

# Have An Idea For A New Product?

## Step 1 — Validate it

By Steve Pope—R2FACT Product Development

When someone thinks he or she has a new product idea, there are basically four possibilities to consider:

1. The product may already be on the market, somewhere now.
2. The idea, or variations, is protected by one or more approved patents.
3. A patent on the idea is pending. The application has just been filed. It just published, or is currently in the review process.
4. Someone else in this world is simultaneously developing the same idea.

With an increasingly global entrepreneurial market, one must validate the ideas as new before spending considerable resources.

Here are some quick and easy steps to follow in your validation:

**Research Idea** – Go to the top three search engines – Google, Yahoo, Teoma. Enter single key words that describe your idea.

**Analyze Market** – Go back to your search engines and enter single key words that describe the function, or appearance, of your idea.

1. If you find your idea, create a simple spreadsheet of each item and briefly compare those that are direct competitors. How many? How long on the market? Features? Costs?
2. If you do not find your idea, there may be other related products that have a similar function to your idea. For these indirect competitors, do the same as above.

**Search U.S. Patent and Trademark Office online** – Go to <http://www.uspto.gov/patft/index.html> and search issued patents. Click on "Quick Search" and enter key words

that describe the function and appearance of your idea. Then search Published Applications.

**Record Idea** – Go to [http://inventors.about.com/od/inventormagazines/bb/log\\_book.htm](http://inventors.about.com/od/inventormagazines/bb/log_book.htm). Buy a formal logbook for approximately \$15 – 20, and begin recording and sketching your idea.

**Disclose to USPTO** – Go back to the USPTO Web site (<http://www.uspto.gov/web/offices/pac/disdo.html>). Read the instructions and mail in your idea – 2 forms, \$10 and a return addressed stamped envelope – to the Patent office. (Contact R2FACT for template forms if you have difficulty.) Remember that this is an acceptance & preservation (filing) for 2 years of "Disclosure Documents" as evidence of the date of conception of an invention. It does not protect you, and is not a grace period to file for patent.



**Evaluate the Idea** – Go to [www.innovation-institute.com](http://www.innovation-institute.com), which provides inventors/entrepreneurs and product marketing/mfg. enterprises with an objective, third-party analysis of the potential and risks of their ideas, inventions and new products. They evaluate using 45 criteria with results in 6 – 8 weeks. To do this:

1. Download: PIES Invention Evaluation Registration & Disclosure "Short" Forms.doc.
2. Mail in required form, description, sketches, etc. of the idea.

Cost is \$240 and may take an hour of time. Before you submit your idea to this institute,

check with a patent attorney for potential legal issues of publicity disclosing your idea prior to filing a patent application.

**Qualified Patent Search**—Finally, identify a qualified patent attorney, and verify that he or she is registered with the USPTO at <http://des.uspto.gov/OEDCI/>

Even if you do not intend to, or decide not to proceed with filing a patent, it is recommended to have an attorney run a full patent search to insure that your idea has not already been patented.

For more information, or assistance, contact Steve Pope at R2FACT Product Development, [steve@r2fact.com](mailto:steve@r2fact.com) Tel: 913-268-0983

## How About A New Idea For An Existing Airport?

When Kansas City's International Airport (KCI) realized it had twice the land as Chicago's O'Hare, yet only 30 % of it was developed, it turned to a 3rd party—developer Trammel Crow—to develop a Business Air Park.

The purpose? Attract businesses that are major airfreight users.

According to Gary Bartek, KCI Manager of Cargo and Economic Development, the aim is 2-fold:

1. Obtain revenue from currently idle land, and
2. Attract more air cargo operators.

