new Board was elected on October 25th, at the regular meeting of the Society.

The new Board of Officers consists of Stan Shelby, President; Eldon J. Alsop, Vice President; Lucile Hinmon, Secretary; George H. Jones, Treasurer; Edward E. Rabiger, Dale W. Nelson, Stephen Gregory, Robert Fowles and Carl S. Anderson.

Stephen Gregory (Provo) and Robert Fowles (Bountiful) are new to the Board. The others have served on the Board in years past. A notable absence from the Board is Charles Snow who served faithfully for many years as Treasurer of the Society.

NEXT MEETING OF THE SOCIETY

Jack Haight of AAA Tent and Awning Co. in Salt Lake City will speak to the Society about his experience selling products by direct mail advertizing. He plans to show a film on the subject also.

He will speak at 1:30 pm on November 15th (Saturday) in the Rampton Technology Building of the Utah Technical College at 4600 South Redwood Road in Salt Lake City (take the 45th South exit off I-15).

Those wishing to use the special collection of books on inventing and new product development in the UTECH Library should come early, since the library closes at 1:00 pm.

We extend a special thanks to UTECH for offering the use of their facilities to the Society.

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NEWS ITEMS ARE INVITED

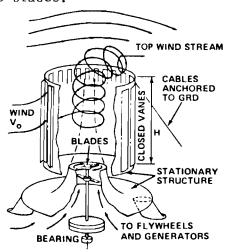
Subscription rate: \$5.00 per year, foreign postage extra. Society membership includes subscription.

INVENTORS FEEL THE WIND BLOW

With the energy crisis and all, many inventors have been pondering the strength of the wind around them. New designs for windmills are often entirely different than what we picture on the old homesteads.

An interesting news article in a scientific journal (Science, 17 Oct. 75) tells of a recently disclosed wind system that would utilize intense vortices, not unlike miniature tornadoes, inside large circular towers. This tornado-like wind system, preliminary results indicate, is capable of generating far more power than conventional wind turbines of similar size.

Wind energy is collected by a stationary, open-top tower; wind enters through vertical slots or ports that are open on the windward side but that are otherwise closed by means of moveable vanes. The resulting tornado-like vortex is said to concentrate wind energy from a far greater volume than the air immediately around the turbine blades.

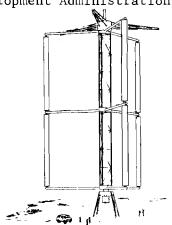


A tornado-like wind generator (J. T. Yen)

The inventor attributed his idea to the serendipity effect (an apparent aptitude for making fortunate discoveries accidentally). He happened to see a diagram for an advanced wind generating system that a colleague was working on and it set him to thinking about the properties of vortices.

The journal concluded, "The incident is evidence, perhaps, that the limits of the possible are not yet really known for many unconventional (or simply underinvestigated) energy sources..."

There are federal dollars being spent for development of wind energy systems. One example: Designers of the "giromill," a proposed wind-power unit, just received a \$156,000 study grant from the Energy Research and Development Administration.



A 'giromill' concept for the St. Louis area

The structure converts wind into electricity but differs from conventional designs because its 130-foot blades move around a vertical shaft. According to "Energy Reporter", McDonnell Douglas Corp. claims a 15 mileper-hour wind is all the giromill needs to service 40 homes.

For funding information contact the Office of Energy-Related Inventions, Natl. Bur. Stds.



A publication of the Intermountain Society of Inventors and Designers

13 December 1975

Vol. 2 No. 4

SALES BY DIRECT MAIL ADVERTISING

Direct Mail advertisement is effective because it gets the message into the home of the consumer, according to Mr. Jack K. Haight of Triple A Direct Mail Advertising in Salt Lake City. He said 88% of direct mail advertising received is opened.

Mr. Haight told of how specialized mailing lists (already on labels) can be purchased for about \$35 per 1,000 addresses. Such lists can be taylored to include only the type of customer you want to contact. Maybe your product sells best to medical doctors -- so you can purchase mailing labels consisting of doctors only. And you can restrict your list to certain localities also.

A good return from direct mail advertising is 2 1/2%, he said. Usually one gets 1 1/4 to 1 1/2% returns. It costs between \$7 and \$20 per 1,000 to have mail addressed by a company like Mr. Haight's. Postage today costs \$63 per 1,000, but in December the rate is scheduled to go up to \$78 per 1,000. His company will label, stamp, sort into proper zip codes and even routes, and deliver to direct mail advertisement to the post office.

