



OUR UPCOMING MEETING IS:

JUNE 12, 7pm-9pm
(2nd Thursday of Each Month)
See 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: THE YEAR AHEAD:** Ed Balian, SDIF President, Mission and Goals.
- **ELECTION** for SDIF President for the 2008-2009 year.
You must be present to vote.
- ***"Focus Groups for Your Invention? What to do. What NOT to do."*** Discussion led by Ed Balian.
- **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**



Our website :
www.sdinventors.org

Useful Links

www.EdwardBalian.com

www.a-squaredtec.com

www.excoveries.com

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

www.uspto.gov

www.uiausa.org

www.chernowconsulting.com

SDIF MONTHLY NEWSLETTER COLUMNS:

Keys to Creativity from Leonardo Da Vinci

by Judy Balian,

www.Excoveries.com

We would all agree that Leonardo Da Vinci was one of the most creative people who ever walked the planet. In his book, *How to Think like Leonardo Da Vinci*, Michael J. Gelb outlines the Seven Da Vincian Principles, drawn from the author's intensive study of Da Vinci and his methods. By remembering, developing and applying these principles to our own lives, each of us can unleash our own unlimited potential for creativity.

Be Ever Curious and Keep Learning

The desire to learn and grow is at the heart of the creative process. People who are intensely curious develop the habit of asking questions--about everything! Gelb suggests that we keep a notebook or journal (Leonardo's journals totaled at least 7,000 pages). Along with your insights, dreams, and musings, write down questions you are curious about. A good start is by making a list of 100 questions that are important to you. The questions can be on any topic, but the list must be done at one sitting. Then choose the ten that seem most important to you for further study.

Your top ten questions may lead you to learn something new. Enroll in that watercolor or Spanish class or give yourself the gift of guitar lessons. Follow your interests and keep learning.

Test Your Knowledge and Learn from your Mistakes

Question your own opinions and judgments, and be open to other points of view. Examine a belief you hold deeply and ask yourself what it would be like to change it. It might even be a belief about yourself--that you can't draw, for example. Is it really true, or is it just possible you can draw and just might enjoy it? Challenge a cherished belief and grow in the process.

Acknowledging and learning from the mistakes we all make is another important principle. Leonardo, the greatest genius of all time, made colossal mistakes such as an unsuccessful attempt to divert the Arno River and the invention of a fire-preventing sprinkler system for a restaurant. The latter worked too well--it flooded the restaurant and washed away most of the kitchen during a major banquet for Italian dignitaries! Experience is often the best teacher, even if you're Leonardo Da Vinci.

Cultivate Your Senses--Especially Your Sight

Leonardo reflected that the average person "looks without seeing, listens without hearing, touches without feeling, eats without tasting, moves without physical awareness, inhales without awareness of odor or fragrance, and talks without thinking."

Strive to heighten your senses through careful observation and attention to detail. The Gelb book contains some great exercises on this topic.

Embrace the Unknown

The pace of change in our modern lives is unprecedented, and we are bombarded with information on every front. As a result, our lives are filled with much ambiguity. Think about what situations in your own life are surrounded with uncertainty. Observe your feelings about this, and think about how you could become more comfortable with it. Among many other suggestions, Gelb suggests a novel tactic--embodying the facial expression of the *Mona Lisa*. I tried it for a few minutes, and I did indeed feel calmer. Maybe Mona was a meditator!

Strive for Whole Brain Thinking

Left brain/right brain theory wasn't developed until the 1960s, but as always, Leonardo was ahead of his time. He encouraged having a balance of science and art in your life. Great ideas come from and are developed by using both logic and imagination.

Nuture and Develop the Body

Create an awareness of your body and develop a fitness program to promote strength and flexibility. One of Leonardo's most famous sketches was that of his own body, and Gelb suggests we try it ourselves. Leonardo also cultivated ambidexterity by doing things like writing and drawing with both hands simultaneously.

Recognize and Appreciate the Interconnectedness of all Things

Reflect on the connection of all things, beginning with your own body. Relax and become aware of the different systems of your physical being and the way they work harmoniously to support the whole that is you. Contemplate your relationship to everything in the universe. Become the observer of connections throughout your daily life.

Even if he didn't leave us hidden messages in his paintings as portrayed in *The Da Vinci Code*, Leonardo has much to teach us about our own creativity. I hope you'll explore some of these ideas yourself.



SEARCHING FOR PRIOR ART **by George Levy**

This is the fifth column of a series discussing patent law from the point of view of the individual inventor. This series of newsletters will provide you with a valuable guide for your reference. This month I will discuss searching tools available on the Internet.

Before investing large amounts of time and money developing your invention, patenting it and building a prototype, it is wise to conduct a thorough search to make sure that it has not been invented before. It would be unfortunate if after years of work and thousands of dollars in expenses you find out that you cannot get any royalties because the invention was already known and is in the public domain. Even worse, the original inventor may sue you for selling a product that he or she has patented.

A good search is important to avoid wasted investment in time and money later on; however, no search can be guaranteed to be perfect: any publication, anywhere in the world since the invention of the alphabet, could invalidate a patent. In addition, patent databases are enormous and discovering all relevant prior inventions may not be possible within the time and monetary constraints of the search.

