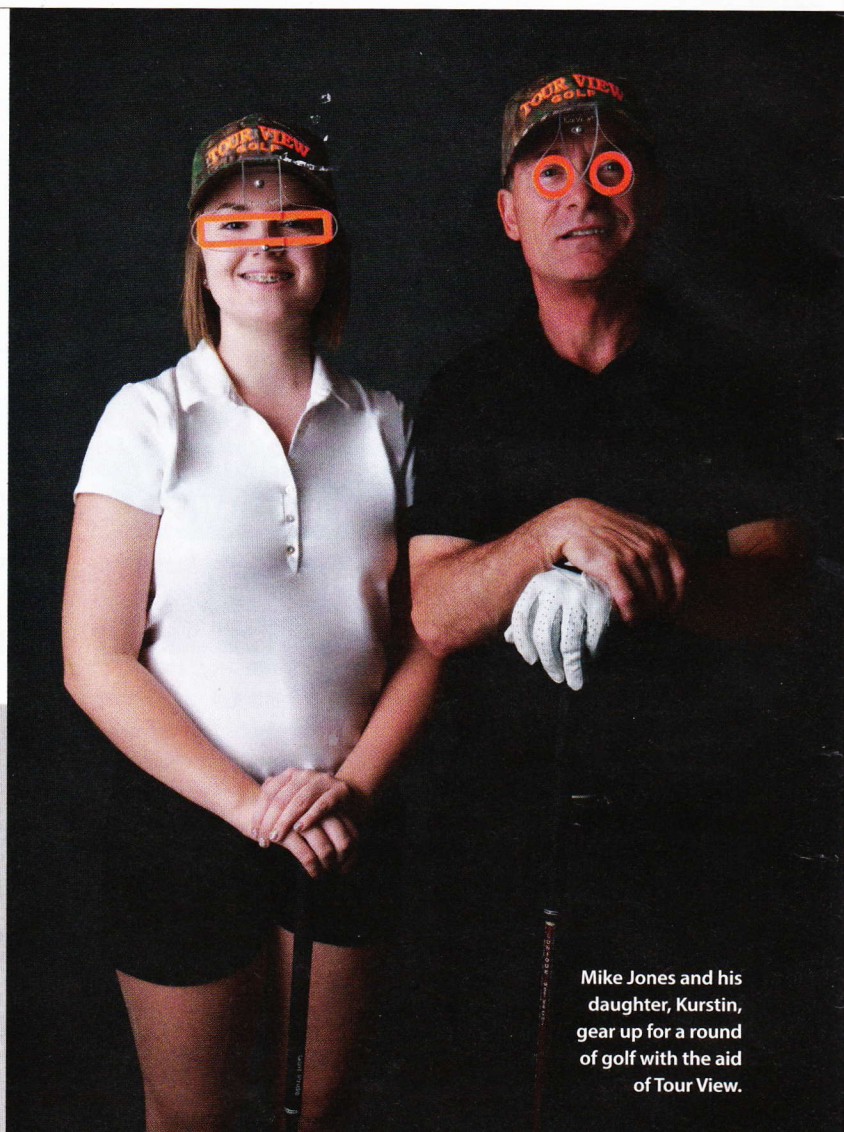


# HOLE IN ONE

Two Inventors Solve Challenges on the Links **BY EDITH G. TOLCHIN**

In addition to her role as a judge at the January 2015 United Inventors Association's Inventors' Spotlight Pavilion at the PGA Merchandise Show in Orlando, Fla., *Inventors Digest* contributor Edith G. Tolchin interviewed several exhibitors. Following is a look at two companies in various stages of product development and marketing. John Keeter, an IT professional, tennis teaching pro and inventor of MagneKlip™ Towel Keeper is trying to find a licensing partner, while golfer Mike Jones has 40 PGA players and 200 universities training with his invention, Tour View Golf®, winner of the UIA's 2015 Most Innovative Concept award.

*(Responses have been edited for clarity.)*



Mike Jones and his daughter, Kurstin, gear up for a round of golf with the aid of Tour View.

