

# TV COPY

**WORLD PATENT MARKETING**  
**:60 Sec DIRECT RESPONSE TV**

**SCRIPT #2 "THE FIRST THING"**

**WPM-T-114/DECEMBER 2014**

**MUSIC UP**

**MOODY NIGHT SHOT OF MAN WORKING ON A LAPTOP WITH LIGHT GLARING FROM THE COMPUTER SCREEN ONTO HIS FACE AND GLASSES. HE'S SHAKING HIS HEAD AND RUBBING HIS CHIN IN FRUSTRATION.**

**MATT VO:** Don't know the first thing about patenting an invention or bringing it to market?

**BURST OF LIGHT**

**CUT TO REVERSE ANGLE OF COMPUTER SCREEN WITH WPM LOGO ON IT.**

Now you do.

Call World Patent Marketing.

**CUT TO MATTHEW WALKING IN MOODY STOCK FOOTAGE OF GREAT PLAINS HORIZON WITH TIME LAPSE BLUE SKY MOVING RAPIDLY OVERHEAD.**

**MATT ON**

**CAMERA:** Hi, I'm Matt Whitaker.

**CHYRON UP NEXT TO MATT HIS NAME AND TITLE: FORMER U.S. ATTORNEY, MEMBER WORLD PATENT MARETING ADVISORY BOARD**

Do you have an idea for a new product or invention?

**WORLD PATENT MARKETING LOGO PROJECTS BEHIND HIM.**

Do you want to sell it for a cash payout  
or royalties?

**AS MATT IS TALKING, A LIST OF THE MOST POPULAR PRODUCTS OR MAJOR  
RETAILERS ASSOCIATED WITH WPM SCROLL BEHIND HIM.**

World Patent Marketing has helped patent  
and bring to market over 1,200 products  
currently sold across the U.S.

**AS MATT IS TALKING, A LIST OF THE MOST POPULAR PRODUCTS OR MAJOR  
RETAILERS ASSOCIATED WITH WPM APPEAR ON STOCK FOOTAGE OF  
AMERICAN FLAG RIPPLING IN THE WIND.**

Let them help unlock your invention's potential,  
walking you through every step, from inception  
to sales.

**AS MATT IS TALKING, BIG BOLD WORDS APPEAR BEHIND HIM: CONCEPTION,  
PROTOTYPE, RESEARCH, PATENTING, MARKETING.**

World Patent Marketing is full service and  
fully committed to your success.

**WORLD PATENT MARKETING LOGO PROJECTS BEHIND HIM WITH THE WORDS:  
"FULL SERVICE" & "FULLY COMMITTED".**

**CUT TO CARD WITH FREE TRIAL OFFER ON IT:  
FREE, NO-OBLIGATION INVENTION CONSULTATION**

- **COMPLETELY CONFIDENTIAL**
- **A \$270 VALUE**
- **CALL 24/7 FOR AN APPOINTMENT**

**VO TALENT:** One call starts it all. And now, you can get  
a FREE, no-obligation invention consultation.

You have nothing to lose and everything to  
gain. So call now!



**CUT BACK TO MATT WITH WORLD PATENT MARKETING LOGO BEHIND HIM.**

**MATTHEW:** Put your trust **and invention idea** where they belong...World Patent Marketing.

**PROJECTION BEHIND MATT CHANGES TO A LIST OF COMPANIES WHO AWARDED WPM FIVE-STAR REVIEW: FROM GOOGLE, TRUSTPILOT, SHOPPER APPROVED, CUSTOMER LOBBY, RESELLERRATINGS.COM.**

They're the **ONLY** patent assistance company awarded a five-star review rating.

The world is waiting for the next great thing.  
So what are you waiting for?

**END CARD WITH WPM LOGO/PHONE NUMBER AND OTHER PERTINENT COMPANY INFO: I.E. FEATURED ON CNBC AND IN THE WALL STREET JOURNAL, INC. MAGAZINE, ENTREPRENEUR & THE NEW YORK TIMES**

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## **SCRIPT #3 "NO GOOD"**

**WPM-T-114/DECEMBER 2014**

**MUSIC UP**

**OPEN ON CLOSEUP OF MATTHEW WHITAKER (OR OTHER SPOKESPERSON)  
TALKING TO CAMERA IN MOODY STOCK FOOTAGE WITH TIME LAPSE BLUE  
SKY MOVING RAPIDLY OVERHEAD.**

**MATT:** A new product idea or invention does you  
and the world absolutely no good if its kept...

**CUT TO A COMPUTER LAPTOP CLOSING SHUT.**

Here.

**CUT TO FILE CABINET SLAMMING SHUT.**

Here.

**CUT TO A SAFE DOOR SWINGING SHUT.**

Here.

**CUT TO MAN'S BALD HEAD CROPPED FROM THE EYES UP  
WITH INDEX FINGERS POINTING TO HIS TEMPLES.**

Or in here.

**CUT TO MATT ON PLAIN AS WORLD PATENT MARKETING LOGO PROJECTS BEHIND HIM.**

**MATT:** Hi, I'm Matt Whitaker for World Patent Marketing.

**CHYRON UP NEXT TO MATT HIS NAME AND TITLE: FORMER U.S. ATTORNEY, MEMBER WORLD PATENT MARETING ADVISORY BOARD**

Do you have an idea for a new product or invention?

Do you want to sell it for a cash payout or royalties?

**THE BIG, BOLD WORDS "PROTECT" AND "PROFIT" ARE PROJECTED BEHIND MATT.**

World Patent Marketing can help you protect your idea and profit from it.

**AS MATT IS TALKING, A LIST OF THE MOST POPULAR PRODUCTS OR MAJOR RETAILERS ASSOCIATED WITH WPM APPEAR ON STOCK FOOTAGE OF AMERICAN FLAG RIPPLING IN THE WIND.**

They've helped patent and bring to market over 1,200 products currently sold across the U.S.

**AS MATT IS TALKING, BIG BOLD WORDS APPEAR BEHIND HIM: CONCEPTION, PROTOTYPE, RESEARCH, PATENTING, MARKETING.**

Let World Patent Marketing help unlock your invention's potential, walking you through every step, from inception to sales.

**WORLD PATENT MARKETING LOGO PROJECTS BEHIND HIM WITH THE WORDS: "FULL SERVICE" & "FULLY COMMITTED".**

**MATT:** World Patent Marketing is full service and fully committed to your success.

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You have nothing to lose and everything to gain. So call now!

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**MATT:** Put your trust **and invention idea** where they belong...World Patent Marketing.

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They're the **ONLY** patent assistance company awarded a five-star review rating.

So stop dreaming about what could be and start believing in yourself.

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**SCRIPT #4 "THE FIRST THING"**

WPM-T-114/DECEMBER 2014

**MUSIC UP**

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**BURST OF LIGHT**

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**SCRIPT #5 "NO IDEA"**

WPM-T-114/DECEMBER 2014

**MUSIC UP**

**OPEN ON CLOSEUP OF MATTHEW WHITAKER (OR OTHER SPOKESPERSON) TALKING TO CAMERA IN MOODY STOCK FOOTAGE WITH TIME LAPSE BLUE SKY MOVING RAPIDLY OVERHEAD.**

MATT: Got an idea for a new product or invention...

**CHYRON UP NEXT TO MATT HIS NAME AND TITLE: FORMER U.S. ATTORNEY, MEMBER WORLD PATENT MARETING ADVISORY BOARD**

**WORLD PATENT MARKETING LOGO PROJECTS BEHIND MATT.**

...but no idea how to patent it or bring it to market?

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FREE, NO-OBLIGATION INVENTION CONSULTATION**

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AND INVENTION IDEA

WHERE THEY BELONG”

Matthew Whitaker, Former U.S. Attorney  
Member World Patent Marketing Advisory Board

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HSN

THE HOME DEPOT

Walgreens

BEST BUY

Sears

QVC

TOYS R US

PETCO  
Where the pets go.

Sky Mall

# Bring Your Invention Idea To The World

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# Have an invention

# *idea*



## But no idea how to bring it to market?

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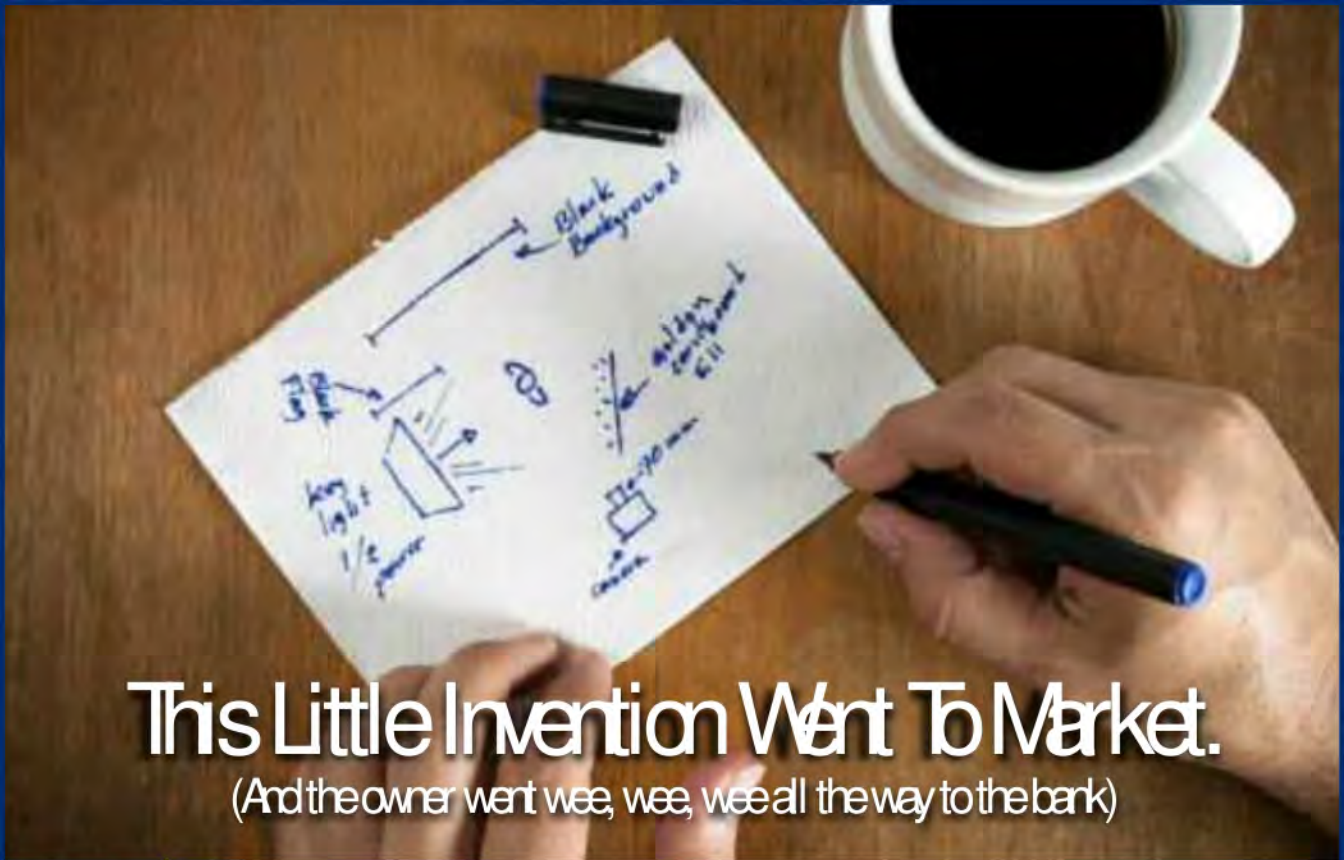


# WORLD Patent Marketing



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# This Little Invention Went To Market.

