



**OUR UPCOMING MEETING IS:**

**February 14, 7pm-9pm**  
**(2<sup>nd</sup> Thursday of Each Month)**  
See [www.sdinventors.org](http://www.sdinventors.org)  
for exact meeting location.

**Food and Refreshments.**  
**\$5 Suggested Donation at the Door, Thank You!**

**"I'm excited for your success."**  
==Dr. Ed Balian, President, SDIF

**Highlights at this Meeting Include:**

**SDIF 2008 Member Survey Results:**

**Who Are We? Where Do We Want to Go?**  
A detailed review of your answers to our recent online survey and what it means to the future of SDIF.  
Dr. Ed Balian

**SUPPLIERS' OPEN HOUSE:**

An open forum for all suppliers present at the meeting to tell us about their services for inventors!  
Find out what available skills and services are right in our own meeting room!

**Engineering/Manufacturing Services**  
**Financial Planning**  
**Business Planning**  
**Marketing Services**  
**Art Design**  
**Market Research**  
**Legal Services**  
**Other Services**

**"What I Need NOW!" Session**

Tell us what you're looking for and we will match you up with the suppliers you need.  
**Announcements**  
**Adjournment**



**Web Site :**

[www.sdinventors.org](http://www.sdinventors.org)

**Useful Links**

[www.EdwardBalian.com](http://www.EdwardBalian.com)

[www.a-squaredtec.com](http://www.a-squaredtec.com)

[http://www.legalmarketing.org/images/article\\_files/Patrick%20Henry.pdf](http://www.legalmarketing.org/images/article_files/Patrick%20Henry.pdf)

<http://www.mindsetresearch.com/resources.html>

<http://www.venturechoice.com/glossary>

[www.google.com/patents](http://www.google.com/patents)

[www.uspto.gov](http://www.uspto.gov)

[www.uiausa.org](http://www.uiausa.org)

[www.chernowconsulting.com](http://www.chernowconsulting.com)

## ***SDIF MONTHLY NEWSLETTER COLUMNS:***

If you would like to contribute a column for any upcoming SDIF Newsletter(s), please email Ed at [esbalian@gmail.com](mailto:esbalian@gmail.com)

### **The FOUR-P's of MARKETING By Ed and Judy Balian**

**OK, you've got a great product idea---but, who knows about it? How do you price it? Who is going to distribute it? How to you promote it? These are the four essential questions answered in depth by a full Marketing Plan. Let's take a quick overview at these essential foundations:**

**P1: Product. What are the unique qualities of your invention? Can you explain this quickly and easily? Is there a NEED for this product—are you sure? How do you know?**

**P2: Price. What is the optimal price-point for this product? Have you studied competitor's prices? What is your estimated gross and net profit per unit at various possible selling prices? Whist is the public perception of this price? Too high? Too low? Just right? How do you know?**

**P3: Placement. How will your product get into the hands of the end-consumer/user? Have you accurately calculated these costs and worked them into your ultimate retail/wholesale price?**

**P4: Promotion. This includes advertising (paid promotion) and publicity (free promotion). Which promotional avenues are appropriate or "naturals" for your product? How can you get to the "right people" (buyers!) efficiently?**

**If you understand and develop answers to the Four-P's, you are on your way to success in the marketplace. The best product invention of all time is next to worthless without MARKETING.**

Contact Ed at [esbalian@gmail.com](mailto:esbalian@gmail.com)  
Contact Judy at [jbalian@silversky.com](mailto:jbalian@silversky.com)

**INVENTOR'S LEGAL MENTOR:  
PARTS OF A PATENT APPLICATION  
by George Levy**

This is the second column of a series discussing patent law from the point of view of the individual inventor. My intention is that by the 12<sup>th</sup> month this series of newsletters will provide you with a valuable guide. This month I will explain the different parts of a patent. They include the following:

**I. Specification**

A patent application must include "a written description of the invention and of the manner and process of making and using it, in such full, clear, concise, and exact terms as to enable any person skilled in the art...to make and use" it without undue experimentation, trials and errors. The specification must also describe one or several implementations which the inventor believes to be "the best mode... of carrying out his invention." (35USC112). To facilitate the identification of relevant passages during the prosecution, each page of the specification should be numbered. Paragraphs should also be numbered as in [0001]. (37CFR1.52) and be 1 ½ or double spaced. The specification is divided into the following parts:

a) **Title.** It should be concise and devoid of marketing lingo (e.g. "Super Duper Looper"). Avoid obvious terms such as "Improvement to" since all patents are improvements. Eliminate verbosity: instead of "Device for lifting..." use "Crane..." Simplify searches by others by using meaningful keywords.