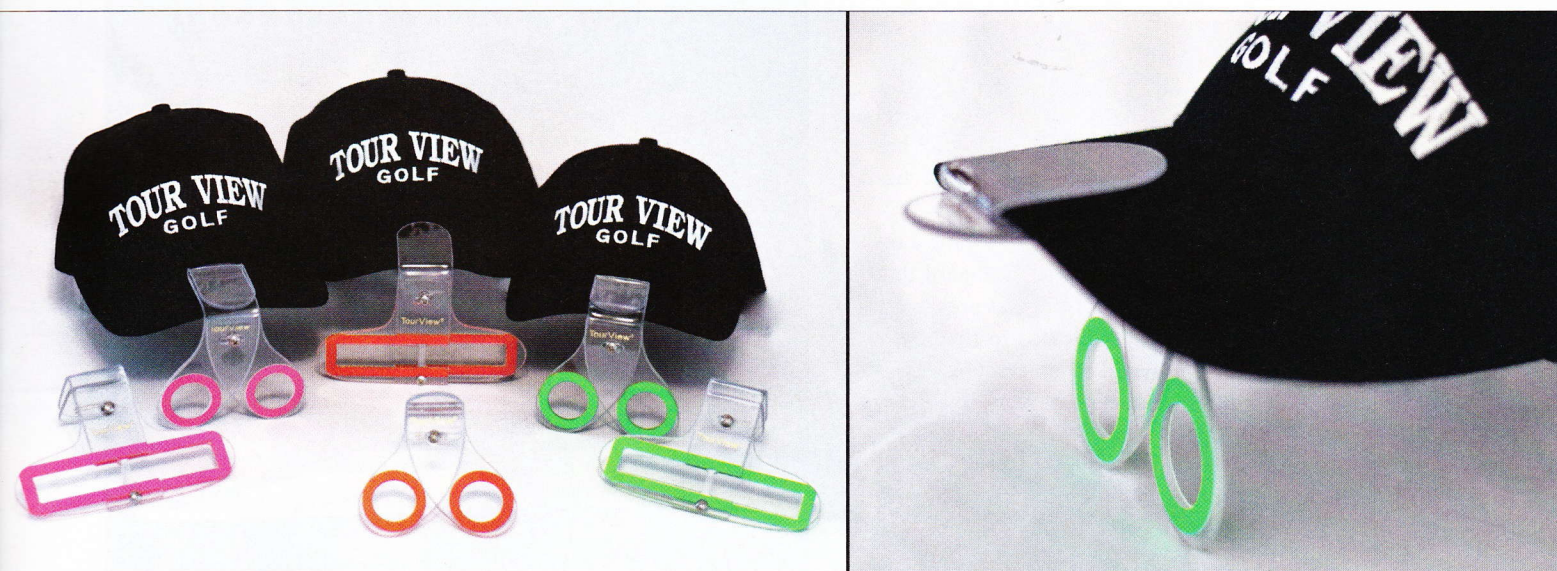
## Mike Jones, Owner/Inventor, Tour View Golf®, LLC

***Inventors Digest:*** Tell us about the Tour View Golf products and how they came about.

**Mike Jones:** Tour View Head and Body Stabilizer gives the player instant feedback during the swing of any micro movement. Tour View clips on the brim of a hat. By looking through the device's circles at the ball, a phenomenon called "stereo vision" is created. The player is now viewing the ball with a single containment circle around it. As the player swings, any movement (of the body) is indicated by the circle moving around the ball. The circle can be adjusted in size from 12 inches to three feet, depending on the ability of the player.

The unit is lightweight, portable and can be used to train anywhere. It is useful for every shot, from chipping and putting to driving, and for every player, from a beginner to a tour pro, but it can't be used in competition. The device can also be used to adjust improper spine angle.





Tour View's second unit is for eye alignment, which is critical because the club's path is determined by where your true eye line is pointing. A right-handed player has the right shoulder lower than the left, so what the player perceives as being straight will tend to be slightly to the right. A string line in the middle of Tour View Alignment perfectly lines up putting shots, while an alignment rod aids on the fairway. Both Tour View products are made from polycarbonate material and are very durable.

**ID: Do these products solve a problem?**

**MJ:** Throughout my lifetime as a player and instructor, I have witnessed instructors holding their students' heads stable with their hands. Recent articles show top instructors continue to use this technique. Tiger Woods' former coach, Sean Foley, taught Tiger's caddy to place a club against Tiger's head during practice to help maintain a steady head. He will never have to use that technique again.