Tricks of the trade include supplying envelopes with return postage paid to double response, and co-op mailing where several advertisers share the cost of the mailing.

HIT? - MISS?

Has your invention hit a snag, or dead-end? Perhaps the $\underline{\text{THOMAS REGISTER}}$ can help you.

This is a ten volume product finding

HIT? - OR MISS? (CONT.)

guide and index of all major American manufacturers compiled by the Thomas Publishing Co. of New York. It can be found in any public library or large business establishment that is a subscriber.

It is used to find the manufacturer of any article such as tools, goods, apparatus, supplies, etc. It also designates companies that are not manufacturers.

It designates the capital or capacity ratings of manufacturers to determine their financial and physical capabilities.

You can find an address when you know just the company name. It even shows addresses of their branch offices.

You can find subsidiaries, affiliates, controlled or succeeding companies, and the manufacturer of a special trade-name product.

All information is alphabetically arranged, without duplication of names. Try it - you may like it, and it could get you over the "HUMP".

Ed Rabiger

NEXT MEETING OF THE SOCIETY

The Society will beet at 1:30 pm on Saturday December 20th in the Rampton Technology Building of the Utah Technical College at 4600 South Redwood Road in Salt Lake City (take the 45th South exit off I-15).

Program will include a speaker and a film from the Small Business Administration on small manufacturing firms and how they cope with business problems.

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NEWS ITEMS ARE INVITED

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PRESIDENT'S MESSAGE

Season's Greetings to members, and friends of the Intermountain Society of Inventors and Designers. I would like to take this opportunity to thank the many people who participated or helped in any way to the many successful meetings of this past year. We were indeed fortunate to have had another fine group of speakers to share their knowledge and experiences with our society.

I feel that you have selected a progressive and eager group of officers and board members to assist me. I would like to indicate to whom you should turn for committee functions. Vice Pres. Eldon Alsop will be the committee coordinator. George Jones our treasurer, will be chairman of the membership Committee. He will be assisted by Lucile Hinman, our Secretary. Please refer new and prospective new members to them. Dale Nelson will remain as Program Chairman and would like a few assistants for the coming year. Ed Rabiger will chair our Service and Materials group. Please pass on good leads, addresses, etc. for his permanent files. Stephen Gregory has already started his contacts for the Invention Presentation Committee, of which he will be Chairman. Robert Fowles will be leading the Research and Publications Committee. This is a challenge and Bob will accept help from all who would like to contribute literature. Carl Anderson has been assigned as roving Committeeman and will be happy to assist other Chairmen, and members of the Society.

PRESIDENT'S MESSAGE (CONT.)

Wanless Southwick has consented to continue as Editor of our valuable and necessary "Inventors' Journal". I must, however, ask every member of the Society and especially the Board of Directors for full support and participation in supplying articles and news items for our journal. The journal represents the only communication to many of our members.

This is your SOCIETY! If we expect it to progress and grow in the near future we must all contribute a little time and effort. Please volunteer your services by sending a card or letter to our permanent mailing address; P.O. Box 222 Salt Lake City, Utah 84110.

Let's double our Monthly meeting attendance. Bring someone new with you next time. I hope to see all of you on December 20th.

Sincerely

Stan Shelby President.

DUES AND SUBSCRIPTION NOTICE

An "X" on the address label of this month's "Inventors' Journal" indicates your dues or subscription fee is paid for the 1976 season. Members who have not paid their dues are encouraged to to so now. Please mail your \$5 dues or subscription fee to George H. Jones, Treasurer, P.O. Box 222, Salt Lake City, Utah 84110. The Society needs support of every member in order to continue to bring high grade programs to our meetings.



A publication of the Intermountain Society of Inventors and Designers

10 January 1976

Vol. 2 No. 5

VALUE ENGINEERING

Mr. Charles Bytheway, a certified value engineer, spoke at the Society's December meeting and explained the usefulness of the "Functional Analysis System Technique". The technique is useful in analyzing a product in a way that encourages innovation.

The technique focuses on functions, not hardware using verb and noun units to develop a line of logic. Starting with a desired function, Mr. Bytheway showed that the line of logic could be developed by first asking "how" and then checking the logic by asking "why".

Mr. Bytheway handed out cards to members that explained how to use his system. He gave many examples of the usefulness of the technique.

After the meeting, near the refreshment table, Ed Rabiger had a display of resource literature available to inventors, including the Thomas Register. A Small Business Administration Film "Help at Hand" was also shown.