(And the owner went wee, wee, wee all the way to the bank)

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# IMAGINE YOUR INVENTION OUT IN THE WORLD

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# WORLD

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**From:** PR Video Support  
**Sent:** Thur 12/4/2014 9:26:51 PM  
**Subject:** Re: Video Project ID #782 [#593115]  
[Matthew Whitaker Script - Approved Version.doc](#)  
[Assets Thursday, December 4, 2014 325pm.zip](#)

-- reply above this line --

**Dear Industries,**

Scott,

Approved and queued with production.

**We are waiting for 1 item from client (logo)** (Louis was sending this?)

(this is for their records)

-----  
Media Rich Video  
Script Editing  
Video Submission  
-----

Script: Approved version attached.

-----  
Actor: Dana  
-----

Background : M1001  
-----

Images: Would like to use image of Matthew. Others at producers discretion.

**\* Note that logo is not received. Please submit asap.**

-----  
Notes: News tone  
-----

Send the logo, and I'll have an update for you as soon as it's available.

*We hope this response has sufficiently answered your questions. If not, **please do not send another email.** Instead, [login to your account](#) for a complete archive of all your support requests and responses.*

Your PR Video Team.

---

*We hope this response has sufficiently answered your questions. If not, please do not send another email. Instead, [login to your account](#) for a complete archive of all your support requests and responses.*

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Matthew Whitakerfdschool        @    €                    @    €  
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@    €                    @











Matthew Whitaker Script [247 words]

World Patent Marketing, the world's fastest growing Patent Assistance Organization, is pleased to announce that former Iowa US Attorney and Republican candidate for the US Senate, Matthew G. Whitaker has joined its advisory board.

Whitaker served as US Attorney for the Southern District of Iowa from 2004 to 2009, where he prosecuted federal crimes such as corporate fraud, terrorism financing, and other scams. He also defended civil lawsuits against the United States. He was a member of the Attorney General's Violent and Organized Crime Subcommittee and the White Collar Crime Subcommittee.

Whitaker has long admired World Patent Marketing's innovative products and dynamic leadership team. "World Patent Marketing has become a trusted partner to many inventors who believe in the American Dream," he says. "It's an honor to join the World Patent Marketing board."

And the Board is thrilled to have him. Vice President of Public Relations for World Patent Marketing says, "Matt's experience in politics, law and regulatory matters will be invaluable to our company. Matt will be contributing to the vision and direction of World Patent Marketing at a time of explosive growth."

World Patent Marketing specializes in helping inventors with patent applications and related needs at an affordable price. It is also an accredited and A Rated member of the better business bureau. With a presence in the US, Spain, Mexico, India, the Philippines, and the United Kingdom, it is the only patent assistance company to receive five-star reviews from Google, Trustpilot, Shopper Approved, Customer Lobby, and ResellerRatings dot com.

For more information, visit [world patent marketing dot com](http://worldpatentmarketing.com).

**From:** PR Video Support  
**Sent:** Tue 12/2/2014 7:35:40 PM  
**Subject:** Re: Video Project ID #782 [#593115]  
[Matthew Whitaker Script.doc](#)

-- reply above this line --

**Dear Industries,**

Hi Scott,

Your script copy is ready for review, including editor notes. Please review, tweak, and approve when ready for production. - Aaron

---

From editor:

I've pasted the script about Matthew Whitaker's joining the World Patent Marketing Board below, and I've also attached it as a document. The initial press release was about three times as long as our standard video, so I focused on Whitaker's credentials that most closely apply to his new position with World Patent Marketing. I suggest showing quotes onscreen as the actor speaks them. They are pretty good quotes and a visual will help the viewer differentiate the narrator's voice from the quoted material.

Matthew Whitaker Script [247 words] -----

World Patent Marketing, the world's leading patent authority, is pleased to announce that former US Attorney Matthew G. Whitaker has joined its marketing board.

Whitaker served as US Attorney for the Southern District of Iowa from 2004 to 2009, where he prosecuted federal crimes such as corporate fraud, terrorism financing, and other scams. He also defended civil lawsuits against the United States. He was a member of the Attorney General's Violent and Organized Crime Subcommittee and the White Collar Crime Subcommittee.

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And the Board is thrilled to have him. Vice President of Public Relations for World Patent Marketing says, "Matt's experience in politics, law and regulatory matters will be invaluable to our company. Matt will be contributing to the vision and direction of World Patent Marketing at a time of explosive growth."

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*We hope this response has sufficiently answered your questions. If not, **please do not send another email**. Instead, [login to your account](#) for a complete archive of all your support requests and responses.*

Your PR Video Team,

*We hope this response has sufficiently answered your questions. If not, please do not send another email. Instead, [login to your account](#) for a complete archive of all your support requests and responses.*



**From:** (b)(6)  
**Sent:** Wed 11/26/2014 3:24:01 PM  
**Subject:** Re: Your PR Video Project

Hi Scott,

Thank you for your e-mail. My name is (b)(6) project manager with PR Video. Your e-mail was forwarded to me to assist you directly.

I looked at your press release, and noticed that you do have a video attached to it, but it is not specifically related to the press release. It's great that you're using video, so you know the benefits. Below are three proposals for doing a press release like this one as a video press release. I'm also putting some general information and samples below for your review.

Let's connect by phone after you have a chance to review the recommendation, and the package– samples.

Looking forward to connecting more,

(b)(6)

**Proposals:**

**1. Good**

- Basic Video (\$99)
- Professional script editing (\$49)

*Notes: Simple choice of male/female actor, Basic Background, no custom images*

**2. Better**

- Standard video (\$199)
- Professional script editing (\$49)

*Notes: Choice of specific actor from our website, Standard background, one custom image or background plus logo*

**3. Best**

- Media rich video (\$249)
- Professional script editing (\$49)
- Video Optimization and Distribution to 30 top sites. (\$99)

*Notes: all features of standard video package, plus up to six media assets(either images or video)*

-----

**Here are some examples of our packages:**

**Basic Video: (\$99)**

[Sample 1](#)

[Sample 2](#)

[Sample 3](#)

**Standard Video: (\$199)**

[Sample 1](#)

[Sample 2](#)

[Sample 3](#)

**Media Rich Video: (\$249)**

[Sample 1](#)

[Sample 2](#)

[Sample 3](#)

**Whiteboard Animation (\$499)**

[Whiteboard Sample 1](#)

[Whiteboard Sample 2](#)

[Whiteboard Sample 3](#)

[Whiteboard Sample 4](#)

[Whiteboard Sample 5](#)



**Optional Services**

- 1. I highly recommend our professional script editing (\$49/video) to help your message flow when spoken.**
- 2. I also recommend our Video Distribution to 30 top sites.** - "For only \$99 we provide your video to 30 of the highest Google Page-Ranked@ video sharing sites. Research indicates this is an important step to getting your video views and also improving your website within Google's overall search engine rankings."

**I'm here to work with you on any details that you need help with from conception to final cut. Let me know how I can assist you, and I look forward to working with you on your projects.**

Best Regards!

(b)(6)

Project Manager

PR VIDEO

(b)(6)@prvideo.com

Tel: (888) 877-(b)(6)

From: "scott" <[scott@worldpatentmarketing.com](mailto:scott@worldpatentmarketing.com)>  
Date: Nov 25, 2014 9:04 AM  
Subject: RE: We would like to turn it into a video news release.  
To: "[sales1@prvideo.com](mailto:sales1@prvideo.com)" <[sales1@prvideo.com](mailto:sales1@prvideo.com)>  
Cc:

Call me

Scott Cooper, President

World Patent Marketing

[305-330-9199](tel:305-330-9199)

---

From: (b)(6) [[sales1@prvideo.com](mailto:sales1@prvideo.com)]  
Sent: Tuesday, November 25, 2014 6:07 AM  
To: info  
Subject: We would like to turn it into a video news release.

Dear Bill Flanagan,

I noticed your press release "Former Iowa US Attorney Matthew Whitaker of World Patent Marketing Announces Thanksgiving Day Social Innovation Award" at <http://www.prweb.com/releases/2014/11/prweb12348946.htm>.

**To:** scott@worldpatentmarketing.com[scott@worldpatentmarketing.com]  
**From:** (b)(6)  
**Sent:** Fri 9/4/2015 3:10:22 PM  
**Subject:** Re: Nationwide Phone Outage: World Patent Marketing

Hi Scott,  
I have four kids and four grand kids. The money you took form me is the money you took from my kids. If you give it back I will leave you alone if not I will blast you with all I have. I was about to send you twelve grand but I did consult with a layer before sending money. And I found everything about you man, on line.  
Its a shame that smart people like you are, with such a brain power waisting it on scams.I feel sorry for you but you have no future in this business.

Thank you,

(b)(6)

On Thu, Sep 3, 2015 at 9:57 PM, World Patent Marketing Special Alert <[scott@worldpatentmarketing.com](mailto:scott@worldpatentmarketing.com)> wrote:

Hi, just a reminder that you're receiving this email because you have expressed an interest in World Patent Marketing. Don't forget to add [publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com) to your address book so we'll be sure to land in your inbox!

You may [unsubscribe](#) if you no longer wish to receive our emails.



World Patent Marketing

Press Release

## World Patent Marketing Customers

**Our Toll Free Service Provider, CenturyLink, is experiencing a nationwide phone outage. Our [888-926-8174](tel:888-926-8174) Toll Free Number is temporarily unavailable.**

**We can be reached at our Main Corporate**

Number of

**305-330-9266**

All other direct numbers of World Patent Marketing employees around the world are still working properly.

For more information on the CenturyLink phone outage, please click:

<http://www.prnewswire.com/news-releases/centurylink-nationwide-phone-outage-impacts-colorado-child-abuse-and-neglect-hotline-300138105.html>

We apologize for the inconvenience.

