

INVENTORS

THE MAGAZINE FOR IDEA PEOPLE ➔

DIGEST

October 2012
Volume 28 Issue 10
\$3.95

UNITED STATES PATENT & TRADE OFFICE

Inventors Oath

WHAT A GREAT IDEA: WITH BOB CIRCOSTA

Meet Lee Strebeigh

PROBONO

The Parable of the Chair

MEGAPHONE

Unraveling the Mystery of
Marketing

LANDER ZONE

Odds of Success



The ABC's of Successfully Getting Your Product Ready for TV

BUY ONE GYRO BOWL FREE \$14.99



Scan with your smart phone's QR
Reader to check out our content online



POSTMASTER: RETURN TO
US POSTAGE PAID
PERMIT NO. 100
FULTON, MO

IN THIS ISSUE

ON THE COVER

**The ABC's of
Successfully Getting
Your Product
Ready for TV**

16

ABC's of
Getting Your
Product
Ready for TV

FEATURES

pg 30 USPTO -
Inventors Oath

pg 34 Manufacturing
"Musts"

pg 46 Classifieds

SHOWCASE

pg 9 Marketing Tip of
the Month

pg 16 ABC's
Getting your product ready
for TV

pg 20 What a Great Idea
with Bob Circosta
Meet Lee Strebeigh

DEPARTMENTS

pg 10 Under the Radar

pg 26 Megaphone

pg 32 Re-Invented

pg 34 The Macine

pg 38 Lander Zone



ON THE WEB

Read Inventors Digest on your
iPad! Get it now at:

[HTTP://BIT.LY/INVENTORSDIGESTAPP](http://bit.ly/inventorsdigestapp)



DAVID A. BURGE, is a Registered Patent Attorney in suburban Cleveland, Ohio. In practice David serves the individual inventor, small companies as well as serving large corporations. David is the author of many articles on patent and trademark protections. He also is the author of the book Patent & Trademark Tactics & Practice, that's in its 3rd edition and recently authored the book Design Patent Handbook. For more information on David's firm is available at www.daburge.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! The Next Big Zing has partnered with SkyMall catalog to find the best of the best products each quarter, in conjunction with the UIAUSA.org. Go to www.thenextbigzing.com to find out how you can apply



EDIE TOLCHIN, "The Sourcing Lady" (SM), "invented" EGT Global Trading in 1997, with a goal to link U.S. inventors with Asian manufacturers, to provide an exclusive import service for sourcing, quality control, production testing and safety issues, manufacturing, international financing, air/ocean shipping, customs clearance arrangements, and dock-to-door delivery. www.egtglobaltrading.com



ALYSON DUTCH, is a product PR maven, responsible for launching ideas which range from basketball shoes that prevent ankle sprains to bras that eliminate visible bra lines. She is the author of the PR Handbook For Entrepreneurs, the PR Bootcamp for Entrepreneurs, is a mentor for the SBA's SCORE program, speaker at INPEX, UIA and others. alyson@bdpr.com



JOHN RAU, is President/CEO of Ultra-Research, Inc., an Anaheim, CA-based, market research firm with over 25 years of experience conducting market research for ideas, inventions and other forms of intellectual property. In addition, he is a member of the Board of Directors of Inventors Forum, based in Orange County, CA, which is one of the largest inventor organizations in the nation. He has been a contributor to Inventors Digest magazine since 1998. Visit: e-mail: ultraresch@cs.com; phone: (714) 281-0150.

INVENTORS

THE MAGAZINE FOR IDEA PEOPLE >

DIGEST

Mark R. Cantey

MANAGING EDITOR
MARK R. CANTEY

Mary Dickson

ASSISTANT EDITOR
MARY DICKSON

Daniel Bizzell

CREATIVE DIRECTION
DANIEL BIZZELL

Jacob Brooks

ART DIRECTION AND LAYOUT
JACOB BROOKS

For Advertising Contact Us At:
info@InventorsDigest.com



CONTRIBUTING EDITORS

Andrea Simon
Edie Tolchin

GUEST CONTRIBUTING DESIGN

Gabriel Sena
Lauren Boone

INVENTORS DIGEST LLC

PUBLISHER:

Louis Foreman
SENIOR VICE PRESIDENT, DESIGN
Daniel Bizzell
VICE PRESIDENT, ASSOCIATE PUBLISHER
Mark Cantey
VICE PRESIDENT, INTERACTIVE AND WEB
Matt Spangard
FINANCIAL CONTROLLER
Debbie Muench
ASSISTANT TO THE PUBLISHER
Kara Sheaffer

ADVISORY BOARD

Ken Bloemer
James Daly
Paul Schols

Ad rates, subscriptions & editorial content: info@InventorsDigest.com www.InventorsDigest.com