THE GASLIGHT

The invention of the gaslight was condemned because: According to divine order, night is appointed to be a darkness, broken only at certain times by the moon, and we should not try to turn night into day. Gaslights encouraged many illnesses by making it easier for people to stay out in the streets at night so that they caught colds, coughs, and sore throats. The brightness makes the drinker feel safe so he stays in the dens drinking until late at night. It makes the horse timid and the thief bold. These were considered reasons, in 1819, to discourage the use of gas street lights.

NATIONAL INVENTORS DAY - FEBRUARY 11, 1976 BICENTENNIAL YEAR

The above caption was underlined on a letter received from the U.S. Dept. of Commerce. It emphasized the fact that our bicentennial year affords us and demands of us, the opportunity to employ all means available to alert the nation's citizenry to the importance of our invention and patent heritage.

Here are just a few of many projects and activities that were suggested:

- A. Provide materials on local inventions to press, radio, television and periodicals.
- B. Displays, posters with themes located at airports, rail and bus stations, banks and department stores.
- C. Contact of Chambers of Commerce in each city.
- D. Proclamations by either mayor or governor.
- E. Nominations to National Inventors Hall of Fame.

I would like to call upon our members to help promote these projects and any others which they feel warrant attention at this time. With less than five weeks to go, please bring information to our monthly meeting or drop a letter to Box 222, Salt Lake City, Utah 84110.

Stan Shelby, President

NEXT MEETING OF THE SOCIETY

Mr. Phillip Novak, an engineer at Hercules Baccus Works, will speak to the Society on the subject, "To Invent or Not to Invent". Mr. Novak is the holder of five patents.

He will speak at 1:30 p.m. on January 17th in the Rampton Technology Building of the Utah Technical College at 4600 South Redwood Road in Salt Lake City (take the 45th South exit off I-15).

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NEWS ITEMS ARE INVITED

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IDEA BROKERAGE FUNCTION

"If technological innovation is to be transferred from the independent sector to the corporate sector, some assistance will be needed, and it appears almost certain that the idea brokerage function will play an important role in developing the necessary channels for the efficient distribution of inventor's creativity."

So concludes an article by Gerald G.
Udell in the October 1975 issue of "Journal
of the Patent Office Society". He is
director of the University of Oregon's
Experimental Center for Invention and
Innovation which is funded by the
National Science Foundation to develop
a preliminary evaluation system for
inventions. He wrote about current
systems for innovation transfer:

"From the independent inventor's point of view, the present system suffers from at least four deficiencies:

- 1. Inadequately developed channels and procedures for distribution of the inventor's ideas and inventions;
- Lack of knowledge necessary for the inventor to tread his way through the maze of obstacles and corporate legal safeguards;
- 3. Victimization of the inventor by idea brokers, some corporations, or by circumstances and conditions in the market-place;
- 4. Inability, on the part of the inventor, to evaluate effectively his own ideas, forcing him to introduce his raw, untested ideas into the marketplace prematurely."

IDEA BROKERAGE FUNCTION (CONT.)

Mr. Udell emphasized the value of preliminary evaluation of inventions and described the Center's 29 Factor evaluation system. The purpose is to help the inventor make that first critical "Go/No Go" decision.

According to Mr. Udell, the Center is "rejecting" approximately 85% of ideas submitted to it. About another 10% are eliminated after a more in-depth commercial or technical evaluation. The remaining 5% or so receive further developmental or commercialization assistance.

Mr. Udell suggested that idea brokerage might be performed increasingly by public institutions, since private idea brokerage firms have lost credibility due to fraud and the temptation to solicit fees from inventors even when their ideas are unmarketable.

Maybe some of our public institutions should take a more serious look at filling this obvious idea brokerage need. If it can be done successfully at the University of Oregon, why not elsewhere?

J.W.S.

MEMBER HURT

The Society's newly elected treasurer, George Jones, of Ogden, was injured in an accident recently that left him with broken bones and put him on crutches.

We wish you a speedy recovery, George.



"INVENTORS" JOURNAL

A publication of the Intermountain Society of Inventors and Designers

14 February 1976

Vol. 2 No. 6

INVENTOR VERSUS MARKET PLACE

"An inventor should reflect on his motives for inventing because if he is living in a dream world, his bubble may burst on the market place". So began a voice of experience, Mr. Phillip Novak, an inventor with costly patents in hand, but without success at the market place.