b) **Background.** This section begins by stating the field of the invention, describes the problem that the invention is intended to solve, and the state of the art regarding competing and current methods for solving the problem. Recent court cases have shown that any admission written in the "Background" regarding the invention or prior art can be turned against the inventor during patent prosecution or litigation. It is therefore best to keep the "Background" as terse as possible to provide potential opponents with as small a target as possible.

c) **Summary** of the invention. The summary should recite the claims in "English prose," not in the legalese used in the claims. It provides a convenient way of summarizing the kernel of the invention and of ensuring that the description as written in the claims is also written in the specification.

d) **Brief Description of the Drawings.** Since drawings are not allowed to have captions, this section provides a short description for each drawing.

e) **Detailed Description of the Invention.** This section explains the invention in detail, referring to the components in the drawings by means of reference numerals. In contrast to the "Background" this section should be as detailed as possible and include as many variations as possible of the basic invention.

f) **Abstract:** a complete, concise and clear paragraph of 150

words or less. Often the abstract is an English language translation of the legalese in the first claim.

## **II. Drawings**

Patent drawings are required when they are necessary to understand the claimed invention. They must show all the elements of the claimed invention using reference numerals. They follow conventions set out by the USPTO and ordinary engineering drawings or photographs are not adequate.

## **III. Claims**

An invention must also include one or several claims that delimit exactly, in legal terms, the invention. The writing of claims is a highly specialized skill that critically determines how well the invention is protected. Each word in a claim can have far-reaching legal implications and is carefully chosen by the patent practitioner. Each claim must be written in a single sentence and must be free standing. A claim can be independent, or dependent. An independent claim does not refer to any other claim. A dependent claim must refer back to a previously written dependent or independent claim.

Next month we'll discuss another topic. Stay tuned. If you have any question you can contact me at (858)258-2226 or email me at [glevy@patentsandventures.com](mailto:glevy@patentsandventures.com). You can find a lot of useful information at my web site: [www.patentsandventures.com](http://www.patentsandventures.com).

George Levy, Patent Agent

## **PATENT REFORM DEBATE: GET INVOLVED!**

Dear Dr. Balian,

On behalf of Ronald J. Riley ([piausa.org](http://piausa.org)) this email is to inform you that three days ago in an online tele-conference two sides of the patent reform debate; namely (a) Corning Inc; AJW Group; attorneys representing corps/manufacturers; lobby groups; the "21st Century Patent Reform Coalition"; Innovation Alliance; Amberwave etc versus (b) [www.piausa.org](http://www.piausa.org); inventors; inventor group principals all agreed to participate in a joint discussion to be set up and administrated by [www.piausa.org](http://www.piausa.org) originating in the formation of Politics-L.

Carol has already spoken with one of our volunteers Stan Delo and by now she may realize that trying to "amend" the bill will not be in independent inventor's best interests, the solution is to Kill The Bill rather than let the other side add, as a last minute addendum, to their version a couple of changes to appease the inventing community.

We invite members of the San Diego inventors group to participate by asking questions and making suggestions especially as the "other side" are members and will be reading and responding to invention community output in this discussion group.

Politics-L is for discussion of Federal patent related legislative and public policy issues.

Politics-L subscription: [http://piausa.org/mailman/listinfo/politics-l\\_piausa.org](http://piausa.org/mailman/listinfo/politics-l_piausa.org)

Politics-L E-mail address: [Politics-L-request@piausa.org](mailto:Politics-L-request@piausa.org)

Regards,  
List Assistant  
for  
Ronald J. Riley,

President - [www.PIAUSA.org](http://www.PIAUSA.org) - RJR at PIAUSA.org

Other Affiliations:

Executive Director - [www.InventorEd.org](http://www.InventorEd.org) - RJR at InvEd.org

Senior Fellow - [www.patentPolicy.org](http://www.patentPolicy.org)

President - Alliance for American Innovation

Caretaker of Intellectual Property Creators on behalf of deceased founder Paul Heckel

Washington, DC

Direct (202) 318-1595 - 9 am to 9 pm EST

### **MEETING TIMES and PARKING**

**SDIF monthly meetings will be now starting at 7:00PM, \*SHARP.\***

Over the last three months, we have been losing, on average, not just 5 or 10 minutes, *but 1/3 of an hour* before we officially begin our meetings—then we run late, over-staying our time in the conference room. The check-in takes up time, too, of course---we could use some additional volunteer help there too, by the way (just email Carol Dodson [doalotcom@hotmail.com](mailto:doalotcom@hotmail.com) or me [esbalian@gmail.com](mailto:esbalian@gmail.com) ). I know traffic can be nasty, but we must vacate our room by 9PM. We just need all the meeting time together we can get.

