



Meeting Hot-Line:
781-274-8500

January 11, 2010, Presentation:

The featured speaker for January will be **Brian D. Gildea, Esq.**, an attorney who has established a private intellectual property practice in Bedford, Massachusetts, www.gildeaiplaw.com <<http://www.gildeaiplaw.com>>, focused on patents, trademarks, and trade secrets. In response to a survey of IANE members interests, his presentation will elaborate on non-disclosure/disclosure agreements and on licensing.

Meeting Notes for December by Peter Taibi

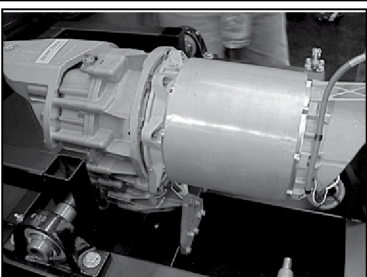
Art Venditti, our December speaker, has been a member of the IANE for over 30 years. Trained as an Industrial Designer, he calls himself a common sense engineer. Over the past 35 years, he has worked on hundreds of products in various roles (V.P., Director of R&D, Sourcing, Biz Development) at Parker Brothers, Craft House, Inc., Chartpak, Inc., and Peachtree Playthings, and holds over a dozen patents in the fields of toys, games, electronics, mechanisms, and packaging. He has built key relationships and worked with trade companies and manufacturers in Asia for over 15 years, sourcing materials and designing/developing, naming & managing products for sale in the global marketplace. In doing so, he has made over 75 trips to Asia, and currently makes the trip once a year; he never misses the 2 week long Canton (Trade) Fair. Art is the Managing Director of The Product Development Network, which exists as "a resource available to inventors to help guide them through the product development process." They are a group of consultants, including Joe Birkner, IANE member and Patent Agent, with specialties in all facets of bringing a product to market. Part of his presentation displayed many products he has worked on and prototyped, including a new children's play desk/easel, a paint-by-numbers set with real brushes and paint tubes, and the hit "Merlin" game, which highlighted how the exponential advance of technology has impacted the field of once expensive and computer intensive inventions.

Some of the valuable info Art shared with us:

1. Before you get serious, do research and see if anything is out there.
2. Don't spend your time and money recreating the wheel. He thought he had missed out on capitalizing on the baby monitor market, for which he had done prototypes many years ago, but discovered it had already been done in the 1950s.
3. Learn from the past. Look at old things in your area of interest with an eye to improvement.
4. Prototype things on your own first, if you can. Sometimes pictures of your ideas sent to a company are enough. Do a one page drawing and get a quote, before moving on.
5. Network as much as possible. Develop trust and friendships and build products together. Don't back stab anyone; it'll come back to haunt you.
6. Rely on your licensee to do the work. You can't know everything yourself.
7. Get the company to fund the patent. The company pays for the patents, tooling, manufacturing, and the inventor gets a royalty.
8. Join a partnership if your subject is complex or takes a lot of resources to develop. Sometimes you will be able to leverage relationships with service providers.
9. Always think of names when creating a product. Sometimes a good, solid name can be more valuable than a patent because it can be easier to protect, as in the case of the Nerf line of products, which extends beyond the ball that Art developed & named.
10. If you can get your idea into a company to show it, do so. Start with the owner or CEO. Deal with people who can champion you. Make sure to have some protections in place first.

With regard to questions about rip-offs in other countries, such as China, Art suggests you find a good representative, like a trading company, to manage the relationship with the manufacturer and oversee the whole process. They can do things that you are not able to do: track and source product for you, check on pilot runs at the factory, quality control, and they have resources they have nurtured over the years.

Thanks, Art, for yet another informative presentation. Art can be reached at The Product Development Network (www.productdevelopmentnetwork.com).



Tesla power plant

Editor's Corner

The Editor welcomes your submissions & suggestions. Please forward to:

Holt Drawing & Design
Patent Drafting
P.O. Box 577
Pepperell, MA 01463
(978) 433-2397

Requests other than newsletter materials should go to :

IANE
P.O. Box 335
Lexington, MA 02420

Officers 2010

Bob Hausslein	(781) 862-9102
President	rhausslein@rcn.com
Chris Holt	(978)433-2397
Editor/Pub	crholt@aol.com
Irene Mahoney	(617) 281-1493
Member/Project	icopy1@aol.com
Joe Birkner	(978) 536-2864
Webmaster	starco@juno.com
K. Grasso	(603) 769-4900
Publicity	kmgrasso16@adelphia.net
Sam Ruback	sam@lighthousepointdevelopment.com
Peter Taibi	peter@sparkinnovation.com

Recording Secretaries

Shirley Woo	(617) 298-1530
Profile Master	Shirwoo@yahoo.com

Presidents Emeritus

Ken Bibby	(508)643-0885
Don Gammon	(978)621-6445
Don Job	(603)521-0491
Charles Miller	(207)625-4952

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