Scott J. Cooper  
CEO and Creative Director

World Patent Marketing  
Scott J. Cooper  
CEO and Creative Director

World Patent Marketing Advisory Board  
Christopher Robert Seaver, MD  
General Surgeon, Holy Cross Hospital

World Patent Marketing Advisory Board

World Patent Marketing Advisory Board  
Matthew G. Whitaker, Former US Attorney and



Moti Horenstein, Martial Arts World Champion,  
IDF Special Forces & Commando

United States Senate Candidate

**World Patent Marketing Advisory Board**  
Richard Sulaka, Macomb County  
Deputy Public Works Commissioner

**World Patent Marketing Advisory Board**  
Omar Rivero, Candidate for District 118 Florida  
House of Representatives

**World Patent Marketing Advisory Board**  
Brigadier General (Res) Nitzan Nuriel and  
Counter Terrorism Expert

**World Patent Marketing Advisory Board**  
To Be Announced  
September 2015

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& images; wide format printers & images; advertising/marketing professionals; graphic designers/creative professionals; screen printers; packaging printers & converters; direct-to-substrate printers & decorators; specialty printers; sign printers; book printers/publishers; bindery/ converting professionals; mailing/fulfillment professionals; print/media buyers; and other printing inventions.

The show at the Miami Convention Center was fertile ground for aspiring inventors and entrepreneurs. World Patent Marketing was on hand to help its new and prospective customers navigate all the technical and legal patent issues presented.

#### [About World Patent Marketing](#)

[World Patent Marketing](#) is the world's only vertically integrated patented product development company. The company offers patent prosecution, licensing, trading, investment and manufacturing services to inventors, law firms and venture capital-backed companies. The company is well known in the industry for knowledge and expertise in patent research, patent filings, patent searches, invention studies, utility patents, design patents, PCTs, European Union Patents, China Patents, manufacturing, licensing and more. World Patent Marketing has received positive reviews for being a very outspoken critic of inventors' patent troll complaints and has declared war on Patent Troll Scams as the U.S. Congress reconsiders the Anti-Patent Troll Law. "World Patent Marketing will not allow its clients' success to be jeopardized by a complaint from a patent troll ripoff scam," according to Scott Cooper, CEO and Creative Director of World Patent Marketing. World Patent Marketing employs and contracts with over 350 people across four continents.

#### [World Patent Marketing](#) Achievements

[World Patent Marketing](#) is the only patent assistance company in history to be awarded a five star review rating from Consumer Affairs, Google, Trustpilot, Shopper Approved, Customer Lobby, [ResellerRatings.com](#) and [My3cents.com](#). World Patent Marketing has received accredited status and is an A Rated Member of the Better Business Bureau. World Patent Marketing is also a proud member of Dun and Bradstreet, the US Chamber of Commerce, the Association for Manufacturing Excellence and the International Licensing Industry Merchandisers' Association (LIMA). World Patent Marketing Miami is also a member of the South Florida Chamber of Commerce, the Greater Miami Chamber of Commerce, and the Miami Beach Chamber of Commerce.

#### [World Patent Marketing](#)

Scott J. Cooper, CEO  
and Creative Director

#### [World Patent Marketing Advisory Board](#)

Matthew G. Whitaker, Former Iowa US  
Attorney and US Senate Candidate

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The History Channel and Newswatch Feature World  
Patent Marketing on January 29, 2015

**To:** publicity@worldpatentmarketing.com[publicity@worldpatentmarketing.com]  
**From:** (b)(6)  
**Sent:** Thur 4/2/2015 5:23:44 PM  
**Subject:** RE: News from World Patent Marketing

This says WPM "attended" and then talks about "opportunities". What specific "Unveils Its Cutting Edge Printing Inventions" took place?

Date: Thu, 2 Apr 2015 11:57:54 -0400  
From: publicity@worldpatentmarketing.com  
To: (b)(6)@hotmail.com  
Subject: News from World Patent Marketing  
CC:

Hi, just a reminder that you're receiving this email because you have expressed an interest in World Patent Marketing. Don't forget to add publicity@worldpatentmarketing.com to your address book so we'll be sure to land in your inbox!

You may [unsubscribe](#) if you no longer wish to receive our emails.



## World Patent Marketing

Press Release

### World Patent Marketing Unveils Its Cutting Edge Printing Inventions During the Graphics of the Americas Trade Show at the Miami Beach Convention Center

As printing inventions rapidly evolve to drive the graphics industry, World Patent Marketing develops new innovations and technologies to help shape the future and change the world.

New York, New York - March 18, 2015 -



[World Patent Marketing](#), the world's fastest growing vertically integrated patented product development company, attended the Graphics of the Americas Trade Show on February 28, 2015



at the Miami Beach Convention Center in Miami Beach, FL. Graphics of the Americas (GOA) proudly celebrated it's 40th year as the premier event for the graphic communications industry and printing inventions in North America, South America, Central America and the Caribbean.

"We are forecasting that the global print market will reach \$1 trillion by 2018," said Scott J. Cooper, CEO and Creative Director of World Patent Marketing, "With digital printing and social networking continuing to take a higher share of the market, customers are going to continue to demand the latest technologies. The profit opportunity in this area is limitless for those that remain on the cutting edge."

Visitors experienced over 400 brands in the Expo and over 50 seminars in English and Spanish. With a 40-year proven track record, GOA is the biggest show of printing inventions in the United States for the Latin American and Southeastern U.S. markets. Over 8,000 graphic communications professionals from over 80 countries attended GOA in 2014. World Patent Marketing took advantage of the opportunity to reach new customers and prospects face-to-face by exhibiting at GOA.

GOA offers a blended expo of printing inventions and a conference like no other. With show floor activities and an educational program for everyone, GOA attracts professionals from all industry segments including, but not limited to: commercial printers; digital printers; flexo/label printers & images; wide format printers & images; advertising/marketing professionals; graphic designers/creative professionals; screen printers; packaging printers & converters; direct-to-substrate printers & decorators; specialty printers; sign printers; book printers/publishers; bindery/ converting professionals; mailing/fulfillment professionals; print/media buyers; and other printing inventions.

The show at the Miami Convention Center was fertile ground for aspiring inventors and entrepreneurs. World Patent Marketing was on hand to help its new and prospective customers navigate all the technical and legal patent issues presented.

[About World Patent Marketing](#)

[World Patent Marketing](#) is the world's only vertically integrated patented product development company. The company offers patent prosecution, licensing, trading, investment and manufacturing services to inventors, law firms and venture capital-backed companies. The company is well known in the industry for knowledge and expertise in patent research, patent filings, patent searches, invention studies, utility patents, design patents, PCTs, European Union Patents, China Patents, manufacturing, licensing and more. World Patent Marketing has received positive reviews for being a very outspoken critic of inventors' patent troll complaints and has declared war on Patent Troll Scams as the U.S. Congress reconsiders the Anti-Patent Troll Law. "World Patent Marketing will not allow its clients' success to be jeopardized by a complaint from a patent troll ripoff scam," according to Scott Cooper, CEO and Creative Director of World Patent Marketing. World Patent Marketing employs and contracts with over 350 people across four continents.

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[World Patent Marketing](#) is the only patent assistance company in history to be awarded a five star review rating from Consumer Affairs, Google, Trustpilot, Shopper Approved, Customer Lobby, ResellerRatings.com and My3cents.com. World Patent Marketing has received accredited status and is an A Rated Member of the Better Business Bureau. World Patent Marketing is also a proud member of Dun and Bradstreet, the US Chamber of Commerce, the Association for Manufacturing Excellence and the International Licensing Industry Merchandisers' Association (LIMA). World Patent Marketing Miami is also a member of the South Florida Chamber of Commerce, the Greater Miami Chamber of Commerce, and the Miami Beach Chamber of Commerce.

**World Patent Marketing**  
Scott J. Cooper, CEO  
and Creative Director

**World Patent Marketing Advisory Board**  
Matthew G. Whitaker, Former Iowa US  
Attorney and US Senate Candidate

**STAY CONNECTED**

**To:** Jorge Argota[jorge@worldpatentmarketing.com]  
**From:** Scott Cooper  
**Sent:** Sun 6/26/2016 8:55:04 PM

DAILEY  
MARTY  
NURIEL  
WHITAKER

HORENSTEIN  
MAST  
PASCAL  
SULAKA

CREIZMAN  
MALLET  
RIVERO  
SEAVER

Scott J. Cooper  
CEO and Creative Director

1680 Meridian Avenue, Suite 600  
Miami Beach, Florida 33139

305-330-9199 Direct  
888-926-8174 ext 212  
305-503-5458 Fax

**Bcc:** scott@worldpatentmarketing.com[scott@worldpatentmarketing.com]  
**To:** Andrew Levi[alevi@llmlawfirm.com]  
**From:** Scott Cooper  
**Sent:** Mon 6/6/2016 8:26:54 PM  
**Subject:** Re: RE:

[Shop.worldpatentmarketing.com](http://Shop.worldpatentmarketing.com)

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CEO and Creative Director

1680 Meridian Avenue, Suite 600  
Miami Beach, Florida 33139

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888-926-8174 ext 212  
305-503-5458 fax

Sent from my iPhone

On Jun 6, 2016, at 11:24 PM, Andrew Levi <[alevi@llmlawfirm.com](mailto:alevi@llmlawfirm.com)> wrote:

This is helpful – thank you. Can you please send me the link to the website where the inventions are sold?

Andrew K. Levi, Esquire  
**LEHR, LEVI & MENDEZ, P.A.**  
1401 Brickell Avenue, Suite 910  
Miami, Florida 33131  
Phone: (305) 377-1777  
Toll Free: (877) 918-5347  
Fax: (305) 377-0087  
E-Mail: [Alevi@llmlawfirm.com](mailto:Alevi@llmlawfirm.com)  
Website: [www.LehrLeviMendez.com](http://www.LehrLeviMendez.com)

---

**From:** Scott Cooper [<mailto:scott@worldpatentmarketing.com>]  
**Sent:** Monday, June 06, 2016 3:39 PM  
**To:** Andrew Levi <[alevi@llmlawfirm.com](mailto:alevi@llmlawfirm.com)>  
**Subject:**

World Patent Marketing is not an invention promotion company. World Patent Marketing provides the following services to its clients.

invention research including, but not limited to, a commercial evaluation of patents;  
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manufacturing;  
retail of its consumer products, including but not limited to, products patented and manufactured by World Patent Marketing  
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World Patent Marketing's Advisory Board includes: Admiral Dell Dailey, former head of the US State Department's Counter Terrorism Unit, Dr. Aileen M. Marty, a Navy veteran, infectious disease specialist, and member of President



Obama's Advisory Council to Combat Antibiotic-Resistant Bacteria; (ii) Brian Mast, a veteran of the United States Army, Joint Special Operations Command, and candidate for the US House of Representatives in Florida's 18<sup>th</sup> District; (iii) Pascal Bida Koyagabele, a Presidential Candidate for the Central African Republic; (iv) Nitzan Nuriel, a retired Israeli Brigadier General who received an Honorary Citation from the United States Congress for his contributions to world security and counterterrorism; (v) Richard Paul Sulaka II, Deputy Public Works Commissioner of Macomb County, Michigan; and (vi) Matthew O. Whitaker, Esq., a former United States Attorney for the Southern District of Iowa and Executive Director of The Foundation for Accountability & Civic Trust (FACT), a non-profit organization dedicated to promoting accountability, ethics and transparency in government.

In addition, Marla Grossman of American Continental Group, one of the countries leading intellectual property attorneys, serves as Special Advisor to the Board.

