

AUGUST 2020

The Newsletter of the Institute of Inventors and Innovators

III – A non-profit organization. A home for inventors. Run by inventors. Supporting inventors.

III – South Africa Business Award Winner – MEA Markets 2019

<https://www.mea-markets.com/latest-issues/>



❖ **Zoom Eureka!MEET** sessions will be back in September! We are processing membership and PITTP applications as usual, our next **ZOOM Pitch it to the Panel™** is on **29th August 2020** so be sure to book your seat, there are only 3 places available. Feel free to communicate, telephone or email because it's business as usual!

Main ideas in this issue:

- ❖ Is licensing your invention the business model for you?
- ❖ Teen inventor turns down \$8 million
- ❖ The use of colour in manufacturing and marketing!
- ❖ Have you got around to it yet?
- ❖ When last did you visit our website www.iii.org.za ?

Licensing your invention – a business option that needs a lot of Research.

A good definition of Licensing is a business arrangement in which one company or party gives another company permission to manufacture his/hers/its product for specified royalty payments.

The licensing we speak about in this article is not about your wanting to get a licence say to have a Disney character endorse your product. That's a different kettle of fish. Here below we speak about how to go about licensing your own invented product, but, if you imagine that with a good idea in your briefcase you will walk into a large wealthy organisation and then out again with a fat cheque in your pocket, you have got it wrong.

Licensing your 'idea' is not possible, nobody will buy or license 'just' an idea... but what they might buy is an invention or innovation or developed product that you have proof of concept for, which might include a working prototype or more.

As with selling your product online or in a shop or via network marketing and so on, selling or licensing your invention is yet another business model to consider once you are ready to go to market with your invention... and as with all forms of business, licensing comes with its own set of rules and best practices.



This is not to say you can't or won't sell your invention, it just means it has to be more than just the idea. It has to have been 'worked'. And it will take some money – so save now, and don't give up your day job. You will need easy access to the internet and lots of airtime and data if nothing else.

There is a great deal to say about licensing and selling inventions and it is not possible to cover the subject in depth in an article such as this one in Eureka!NEWS, but this will be a good overview that will help you on your way. Here follow 4 strong points to consider about licensing to get started.

Licensing your idea is hard work. It is not an easy way to make money until you are successful, though when you do achieve what you set out to do, the residual income from royalties is welcome and... maybe you'll become a serial licensor!

Licensing can be a fast and profitable way to grow your business. You can also license patents, trademarks, copyrights, designs, and other intellectual property to others but if you decide to go this route, then you will need the assistance of a patent attorney.

Licensing lets you tap into the existing production, distribution and marketing systems that other companies may have spent decades building. In return, you get a negotiated percentage of the revenue from products or services sold under your license. Licensing fees typically amount to a small percentage of the sales price but can add up quickly.

With licensing, no one size fits all and there are many variables to consider, but the best general advice follows. You are advised to research all steps further to keep your project moving forward ... nobody is as interested in your invention as you are.

So – you have decided to license your product.

▶ **Do your preliminary research.** Search all prior art. Search for other patents so that you do not infringe on those already filed. Even if you find some similar items out there, that doesn't necessarily mean you're out of luck. You can still be competitive in the marketplace if you just have an idea that's slightly different than others available. Steven Key from Invent Right says, "You don't need to reinvent the wheel. You just need a good idea that gives people a small improvement over an existing idea."

Study your market. Know your idea (or something about it) is original and good and will sell. Identify your customer. Later, just before you are ready to speak to people, consider filing a provisional patent to protect your idea for 12 months while you are busy with it. *Note, a provisional patent is not the same as a patent. Provisional patent applications are affordable to file and you can teach yourself about them using the right learning materials, research, time and effort. **Watchpoint!** Don't get a provisional patent too early. Only file for this once you are ready to go – don't waste your 12-months with preparation and research work.

▶ Search out Inventor friendly companies.

