

Alamo Inventors SM



How To License Your Ideas With Or Without A Patent

Stephen Key

StephenKey, inventor, entrepreneur and bestselling author of One Simple Idea, will be our April speaker. He is a weekly writer for Inc. and Entrepreneur online.

Do you have ideas for products? Are you sitting on the next great hit? Inventing expert Stephen Key has been bringing products to market for more than 30 years. And once and for all, he wants to set the record straight: You don't need a patent to sell your ideas. The truth? 97% of all patented ideas never even recoup their filing costs, let alone turn a profit. What do you really need to sell your ideas, then? A strategy.

Mr. Key will explain why inventors and entrepreneurs need to consider intellectual property from a business perspective and how to do so, which is the theme of his latest book *Sell Your Ideas With or Without a Patent*

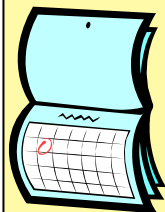
Stephen will detail: (1) how approaches for simple ideas and 'big' ideas differ; (2) the strategy he has developed to license ideas using merely an inexpensive provisional patent application; (3) how to write provisional patent applications for the U.S. market that stop workarounds and copycats, therefore actually have value; and (4) how to negotiate a win-win licensing agreement.

Many of the products Key licensed required no intellectual property protection whatsoever. But he also knows what it takes to protect a big idea. Key successfully defended in Federal Court his ownership of Spinformation— a rotating label innovation featured on multiple products, protected by 20 U.S. and international patents, and the recipient of more than 13 industry awards.

Stephen licensed more than 20 products sold in Walmart, Eleven and Disney stores worldwide. He cofounded InventRight, www.inventright.com, a one-on-one coaching program that helps people license their ideas.

You cannot afford to miss this extremely inspiring and informative meeting!

Also, please take this opportunity to pay your annual dues (\$25/\$95 Corporate), thanks



Wednesday, April 13, 2016

5:30-6:30 Networking 6:30 -8:00 PM - Presentation

San Antonio Technology Center

3463 Magic Drive

(North of I-410 Between Callaghan and Fredericksburg Roads)

Public Invited

Alamo Inventors, a Special Interest Group (SIG) of Technology Connexus Association, is a non-profit organization made up of local area engineers, business people, professionals, students, faculty and people from all walks of life. Anyone interested in inventing and/or business and product development is welcome to attend and become a member.

For more information visit:

www.alamoinventors.org

