

Arkansas Inventors' Network
Mtg Notes
9/22/11

1. Chad Collins went over many emails and information he has received since the last meeting. See attached handouts for more information.
2. Chad mentioned that PatentsAsArt can provide frames & mats for your publish patent documents. A portion of the sale helps support AIN. See www.patentsasart.com or www.patentframe.com.
3. Chad discussed the new patent reform legislation that recently was passed into law by Congress and signed by the President. He reviewed some of the key changes that the legislation brought to independent inventors.
4. We went around the room and each attendee had an opportunity to explain the project they were working on and what current needs they had for it.

America Invents Act

Law switches U.S. patent priority from the present "first-to-invent" system to a "first-to-file" system.

Acts and prior art that bar a patent will include public use, sales, publications, and other disclosures available to the public as of the filing date, other than publications by the inventor within one year of filing (inventor's "publication-conditioned grace period"), whether or not a third party also files a patent application.

Filing by other than inventor. Would enable an entity to file an application on behalf of an inventor who assigned, or is under an obligation to assign, the invention rights to the entity, without seeking the inventor's execution of the application.

Reports to Congress. Requires within one year of enactment that (a) the Small Business Administration report on effects on small businesses of repealing the invention date-based system of priority and transitioning to the filing-date-based system;

False marking. Would eliminate false marking lawsuits except for ones filed by the US government or filed by a competitor who can prove competitive injury.

"Fee diversion". Provides a special USPTO Public Enterprise Fund from paid-in user fees, ending fee "diversion" from the Office.

Chad Collins

From: DONALD DEBELAK [dondebelak34@msn.com]
Sent: Monday, August 08, 2011 11:27 AM
To: info@arkansasinvents.org
Subject: : Sales rep lists available

Invention Clubs

New service from Don Debelak

Inventors with products to sell, or inventors trying to license their idea often need the help of independent sales reps to sell or license their product. But often they have trouble locating the reps to successfully launch their product.

Onestopinventionshop.net has put together a list of reps for many major important markets to help inventors get the product started. The rep list also included an article about how to sell to the market, which typically lists some of the major trade shows and magazines for those markets.

If you have inventors in your club that are looking for reps I'd appreciate it if you could let them know about the lists that are now available as I believe it would help them. You can find the lists at <http://onestopinventionshop.net/books/sales-reps>.

Sales Reps

Sales reps can be hard to find and coming up with a good list of potential reps can take hours. Why do all that hard work if you can buy lists from us for only \$24.99? Click on one of the lists below to purchase.

[Baby and Children's Products — a list of over 180 sales reps for children's market](#)

[Convenience Stores — a list of over 90 sales reps and distributors](#)

[Promotional Products — a list of over 120 sales reps](#)

[Mass Merchants and Drug Stores — a list of 100 sales reps](#)

[Toy and Hobby Products — a list of over 120 sales reps](#)

[Outdoor Products — a list of over 400 sales reps](#)

[Kitchen Products — a list of over 150 sales reps and over 30 catalogs for the kitchen market](#)

[Gift Products — a list of over 150 sales reps for the gift market](#)

[Hardware Market — a list of over 170 sales reps and articles on selling to the hardware market](#)

Interested in Licensing?

Read our article on how to use [sales reps to land a licensing deal](#). No charge download

Inventor story

I just wanted to tell you that the money I paid to have you create a list of possible sales reps and distributors was the best money I've ever spent on my product the Pop-up Microlite. I just recently started contacting some of the reps and I hooked up with a great rep just last week. After only having samples for two days he has already sold the product to a huge hardware distributor that services 2000 stores and he has a private-label agreement in the works with another manufacturer interested in selling them as safety lighting. He said the response to the product was fantastic!

About Don Debelak

Don Debelak has over two decades of experience providing assistance to over 70 new products as a consultant and marketing manager for small companies. In addition, he has interviewed over 80 entrepreneurs for his monthly columns for Business Start-Ups and Entrepreneur magazines between 1998 and 2006. Don has also started ventures based on new products including his current one that manufactures and sells particulate filters based on a Danish inventor's new product concept.