Some companies are actively looking for new product ideas to help them stay competitive. Others aren't. Only approach companies that are open to independent or outside inventors i.e. open-innovation companies. Make sure to do your research on any company you are going to contact. Examine their track record. Use Google, type in their name followed by 'complaints' and 'lawsuits.' Visit Hello Peter. The Internet has made it difficult to hide bad business practice. Are they active on social media? If not, be careful. Before you begin approaching potential licensees, make sure your idea is a good fit. Don't just 'throw it out there'. Study the company's product line closely and read its mission statement. Ensure your submission is appropriate. You wouldn't expect Clover to license a toy, but Spur might listen to you if you have invented a new steak sauce. Stick to your niche, use common sense.

Make your lists of names and numbers, have a smart record and filing system so you know who you've called and what you've done, and what follow up is required. Do what you say you will do. Be prepared for rejection – it's a numbers game and you will get better at it the more calls you make. Essentially, you want to move your project forward, get a chance to pitch personally which will lead to getting that licensing agreement.

▶ **Contact multiple companies.** Don't give up on your idea too quickly or just call the 3 big names you know and stop when nobody seems interested. Persevere. Calling will become easier. Make a friend of the switchboard operator or secretary because they are the ones who will help you focus your calls and get to the right person. Find the right contact by name, or try marketing or sales departments ... avoid speaking to the legal or purchasing departments (you will get stuck there and find it difficult to move out). Use

Colours

If your idea or invention or website or sell sheet or logo or ... (you get the picture!) needs a colour or combination of colours, see what they stand for below including some of the famous brands that have chosen them.



Face Book and LinkedIn to help you get names. Before you call, research the company – find out about them. Start a conversation with them first. Say something pertinent or newsworthy about their company and then call yourself a PRODUCT DEVELOPER (not inventor) and you have an idea you may want to license. Ask their process for doing so, follow the system if there is one. If they say no, call someone else.

► **Have a great Pitch.** Be prepared. Know what you are going to say. Don't waste time waffling. You don't have to be a salesperson if your marketing materials are effective, they will do the selling for you. These will probably be a 'sell sheet' (as they call it in America), or an A4/A5 advertisement (or a video) which focuses on the **benefits** (not features) of the product and which represents your idea in an enticing and interesting way. If the succinct payoff line catches your attention, it'll probably catch theirs. Get professional help to produce an ad or video of high standard, illustrate your concept well, this will help you get your foot in the door even if you do not (yet) have a prototype. Avoid making your pitch over the phone – get an email address so you can send it in and then follow up. Make your pitch face-to-face, Zoom or similar will do these days if you get an opportunity. Practise your communication skills, represent your idea in the best way.

► **Become Your Own Expert:** The process of patenting and licensing is more complicated than it seems so it will be necessary to consult an attorney at some stage, especially if you do license your product and need to negotiate and sign your agreement. But - before getting into the process of licensing, research all of the different factors that go into the licensing process. Learn the language, jargon and terminology of licensing. Keep researching. Do not rely on outsiders unless necessary – you do not want to lose all you have worked for because you didn't understand something. If you appoint a broker to assist you be careful that you understand the terms of business you arrange and sign.

► **Research Constantly.** **Stephen Key says** "Whether it comes to the language, your target companies, or just fleshing out your idea, the process of licensing your product or service takes a lot of research. And since every entrepreneur's experience is different, there's no one right way to go about it. Whenever you're looking for answers, you have search engines to help you find them. Don't be afraid to search for even the smallest things to help with your licensing journey. The Internet is the largest library in the world. You can pick any topic and no matter what, you can find something related to it from multiple sources. Even if you're looking for a licensing agreement, you can just type in 'licensing agreement checklist' and you can get an idea of what your agreement terms would be and what should go into your agreement."

► **Licensing your product can be a great solution** where you can see your invention come to life and be sold through mass retail while earning royalties. So much more can be said about each of the sections above – but it's a start.

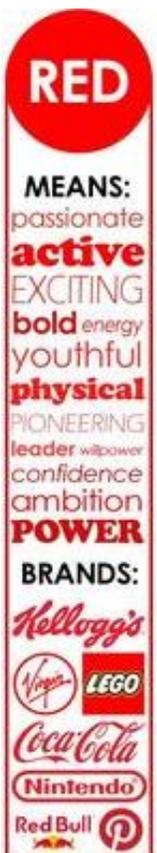
Inventors are defined by their tenacity, and it's not really whom or what you know but how you use your creativity to get where you want to be.