<~WRD175.jpg>

<~WRD175.jpg> <~WRD175.jpg> <~WRD175.jpg> <~WRD175.jpg> <~WRD175.jpg> <~WRD175.jpg>

<~WRD175.jpg>



**Bcc:** scott@worldpatentmarketing.com[scott@worldpatentmarketing.com]  
**To:** jorge@worldpatentmarketing.com[jorge@worldpatentmarketing.com]  
**From:** Scott Cooper  
**Sent:** Thur 6/2/2016 9:15:59 PM  
**Subject:** MATTHEW WHITAKER: A window on Hillary's revolving door - Washington Times

U should post this

Whitaker is on our board

<http://m.washingtontimes.com/news/2016/may/31/matthew-whitaker-a-window-on-hillarys-revolving-do/>

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Miami Beach, Florida 33139

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888-926-8174 ext 212  
305-503-5458 fax

Sent from my iPhone

**To:** Joni Dahlstrom[joni@worldpatentmarketing.com]  
**From:** Scott Cooper  
**Sent:** Fri 5/27/2016 7:49:14 PM  
**Subject:** RE: can u finish up (b)(6) i changed some things - also throw in a quote from her - do not publish until I review

Just mention the board somewhere in there – aileen, dailey, nitzan, whitaker..

Scott J. Cooper  
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[scott@worldpatentmarketing.com](mailto:scott@worldpatentmarketing.com)

**From:** Joni Dahlstrom [mailto:[joni@worldpatentmarketing.com](mailto:joni@worldpatentmarketing.com)]  
**Sent:** Friday, May 27, 2016 3:47 PM  
**To:** Scott Cooper <[scott@worldpatentmarketing.com](mailto:scott@worldpatentmarketing.com)>  
**Subject:** Re: can u finish up (b)(6) - i changed some things - also throw in a quote from her - do not publish until I review

But what about the idea that you wanted me to basically re-write it and talk about the bord. That is a completely new article.

Do you want me to just tighten up this one?

Joni

On Fri, May 27, 2016 at 3:08 PM, Scott Cooper <[scott@worldpatentmarketing.com](mailto:scott@worldpatentmarketing.com)> wrote:

Scott J. Cooper  
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1680 Meridian Avenue, Suite 600  
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[\(305\) 503-5458](tel:3055035458) fax

[scott@worldpatentmarketing.com](mailto:scott@worldpatentmarketing.com)

**To:** (b)(6)@acg-consultants.com]  
**From:** Scott Cooper  
**Sent:** Fri 5/20/2016 5:18:11 PM  
**Subject:** [Emailing - 3-24-16 Ltr to \(b\)\(6\) - Final.pdf](#)  
[3-24-16 Ltr to \(b\)\(6\) - Final.pdf](#)



**To:** (b)(6)@gmail.com]  
**From:** Scott Cooper  
**Sent:** Mon 5/16/2016 10:31:32 PM  
**Subject:** RE: there arent any press releases on google!

Delete whitaker press release

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Miami Beach, Florida 33139

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[scott@worldpatentmarketing.com](mailto:scott@worldpatentmarketing.com)

**From:** (b)(6)@gmail.com]  
**Sent:** Monday, May 16, 2016 11:36 AM  
**To:** Scott Cooper <[scott@worldpatentmarketing.com](mailto:scott@worldpatentmarketing.com)>  
**Subject:** Re: there arent any press releases on google!

Hi Scott,

It is Monday. I'm queueing press releases right now. There's one waiting for you to publish. I uploaded this on Friday.

### **Matthew Whitaker Calls for Investigation**

This will be ready in 15 mins: **World Patent Marketing Advisory Board Member, has Life Story Explored in Jay Cheel's New Film "How to Build a Time Machine"**

**I will publish 3 inventor PRs today.**

(b)(6)  
Content Writer and Editor  
Mobile: +(b)(6)  
Skype: (b)(6)

On Mon, May 16, 2016 at 11:33 PM, Scott Cooper <[scott@worldpatentmarketing.com](mailto:scott@worldpatentmarketing.com)> wrote:

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CEO and Creative Director

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[\(305\) 503-5458](tel:3055035458) fax

[scott@worldpatentmarketing.com](mailto:scott@worldpatentmarketing.com)

**To:** Joni Dahlstrom[joni@worldpatentmarketing.com]  
**From:** Scott Cooper  
**Sent:** Mon 5/16/2016 4:52:48 PM  
**Subject:** RE: Why aren't you publishing the piece on Whitaker?

I don't want to be negative on clinton

Scott J. Cooper  
CEO and Creative Director

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[scott@worldpatentmarketing.com](mailto:scott@worldpatentmarketing.com)

**From:** Joni Dahlstrom [mailto:[joni@worldpatentmarketing.com](mailto:joni@worldpatentmarketing.com)]  
**Sent:** Monday, May 16, 2016 12:45 PM  
**To:** Scott Cooper <[scott@worldpatentmarketing.com](mailto:scott@worldpatentmarketing.com)>  
**Subject:** Why aren't you publishing the piece on Whitaker?

It was a straight piece. There isn't any hyperbole at all.

Joni

**To:** Joni Dahlstrom[joni@worldpatentmarketing.com]  
**From:** Scott Cooper  
**Sent:** Thur 5/12/2016 10:33:56 PM  
**Subject:** RE: anything ready to publish?

I just want to mention what he is doing – it seems like we are promoting the story

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(305) 503-5458 fax

[scott@worldpatentmarketing.com](mailto:scott@worldpatentmarketing.com)

**From:** Joni Dahlstrom [mailto:[joni@worldpatentmarketing.com](mailto:joni@worldpatentmarketing.com)]  
**Sent:** Thursday, May 12, 2016 6:32 PM  
**To:** Scott Cooper <[scott@worldpatentmarketing.com](mailto:scott@worldpatentmarketing.com)>  
**Subject:** Re: anything ready to publish?

What do you mean crazy? All the info is from a legitimate news source...

I even tried to keep it from being partisan...

Joni

On Thu, May 12, 2016 at 6:29 PM, Scott Cooper <[scott@worldpatentmarketing.com](mailto:scott@worldpatentmarketing.com)> wrote:  
Cant publish such a crazy article or press release – just wanted to comment on whitaker

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Miami Beach, Florida 33139

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[\(305\) 503-5458](tel:3055035458) fax

[scott@worldpatentmarketing.com](mailto:scott@worldpatentmarketing.com)

**From:** Joni Dahlstrom [mailto:[joni@worldpatentmarketing.com](mailto:joni@worldpatentmarketing.com)]  
**Sent:** Thursday, May 12, 2016 4:44 PM  
**To:** Scott Cooper <[scott@worldpatentmarketing.com](mailto:scott@worldpatentmarketing.com)>  
**Subject:** Re: anything ready to publish?

The Whitaker blog is ready. (I used the same quotes from Whitaker as in the story you sent me.) The press release has been sent to (b)(6) but I haven't heard from her yet.

I'm working on a product blog, but it isn't ready yet.

Joni



On Thu, May 12, 2016 at 3:50 PM, Scott Cooper <[scott@worldpatentmarketing.com](mailto:scott@worldpatentmarketing.com)> wrote:

Scott J. Cooper  
CEO and Creative Director

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Miami Beach, Florida 33139

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[\(305\) 503-5458](tel:(305)503-5458) fax

[scott@worldpatentmarketing.com](mailto:scott@worldpatentmarketing.com)

**To:** jcarnegie@worldpatentmarketing.com[jcarnegie@worldpatentmarketing.com]  
**From:** Scott Cooper  
**Sent:** Wed 5/13/2015 2:55:48 AM  
**Subject:** FW: Me and Matt Whitaker - can you photoshop?  
[IMG\\_0746.JPG](#)

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(305) 503-3458 Fax



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Fax: 888-689-2485



# WORLD

Patent Marketing





**To:** info@worldpatentmarketing.com[info@worldpatentmarketing.com]  
**From:** Scott Cooper  
**Sent:** Sun 5/10/2015 7:06:48 PM  
**Subject:** FW: World Patent Marketing Special Alert

Scott J. Cooper  
CEO & Creative Director

World Patent Marketing  
1680 Meridian Avenue, Suite 600  
Miami Beach, Florida 33139

(888) 926-8174 ext 212  
(305) 330-9199 Direct  
(305) 503-5458 Fax

**From:** (b)(6)@gmail.com  
**Sent:** Sunday, May 10, 2015 6:00 AM  
**To:** [publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com)  
**Subject:** Re: World Patent Marketing Special Alert

Yes sorry for not being able to touch base with you. Feel free to contact me again.

On May 8, 2015 4:05 PM, "World Patent Marketing" <[publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com)> wrote:  
Hi, just a reminder that you're receiving this email because you have expressed an interest in World Patent Marketing. Don't forget to add [publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com) to your address book so we'll be sure to land in your inbox!

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World Patent Marketing Press Release

---

**SPECIAL ALERT**

**World Patent Marketing**



**To:** info@worldpatentmarketing.com[info@worldpatentmarketing.com]  
**From:** Scott Cooper  
**Sent:** Sun 5/10/2015 7:05:07 PM  
**Subject:** FW: World Patent Marketing Customers Are Talking

Scott J. Cooper  
CEO & Creative Director

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1680 Meridian Avenue, Suite 600  
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---

**From:** (b)(6)@gmail.com  
**Sent:** Sunday, May 10, 2015 11:40 AM  
**To:** [publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com)  
**Subject:** Fwd: World Patent Marketing Customers Are Talking

Yes I been waiting for a call about a idea I will like to know were do we stand last time we talk you told me you were meeting with the board to decide if we were going to work together in developing mi idea I would like to k ow what happend

Sent from Samsung Mobile

----- Original message -----

**From:** World Patent Marketing Breaking News <[publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com)>  
**Date:**  
**To:** (b)(6)@gmail.com  
**Subject:** World Patent Marketing Customers Are Talking

Hi, just a reminder that you're receiving this email because you have expressed an interest in World Patent Marketing. Don't forget to add [publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com) to your address book so we'll be sure to land in your inbox!

You may [unsubscribe](#) if you no longer wish to receive our emails.



**To:** info@worldpatentmarketing.com[info@worldpatentmarketing.com]  
**From:** Scott Cooper  
**Sent:** Sun 5/10/2015 11:55:38 PM  
**Subject:** FW: World Patent Marketing Special Alert

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Miami Beach, Florida 33139

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(305) 503-5458 Fax

**From:** (b)(6)@gmail.com  
**Sent:** Saturday, May 09, 2015 6:59 PM  
**To:** [publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com)  
**Subject:** Re: World Patent Marketing Special Alert

I might sale 50% of mine patent right (b)(6) any one interested plz let me know.

On May 8, 2015 7:05 PM, "World Patent Marketing" <[publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com)> wrote:  
Hi, just a reminder that you're receiving this email because you have expressed an interest in World Patent Marketing. Don't forget to add [publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com) to your address book so we'll be sure to land in your inbox!

