



The 3-Year Blueprint: From a 3 AM Parental Frustration to a Patented Luxury Mechanical Heirloom

Dr. Joya Lyons

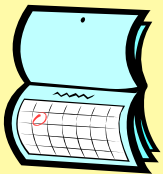
Dr. Lyons will take you behind the curtain of the inventing process, moving from a rough construction-paper prototype to securing critical US Utility and Design patents. She will detail her 4-part market validation framework, the complexities of vetting a manufacturing partner, and the massive strategic realization that transformed her business: pivoting from a standard novelty product into a premium luxury lifestyle brand. Whether you are currently sketching an idea on graph paper, navigating the USPTO, or trying to figure out how to price your product for scalable growth, this presentation will give you the actionable blueprint and protective strategies you need to take your invention to the next level. Come prepared with your questions for an interactive Q&A session!

Dr. Joya Lyons, is a clinical dentist, practice owner, and the Founder and CEO of the family-owned brand, Enchanted Traditions™. As a practicing cosmetic dentist, Dr. Lyons applied her clinical discipline and precision to a personal parental challenge: solving the logistical stress of middle-of-the-night Tooth Fairy visits. She is the sole inventor of The Enchanted Tooth Box®, a unique, patented mechanical solution designed to preserve childhood magic seamlessly. Her invention has achieved national acclaim, recently being featured as the national cover story for *Inventors Digest* magazine and highlighted in *Black Enterprise*. Dr. Lyons co-owns and runs her growing premium brand alongside her husband, combining her clinical background with entrepreneurial grit to help fellow creators protect their intellectual property and successfully position their products for the luxury market.

website: www.enchantedtraditions.com

See www.alamoinventors.org to register for the Zoom presentation.

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Wednesday, August 12, 2026

6:00 – 6:30 - Q&A; 6:30-8:00 PM – Presentation

See Note Above.

Public Invited

Alamo Inventors, Inc. is a 501(c)3 non-profit corporation 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.

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