Glossary a new entry to Eureka!NEWS where now and then there'll be a definition or meaning of some word or concept to do with inventions and innovations. You may know the meanings but many may not. Send us an email if you've got something you are not sure of and we'll consult the wise ones and get back to you!

A '**sleeping dinosaur**'. Sleeping dinosaurs are products that have been selling for a long time but have remained relatively unchanged. They're ready for innovation.

For example:

Erin Borges, an inventor and mom from California got her product into the big retailers in under two years. Her product is a reinvention of the traditional gift bag. Her patented GoGo Gift Bags, have tissue paper built into them so it's unnecessary to purchase two separate products.





17-year-old Inventor of COVID-19 Tracking App turns down \$8 Million

17-year-old Avi Schiffmann is the inventor of the most visited coronavirus tracking app in the world.

The app he created is capable of getting information about the deadly virus from sources such as WHO, CDC, and other governmental sites and then shows worldwide infections, deaths, recovery rates and rates of change plus.

The site is constantly updated with the latest research information and offers features anyone can use, like the new survival rate calculator. It also contains global infections broken down in map-view. It adds all the necessary information about the virus and includes tips for hygiene and awareness of the symptoms associated with COVID-19.

Schiffmann is proud of his project but he doesn't want to promote himself in any way, he says that the Corona pandemic comes first, and as this pandemic looks like it's not going to be over anytime soon, he is focused on ensuring the information supplied is up-to-the minute ..." updating this tracking app continuously is paramount, outdated information is no good."

Governments and other stakeholders are able to use it at will to get these updates about the coronavirus movement around the globe and so base their 'management' decisions for this crisis.

Despite people suggesting that turning down eight million dollars would be a decision he'd regret in the future, he said, "I'm only 17, I don't need \$US8 million... I don't want to be a profiteer." He has received several job offers, including one from Microsoft, but he's not interested in them for now. "I know a ton of venture capitalists and investors now... if I started a company tomorrow, at least they'd read my business plan."

Schiffmann is also planning to update his app by adding more features and keeping it ad-free to make it quick, accessible, and clutter-free for everyone to use.

Besides immediate use, he hopes the material gathered and recorded via the app can and will be used as a historical outlook on global pandemics in general which has to be hugely helpful for scientists and researchers, given the statistics his servers are continually pushing out.

Bill Gates, Ari dreams of meeting you one day ... will you be available?

Membership MATTERS!

This is a reminder that all members **who have not renewed their fees** since March 2019 should do so, yes ... that does include you.



As a non-profit organisation **we are dependent** on our loyal members to **sustain our efforts to support the invention community.** This will be the last time you will need to renew as now, by paying R350 (the same for new members) you get LIFETIME benefits. Please go to the website to renew and update your details and as soon as all is in order, a Certificate of Membership will be sent to you if you do not already have one. The **membership number** that you will be given will **give you access to members' only** areas of the website and other services ... if you like our newsletter for instance, help us to keep it going!

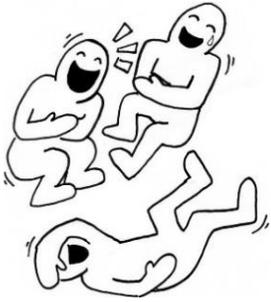
OR become a Member! There are a lot of very bright people around. If you are not a member yet – JOIN NOW! It's easy, go to membership on the website and take it from there.



How NOT to seek help! Email to all Inventor groups and Invention Investors

My name is 'Nathan', I am a poor inventor looking for a financial backing. I have hundreds of ideas on paper, but I don't have is two pennies to rub together to do anything with them.

Please keep in mind that I am not interested in joining anything, or paying for any services. If, after reading this, you think you can help, or you know of anyone you think can help please contact me at my number I leave below. If anything comes from your contact information I will gladly provide you with a finder's fee for your help. What I'm looking for is simple and non negotiable. I have many ideas. All patents are to be in my name. Ten thousand dollars up front to be paid to me per idea chosen. The number of ideas between one and ten can be determined during negotiations and because I have a couple of hundred ideas to choose from I'm confident that any investor will find at least ten ideas that they like. I would need all funds necessary to take each idea from paper to market.