© 2012 Inventors Digest, LLC. All rights reserved. Inventors Digest, LLC is a North Carolina limited liability company and is the publisher of Inventors Digest magazine. INVENTORS DIGEST and INVENTORS' DIGEST are trademarks of Inventors Digest, LLC. Reproduction or distribution of any materials obtained in this publication without written permission is expressly prohibited. The views, claims and opinions expressed in article and advertisements herein are not necessarily those of Inventors Digest, LLC, its employees, agents or directors. This publication and any references to products or services are provided "as is" without any expressed or implied warranty or term of any kind. While effort is made to ensure accuracy in the content of the information presented herein, Inventors Digest, LLC is not responsible for any errors, misprints or misinformation. Any legal information contained herein is not to be construed as legal advice and is provided for entertainment or educational purposes only. Interested parties and inventors seeking legal advice should consult a lawyer.

MANUFACTURING “MUSTS”

By EDIE TOLCHIN

Thinking of manufacturing your invention overseas and importing it into US commerce? Rarely a simple process, here are a few acronyms of government programs, regulations and international trade terminology you should research before you venture into foreign waters, both literally and figuratively:

1) CBP: (US) Customs and Border Protection (www.cbp.gov) is a division of the Department of Homeland Security, and is responsible for securing our borders, while monitoring trade and travel. This watchdog agency supervises US government laws for import, immigration, drugs, among many. CBP will approve (or deny) entry of your new product into this country, when it arrives at the port whether via ocean, air or rail.

2) CPSC / CPSIA: (www.cpsc.gov) The Consumer Product Safety Commission is responsible for safeguarding consumer products, keeping families from danger and saving lives. The CPSC works with other government agencies such as CBP (see #1 above) for example, to ban imports of unsafe products, the FDA (Food & Drug Administration) to prohibit unsafe food items from being sold and distributed, and monitors the CPSIA (Consumer Product Safety Improvement Act), a law that was created in 2008 as a result of the many recalls of tainted products introduced into our country's businesses.

3) PDE: Product Design Evaluation – This handy tool is what I believe is undoubtedly the key, most important step any inventor can take who decides to manufacture a product overseas. First, find a Consumer Product Safety Commis-

sion's accredited laboratory: (<http://www.cpsc.gov/cgi-bin/labsearch>). Contact their Consumer Product Services division, mention you have a new product that you'd like evaluated for safety issues (such as CPSIA – see #2 above), import regulations (such as properly marking and labeling your product), recommended production testing (both optional and mandatory), and their suggestions such as red flags or design flaws that only a trained engineer employed by the lab would be able to detect. The PDE, when done properly, is a very thorough report, usually ranging anywhere between 10 – 30 pages, and can help you determine if it's practical and sometimes even possible to manufacture your invention overseas. Also note that the PDE will cover regulations whether the product is domestically- or foreign-produced.

4) PO: Purchase Order – This is a contract that YOU (the prospective buyer and importer) must create – do not rely on your overseas supplier to make this document! – to clearly outline exactly WHAT you are purchasing, your product's specifications (i.e., color, size, idiosyncrasies, packaging details, etc.), payment and shipping terms (such as FOB Brazil, or CIF Chicago – which will indicate who pays the freight, marine insurance, etc.), unit price, delivery info,

any production testing to be done (see PDE, #3 above), and ALL details you want included for proper, correct manufacture of your product. Never fear that the PO you create will be too wordy; often, the overseas manufacturer NEEDS all the information – and sometimes you should translate vital info into the supplier's language – because you never want to realize you've left something out when your order is on a vessel heading for the USA, or worse, in your customer's possession. When in doubt, spell it out!

5) QC: Quality Control – Have you included information on your PO for the supplier / factory on how YOU want your product made? What production tests will you or they arrange? How many pre-production samples (PPS) or mass-production samples (MPS) should they send you for approval? For example, can they use an alternate component or substitute raw materials? You should thoroughly review your PDE (see #3 above) – even translate excerpts if necessary for your supplier – and make sure all QC issues are addressed BEFORE your order ships.

6) HTS: (<http://hts.usitc.gov>) Harmonized Tariff System (of the United States, sometimes referred to as HTSUS, is a gargantuan publication issued by the US International Trade Commission) – What is the dollar value of import duties you should set aside for your order when it passes through Customs? Import duties? The HTS has product classifications “from soup to nuts,” but with new inventions, it is often difficult for the novice importer to determine a

category into which your new product might fall. When in doubt, I recommend your sourcing consultant or Customs broker arrange a Binding Ruling Request to CBP (see #1) to properly classify your new product, and determine in advance how much you should set aside for import duties. Duty for your product can range from ZERO to approximately 35–40% of unit FOB value (first cost). So, if you have – for example – a \$10,000 order being produced, and Customs assesses a 5% import duty classification via this Binding Ruling procedure, you'll know to set aside \$500 extra for these duties when your order arrives at the port. The Binding Ruling takes up to 30 days after receipt of product sample and information. It is recommended that you arrange your Binding Ruling before you place your PO, so you can include the HTS number, for proper customs clearance information for the shipping documentation that the factory / supplier will arrange with their freight forwarder overseas.