**ID: Please tell us about your background.**

**MJ:** My passion for golf began at a very young age. My mom, Betty, dad, Gene, and two uncles, Bob and Jimmy, were all golf pros and operated several golf courses and driving ranges.

At 12 years old, I won the Florida State Junior Championship and went to California for the nationals, finishing 15th. When I was 15, I won the International Pee-Wee at Cypress Creek Golf Club in Orlando, breaking the club pro, Lenny Watkins', record by one shot. I later became the youngest player to make the cut at the Southern Amateur at Bayhill Country Club.

In 2009 after being absent from golf for many years, I attempted to make it on the Champions Tour. This is when I came up with the idea for Tour View. When I took a swing, I could not feel movement, but on video playback, movement was obvious. It was very

frustrating. My wife, Teri, my daughter, Kurstin, and I began working on Tour View, including all production machinery and packaging. After the discovery of Tour View in 2010, the dream of the tour faded and the dream of helping revolutionize golf was born.

**ID: How many prototypes did you have?**

**MJ:** Tour View had over 20 prototypes, the first one starting with a piece of angle iron and two washers.

**ID: Do you have a patent on the product?**

**MJ:** The patent is pending. I didn't show my product to anyone until I filed for my patent. And now that the America Invents Act is law, which includes "first inventor to file," I would urge all inventors to beware.

**ID: How are you producing your invention? Your packaging?**

**MJ:** My family is currently manufacturing Tour View in Orlando, Fla. The production of this unique device has been quite a challenge. Once the unit is cut out on a CNC machine, the bending process to create a clip for mounting demanded an invention of its own. We call it a "bending table." Precision is required in this early stage of development to ensure that once the clip is attached to the hat it will not move from its setting during the force that is created during the swing. The sliding or telescoping ability of the clip is important to personalize the unit for each player. The adjustment to meet all pupillary distances was somewhat of a challenge within itself.

The next step is the vinyl sticker attached for the containment circle. Not only did the size of the circle have to be machined, but the proper material had to be researched. Heat stamping our trademark on the polycarbonate unit requires not only the knowledge of foils but in-depth knowledge of the temperature that releases



it to this polycarbonate material. The stainless steel hardware that attaches the left to the right side has an added component that bonds the locking mechanism forever.

The final stage of production requires forming a receiver for the unit into a blister. The cardboard that contains the instructions and pictures was previously impregnated with glue that is released to the blister when heated. There are several other small processes that are included in the production of Tour View.

**ID: Can you share with readers any obstacles in developing this product?**

**MJ:** The first step of the production of TourView is manufacturing with a CNC router. From that point, everything is handmade. The tooling to continue the production had to be modified multiple times. Every step of production had to be studied before apparatuses could be designed.

**ID: Is this the first time demonstrating your product?**

**MJ:** Yes, although we just finished a casting call in Miami for *Shark Tank*.

*Editor's Note: Tour View is in its second casting call for Shark Tank.*

**ID: What were you hoping to achieve in exhibiting here?**

**MJ:** Coaches and instructors often called to ask if I was going to display in the PGA show. I wanted to meet many of these people, and finally be able to demonstrate my two training aids in person.

**ID: Tell us about the award you received.**

**MJ:** The award, for the Most Innovative Concept, was presented by the United Inventors Association of America. It is our hope and dream that the world will understand and perceive this innovative device as the UIA has.

**ID: What are your long-range plans for the product?**

**MJ:** We, at Tour View, believe that instructors, pro shops, sporting goods stores, universities, colleges, high schools with golf teams, training academies and golf courses around the world will benefit from using these innovative tools. To truly enjoy golf to the fullest you want to hit the ball solidly, consistently, and this is a proven effect of training with these products. We have not made a decision to license the product and are currently selling through our website. 📱

For information, visit [www.tourviewgolf.com](http://www.tourviewgolf.com).