In return for these conditions the investor will receive fifty percent of my profits from each idea marketed, for the life of that idea. Anyone interested in investing should know that my ideas have a wide range of fields, from novelties and household goods to outdoor equipment and electronics. You should also know that the first idea I have in mind to market, if presented to the right company in the right way, should net between ten and twenty million dollars just by showing them the prototype. I thank you for your help, Nathan.

Adapted from the 2010 records of the Iowa Inventors Group (USA)



Raymond Wang won the top prize in the **2015** Intel Science and Engineering Fair for his invention that circulates fresh air on aeroplanes and reduces transmission of germs between passengers. And this was before Covid-19!



https://www.ted.com/talks/raymond_wang_how_germs_travel_on_planes_and_how_we_can_stop_them?eferrer=playlist-the_inventor_s_corner

www.iii.org.za



Pitch it to the Panel™

BOOK SOON : PITP™ is now held using ZOOM so you can join in from anywhere in the country!

**Have you got a smart concept that you think is valuable?
Has an invention or improvement been on your mind for too long?
Can't get started or on your way but now you're stuck?**

At this electronic get together, you will have a chance to speak to a knowledgeable group of professionals and subject specialists.

Confidentiality is assured as everyone present signs a Non-Disclosure Agreement Here too the panel will give you guidance, assistance and invaluable advice about all the steps to be taken that will get you from invention idea to product and then to market.

Go to the website, read all about PITP™ then complete your form.
www.iii.org.za Only 3 places are available for this date.

The Next PITP™ date is 29th August 2020



MEANS:

trust order
LOYALTY
sincere
authority
communication
confidence
PEACE integrity
control
responsible
success
CALM masculine

BRANDS:



WE REMEMBER THEM...our condolences go to all family, friends and colleagues.



Steve Archibald 1951-2020, an active member of the Ill, passed away in Johannesburg in May 2020 after a serious illness. Steve was a CA (SA), he graduated from the University of Witwatersrand but found that the corporate life did not really suit him so, in 1986, he established his own company On Shore cc where the company mission was to "discover solutions to everyday problems in an efficient and fun-living way!" He was an active and keen member of the **Institute of Inventors and Innovators**.

Steve had an inventive mind and a precise problem-solving approach to life, what Navy man wouldn't? He invented and produced a variety of products. You may know about QWIKSILVER as a simple, effective and environmentally friendly solution to cleaning silver and precious jewellery or the FLATSPOT OUTDOOR COASTER as a nifty solution to stopping drinks from toppling over. There were others too, a 'healthy' braai plate with ridges and a SCRUNCHIE for crushing cans. Rest in peace Steve.



Helen Aron, 1939-2020, photographer and South African art publishing impresario, passed away in Johannesburg in January 2020 after a long illness. Helen was an eccentric and unique Johannesburg character - someone of passion, intelligence, flair and great courage. She will be well remembered by South Africa's Heritage community. She was a documentary and art photographer of Johannesburg's disappearing past.

Helen was also an active and keen member of the **Institute of Inventors and Innovators**. She invented a complicated storage system of boxes about the size of large shoe boxes which could clip together and would be strong enough to form a partition in a room and at one time was trying to get it patented. She also invented something to do with a mascara dispenser with different colours – or something like that. Rest in Peace Helen.



Bill Gates, described as a Technologist and Philanthropist, changed the world while leading Microsoft to dizzying success. Now he's doing it again through his global philanthropic work that strives to reduce inequity everywhere.



In March 2015 he prophesied the Corona virus ...

https://www.ted.com/talks/bill_gates_the_next_outbreak_we_re_not_ready#t-1317909

"We have to learn to live with this virus, the 'new normal' is no longer new, it's now normal. We must adapt. Change. Be on guard and not become complacent. Above all, we must move forward."



Inventors must become Knowledgeable...

