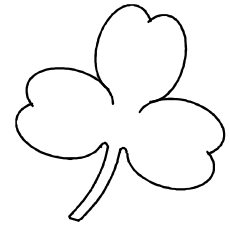




Happy St. Patrick's Day

Mesmer & Deleault, PLLC
41 Brook Street, Manchester, NH 03104



"Tip of the Month"

Improving Success of Your Idea(s)

You have an idea. You think it holds promise but you're not sure how to proceed. The following list of steps will help improve your chance of success with your idea.

First, define the idea. Condense the idea to 15 words or less. Why? This forces you to focus on what is your invention, what's new and what you want to protect (i.e. what you want to own). This also provides you with possible words for searching abstracts of Internet databases.

Second, research the Internet to get a preliminary determination as to the novelty of your invention. You want to know if you have invented something new or reinvented something that is already described and owned by someone else.

Third, research the market; do an evaluation. Determine your likely customers, the cost to manufacture, market options (retail, wholesale, rental), channels of trade (direct sales, discount stores, specialty stores, catalog sales, Internet, etc.), potential manufacturers, etc.

Fourth, if possible, prototype the invention. Determine appropriate materials, the manufacturing process to use (machined, cast, molded, combination), and the related costs.

Fifth, learn as much about the industry your invention is related to as the people in the industry. Make a list of the players in the industry (regional or national), their size, compatibility of your invention with their product lines, and their market strengths and weaknesses.

Sixth, protect the idea in some way. File a provisional or regular patent application.

Seventh, set up a plan with goals and timelines to accomplish the goals. The goals should be doable. For instance, set a time to get the market research complete. Break this down to smaller, more manageable goals such as setting the time to do research and collect data for potential manufacturers, for relevant trade magazines/journals, for costing, for review of data, etc. The key to success is to continue to move forward. The speed is not important unless it is a fad item or technology changes or advances are relatively short. Without a plan and goal-oriented deadlines, the tasks that need to be done won't get done. You can always change the deadlines when time is short or advance the deadlines when other tasks get done more quickly than anticipated.

Eighth, create a business plan. If you have done your research, you should have all the information you need to create your business plan.

If you need any help with improving your chances for success, please give us a call at (603) 668-1917 or contact us through the Internet at *Meslaw @ aol.com* to schedule an appointment.

Frank B. Mesmer, Jr., Esq.
Robert R. Deleault, Esq.

(603) 668-1971

Fax (603) 622-1445

E-mail: Meslaw@aol.com

Visit our web site at: biz-patlaw.com