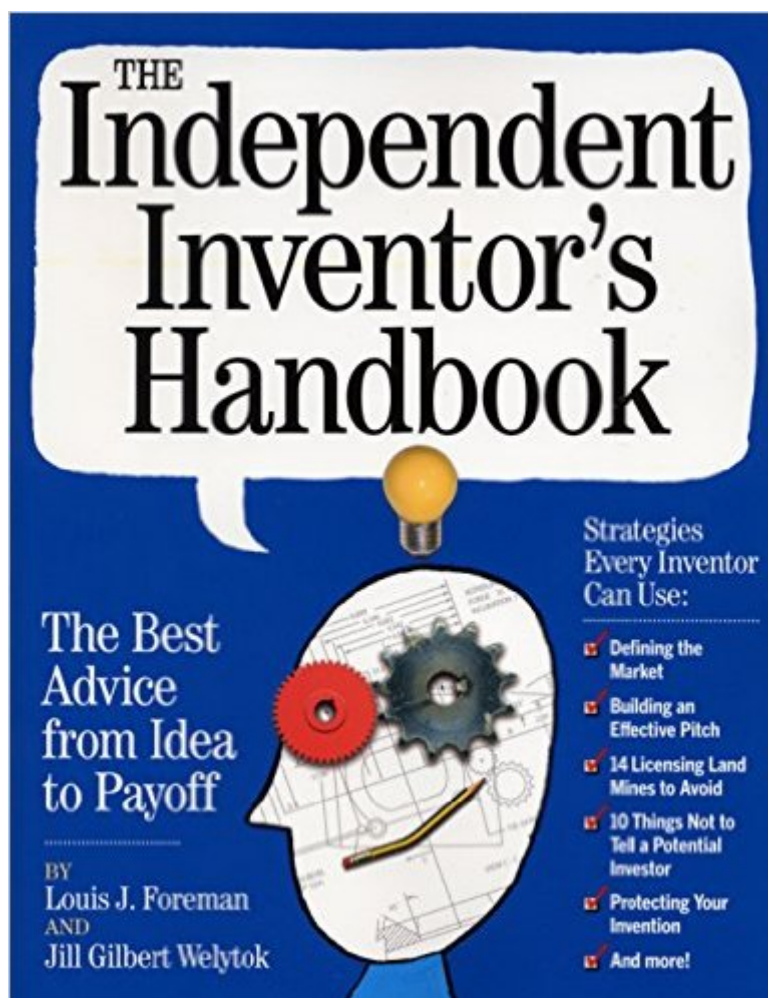# The Independent Inventor's Handbook: The Best Advice From Idea To Payoff

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 Americanâ •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.

Book Information

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Customer Reviews

At first, I didn't think the world needed another invention "how-to" book. After all, many other books

have been published in this vein, right? Most do a reasonably good job of explaining the various steps of the invention process. But I must say that there is something refreshingly original and enjoyable about the newly released Independent Inventor's Handbook (by Louis Foreman and Jill Gilbert Welytok, Workman Publishing, 2009). Louis is the publisher of Inventors Digest magazine and executive producer of the EmmyÃ Â® award-winning PBS show Everyday Edisons, as well as the and CEO of Enventys, a product-development firm working with major consumer product manufacturers and leading retailers. His businesses are proud Sponsors of the UIA. Jill is a principal at Absolute technology Law Group that provides patent protection for clients ranging from independent inventors to large corporations and federal research institutions. Together, they formed a team they refer to as "the Entrepreneur and the Attorney".Their new book is primarily helpful to inventors who come up with consumer products. If you've come up with a very high-tech or advanced industrial innovation, this book is probably not for you. But since most independent inventors create for the mass consumer market, The Independent Inventor's Handbook is an especially useful update in today's globalized economy, with new risks associated with the rise in retailers' power at the expense of manufacturers, as well as new tools available to inventors. So the update is welcome.For 8 chapters, the reader is treated to topical information on each recommended step. And it is told in a storytelling style that is quite fun. In fact, I think this is one of the book's strengths: readability.

The Independent Inventor's Handbook: The Best Advice from Idea to Payoff The Whole Library Handbook 5: Current Data, Professional Advice, and Curiosa (Whole Library Handbook: Current Data, Professional Advice, & Curios) SPIN Selling: Situation Problem Implication Need-Payoff The Real Goods Independent Builder: Designing & Building a House Your Own Way (Real Goods Independent Living Books) Working With Independent Contractors (Working with Independent Contractors: The Employer's Legal Guide) Stonescaping Idea Book (Taunton's Idea Book Series) Ribbon Trims: An Embellishment Idea Book (Embellishment Idea Books) Backyard Idea Book: Outdoor Kitchens, Sheds & Storage, Fireplaces, Play Spaces, Pools & Spas (Taunton Home Idea Books) Kitchen Idea Book (Taunton Home Idea Books) Window Treatments Idea Book: Design Ideas * Fabric & Color * Embellishing Ready (Taunton Home Idea Books) The Dalai Lama Book of Quotes: A Collection of Speeches, Quotations, Essays and Advice from His Holiness (Little Book. Big Idea.) Print is Dead. Long Live Print: The World's Best Independent Magazines Independent Ed: What I Learned from My Career of Big Dreams, Little Movies, and the Twelve Best Days of My Life The Senior Cohousing Handbook: A Community Approach to Independent Living, 2nd Edition The

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