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World Patent Marketing Press Release

**SPECIAL ALERT**

**World Patent Marketing**

**To:** info@worldpatentmarketing.com[info@worldpatentmarketing.com]  
**From:** Scott Cooper  
**Sent:** Mon 5/11/2015 12:06:18 AM  
**Subject:** FW: World Patent Marketing Special Alert

Scott J. Cooper  
CEO & Creative Director

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1680 Meridian Avenue, Suite 600  
Miami Beach, Florida 33139

(888) 926-8174 ext 212  
(305) 330-9199 Direct  
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---

**From:** (b)(6)@outlook.com [mailto:(b)(6)@outlook.com]  
**Sent:** Friday, May 08, 2015 11:32 PM  
**To:** [publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com)  
**Subject:** Re: World Patent Marketing Special Alert

Call me Saturday morning. We'll talk then. I just don't trust any website with goals of riches to be completely honest. I have great ideas for my trade. But I also feel like you're going to drain my wallet with no progress. I'm being honest

Sent from my T-Mobile 4G LTE device

----- Original message-----

**From:** World Patent Marketing  
**Date:** Fri, May 8, 2015 4:05 PM  
**To:** (b)(6)@outlook.com;  
**Subject:** World Patent Marketing Special Alert

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You may [unsubscribe](#) if you no longer wish to receive our emails.



World Patent Marketing

Press Release



**To:** duncan@worldpatentmarketing.com[duncan@worldpatentmarketing.com]  
**From:** Scott Cooper  
**Sent:** Mon 5/11/2015 12:06:01 AM  
**Subject:** FW: World Patent Marketing Special Alert

Scott J. Cooper  
CEO & Creative Director

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1680 Meridian Avenue, Suite 600  
Miami Beach, Florida 33139

(888) 926-8174 ext 212  
(305) 330-9199 Direct  
(305) 503-5458 Fax

---

**From:** (b)(6)@yahoo.com  
**Sent:** Saturday, May 09, 2015 12:06 AM  
**To:** [publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com)  
**Subject:** Re: World Patent Marketing Special Alert

Duncan, I apologize for not getting your phone call, or returning it. We just got a new Granddaughter and have been busy, as well as flooding damage which still exist with more bad storms in the forecast. I have talked with a contractor who has been in construction for years but found that the money was in the texturing. He now only specializes in texturing. I told him of my invention and he is interested in seeing what I have come up with is why I want you to send me back my drawings and writings. As I mentioned, about the information you sent to Harvard for evaluation was flawed, so I sent the correct information to you. Does the above information on "patent promotion" change the twenty thousand dollars to continue?

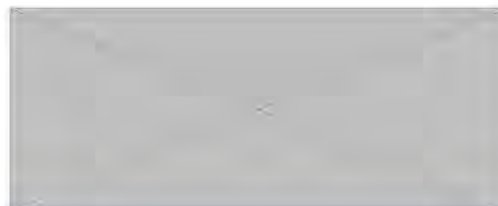
sincerely (b)(6)

(b)(6)

On Friday, May 8, 2015 5:05 PM, World Patent Marketing <[publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com)> wrote:

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# **SPECIAL ALERT**

## **World Patent Marketing Announces Plans for a Patent Purchase Promotion After Demise of Intellectual Property Exchange**

**World Patent Marketing Creates a Secondary  
Market for Patent Liquidations**

MIAMI BEACH, Fla., May 7, 2015 World Patent Marketing, a vertically integrated manufacturer and distributor of patented products, announces plans to create a secondary market for patents. Earlier this year, the first Intellectual Property Exchange ceased operations due to the market obstacles that their business model was facing. It was the first financial exchange to facilitate non-exclusive licensing and trading of intellectual property rights with market-based pricing and standardized terms. They had hoped that the initiative would bring more liquidity and transparency into the IP market. They were wrong.

**To:** Jillian Me[jillian@worldpatentmarketing.com]  
**From:** Scott Cooper  
**Sent:** Mon 5/11/2015 12:08:10 AM  
**Subject:** RE: i am changing the sky call centers to an agent here as soon as they submit so how do i track weekly or monthly on gal leads ?

So put one

Scott J. Cooper  
CEO & Creative Director

World Patent Marketing  
1680 Meridian Avenue, Suite 600  
Miami Beach, Florida 33139

(888) 926-8174 ext 212  
(305) 330-9199 Direct  
(305) 503-5458 Fax

---

**From:** Jillian Me [mailto:[jillian@worldpatentmarketing.com](mailto:jillian@worldpatentmarketing.com)]

**Sent:** Friday, May 08, 2015 8:19 PM

**To:** Scott Cooper

**Subject:** RE: i am changing the sky call centers to an agent here as soon as they submit so how do i track weekly or monthly on gal leads ?

You have to take a card there to put on file – they have his card

Sorry I don't have your card

---

**From:** Scott Cooper [mailto:[scott@worldpatentmarketing.com](mailto:scott@worldpatentmarketing.com)]

**Sent:** Friday, May 08, 2015 8:13 PM

**To:** Jillian Me

**Subject:** Re: i am changing the sky call centers to an agent here as soon as they submit so how do i track weekly or monthly on gal leads ?

Call w hotel and make sure we pay for Whitaker incidentals in the room

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CEO & Creative Director

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Miami Beach, Florida 33139

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888-926-8174 Ext 212  
305-503-5458 Fax

Sent from my iPhone

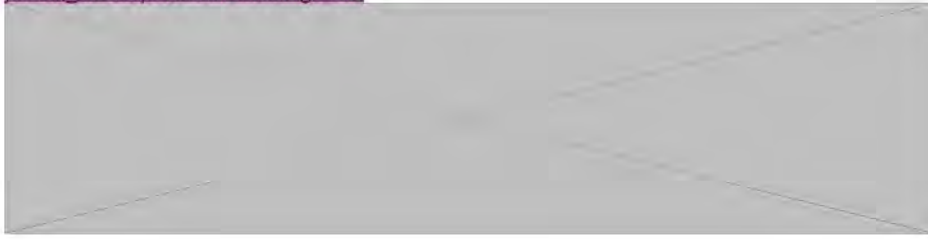
On May 8, 2015, at 8:09 PM, Jillian Me <[jillian@worldpatentmarketing.com](mailto:jillian@worldpatentmarketing.com)> wrote:

Kind Regards,

*Jillian McPherson*

Operations Supervisor  
Tel: 888-926-8174 Ext: 333  
Fax: 305-397-2504

[jillian@worldpatentmarketing.com](mailto:jillian@worldpatentmarketing.com)





**To:** Jillian Me[jillian@worldpatentmarketing.com]  
**From:** Scott Cooper  
**Sent:** Mon 5/11/2015 2:22:01 PM  
**Subject:** RE: i am changing the sky call centers to an agent here as soon as they submit so how do i track weekly or monthly on gal leads ?

A card

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CEO & Creative Director

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Patent Marketing



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1680 Meridian Ave Suite 600  
Miami Beach, FL 33139  
Phone: 888-926-8174  
Fax: 888-689-2485

---

**From:** Jillian Me [mailto:[jillian@worldpatentmarketing.com](mailto:jillian@worldpatentmarketing.com)]

**Sent:** Monday, May 11, 2015 9:08 AM

**To:** Scott Cooper

**Subject:** RE: i am changing the sky call centers to an agent here as soon as they submit so how do i track weekly or monthly on gal leads ?

Put what ?

---

**From:** Scott Cooper [mailto:[scott@worldpatentmarketing.com](mailto:scott@worldpatentmarketing.com)]

**Sent:** Sunday, May 10, 2015 8:08 PM

**To:** Jillian Me

**Subject:** RE: i am changing the sky call centers to an agent here as soon as they submit so how do i track weekly or monthly on gal leads ?

So put one

Scott J. Cooper  
CEO & Creative Director

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1680 Meridian Avenue, Suite 600  
Miami Beach, Florida 33139

(888) 926-8174 ext 212  
(305) 330-9199 Direct  
(305) 503-5458 Fax

---

**From:** Jillian Me [mailto:[jillian@worldpatentmarketing.com](mailto:jillian@worldpatentmarketing.com)]

**Sent:** Friday, May 08, 2015 8:19 PM

**To:** Scott Cooper

**Subject:** RE: i am changing the sky call centers to an agent here as soon as they submit so how do i track weekly or monthly on gal

leads ?

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**From:** Scott Cooper [mailto:[scott@worldpatentmarketing.com](mailto:scott@worldpatentmarketing.com)]

**Sent:** Friday, May 08, 2015 8:13 PM

**To:** Jillian Me

**Subject:** Re: i am changing the sky call centers to an agent here as soon as they submit so how do i track weekly or monthly on gal leads ?

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888-926-8174 Ext 212  
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Sent from my iPhone

On May 8, 2015, at 8:09 PM, Jillian Me <[jillian@worldpatentmarketing.com](mailto:jillian@worldpatentmarketing.com)> wrote:

Kind Regards,


*Jillian McPherson*

Operations Supervisor

Tel: 888-926-8174 Ext: 333

Fax: 305-397-2504

[jillian@worldpatentmarketing.com](mailto:jillian@worldpatentmarketing.com)



**To:** info@worldpatentmarketing.com[info@worldpatentmarketing.com]  
**From:** Scott Cooper  
**Sent:** Mon 5/11/2015 12:09:15 AM  
**Subject:** FW: World Patent Marketing Special Alert

Scott J. Cooper  
CEO & Creative Director

World Patent Marketing  
1680 Meridian Avenue, Suite 600  
Miami Beach, Florida 33139

(888) 926-8174 ext 212  
(305) 330-9199 Direct  
(305) 503-5458 Fax

**From:** (b)(6)@gmail.com  
**Sent:** Friday, May 08, 2015 7:06 PM  
**To:** [publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com)  
**Subject:** Re: World Patent Marketing Special Alert

I have not forgotten. Still waiting ♥

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**SPECIAL ALERT**

**World Patent Marketing**



# **Announces Plans for a Patent Purchase Promotion After Demise of Intellectual Property Exchange**

## **World Patent Marketing Creates a Secondary Market for Patent Liquidations**

MIAMI BEACH, Fla., May 7, 2015 World Patent Marketing, a vertically integrated manufacturer and distributor of patented products, announces plans to create a secondary market for patents. Earlier this year, the first Intellectual Property Exchange ceased operations due to the market obstacles that their business model was facing. It was the first financial exchange to facilitate non-exclusive licensing and trading of intellectual property rights with market-based pricing and standardized terms. They had hoped that the initiative would bring more liquidity and transparency into the IP market. They were wrong.