Mr. Novak described several fascinating inventions he has patented, including: a fishing lure that uses styrofoam floats: a sphere made of interlocking segments (24 identical pieces); an ingenious paper cutter that fits safely and inconspicously on the top of a ball-point pen; and a ski boot scraper that attaches to skis. Of them all he made his first vigorous approach to the market place with the ski boot scraper. He told members his experience arranging for manufacturing, advertising, distributing and marketing the product. Special problems he identified were timing of the product's entry to the market place, and competition from other similar products also entering the market.

Mr. Novak had a pragmatic attitude. While he hoped for market-place success for his inventions, he recognized the difficulty in bridging the chasm between invention and a successful new product.

CLASS FOR INVENTORS

"How to Sell What You Make" is a course for inventors being taught at Highland High School, Adult Community School beginning on March 10, 1976. Dale Nelson will teach the course one night a week on Wednesday night, 7 to 9 p.m. For further information call 484-4343.

The same course will be taught at Granite

CLASS FOR INVENTORS (CONT.)

High Community School beginning March 16, a Tuesday evening. This will be held on Tuesday and Thursday evenings from 7 to 9 p.m. For further information call 268-8231.

Then on March 22, at East High School the course will begin again on Monday evenings from 8 to 9:30 p.m. For further information call 582-6004.

Mr. Nelson said he has had many requests for this course. Members might spread the word around to anyone they know who may have expressed interest in taking such a course.

SOLAR ENERGY AT NEXT MEETING

A new concept in Solar home heating will be shown and discussed at the next meeting of the Society. It uses an innovative collector surface that is reportedly more efficient than flat plate collectors. (See photo next page.)

Mr. Vernon Belcher will make the presentation in behalf of Life Star of Utah which plans to market the "solar furnace" in the intermountain area. The "solar furnace" is designed to capture the solar-heating market of existing homes. They talk of "plugging-in" the solar furnace to existing forced air heating systems.

Mr. Belcher will describe the invention beginning at 1:30 p.m. on February 21st in the Rampton Technology Building of the Utah Technical College at 4600 South Redwood Road in Salt Lake City. (Take the 45th South exit off I-15.)

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ENERGY INNOVATIONS SPOTLIGHTED

We are pleased to see a variety of new concepts, products and inventions being spotlighted in the news media.

An "automatic fireplace damper closer" developed and patented by Mr. Gerald Smith of Bountiful, Utah promises to save hundreds of dollars in home heating costs. An "elliptical drive sproket" for bicycles is being developed by Dr. Charles Y. Warner at Brigham Young University in Provo, Utah that he claims can improve bicycling efficiency by up to 14 percent.

A combination of solar and wind power using Utah's high mountains is being investigated by Dr. S. K. Kao of the University of Utah. Meanwhile Jack Pate of Utah State University developed a low cost solar energy collector that will track the sun across the sky. Then there's Jeff Ricks of Rexburg, Idaho who built an electric automobile and uses a windmill to charge its batteries.

We take off our hats to these inventors as we observe National Inventor's Day, February 11, 1976.

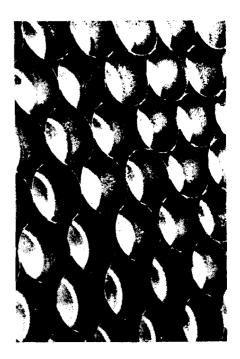
GOVERNOR DECLARES INVENTORS WEEK

Utah's Governor Calvin L. Rampton, designated the week of February 8 through 14, 1976 as "Utah Inventors Week" in a brief ceremony at the State Capitol Wednesday. Representatives of the Intermountain Society of Inventors and Designers and the Patent Section of the Utah State Bar were present at the signing.

The declaration acknowledged the benefit

GOVERNOR DECLARES INVENTORS WEEK (CONT.)

of innovation to the country in years past and emphasized the need for innovation in the future. The declaration concluded with the statement that Inventors Week was "in recognition of the contributions made by the innovative people of Utah who have contributed so greatly to the progress of our state and nation".



New solar energy collector to be shown at the next meeting of the Society.



A publication of the Intermountain Society of Inventors and Designers

12 March 1976

Vol.2 No. 7

Solar Heating Comming Soon

A "market ready" solar furnace for home heating was described by Mr. Vernon Belcher at the February Meeting of the society. The furnace is designed to sit in the yard like a tool shed, collecting and storing solar heat energy. This furnace "plugs in" to the home's regular forced air heating system.

