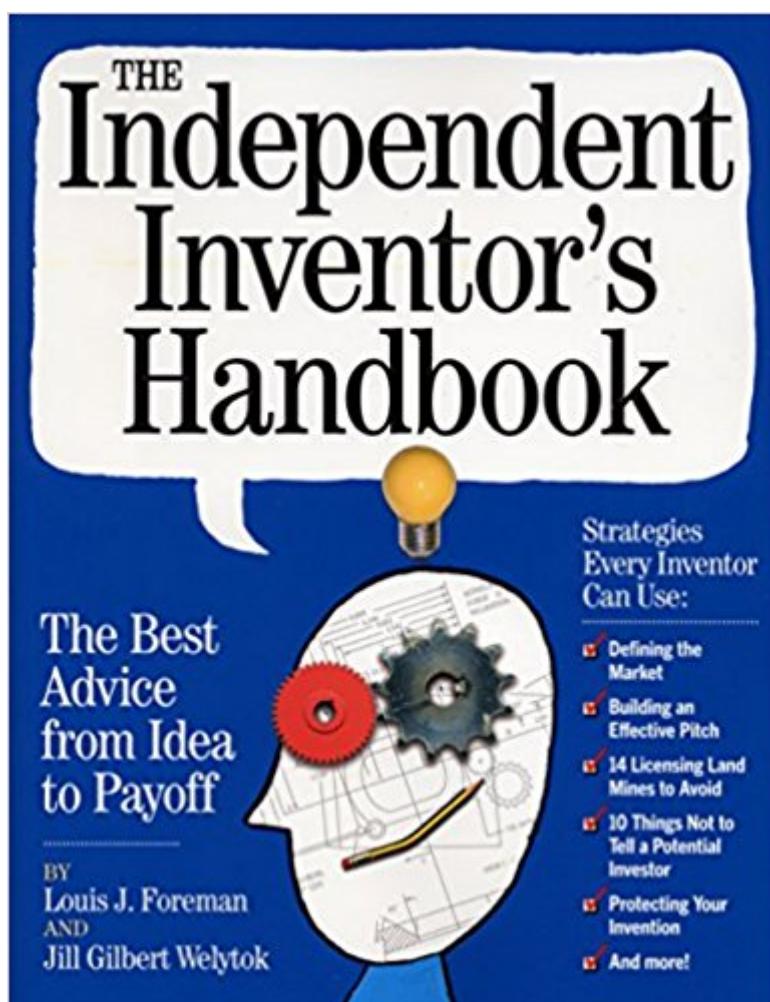


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The Independent Inventor's Handbook: The Best Advice From Idea To Payoff



Synopsis

How do you actually turn a million-dollar idea into a million dollars? From scribble-on-the-napkin to product-on-the market, The Independent Inventor's Handbook explains everything a potential inventor needs to know and the tools he or she needs to use to take a raw concept and turn it into reality. Written by Louis J. Foreman, creator of the PBS series Everyday Edisons and a holder of multiple patents, together with patent attorney Jill Gilbert Welytok, here's a book that speaks directly to the inventive American—the entrepreneur, the tinkerer, the dreamer, the basement scientist, the stay-at-home mom who figures out how to do it better. (over one million of them file patents each year.) Here is everything a future inventor needs: Understanding the difference between a good idea and a marketable idea. Why investing too much money at the outset can sink you. The downside of design patents, and how best to file an application for a utility patent. Surveys, online test runs, and other strategies for market research on a tight budget. Plus the effective pitch (hint: never say your target audience is "everyone"), questions to ask a prospective manufacturer, 14 licensing land mines to avoid, "looks-like" versus "works-like" prototypes, Ten Things Not to Tell a Venture Capitalist, and how to protect your invention once it's on the market. Appendices include a glossary of legal, manufacturing, and marketing terms, a sample nondisclosure agreement, and a patent application, deconstructed.

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Customer Reviews

"This clear, thorough, and entertaining guide will be sought out by those who need practical help to

bring their ideas for inventions to fruition. Highly recommended." •Joan Pedzich, Harris Beach PLLC, Rochester, NY, Library Journal

"It is more important now than ever for independent inventors to understand the challenges of turning their brilliant ideas into successful business models." "Jon Dudas, Partner, Foley & Lardner and former Director of the U.S. Patent and Trademark Office --This text refers to an out of print or unavailable edition of this title.

Excellent introduction to inventing, manufacturing, licensing marketing, patents. Could have benefitted from a few more stories about beginners instead of people like the Dyson vacuum guy who made 5,000+ prototypes.

Received on time and in good condition. Not exactly the clear concise guide book that I was looking for, but helped.

You will need a patent attorney to get your product patented, but this book gives you the "heads up" on what you need to do. I enjoy this book and keep reading it because it is very interesting ! Well worth the small price I paid for it ! Should be in your library. This is my opinion and I was not compensated in any way by anyone.

Found this reading material's greatest power lies with its business perspective and foresight into the real world, insight only an experienced person(s) can garner as well as offer from years not only evaluating ideas from conception, incubation and then birth, but actual delivery to the marketplace. FYI - It follows "The Independent Inventor's Handbook: The Best Advice from Idea to Payoff" is an excellent complement to David Pressman's "Patent It Yourself", the latter by Nolo Press which as the title states is principally geared towards the technical aspect of filing and processing a patent versus the more market driven and delivery focused point of view the former. Both are great resources to have.

A great booklet for inventor's knowledge.

The Independent Inventor's Handbook, by Foreman and Welytok, is very well written. It is easily understandable for the neophyte inventor, yet detailed, informative and interesting for even the most

skilled. I enjoy the way it is split into the two voices of the entrepreneur and the lawyer. The sidebars, humorous facts, pictures and real life stories keep it lively and fast paced. The Independent Inventor's Handbook is empowering. The book is logically organized, which makes researching information simple. It is a wonderful resource that can be consulted time and again for guidance and inspiration. Last, but not least, one can't overlook the pricing. What a fantastic bargain! I highly recommend this book.

Great, great book...!

Great book for inventors new in the game and want to learn the ins & outs and process.

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