"Odds are stacked

**To:** info@worldpatentmarketing.com[info@worldpatentmarketing.com]  
**From:** Scott Cooper  
**Sent:** Mon 5/11/2015 12:09:07 AM  
**Subject:** FW: World Patent Marketing Special Alert

Scott J. Cooper  
CEO & Creative Director

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1680 Meridian Avenue, Suite 600  
Miami Beach, Florida 33139

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(305) 330-9199 Direct  
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**From:** (b)(6)@yahoo.com  
**Sent:** Friday, May 08, 2015 7:13 PM  
**To:** [publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com)  
**Subject:** Re: World Patent Marketing Special Alert

Hi  
I'm working on raising the money for the fee for my idea and I hope I will have it soon

Help me do the money like this

watch my video every day as many times as you can this way you thank GOD as I do for HIS help for you

[My way to thank GOD by](#) (b)(6)

My way to thank GOD by (b)(6)

(b)(6)

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The image shows a YouTube video player interface. On the left is a large grey rectangular area representing the video player. To the right of the player, the video title "My way to thank GOD by (b)(6)" is displayed. Below the title, the channel name "(b)(6)" is shown. At the bottom of the preview, there are two links: "View on www.youtube.com" and "Preview by Yahoo".

you can find me easily at [YouTube](#)

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[View on www.youtube.com](http://www.youtube.com)

Preview by Yahoo

search (b)(6) and subscribe for my channel  
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GOD bless

(b)(6) your Queen from GOD as the second mother of JESUS

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**SPECIAL ALERT**

**World Patent Marketing**



**To:** Jillian Me[jillian@worldpatentmarketing.com]  
**From:** Scott Cooper  
**Sent:** Mon 5/11/2015 2:30:05 PM  
**Subject:** RE: i am changing the sky call centers to an agent here as soon as they submit so how do i track weekly or monthly on gal leads ?

I don't care

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CEO & Creative Director

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(305) 503-3458 Fax



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1680 Meridian Ave Suite 600  
Miami Beach, FL 33139  
Phone: 888-926-8174  
Fax: 888-689-2485

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**From:** Jillian Me [mailto:[jillian@worldpatentmarketing.com](mailto:jillian@worldpatentmarketing.com)]

**Sent:** Monday, May 11, 2015 10:23 AM

**To:** Scott Cooper

**Subject:** RE: i am changing the sky call centers to an agent here as soon as they submit so how do i track weekly or monthly on gal leads ?

Which card ?

---

**From:** Scott Cooper [mailto:[scott@worldpatentmarketing.com](mailto:scott@worldpatentmarketing.com)]

**Sent:** Monday, May 11, 2015 10:22 AM

**To:** Jillian Me

**Subject:** RE: i am changing the sky call centers to an agent here as soon as they submit so how do i track weekly or monthly on gal leads ?

A card

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CEO & Creative Director

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(888) 926-8174 ext 212  
(305) 503-3458 Fax

**To:** World Patent Marketing Info[info@worldpatentmarketing.com]  
**From:** Scott Cooper  
**Sent:** Tue 5/12/2015 3:20:31 AM  
**Subject:** FW: Some Good Advice From World Patent Marketing

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**From:** (b)(6)@live.com  
**Sent:** Monday, May 11, 2015 11:19 PM  
**To:** [publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com)  
**Subject:** RE: Some Good Advice From World Patent Marketing

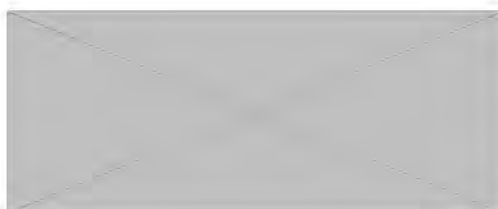
okay I want to sell my idea not patent it

---

Date: Mon, 11 May 2015 23:17:42 -0400  
From: [publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com)  
To: (b)(6)@live.com  
Subject: Some Good Advice From World Patent Marketing  
CC:

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**To:** World Patent Marketing Info[info@worldpatentmarketing.com]  
**From:** Scott Cooper  
**Sent:** Tue 5/12/2015 5:08:35 PM  
**Subject:** FW: Some Good Advice From World Patent Marketing

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CEO & Creative Director

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**From:** (b)(6)@gmail.com  
**Sent:** Tuesday, May 12, 2015 11:46 AM  
**To:** [publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com)  
**Subject:** Re: Some Good Advice From World Patent Marketing

Mark, workin on funds for the project.

----- Original message-----

**From:** World Patent Marketing News Desk  
**Date:** Mon, May 11, 2015 11:17 PM  
**To:** (b)(6)@gmail.com;  
**Subject:** Some Good Advice From World Patent Marketing

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**To:** World Patent Marketing Info[info@worldpatentmarketing.com]  
**From:** Scott Cooper  
**Sent:** Tue 5/12/2015 5:31:03 PM  
**Subject:** FW: World Patent Marketing Special Alert

Scott J. Cooper  
CEO & Creative Director

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(888) 926-8174 ext 212  
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Miami Beach, FL 33139  
Phone: 888-926-8174  
Fax: 888-689-2485

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**From:** (b)(6)@outlook.com  
**Sent:** Tuesday, May 12, 2015 1:30 PM  
**To:** [publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com)  
**Subject:** RE: World Patent Marketing Special Alert

To: (b)(6)

Thanks for the info you've been sending. Am still working on the project. Sincerely (b)(6)

---

Date: Fri, 8 May 2015 19:05:34 -0400  
From: [publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com)  
To: (b)(6)@outlook.com  
Subject: World Patent Marketing Special Alert  
CC:

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**To:** World Patent Marketing Info[info@worldpatentmarketing.com]  
**From:** Scott Cooper  
**Sent:** Tue 5/12/2015 5:38:23 PM  
**Subject:** FW: Some Good Advice From World Patent Marketing

Scott J. Cooper  
CEO & Creative Director

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(888) 926-8174 ext 212  
(305) 503-3458 Fax

-----Original Message-----

From: (b)(6)@roadrunner.com]  
Sent: Tuesday, May 12, 2015 5:22 AM  
To: publicity@worldpatentmarketing.com  
Subject: Re: Some Good Advice From World Patent Marketing

hey frantz can you call me when you get a moment,just kinda like to know  
whats going on,you mentioned something about me getting investors? not sure  
how to go about that thanks

(b)(6)

---- World Patent Marketing News Desk <publicity@worldpatentmarketing.com>  
wrote:

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> expressed an interest in World Patent Marketing. Don't forget to add  
> publicity@worldpatentmarketing.com  
> to your address book so we'll be sure to land in your inbox! You may  
> unsubscribe  
> <http://visitor.constantcontact.com/do?p=un&m=001pqWUhon4PC7sceu2ZGEWlw%3D%3D&ch=6a953480-b2b7-11e4-b3c2-d4ae52a68661&ca=ccd62c78-3eaa-4606-9e37-feb7f5da220d> if you no longer wish to receive our emails.

> ~~~~~  
> ~~~~~

> World Patent Marketing

> Press Release

> ~~~~~  
> ~~~~~  
> ~~~~~

> What's Involved in Marketing a Patent

> Scott J. Cooper  
> CEO and Creative Director  
> World Patent Marketing

> Selling or licensing your patent sounds like a complicated process,

**To:** World Patent Marketing Info[info@worldpatentmarketing.com]  
**From:** Scott Cooper  
**Sent:** Tue 5/12/2015 5:39:06 PM  
**Subject:** FW: Some Good Advice From World Patent Marketing

Scott J. Cooper  
CEO & Creative Director

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(888) 926-8174 ext 212  
(305) 503-3458 Fax



World Patent Marketing  
1680 Meridian Ave Suite 600  
Miami Beach, FL 33139  
Phone: 888-926-8174  
Fax: 888-689-2485

**From:** (b)(6)@gmail.com  
**Sent:** Tuesday, May 12, 2015 3:35 AM  
**To:** [publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com)  
**Subject:** Re: Some Good Advice From World Patent Marketing

Still havent recieved agreement

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**World Patent Marketing** **Press Release**

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**What's Involved in Marketing a Patent**



**To:** World Patent Marketing Info[info@worldpatentmarketing.com]  
**From:** Scott Cooper  
**Sent:** Tue 5/12/2015 5:41:19 PM  
**Subject:** FW: Some Good Advice From World Patent Marketing  
[Filing Confirmation - 62143365.pdf](#)

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CEO & Creative Director

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1680 Meridian Ave Suite 600  
Miami Beach, FL 33139  
Phone: 888-926-8174  
Fax: 888-689-2485

**From:** (b)(6) @gmail.com  
**Sent:** Monday, May 11, 2015 11:52 PM  
**To:** [publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com)  
**Subject:** Re: Some Good Advice From World Patent Marketing

We are looking to get our product licensed out, how can your company help get our product in the right hands.

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**What's Involved in Marketing a Patent**

**To:** World Patent Marketing Info[info@worldpatentmarketing.com]  
**From:** Scott Cooper  
**Sent:** Tue 5/12/2015 5:39:32 PM  
**Subject:** FW: Some Good Advice From World Patent Marketing

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Phone: 888-926-8174  
Fax: 888-689-2485

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**From:** Gmail [mailto:(b)(6)@gmail.com]  
**Sent:** Tuesday, May 12, 2015 12:33 AM  
**To:** [publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com)  
**Subject:** Re: Some Good Advice From World Patent Marketing

I already sent a reply

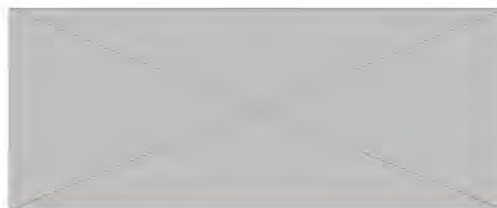
Please excuse typos ◆

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**To:** (b)(6) [redacted]@hnlcorp.com]  
**From:** Scott Cooper  
**Sent:** Tue 5/12/2015 5:44:45 PM  
**Subject:** RE: Some Good Advice From World Patent Marketing

☺

Is john set up?

Scott J. Cooper  
CEO & Creative Director

(305) 330-9199 Direct  
(888) 926-8174 ext 212  
(305) 503-3458 Fax

	  	<p>World Patent Marketing 1680 Meridian Ave Suite 600 Miami Beach, FL 33139 Phone: 888-926-8174 Fax: 888-689-2485</p>
--	---	---

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**From:** (b)(6) [redacted]@hnlcorp.com]  
**Sent:** Monday, May 11, 2015 11:46 PM  
**To:** 'Scott Cooper'  
**Subject:** FW: Some Good Advice From World Patent Marketing

Good job! This one was nice! Looked professional, serious, invited me to pay attention to your company, set your company above any competitor!