Examiners at the US Patent Office and patent searchers may overlook some relevant inventions: should you apply to patent an idea that is already in the public domain, your patent may erroneously be granted to you, giving you a false confidence to invest heavily in your invention. Later, you may have to sue in court an infringer. You can be assured that during litigation, your opponent will perform as thorough a search as he can, leaving no stone unturned. Your patent may then be found invalid by the court. How much time and money should you initially invest in a search? It should be in proportion to your anticipated investment.

Most industrialized countries provide powerful patent search engine on the Web. However, because the US is the largest market for intellectual property, most patents are first filed in the US. Consequently, the US patent database is the largest and any search should begin with the US databases.

The US search engine is significantly more powerful than those of other countries and it has access to two databases. The first includes issued US patents. The second covers published applications in the examination pipeline, on their way either to become patents or to be rejected. The following search engines can be found on the Web:

- :
US Patent Office: <http://www.uspto.gov/patft/index.html> (includes the patent database and the published application database)
- European Patent Office: http://ep.espacenet.com/?locale=EN_ep
- Japanese Patent Office: http://www.ipdl.inpit.go.jp/homepg_e.ipdl
- World Intellectual Property Office (WIPO): <http://www.wipo.int/pctdb/en/>
- Canadian Patent Office: <http://patents.ic.gc.ca/cipo/cpd/en/introduction.html>

An international list of patent offices can be found at:
www.uspto.gov/web/menu/other.html

Commercial search engines can also be used to perform your search. Google offers a diversity of tools that can provide you with a point of view different from any government sponsored search engine. A general "Google" search will yield patent as well as non-patent information and may include marketing and manufacturing data. Google also provides a patent search engine at:

Google patent search: <http://www.google.com/patents>.

Performing a good search will save you time and money in the long run. My recommendation: Perform your own search on Google and on the US Patent databases. If you determine that your invention already exists, you can stop further effort and expense developing it. If your search doesn't yield anything, ask a professional to do the search again. If the professional does not find invalidating prior art consider filing for a patent.

For archived newsletter and a lot of information for the small inventor go to: www.patentsandventures.com.

If you have any question you can contact me at (858)259-2226 or email me at glevy@patentsandventures.com.

ANNOUNCEMENTS

Connect with CONNECT San Diego's Premier Networking Event

Program Overview

Come out to Connect with CONNECT to renew your life sciences and high tech connections. Plus meet the business leaders from San Diego's newest technology clusters – clean technology, action and sports innovation, aerospace and unmanned vehicles and wireless-life sciences convergence. The Connect with CONNECT Host Committee invites you to attend our signature networking reception, which attracts more than 350 regional leaders from San Diego's most innovative industries.

CONNECT has launched three new cluster initiatives over the past year - CleanTECH San Diego, Action and Sport Innovators (ASI) and the Aerospace and Unmanned Vehicles Forum. In addition we continue to manage the Wireless-Life Sciences Alliance. Now you'll have a first time opportunity to renew business associations from life sciences and technology and expand your network across these four new industry clusters.

Bring a handful of business cards and take advantage of this unparalleled opportunity to meet entrepreneurs and view displays and demonstrations from each cluster. This outdoor event is a must-attend for industry professionals and academic staff who want to develop lasting partnerships and learn about the latest technology.

Why You Should Attend

Discover new business opportunities in San Diego by meeting entrepreneurs and business leaders in

CONNECT's cluster initiatives.

Create powerful partnerships to benefit your organization by networking with key players from San Diego's high tech, biotech and life sciences industries.

View demonstrations of innovative technology developed in San Diego.

Enjoy stimulating conversation, sumptuous fare and fine libations as we kick off the summer season in America's finest city!

Who Should Attend

CEOs, capital providers, VPs, directors, senior managers and other professionals who are interested in maximizing their connections within the community. Innovators, entrepreneurs, academic faculty and students who are looking for a one-stop introduction to the vast array of industries and business opportunities in San Diego.

Questions?

Please contact Meghan Hope at 858.964.1314 or mehope@connect.org

K.C., MO. August 12th, 2008: Call for Products" for ICKC's 3rd Annual Faultless Starch/ Garden Weasel Invention Contest.

Submit your Patented or Patent Pending Invention to contest@inventorsclubofkc.org

Last year at the ICKC's 2nd annual Invention Contest, 64 submissions were received from the Midwest and screened, and 17 inventors were selected and invited to present to an audience and a 3 panel judge of Faultless execs. Of the top 5 finalists, 1 landed a licensing agreement with royalty for his invention and the other inventor/entrepreneur sold his product to Faultless for a lump sum in addition, he will receive a royalty for every product sold. Five product models spawned from these two inventions. See zipped file with 2 press releases and 2 Garden Weasel catalog sell sheets for reference.

This is the real deal. We were very fortunate to be spotlighted in this month's issue of Inventors Digest where our contest was first announced.

http://www.inventorsdigest.com/5_08/meetingRoom.aspx

SDIF MEETING TIMES and PARKING

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

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 or at 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

See you at the meeting!
Bring a friend!
==Dr. Ed Balian
President, SDIF
www.EdwardBalian.com