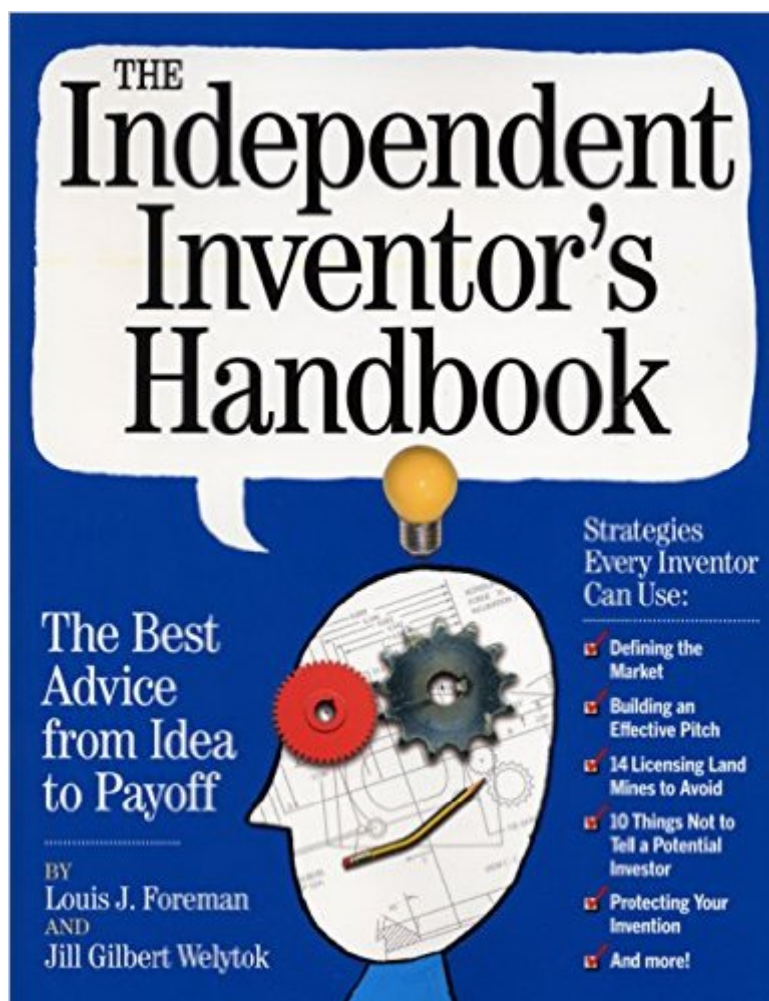


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The Independent Inventor's Handbook: The Best Advice From Idea To Payoff



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 American—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

Paperback: 242 pages

Publisher: Workman Publishing Company; Original edition (July 1, 2009)

Language: English

ISBN-10: 0761149473

ISBN-13: 978-0761149477

Product Dimensions: 7 x 0.6 x 9 inches

Shipping Weight: 14.4 ounces (View shipping rates and policies)

Average Customer Review: 4.7 out of 5 stars [See all reviews](#) (32 customer reviews)

Best Sellers Rank: #69,185 in Books (See Top 100 in Books) #2 in [Books > Law > Intellectual Property > Patent, Trademark & Copyright > Patent](#) #45 in [Books > Engineering & Transportation > Engineering > Reference > Patents & Inventions](#) #70 in [Books > Business & Money > Small Business & Entrepreneurship > Marketing](#)

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 Emmy® 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.

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