Mr. Belcher claimed that this solar furnace has significant advantages over solar heating ideas because it uses a special collector surface made of aluminum cups which capture a larger percentage of the solar energy that falls on the collector. It stores the collected heat in rocks located immediately behind the collector surface. This reduces heat loss due to transfer distance. He called the unit a "heat battery" which is said to store sufficient heat to take care of the home's heating needs for several sunless days.

The inventors chose a marketing system for their invention involving several licensees who would compete in the market place. Mass production of solar furnace units was just getting underway and Mr. Belcher said he expected the first unit to be installed in Utah within the next few weeks.

The inventor, Mr. John Keys (formerly of Salt Lake City) and his partner Mr. Henery Lee were in the business of building cabins in Colorado when natural gas hook-ups were stopped in the area according

Solar Heating (Cont.)

to Mr. Belcher. They turned their attention to alternate methods of cabin heating to keep their business going. The availability of free sunshine sunshine stimulated development of solar heating ideas which involved into the present unit.

Next Meeting Kea System

Dave Davis and Steven Jacob of Power Train Inc. will be speaking at our March 20 meeting, beginning at 1:30 p.m. in Rampton Technology Building of Utah Technical College at 4600 South Redwood Road in Salt Lake City. (Take the 45th South exit off I-15)

Mr. Jacob is the inventor and Mr. Davis one of the developers of a new concept in hydraulic propulsion called the Kinetic Energy Accumulator (Kea System.)

This system promises to revolutionize industry and transportation by substantially increasing the efficiency of automotive and other power sources. Their story is a success story of the small individual inventor.

They will have a vehicle at the meeting to demonstrate the Kea System.

Classes For Inventors

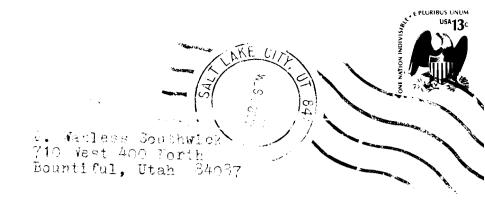
For further information consult Dale Neilson at 484-4343.

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2395 - THE ACT OF CREATION

I was quoting from the KAISER ALUMINUM NEWS, titled "You and Creativity." It's one of the best things I've ever seen on the subject. The creative person seldom suffers from the in-roads of boredom and the disillusionment that comes to so many.

It was pointed out that creativity is a state of mind, and it is most widely expressed by very young children, because their confrontation with their environment is constantly made up of original discoveries and inventions. In time, through social pressures to conform and the repetition of experience, most of them lose this sense of wonder and become less and less creative, trapped in a concrete mold not of their own making.

It has been said that the creative person is essentially "a perpetual child." The tragedy is that most of us grow up. But not everyone does grow up in the creative sense. Somehow a few retain, or rediscover the charm, the interest and the excitement that is a way of life with the creative person.

As John Haefele describes in his book, "Creativity and Innovation," the formula for creativity is simply A + B = C. You take something, a part or all of A, add it to all or part of B, and you come up with, hopefully, something new, C.

Alfred Binet said, "I find that images appear only if we give our ideas uncontrolled freedom -- when we are dreaming while awake. As soon as full consciousness, voluntary consciousness returns, images weaken, darken; they seem to withdraw to some unknown region." That's so true. And that's why, when we're looking for the creative solution to a problem, one of the best ways of coming up with it is to stuff the mind with all the A's and B's we can find that might possibly pertain to the problem; think about them and the problem often ... and then, relax and turn the whole shooting match over that "unknown region" we often call the subconscious, or unconscious mind ... and let it cook for as long

as necessary. Then, when we least expect it... when we are dreaming while awake...the idea we're looking for will appear. It will come skipping into our minds like a small child...and just as ready to run away and hide if we're not ver careful.

I think this is why so many good ideas come to us...early in the morning. The mind has rested for several hours, the conscious mind at least. problem has been cooking away for days, weeks, maybe months. I like to imagine that the subconscious has taken all the various parts and permutations of the A's and B's we've stuffed in there and finally, like figuring out a difficult puzzle...has found the perfect answer. It pops up in the mind when it is uncluttered with the acts and thoughts of the busy day...early in the morning when there's a kind of mist on the mind...and through it comes this perfectly wonderful fresh new concept... a new, original idea, at least with us, we lie there, holding this brain child, a wonderfully apt expression, gently poking and probing it with our consciousness...looking for possible flaws like a new mother seeing her child for the first time. But there it is... and that's the way it works.

