

**INVENTOR'S UPDATE**

**February / March 2008**

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**Links to More Info:**

Learn more about the CKIC!  
[www.ckic.org](http://www.ckic.org)

How to Become a Member  
[www.ckic.org/howtojoin.html](http://www.ckic.org/howtojoin.html)

Links to Inventors Resources  
[www.ckic.org/links.html](http://www.ckic.org/links.html)

**March 4th: Patent Reform and the Independent Inventor**

**JOIN US AT THE CENTRAL KENTUCKY INVENTORS COUNCIL TUESDAY, MARCH 4TH at 6:30p.m.:**

*Come and hear from Jim Francis, Patent Attorney with Stoll, Keenon and Ogden, PLLC, as he discusses the topic: “The Patent Reform Act and What it*

*Means to the Independent Inventor”.* Mr. Francis is experienced



STOLL · KEENON · OGDEN

*in patent, trademark, and trade secret litigation, as well as complex business litigation. He is experienced in negotiating and preparing licensing and technology transfer agreements. His clients include Fortune 500 companies, universities, high tech startups, small businesses and individual inventors. He also assists clients in the*

**When:** Tuesday, March 4th, 2008

**Where:** Bluegrass Area Development Center, 699 Perimeter Drive, Lexington KY

**Time:** Doors open for networking at 6:30pm, Meeting begins at 7:00pm

*procurements of state and federal grants and loans to complete prototype development and to assist in legal expenses. Come and find out how to prepare for the coming changes to patenting.*

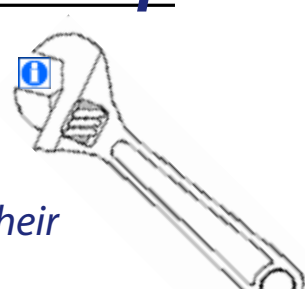
**March 11th: Inventor's Workshop (for CKIC Members Only!)**

***Join Us For Our Monthly, Members-Only - Inventors Workshop***



Hosted by CKIC President Emeritus **DON WEST**

*- This workshop is designed to help the inventor move from the idea stage through the invention process, by allowing for inventors to discuss and learn from constructive information concerning their ideas in a free and unencumbered, legally binding format.*



***This Meeting is Open to CKIC Members Only***

Not a Member? Come and join us: Membership is only \$40/yr  
 Where? Bluegrass Development Center, 699 Perimeter Drive.  
 Call 859-201-1311 Or Contact us at [info@ckic.org](mailto:info@ckic.org) .



*Do you have a great idea for an invention? Find out what you can do!*

**March 18th: Entrepreneurs Roundtable at Bob Evans**

**Connect at the CKIC Entrepreneurs Roundtable**



*Our first Entrepreneurs Roundtable had a great turnout - 20 people! We discussed topics that varied from what kind of company to set up to how to find and secure prototyping resources to comparing timelines from initial patent application to award. As a bonus, Mark Hockensmith demonstrated his invention, The Ladder Doc, and talked with us about his experiences in both the market research and marketing phases of the process.*



*The CKIC Entrepreneurs Roundtable is an informal meeting and networking session to provide market-stage inventors, entrepreneurs and others a chance to exchange ideas and benefit from other's experiences. Hosted by Don Skaggs. If you are bringing your invention to this stage, or could provide a valuable service to those who are, please join us at 6:30 on Tuesday, March 18th at the Bob Evans on Richmond Rd near New Circle.*

**When:** Tuesday, March 18th, 2008

**Where:** Bob Evans Restaurant, 2566 Richmond Rd, Lexington KY

**Time:** 6:30pm



**The Business of Inventing**

***Is Your Invention Ready for the Small Screen?***

*Selling more than 75,000 different products grossing sales of more than \$1 billion on TV, Bob Circosta is a true veteran of the Home Shopping Network. According to an article in Inventors Digest (December 2007) Bob says that if you can answer yes to two of the following eight questions, your product might be suitable for television (and now also, internet video):*



**1. Is your product demonstrable?**

- TV is a visual medium, so you've got to be able to show, as well as tell.

**2. Does your product satisfy instant gratification?**

- Appealing to impulse buyers is always a plus.

**3. Does your product fulfill dreams?**

- These generally would be smaller dreams, not life-fulfilling dreams.

**4. Does it solve a problem?**

- The Roomba robotic vacuum cleaner, for instance, solves the problem for people who hate to vacuum.

**5. Does it create an emotional need?**

- Jewelry bedazzles and speaks to the heart, one reason why bling is so big on home-shopping networks.

**6. Does it make one's life easier?**

- (See #4)

**7. Is it easy to use and understand?**

- Presenters have only minutes to pitch product on TV, so the easier to demonstrate, the better.

**8. Does it have mass appeal?**

- The bigger the audience, natch, the better.



**Experience the Valuable Instruction, Motivation and Power of Connections at the CKIC !**

email - [info@ckic.org](mailto:info@ckic.org)  
 phone - (859) 201-1311  
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