(b)(6) [redacted]



[www.hnlcorp.com](http://www.hnlcorp.com)

(b)(6) [redacted]

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**From:** World Patent Marketing News Desk [<mailto:publicity@worldpatentmarketing.ccsend.com>] **On Behalf Of** World Patent Marketing News Desk  
**Sent:** Monday, May 11, 2015 11:17 PM  
**To:** (b)(6) [redacted]@hnlcorp.com  
**Subject:** \*\*\*\*\*SPAM\*\*\*\*\* Some Good Advice From World Patent Marketing

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**To:** World Patent Marketing Info[info@worldpatentmarketing.com]  
**From:** Scott Cooper  
**Sent:** Tue 5/12/2015 6:38:14 PM  
**Subject:** FW: World Patent Marketing Customers Are Talking

Scott J. Cooper  
CEO & Creative Director

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(888) 926-8174 ext 212  
(305) 503-3458 Fax



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Miami Beach, FL 33139  
Phone: 888-926-8174  
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**From:** (b)(6)@hotmail.com  
**Sent:** Friday, May 08, 2015 4:46 PM  
**To:** [publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com)  
**Subject:** Re: World Patent Marketing Customers Are Talking

Please send me the answers to the question below so we can move forward. ASAP.  
Thanks in advance

World patent marketing

1. The total number of inventions evaluated by the World patent marketing for commercial potential in the past 5 years, as well as the number of those inventions that received positive evaluations, and the number of those inventions that received negative evaluations.
2. The total number of customers who have contracted with the World patent marketing in the past 5 years, not including customers who have purchased trade show services, research, advertising, or other nonmarketing services from world patent marketing, or who have defaulted in their payment to the invention promoter.
3. The total number of customers known by World patent marketing who have received a net financial profit as a direct result of the services provided by such World patent marketing
4. The total number of customers known by World patent marketing to have received license agreements for their inventions as a direct result of the invention promotion services provided by such invention promoter.
5. The names and addresses of all previous invention promotion companies with which the invention promoter or its officers have collectively or individually been affiliated in the previous 10 years. This is particularly important because invention scams routinely go out of business and start operating under different names.

(b)(6)

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On May 6, 2015, at 4:03 PM, World Patent Marketing Breaking News <[publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com)> wrote:

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**To:** World Patent Marketing Info[info@worldpatentmarketing.com]  
**From:** Scott Cooper  
**Sent:** Tue 5/12/2015 6:53:13 PM  
**Subject:** FW: Some Good Advice From World Patent Marketing

Scott J. Cooper  
CEO & Creative Director

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**From:** (b)(6)@hotmail.com  
**Sent:** Tuesday, May 12, 2015 2:45 PM  
**To:** [publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com)  
**Subject:** RE: Some Good Advice From World Patent Marketing

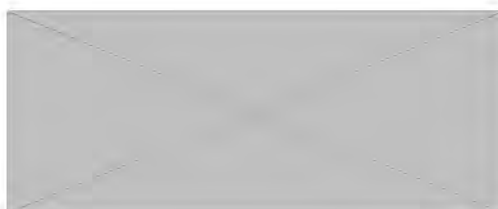
what. do i need to do since we can not meet?

---

Date: Mon, 11 May 2015 23:17:26 -0400  
From: [publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com)  
To: (b)(6)@hotmail.com  
Subject: Some Good Advice From World Patent Marketing  
CC:

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**From:** Scott Cooper  
**Sent:** Tue 3/22/2016 6:14:36 PM  
**Subject:** (b)(6) video

Take Eric Creizman and Ronald Mallett out and replace with Matthew Whitaker and Pascal Bida Koyagebele

Also the music gets awkwardly loud after he speaks – its sloppy

Scott J. Cooper  
CEO and Creative Director

World Patent Marketing  
1680 Meridian Avenue, Suite 600  
Miami Beach, Florida 33139

(305) 330-9199 Direct  
(888) 926-8174 ext 212  
(305) 503-5458 fax

[scott@worldpatentmarketing.com](mailto:scott@worldpatentmarketing.com)



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**From:** (b)(6)@yahoo.com  
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Good day Jeff!  
What time did you say you were calling? (b)(6)

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**From:** (b)(6) [redacted]@gmail.com]  
**Sent:** Thursday, May 14, 2015 1:45 PM  
**To:** Scott Cooper  
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Still trying to come up with the money

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World Patent Marketing

Press Release

**What's Involved in Marketing a Patent**



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**From:** Scott Cooper  
**Sent:** Thur 5/14/2015 6:31:44 PM  
**Subject:** RE: FW: SB - initial

Where is my testimonial

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**From:** [h](6)@gmail.com]  
**Sent:** Thursday, May 14, 2015 1:14 PM  
**To:** Scott Cooper  
**Subject:** Re: FW: SB - initial

What's the plan once the prototype is done? What's the next step?

On Tuesday, May 12, 2015, Scott Cooper <[scott@worldpatentmarketing.com](mailto:scott@worldpatentmarketing.com)> wrote:  
[Invention Review by Former US Attorney Matthew G. Whitaker](#)

thought you might get a kick out of this

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**From:** (b)(6) [redacted]@gmail.com]  
**Sent:** Tuesday, May 12, 2015 1:56 PM  
**To:** Scott Cooper  
**Subject:** Re: FW: SB - initial

I've noticed you guys have really changed the design of this thing..we had made it so simple and easy to make. Remember it is supposed to be disposable, its not supposed to last forever- only a couple uses. don't make it too complicated. When are you planning on getting it out and filling orders?

On Thursday, May 7, 2015, Scott Cooper <[scott@worldpatentmarketing.com](mailto:scott@worldpatentmarketing.com)> wrote:

Scott,

Here are a few files showing the initial direction I'm taking with Safety Blade. Outside texture, logo, etc. not done yet. I wanted to get the initial size of the thing established because the prototype was obviously not sized to use. The "cover hidden" file shows the molding to the blade which I think will be a separate piece that has the blade hinge and snaps into the one cover. Trying to mold the whole thing in one go is going to be difficult. You have 3 – 3d pdfs and 1 – 2d drawing.

Scott J. Cooper  
CEO & Creative Director

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**To:** (b)(6)@gmail.com]  
**From:** Scott Cooper  
**Sent:** Thur 5/14/2015 6:31:36 PM  
**Subject:** RE: FW: SB - initial

Getting all the engineering done first – hang in there

Tooling factory, getting production samples and then trying to get preorders

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**Sent:** Thursday, May 14, 2015 1:14 PM  
**To:** Scott Cooper  
**Subject:** Re: FW: SB - initial

What's the plan once the prototype is done? What's the next step?

On Tuesday, May 12, 2015, Scott Cooper <[scott@worldpatentmarketing.com](mailto:scott@worldpatentmarketing.com)> wrote:  
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Meet (b)(6) I have many others that I have all different sizes. (b)(6) smith I have not heard from you. and I am still trying to find some to help to get the money. to Patent the doll. I hope you will enjoy seeing (b)(6) Is the price still the same>

---

**Date:** Mon, 11 May 2015 23:17:40 -0400  
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Jeff are you ready to back my play. Don't worrie about the two grand it's chicken feed with this one. Take care  
(b)(6)

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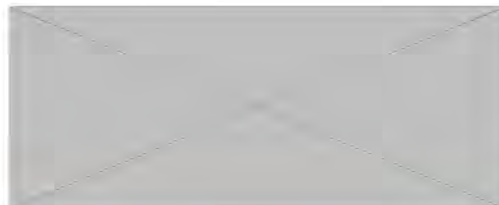
Awesome 💎 ✨

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World Patent Marketing

Press Release

# LICENSING DEAL

## World Patent Marketing Announces Expansion To Its Exclusive Licensing Agreements With A 10 Year Manufacturing Deal For Powder Puff Magic

Licensing Alert: World Patent Marketing announces its latest licensing deal of May 2015 for Powder Puff Magic from a Pennsylvania inventor

**Shanghai, China, May 18, 2015**

World Patent Marketing, a vertically integrated manufacturer and distributor of patented products, is pleased to announce that it has successfully negotiated a licensing deal for a



Pennsylvania inventor.

The product will be manufactured by World Patent Marketing China, World Patent Marketing's manufacturing division. World Patent Marketing has exclusively licensed the Powder Puff Magic for ten years and will also be distributing the product worldwide.

"Powder Puff Magic is a great product that I am happy to add to our manufacturing portfolio." said Scott J. Cooper, CEO and Creative Director of World Patent Marketing, "We have a plan to put this in front of consumers all over the world through what I call Side Door Marketing - watch and learn!"

"Seeing a potential product that has the ability to change the whole market for the better is an astonishing accomplishment for improving an important line for women all around the world." says Cattya Bella, Director of Product Development for World Patent Marketing, "Cosmetics is a highly profitably line with demands on the rise, World Patent Marketing is putting in the hours and is anticipating a positive result."

Powder Puff Magic is an ingenious cosmetics invention that allows for full use of your cosmetic product. Whenever people throw away their pressed powder or



other cosmetic items, there are still some of the product left on the sides. However, as they are uneven and hard to reach, they mostly end up being discarded. This is a huge waste specially if the makeup in question was a top-of-the-line, expensive brand. The Powder Puff Magic is a cosmetics invention that solves this problem.

"I'm optimistic that my invention will be well-received by the cosmetics industry," said Lorraine K, inventor of the Powder Puff Magic. "I am grateful to World Patent Marketing for recognizing my humble creation. I would like to express my gratitude to Scott Cooper for coaching and guiding me every step of the way. He was there for me from the very start and I could not be any more proud of the final product."



This cosmetics invention is perfect for the typical person that uses makeup and will particularly helpful to professional makeup artists. Professionals invest heavily on their makeup kits and use a big amount of money to purchase high quality products. The Powder Puff Magic ensures that every bit of product is used up; translating to thousands of dollars saved over time.

Improving the way makeup is used is not a new idea. In fact, a new product line has recently been announced that makes go-anywhere cosmetics for the weariless woman. These items were designed to make cosmetics more accessible and affordable for women. It comes in portable sizes so that women can buy them in manageable quantities.

The Powder Puff Magic is a cosmetics invention that ensures that everyone gets the most out of their cosmetic purchase. This is good for the typical person, especially women who buy high end, branded cosmetics to reward themselves.

#### About World Patent Marketing

World Patent Marketing is a vertically integrated manufacturer and distributor of patented products. The company offers manufacturing, distribution, patent prosecution, IP valuation, licensing, trading, investment and other services. The company offers these products to independent inventors, law firms and venture capital-backed companies. The company is well known for evaluating the commercial potential of utility and other patents in the United States and around the world. The company directly engages in the business of retail, distribution and the retail sale of products.

#### World Patent Marketing Achievements

World Patent Marketing is the only patent services company in history to be awarded a five star review rating from Consumer Affairs, Google, Trustpilot, Shopper Approved, Customer Lobby and Reseller Ratings. World Patent Marketing has received accredited status and is an A Rated Member of the Better Business Bureau. World Patent Marketing is also a proud member of Dun and Bradstreet, the US Chamber of Commerce, the Association for Manufacturing

Excellence and the International Licensing Industry Merchandisers' Association (LIMA). World Patent Marketing Miami is also a member of the South Florida Chamber of Commerce, the Greater Miami Chamber of Commerce, and the Miami Beach Chamber of Commerce. World Patent Marketing has also announced the launch of Invention Town , America's Inventor Watchdog. [InventionTown.com](http://InventionTown.com) is a blog led by up and coming author and media personality, Lady Jennifer.