Debelak has established himself as a leader in emerging business with columns in Entrepreneur magazine and published books and has been interviewed on national radio shows, Internet shows and has been featured in leading newspapers including the Wall Street Journal and the Washington Post.

Debelak's website, www.onestopinventionshop.net, offers assistance to inventors, new businesses and people with ideas through a variety of services from coaching to business plans to evaluations of a company's business model. Debelak's books include:

- * Bringing Your Product to Market: Fast Track Approaches for Cashing in on Your Great Idea in Less than A Year

- * The Risk-free Entrepreneur: The Idea Person's Guide to Building a Business With Other People's Money

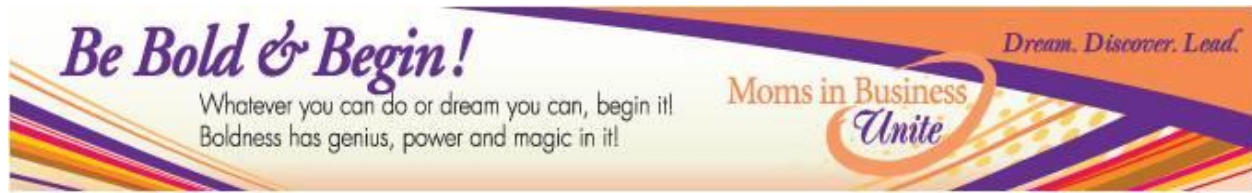
- * Entrepreneur Magazine: Bringing Your Product to Market

- * Think Big: Nine Ways to Make Millions from Your Ideas

- * How to Bring a Product to Market for Less Than \$5000

Contact information: Don Debelak, DSD Marketing, P.O. Box 120861 New Brighton, MN 55112, 612-414-4118, 651-773-5866 (fax), dondebelak34@msn.com.

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UIA members are invited to learn from and pitch your product to Wendy Robbins at an upcoming 2011 Moms in Business Unite conference! Men, woman, inventors, entrepreneurs, moms and all are encouraged to take advantage of this once-in-a-lifetime opportunity! For some of the conferences, there are even spaces available for the [New Inventor Showcase](#), so be sure to apply today.

[Wendy Robbins](#), co-host of TLC's "Homemade Millionaire", author and inventor, has a direct relationship with Home Shopping Network (HSN) and will be reviewing products during the conference. Be sure to secure one of the limited spots today and pitch your product to her!

[San Diego \(Aug 3\)](#) ~ [Denver \(Sep 21\)](#) ~ [Boston \(Oct 12\)](#) ~ [Detroit* \(Oct 19\)](#)

UIA member discounts:

- 10% off conference tickets – use code: UIA10 at [checkout](#)
- 25% off [Advertisement](#) in Educational Roadmap
- 25% off [Conference bag insert](#)
- [Sponsorships](#) are still available in all cities

Learn ~ Discover ~ Network ~ Share ~ Dream



Moms in Business Unite, Inc. (MIBU) hosts content-rich, educational, networking conferences geared towards woman and mom business owners. These value-packed days include personalized breakout sessions (Getting Started, Next Level, Running Efficiently, Inventor Fastrack), New Inventor Showcase, Mompreneur Grant (San Diego & Boston only), panel discussions and more. **Our goal?** To promote and support the growing number of women- and mom-owned businesses across the nation through education and resources. *Men are more than welcome as well! Breakfast, lunch and reception are included.*

*DETROIT - Wendy Robbins will not be in attendance or able to review products for HSN at the Detroit conference ~ however, other talented speakers will be on hand to fulfill your day of education!



Chad Collins

From: Get It On TV [Get_It_On_TV@mail.vresp.com]
Sent: Tuesday, April 19, 2011 10:56 AM
To: chad@collinsconsultinginc.com
Subject: Do you own America's Next Top TV Product?

❖ DRTV Campaign Management Expertise
❖ DRTV Infrastructure
❖ Investment Capital



INVENTORS: ARE YOU READY TO GET ON TV?

Do you have a product/invention that you would like to take to market, but do not have the expertise or capital to support your dream of advertising on TV?

Inventor	Problem	Solution
		
Has a great Product	...But not enough capital or experience	Investment Capital & DRTV Expertise

From an Idea to a Household Name!

