

INVENTORS

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DIGEST

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PATENT PRIMER

To Patent, or Not
to Patent

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Part II: Two Teens Tell
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JAMES DYSON AWARD

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College Age Engineers and Designers

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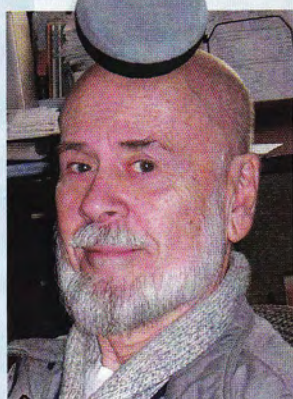


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JACK LANDER, our regular columnist on all things prototyping, licensing and inventing, explores the gap between inventor and entrepreneur. Jack, a near-legend in the inventing community, is no stranger to the written word. His latest book is *Marketing Your Invention – A Complete Guide to Licensing, Producing and Selling Your Invention*. You can reach him at jack@karlaandjack.com.



DHANA COHEN, founder of The Next Big Zing dot com knows a thing or two about great innovation, her website searches out and finds these great products and awards only the best "retail ready" products with The Next Big Zing AWARD; here are a few of her July Summer 2012 winning innovators. For more information visit: www.thenextbingzing.com

KOOL KIDS KREATIONS

PART 2: Fun, GAMES AND LIP BALM, OH MY!

By Edie Tolchin – www.egtgloballtrading.com



In last month's issue

(see The Keys to Kool
Kid Kreations, April, 2012),

we met several bright and accomplished young inventors who clearly caught the entrepreneurial fever at an ideal age, before life's frequently challenging lessons begin to develop.

This writer had originally placed a request, for new products created by children, in an online journalism forum – and the results were phenomenal! We could not possibly have fit all these great new items in our first article – so here you have more stories which now fall specifically under the dolls, games, novelty and cosmetics categories – and we hope you like them!

New, old-fashioned games...

UK teens, Aaron (16) and Ava (13) Nathanson always enjoyed playing word games during vacations at the Rhode Island, USA beachfront home of their "Oompa," Abe Nathanson. Ava tells us, "one day, Oompa said, 'this anagram game is driving me bananas: Bananagrams!' We all just looked at each other and said 'that's it!'" With a line of games including Bananagrams, Appletters, Fruitominoes, and Pairs in Pears (among others), tiles create word games with different strategies, each in its own brightly-sewn colorful fruit-shaped pouch. Since launching the product in 2006, Bananagrams has won numerous awards such as the 2009 Toy of the Year Award, the 2010 Creative Child Magazine Game of the Year Award, and has been featured in publications such as The New York Jewish Week, Family Circle and Time magazines.

When visiting the USA last year, Aaron got to wear his walking banana costume at a Boston

Red
Sox game.
Says Aaron, "our grand-
dad passed away last summer, and
every time we play, we think of him!"

Do guardian angels exist?

When her mom told then eight-year-old Ally Mollo that her grandpa was her guardian angel, Ally loved the idea that someone was looking out for her, and thought it would be neat if other kids could have someone watching out for them. Ally, now 11, began to sketch and design angels based on her friends at school. Their business, called Custard 'N Jelly (see their website for the distinctive name origin!) now features seven diverse, colorful eight-inch dolls, with names such as Cami, Lexy and Roxy; and, children can register online and personally choose one of three charities as recipients of portions of proceeds of the sale of these dolls. They also came up with the GARD idea - to have the dolls be part of a task force of angels, with magical skills, and talents – and a very interactive website where kids can color costumes for their own angel, and learn how each doll got her wings. Even now, whenever cliquish fifth graders say something mean about someone, Ally says, "I think about

my guardian angel, my Grampa, and that gives me comfort to not let things get me down. This is what I was hoping to give to other kids with these angels."

The screenshot shows the website for "Custard 'N Jelly". At the top is a navigation bar with links: Home, About, The Angels, Register, Fun, Shop, Press, Ally's Blog, and Contact. Below the navigation bar is a large rainbow graphic. To the left of the rainbow is the "Custard 'N Jelly" logo. To the right is the text "Your Own Personal Guardian Angel Doll" and "created by a kid to help kids!". Below the rainbow is a "SHOP NOW" button. At the bottom of the rainbow are seven diverse angel dolls, each with a name tag: LANEY, CAMI, KATIE, ALLY, RUBY, ROXY, and LEXI. To the right of the dolls is a circular logo that says "Custard 'N Jelly" and "GUARDIAN ANGEL RAINBOW DIVISION".