One great benefit that accrues to the person who learns to think creatively, however, is that he ochieves the kind of security few people will ever experience. Once he has trained himself to come up with good, sound ideas . . . he's got it made . . . he has become that rare bird who has security where it counts . . . inside; in his brain and confidence. And Dr. McPherson said to believe in your unconscious . . . trust your own ideas . . . write them down as you get them . . . and keep them for future development. And when you finally come up with what seems to be the idea you've been looking for . . write it down, put it away, and come up with two more. The new ones might be better.



A publication of the Intermountain Society of Inventors and Designers

April - May 1976

Vol. 2 No. 8 & 9

MR. EARL A. MILLER TO SPEAK



Earl A. Miller Orem, Utah

Inventor, developer, business executive, Society member, and first Society President. Mr. Earl A. Miller will be the key note speaker at our annual May banq-uet which will be held at the Chuck-A -Rama, 6341 Fashion Place Mall, Murray. Starting time is at 7:00 PM. the price will be \$3.95 per person. We would like as many mail responses as possi-

ble. Make checks payable to the Society in care of Box 222, Salt Lake City, Utah 84110. SATURDAY, MAY 15th at 7:00 P.M.

HAPPY BIRTHDAY!

Mr. Wilford P. Horne, the Senior Inventor of our Society, was asked to stand during our last meeting



Wilford P. Horne Salt Lake City, Utah

so as to be honored for his loyalty of attendance at our meetings. Mr. Horne has just celebrated his 93rd Birthday! He is right in the middle of a new project and hopes to get it on the market soon. CONGRADULATIONS

WILFORD !!

HYDRAULIC PROPULSION

The March meeting of the society, presented by Dave Davis, and Stephen Jacobs was a testimonial to the opportunities still available to the independent inventor. Mr. Jacobs, a young independent inventor with very limited resources, told how he developed a new concept in hydraulic propulsion which promises to revolutionize industry and transportation.

Mr. Jacob's concept is called Kinetic Energy Accumulator, or KEA. In association with Power Train, Incorporated, a Salt Lake City research and development firm. Mr. Jacobs is continueing research and application of this concept. Their goal is to help solve one of the critical needs of the world-developed technology that will extend the life of limited petroleum resources. Mr. Davis said that through the efforts of five men and expenditures of about \$500,000, Power Train has accrued assets and patents worth in excess of 400 million dollars.

In his closing remarks Mr. Davis said that there is an answer for every problem on this planet. All we must do is be responsible and persistant. For some strange reason there seems to be a reward for this.

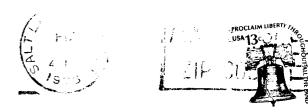
Following the meeting a vehicle installed with a KEA was demonstrated in the parking lot and rides were provided to all those interested.

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Wanlass Southwick 710 W. 4th No. Bourtful, Utah 84087

APRIL GATHERING

Sam Siciliano our April guest speaker presented a timely and useful message. Mr. Siciliano is the Assistant District Director for Management Assistance with the Small Business Administration. After discussing the varous operations of his department, Mr. Siciliano gave us the good news and the bad news-reference the availability of loan monies for inventor type operations. Mr. Siciliano then spent a considerable amount of time answering questions from the floor.

The second phase of our program moved along with the showing of two video tapes, the first of which covered our society and other functions in our community. The second film delt with the past, present, and the future interest and progress in solar energy. Then last, we moved into our interaction phase where refreshments were served and friendly discussions occurred among the members.

Aspecial thanks to a few members who jumped into action when things got a little rough. Charles Snow for taking over when Mr. Jones was injured. Mr. Ed Rabiger for coming up with many excellant speakers for our monthy meetings. Lucile Hinmon for help on the Journal. Eldon Alsop for taking the helm when the flu bug came visiting.

******** BRIEFS *******

Albert "Doc." Comes sends us greetings and a welcome from his new home. 105 Alta Vista Ct. Rio Rancho, New Mexico 87124

A letter came to us from Jacob Rabinow. It indicates a new title and address: Chief Research Engineer, IAT National Bureau of Standards Polymer Building, B=112 Washington, D.C. 20234

Dale Nelson has been keeping very busy. Has changed jobs. Is still working very hard on his man powered plane. Is teaching product development at South and Granite High schools. For class information call Dale at 484-4343

George Jones of our board of directors and from Ogden has been down with a leg injury most of the winter but is recovering well. We hope he and his wife can make the trip down for the banquet.

We are hoping to organize two field trips for the summer months. Mark your calenders now for our first fall meeting September 18th.

And of course SATURDAY May 15th