**John Keeter, Owner/Inventor,  
MagneKlip™ Towel Keeper**

**Inventors Digest:** Please tell our readers about the MagneKlip Towel Keeper and how it came about.

**John Keeter:** The idea came while playing tennis and golf and the need for a better way to manage towel access during play. The product consists of two components—the MagneKlip and the MagneKlip Towel. The MagneKlip easily and comfortably attaches to your belt, pants, or skirt waistband. The MagneKlip Towel is a custom towel designed to detach and reattach quickly and easily without hassle or worry.

**ID: Does the MagneKlip system solve a problem?**

**JK:** Yes, the lay-flat design, with easy detach and reattach functionality makes having a towel to keep hands or equipment dry during work or play very convenient and unobtrusive. Unlike other solutions, the MagneKlip can be used with or without a belt or belt loops, and easily clips to a skirt or strap. It is also functional off the body, as the MagneKlip allows the wearer to hang or clip a towel to any metal object, such as a car, fence, or locker.

**ID: How many prototypes did you have?**

**JK:** I had at least four: a duct-tape version; a polypropylene and carpet-tape version; and two ballistic-nylon versions. My son, David, helped me develop the idea. He was a waiter and came home with a nametag that attached to his shirt with strong magnets. Amazed with the power, ... after searching the local hobby shop, I soon had a working prototype.



**ID: How are you producing MagneKlip?**

**JK:** The product is manufactured in China. We found the manufacturer by cold-calling websites making similar components and asking for advice, which eventually led us to friends who had Chinese connections. Dealing with the manufacturer has been tough because I am a small fish and have a small order. I also had communication challenges.

**ID: How long was the process from product inception to market?**

**JK:** About two-and-a-half years to get the product manufactured. I should receive the first shipment by the end of June.

**ID: Can you share with readers any obstacles you had to overcome in developing this product?**

**JK:** There have been numerous obstacles. The first is having a full-time job and a family while trying to research, develop, network, test, prototype, promote and more. There is no simple way to get your product to market. It's a one in a million break, if you find it. There is so much working against you. The path is full of fear, for you never know whom you can trust.

**ID: Do you have a patent on the product?**

**JK:** I have submitted and received a provisional patent from the USPTO, so my patent is pending.

**ID: How have you financed your idea?**

**JK:** I have invested my own money, but I'm at the point I need an investor or licensing partner.

**ID: What is the anticipated retail price for both the MagneKlip and the MagneKlip Towel Set?**

**JK:** \$19.99 retail for one clip and one towel; a three-towel set (not including the MagneKlip™ system) will be \$14.99.

**ID: What did you hope to achieve in exhibiting here?**

**JK:** I was hoping to come away with the following: affirmation that folks liked or would buy the product, possible licensing connections and contacts that might help me in other markets besides golf.

**ID: Were you satisfied with the results of the show?**

**JK:** Yes and no. Yes, because I received a lot of valuable feedback and made contacts; no, because I felt like a lamb surrounded by wolves. From China to Germany and locally, people wanted "samples" to take back to see if others were interested. I had



hoped the UIA would have been a little more involved or helpful (concerning what to look out for)...

The MagneKlip Towel is a custom towel designed to detach and reattach quickly and easily.

**ID: How are you marketing MagneKlip?**

**JK:** I've created a web and ecommerce site and use social media. I am also sending samples to key players in hopes they will help: distributors, professional athletes and marketing professionals.

**ID: What are your long-range plans for the product?**

**JK:** I believe my product can go far with the right marketing and financial backing. I would love for someone to buy or license it. I intend to see MagneKlip in retail markets some day. ☺

For information, visit [www.magneklip.com](http://www.magneklip.com).

Author **Edie Tolchin** focuses her work on the process of inventing. She is also the owner of EGT Global Trading, through which, for over 25 years, she has helped hundreds of inventors bring their products to market. Contact Edie at [egt@edietolchin.com](mailto:egt@edietolchin.com).





# Inventors

JUNE 2015

DIGEST

EYE ON WASHINGTON

The Patent Debate

BRENDA BRUNDAGE

Goes the Distance  
With Roosport

THE SHAPE OF  
THINGS TO COME

3D Printers Produce  
Surprising Results

Hole In One

SOLVING CHALLENGES  
ON THE LINKS

How Valuable  
Is Your Patent?

THE TRUTH IS  
IN THE CLAIMS

DR. GARY MICHELSON

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