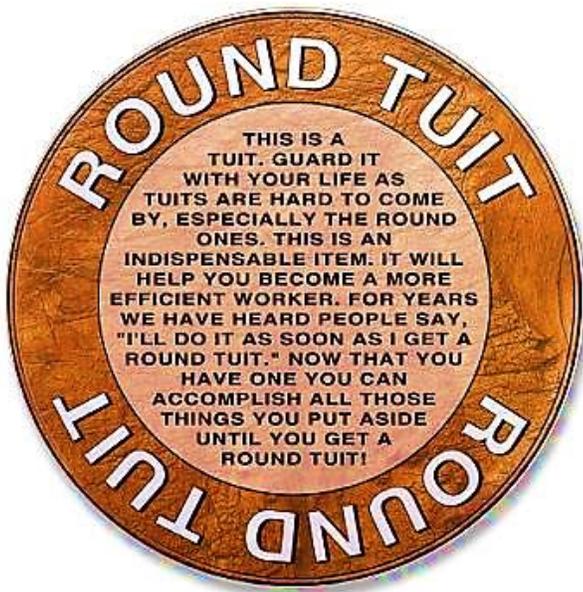
The biggest mistake I see many inventors make is they rush into a field of endeavour without really understanding what they are getting into, wanting to solve a problem in an industry they don't know. For example, every new parent suddenly becomes an inventor in the baby products space, but how many have any idea about the onerous government safety regulations imposed on baby products? While passion is required, knowledge is also absolutely necessary. A successful inventor will learn everything they can about each aspect of the field, from the technology, to the business, to the competition. Gene Quinn – IP Watchdog.



To lighten the Load...

Australian Magpies are intelligent birds we hear. The 16th century **magpie** rhyme goes: *One for sorrow Two for joy Three for a letter Four for a boy Five for silver Six for gold Seven for a secret, never to be told Eight for a wish Nine for a kiss Ten for a bird you must not miss* – kids still recite this when anyone sneezes.

Both clips are nearly unbelievable, except here they are – the first shows a magpie playing with a puppy <https://www.youtube.com/watch?v=qoaEBb4IN4Q> and the second, shows magpies singing in tune to a harmonica (aired on the Australian Broadcasting Corporation in 1977) https://www.youtube.com/watch?v=1n-d_u_jSYJ.



Wonderful
Engineering

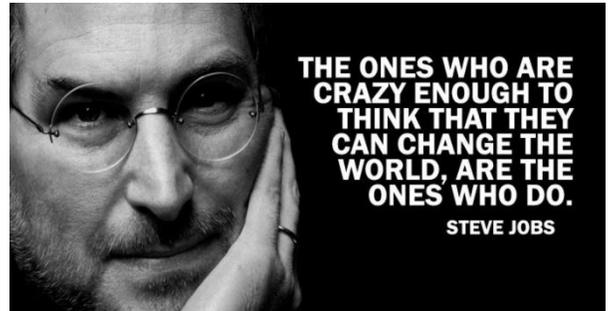
Site of the Month

<https://wonderfulengineering.com/>

WE ARE COLLECTING INVENTOR'S STORIES!

INVENTORS
AT WORK

If you have one and you want to be featured in some way via III services – please contact us and we'll send you more information and a 'to do' list. It will not be an onerous task – so, please talk to us ... we're waiting to hear from you:
email us on info@iii.co.za



**The Next Eureka!NEWS will be out by 5 September ... look out for it.
Greetings to you all.**

In September we'll feature Confidentiality Agreements ... and other stuff.

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info@iii.org.za 072 6643749 www.iii.org.za



As you know the III is a member of **IFIA** - the International Federation of Inventors Associations.

IFIA is a non-profit organization aiming to disseminate the culture of invention and innovation support inventors transfer technology and establish co-operation with the related organizations
Established in 1968, the **IFIA** headquarters are in Geneva, Switzerland.

With Covid-19, IFIA has temporarily closed their offices, but members can stay in touch with them by email.

IFIA WISHES EVERYONE GOOD HEALTH.

Contact us: info@iii.org.za

Marketing Colour Psychology: What colours mean and how they affect consumers?

If you seek more information on the basics of colour for manufacturing or marketing go here:

<https://www.youtube.com/watch?v=x0sma5ljf4>