The Search is on for America's Next Top TV Product!
The Next Product You See on TV Could Be Yours!
Submissions will be accepted up to May 15th!



Chad Collins

From: The UIA Staff [uia@cc.memberclicks.com] on behalf of The UIA Staff [admin@uiausa.org]
Sent: Thursday, July 07, 2011 10:32 AM
To: info@arkansasinvents.org
Subject: We're going to China!

Okay...So you can't take your entire family - But you can take your creativity!

The UIA Inventor Education Trip to

CHINA

October 20-30 2011

**We're taking an all inclusive trip to China
with 20 Inventors for 10 days!**

Round Trip Airfare from NY or San Francisco
4 & 5 Star Hotels - All Meals - Transportation
Factory Tours - Translators - Tour Guides
An All Access Pass to the Canton Products Fair



Made possible by these sponsors



**For all the
DETAILS**

This email was sent to info@arkansasinvents.org by admin@uiausa.org

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United Inventors Association | 999 Lehigh Station Road | Henrietta, New York 14467 | United States

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ON SCREEN MARKETING, LLC

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www.OnScreenProducts.com

June 13, 2011

Mr. Chad Collins
Arkansas Inventors' Network
P.O. Box 56523
Little Rock, AR 72215

Dear Mr. Collins,

On Screen Marketing specializes in marketing and positioning innovative products for home shopping channels such as QVC, HSN and ShopNBC.

Currently, our marketing consultants are preparing for our annual **Product Discovery**. During this time, we review product submissions from inventors and developers all over the country. This year, we have hand selected a limited number of inventor clubs and networks to receive an invitation to participate, and Arkansas Inventors' Network is one of them!

We invite you to share the attached Product Submission Guidelines with any members whom you believe have an innovative product worthy of review.

What do we bring to the table? With over ten years of experience, we have built the resources and relationships to help creative inventors to bring their idea to life through televised shopping.


Some of the services we offer include;

- ✓ Product Engineering and Design
- ✓ Sourcing Manufacturing, Fulfillment, and Creative Services
- ✓ Developing Product-Specific Presentation for Buyers
- ✓ Development of On-Air Demonstrations and Props
- ✓ Conceptualizing Storyboards for B-Roll
- ✓ Training for On-Air Guest
- ✓ Sales Recaps from On-Air Presentations
- ✓ Building Brand Recognition
- ✓ Creating Brand Extensions

There is no risk. We charge no upfront fees. We are compensated on a commission basis; if we are unable to place and sell product, we charge nothing.

We hope that your members will find our services of interest and we look forward to receiving some clever submissions.

Best Regards,


Valerie A. Perry
President



Thank you for your interest in working On Screen Marketing! If you would like us to review your product for possible submission to a home shopping network, please provide the following information.

Product Submission Guidelines

1. Please provide the complete name and street address of your company, as well as the name and title of the person authorized to sign a contract.
2. Has this product ever been submitted to a home shopping network before, and if so please tell us which network and the result?
3. What is the name of the product?
4. What is the product used for?
5. Who is your target audience? Does it appeal to a broad cross-section of American consumers?
6. How is this product truly unique? What makes it better than other products like it?
7. What are the top 10 benefits of your product?
8. Do you have scientific research to prove claims made about the product? Please provide.
9. How would this product be demonstrated on-air?
10. What is the wholesale cost of this product? What is the suggested retail price?
11. Is this product currently selling elsewhere? If so, where and at what price?
12. Can you mass-produce this product? If so, how many units per month can you make?
13. Do you have a passionate and connected spokesperson? Please provide a bio and headshot.
14. What is the "story" behind your product?
15. Please provide two samples. (Samples will not be returned unless specifically requested.)
16. Is there a website we can visit for more information on this item?
17. How did you learn about On Screen Marketing, LLC?

Once we have reviewed your submission, our team will determine if we are able to represent you at this time. If your product is accepted, we will notify you and proceed to the next step.

Please send submissions to:

Attn: Product Discovery
On Screen Marketing, LLC
1909 Wayne Drive
Eagleville, PA 19403