7) FTC: (www.ftc.gov) – The Federal Trade Commission, a helpful government agency whose website is beneficial to surf for information about business, how to apply for an RN# for your product if required ([https://rn.ftc.gov/pls/textilern/wrnreq\\$rn.call_rn?p_mode=INS](https://rn.ftc.gov/pls/textilern/wrnreq$rn.call_rn?p_mode=INS)), proper labeling, etc.

8) GCC / COC / CPC: A new requirement for specific products regulated by the CPSIA (see #2 above), the General Conformity Certificate, Certificate of Compliance – or Children's Product Certificate in the case of products intended

for children of ages 12 and under – is a document that must accompany import shipping documents to be presented to CBP for Customs clearance in the case of imports, as well as sales to retail for both domestic and foreign-made products, where CPSIA-regulated products are involved. Please refer to this link (<http://www.cpsc.gov/about/cpsia/faq/electcertfaq.pdf>) for assistance. You, as importer and/or manufacturer, are responsible for the creation of this document.

9) FSI: Final Shipment Inspection – A must-have enhancement to QC (see #5 above) once production tests have passed and your supplier is ready to ship your order, arrange a Final Shipment Inspection with an agency – preferably with headquarters in the USA and satellite offices throughout the area of the world where your overseas manufacturer is located. I use KRT Audit Corporation (www.krtinspect.com). FSIs can address product appearance (are the cartons marked properly for export? Is the correct packaging and labeling used?), functionality (does your product do what it's supposed to do? Are there any burrs in the plastic? etc.), and packing (did the factory use an inferior grade poly bag or is the printing on the paper insert accurate?) An FSI is done according to industry standards, should cost approximately \$275 and will provide you with a thorough report, including photos.

10) ISF: Import Security Filing. Also known as “10+2,” (http://www.cbp.gov/xp/cgov/trade/cargo_security/carriers/security_filing)

the ISF is a document requirement issued by CBP in 2009, which calls for certain data elements to be provided to Customs, at least 24 hours PRIOR to cargo LOADING (not sailing, since vessel loading usually occurs 2–3 days prior to actual sail date), including seller, buyer, importer of record number, consignee number, supplier/manufacturer, “ship to” party, country of origin, HTS# (see #6), also container stuffing location and consolidator info. Although you, the importer, are responsible for providing this ISF to your customs broker (or directly to CBP), your foreign supplier can obtain much of this information for you as a courtesy, from their freight forwarder. Always insist this information be provided to you in a timely fashion, and as a term on your PO (i.e. “if ISF information is not provided to us within the required timeframe and Customs issues a penalty for late filing, this penalty will be deducted from final payment” to supplier).

Now that you have your tools, please tread wisely into those unknown waters. Use your above data to help you navigate. When in doubt, please feel free to contact me, Edie Tolchin – aka “The Sourcing Lady” (SM) and co-author of Sourcing Smarts: Keeping it SIMPLE and SAFE with China Sourcing and Manufacturing – with your questions on overseas manufacturing, government import regulations, product safety, special rules for importing children's products, compliance and customs clearance:

EGT@egtglobaltrading.com / www.egtglobaltrading.com / 845-321-2362. Smooth sailing!

2 **Critical Steps** to getting your **NEW PRODUCT "out there"**

1 GET IT MADE

Contact Edie Tolchin – "The Sourcing Lady" (SM) for sourcing, China manufacturing, product safety issues, packaging assistance, quality control, production testing, final shipment inspections, freight arrangements, import services and delivery to your door!

2 GET A WEBSITE!

Contact Ken Robinson – While your order is being manufactured, you need to start working on your WEB PRESENCE! Get people talking about your product on Social Media (Facebook, Twitter, YouTube, Google+), get good search engine placement (SEO)!

www.EGTglobaltrading.com

EGT@egtglobaltrading.com

P.O. Box 5660 - Hillsborough, NJ 08844

845-321-2362

www.widgetsontheweb.com

kenrbnsn@widgetsontheweb.com

614 Van Liew Court - Hillsborough, NJ 08844

908-963-2447

Get more BANG for your BUCK from two professionals with a combined total of over 60 years of experience!

**Laughter.
Elation.
Heartbreak.
Inspiration.**

...and that's just the first episode.



**Experience the excitement of invention
on American Public Television.**

This spring, the fourth season of *Everyday Edisons*® follows the journey of 11 innovators who team up with industry experts to learn how to take their ideas from a drawing on a napkin to store shelves.

Inventions featured on Season Four span a broad range of product categories, from medical solutions to household innovations and fitness devices.



Ordinary People. Extraordinary Ideas®

For more information visit:

www.EverydayEdisons.com