As you enter the meeting room in the future, PLEASE take front seats first. This will allow late guests to seat themselves in the rear rows of the room without disturbing the on-going meeting.

Also, please remember to park on the NORTH side of the building—thanks!

### **NEW WEBSITE**

*Go Scott!!!!* Our new website looks fantastic—with a new chat room design as well. Visit: [www.sdinventors.org](http://www.sdinventors.org)

## **GUEST SPEAKERS**

We are always looking for great Guest Speakers. Please suggest future speakers (with their contact information) to me via email. The recent survey tells us that SDIF members are most interested in topics of Manufacturing,

Marketing, Market Research, Legal, and Business Plan topics, but other areas will be considered as well.

## **CALL FOR VOLUNTEERS, SPEAKERS, PRESENTERS, SUGGESTIONS, COMMENTS**

Do you want to present your invention to the SDIF and get valuable feedback?

Do you have a suggestion (and email address) for a guest speaker?

Do you have a suggestion for SDIF meetings or activities?

Please email me anytime from the website: [www.EdwardBalian.com](http://www.EdwardBalian.com) or at [esbalian@gmail.com](mailto:esbalian@gmail.com)

### **INVENTION PRESENTATIONS at SDIF Monthly Meeting**

We are *ALWAYS LOOKING* for quality Invention Presentations from our membership. I'm always being asked about how to go about it, so the following FAQ's have been assembled for your convenience. (These FAQ's will also soon be posted permanently on our website.)

#### **FAQs for SDIF Invention Presentations:**

##### **CAN ANYONE PRESENT THEIR INVENTION TO THE SDIF?**

Yes, EVERYONE IS ENCOURAGED TO PRESENT, but please follow our very simple rules below. Please note that we have over 250 members with up to 60 or so in attendance at any one meeting. In fairness to all and to best utilize our short time together at monthly meetings, we have assembled the below guidelines. Thanks for your cooperation.

**BUT, I'M KIND OF QUIET AND SHY. I'M A LITTLE AFRAID TO GET UP IN FRONT OF THE SDIF.**

We understand this emotion. There is no better way to work through your ideas and future product development than to present it in our relaxed atmosphere and hear constructive feedback from fellow inventors and suppliers. Sooner or later, as an inventor, you will need to present your invention to someone—*there is no better place to start than at SDIF.*

**WHAT IF MY INVENTION IDEA GETS STOLEN AFTER I PRESENT IT?**

If you have no form of legal protection (e.g., patent/copyright/trademark) *or are in any way uncomfortable* with your intellectual property rights in presenting to SDIF, you should hold off until you feel more comfortable with your situation and submit a proposal at a later date.

**OK—I WANT TO PRESENT MY INVENTION AT AN SDIF MEETING—NOW WHAT?**

First, submit an informal “Invention Presentation Proposal” via email to the SDIF President. **YOU CAN BE AT ANY STAGE OF DEVELOPMENT** with your invention.

In this email, please include: your basic idea/invention, your stage of development, a description of media (e.g., PowerPoint, etc.) to be used (if any, but it is not required!), and a brief statement of your current supplier needs on the project.

**WHAT HAPPENS NEXT, AFTER I SUBMIT MY PRESENTATION PROPOSAL BY EMAIL?**

You will usually hear back quickly. In most cases, your presentation will be slated for a meeting one to three months in advance. It’s OK if your invention or idea naturally evolves between now and your presentation date.

**HOW MUCH TIME DO I GET TO PRESENT MY INVENTION?**

Due to the large membership of SDIF and a full array of meeting activities each month, invention presentations are limited to approximately 20 minutes with 10-20 minutes of additional time allotted for SDIF group feedback.

The concise 20 minute time frame to present is a great exercise in itself—you need to have an “Elevator Speech” and this is a great way to develop and practice it! Following your presentation, the feedback and q/a session has shown to be extremely valuable to everyone who has ever presented to SDIF.

Your invention presentation will really help move you forward—I guarantee it! There will be **LIMITED TIME SLOTS** in the months ahead, so please submit your Invention Presentation Proposal ASAP to [esbalian@gmail.com](mailto:esbalian@gmail.com)

**See you at the meeting!**  
**Bring a friend!**  
**==Dr. Ed Balian**  
**President, SDIF**  
**[www.EdwardBalian.com](http://www.EdwardBalian.com)**