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I have a new patent that can go worldwide ready to go asap can you do it ron owner people coming after me so like to see your deal for my company is moving forward next week (b)(6)

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Date: Mon, 18 May 2015 19:25:29 -0400

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# LICENSING DEAL

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**From:** Scott Cooper  
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**Sent:** Monday, May 18, 2015 8:39 PM

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**Subject:** Re: Pennsylvania Inventor Gets A Licensing Deal

to whom it may concern,

I have been trying real hard to find anyone to be a partner regarding my invention, so far I haven't found any one that would want to or care to. I am kind of hoping that you or any of your associates may know of anyone that will be interested as being a partner and help me with the with my pet project. If you do I would greatly and thoroughly appreciate it.

Sincerely, (b)(6)



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**Subject:** Re: Trade Show News

my question to you,do your company offer patent search;if so how much.

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**To:** (b)(6) @gmail.com  
**Subject:** Trade Show News

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**From:** Scott Cooper  
**Sent:** Thur 5/21/2015 5:58:05 PM  
**Subject:** FW: Trade Show News

Scott J. Cooper  
CEO & Creative Director

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(888) 926-8174 ext 212  
(305) 503-3458 Fax



World Patent Marketing  
1680 Meridian Ave Suite 600  
Miami Beach, FL 33139  
Phone: 888-926-8174  
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**From:** (b)(6)@hotmail.com  
**Sent:** Wednesday, May 20, 2015 11:31 PM  
**To:** [publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com)  
**Subject:** RE: Trade Show News

Do you know about when my idea (b)(6) will go to the trade shows?? I am getting so excited to get this out on the shelves .. Thank you!!

---

Date: Wed, 20 May 2015 21:31:57 -0400  
From: [publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com)  
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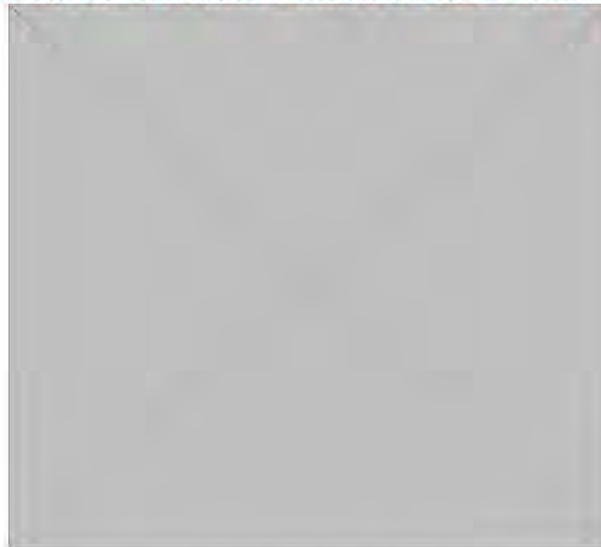




# TRADE SHOW

## **The International Plastics Showcase Displaying The Best Of The Plastic Industry As World Patent Marketing Shows off its New Plastic Patents**

World Patent Marketing's Trade Show Division networks with patent innovators at The International Plastics Showcase Trade Show in Orlando



**Miami Beach, Florida, May 20, 2015:**

World Patent Marketing, a vertically integrated manufacturer and distributor of patented products, amazed exhibitors and audiences at the NPE: The International Plastics Showcase in Orlando, Fla on March 23-27. The patent research and development house was on a league of its own when it showcased its new plastic patents and latest innovations.

"NPE2015 is the ideal venue to showcase World Patent Marketing's newest plastic patents." says Scott J. Cooper, CEO and Creative Director of World Patent Marketing, "The event is a testament to the ingenuity of the real big thinkers; it is their ideas and concepts that eventually shape the world as we know it. It is through events like these where great minds meet and real progress can be made."

"The International Plastics Showcase Trade Show was by far the most creative expo of the year." says Cattya Bella, Director of Product Development for World Patent Marketing, "This show is was filled with innovators who went above and beyond to outshine the leading competition for the plastics market."

The five-day event, which was held at the Orange County Convention Center, was attended by a record-breaking 65,810 registrants and attracted 2,029 exhibitors coming from 37 countries. It filled more than 1,128,200 net square feet of exhibit space which also topped previous records. The event also had a wealth of international diversity and a wealth of content that easily made it the biggest NPE in all of its 69-year history.



That is why the newest plastic patents, inventions, and innovations are often seen at NPE. The wealth of content and machineries operating on the show floor is phenomenal. NPE2015: The International Plastics Showcase is the most successful event to date as it has brought end markets, brand owners, and all sectors of the supply chain under one venue to showcase the most cutting-edge in technology and equipment related to plastic processing.

By displaying its newest plastic patents and inventions, World Patent Marketing is pushing towards manufacturing and distribution so more people can benefit from the fruits of their research.

#### About World Patent Marketing

World Patent Marketing is a vertically integrated manufacturer and distributor of patented products. The company offers manufacturing, distribution, patent prosecution, IP valuation, licensing, trading, investment and other services. The company offers these products to independent inventors, law firms and venture capital-backed companies. The company is well known for evaluating the commercial potential of utility and other patents in the United States and around the world. The company directly engages in the business of retail, distribution and the retail sale of products.

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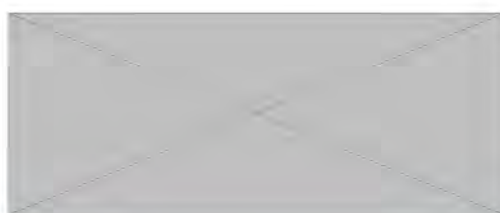
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**Sent:** Thursday, May 21, 2015 2:54 PM  
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I'm interested in telling you my idea

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**To:** [publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com)  
**Subject:** Re: Trade Show News

Just wait till after September and I will make us both MONEY !!!! ( GREAT IDEAS ).

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World Patent Marketing

Press Release

# TRADE SHOW

The International Plastics Showcase Displaying The



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**Sent:** Wednesday, May 20, 2015 11:15 PM

**To:** [publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com)

**Subject:** RE: Trade Show News

Plastic reminds me that back in 1989 or so my husband developed the plastic that covered the (b)(6)  
(b)(6) It was a plastic company. Never did receive a raise or anything. Just a pat on the back. Sheesh

Sent via the Samsung Galaxy Tab® 3, an AT&T 4G LTE tablet

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**From:** Scott Cooper  
**Sent:** Fri 5/22/2015 2:05:42 PM  
**Subject:** FW: Pennsylvania Inventor Gets A Licensing Deal

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**From:** (b)(6) [redacted] @live.com  
**Sent:** Friday, May 22, 2015 10:05 AM  
**To:** [publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com)  
**Subject:** RE: Pennsylvania Inventor Gets A Licensing Deal

DEAR MARKETING COMPANY SENT IN MY INVENTION AND HAD A FEW FAMILY EMERGENCY'S. WAS NOT ABLE TO GET HOLD OF GARY MY CASE MAN STILL CAN'T DON'T NOW WHAT IS GOING ON WITH MY IDEAL. COULD YOU PLEASE LET ME NOW . THANK YOU (b)(6) [redacted] (b)(6) [redacted]

---

**Date:** Mon, 18 May 2015 19:25:25 -0400  
**From:** [publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com)  
**To:** (b)(6) [redacted] @live.com  
**Subject:** Pennsylvania Inventor Gets A Licensing Deal  
**CC:**

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**From:** Scott Cooper  
**Sent:** Fri 5/22/2015 5:47:34 PM  
**Subject:** RE: Patent Marketing News

(b)(6)

Please tell me what happened.

I am very concerned about your email.

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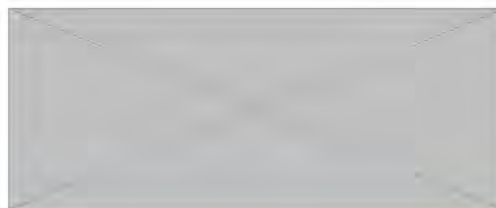
**From:** (b)(6)@gmail.com]  
**Sent:** Friday, May 22, 2015 1:28 PM  
**To:** [publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com)  
**Subject:** Re: Patent Marketing News

I am not going forward because one of your reps was not very truthful with me and I'm looking for another company

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# What Exactly Is Patent Marketing?

By: Scott J. Cooper, CEO and Creative Director

Patent marketing. It is a term that you have likely heard frequently if you're an inventor, but truthfully, you may or may not know exactly what it is. And if you fall more into the "may not know exactly" camp - rest assured that you are not alone.

Patent marketing is a completely unique practice that falls within the scope and range of marketing, promotion, and sales.

## What Makes Patent Marketing Unique?



Well, for starters, a patent only has an understood value to a very limited subset of prospective buyers or prospective licensees. And, unlike most other products or services that can be bought and sold, a patent cannot simply be modified or adjusted to fit the needs or demands of its new owner.

With this in mind, when trying to sell a patent, a key component of the process is to study your audience and separate and identify a subgroup of pre-qualified applicants, or potential buyers who would have a legitimate business interest in investing in or purchasing your patent.

One of the biggest benefits to working with a firm or organization with specific experience in patent marketing is that they have the experience, skills, expertise, data and technology necessary to quickly and efficiently identify that smaller group of potential buyers for you.

At World Patent Marketing, our licensing affiliates can help you find the perfect potential buyers who have a need for the technology or design that your patent offers, and those that can afford to pay you what your patent is worth. We will also work with you to make sure that you understand exactly what your patent represents, as well as its potential value. We will be by your side every step of the way through negotiations, to make sure that you also get top dollar when your patent is sold.



It should be noted that patent marketing is not only useful when selling your idea or product. Marketing your patent can include positioning your idea in front of manufacturers, distributors, infomercial companies, retailers, reps and brokers, national trade show attendees and more. It's about getting your idea seen by the right people no matter what your ultimate goal - be it selling your patent or getting your product to market.

## Patent Marketing Breakdown



World Patent Marketing and its licensing affiliates will work diligently to design, construct, and then implement a successful and [efficient patent marketing plan](#) and program that is specific to you and your patent. We do not simply turn out cookie cutter patent marketing plan after patent marketing plan; rather, we understand that each entrepreneur, patent, and situation is different. We take the time to get to know you and to learn about your patent. Since each product and idea is different and unique, it will only appeal to a certain portion of the market and prospective buyers or prospective licensees. Our team at World Patent Marketing will work diligently to design, construct, and then implement a successful and efficient patent marketing plan and program that is specific to you and your patent. We do not simply turn out cookie cutter patent marketing plan after patent marketing plan; rather, we understand that each entrepreneur, patent, and situation is different. We take the time to get to know you and to learn about your patent. Since each product and idea is different and unique, it will only appeal to a certain portion of the market and prospective buyers or prospective licensees.

Through this process, we will carefully review and analyze your patent, and we will develop intuitive and user friendly reports and illustrations that will show prospective buyers the purpose of your product or design, as well as outline and showcase the benefits of purchasing and utilizing your patent, tailored specifically to their needs and business goals. All of these items, put together, combine to form your patent marketing plan and portfolio.

While we are putting your individualized plan together, we are also utilizing our leading technology and data sources to build a list of qualified prospects for your patent - people who have been pre-vetted as having a legitimate business need for the technology or design that only your patent can provide, and who also have the means with which to purchase your patent at a fair price.

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going on over our clients' patents.

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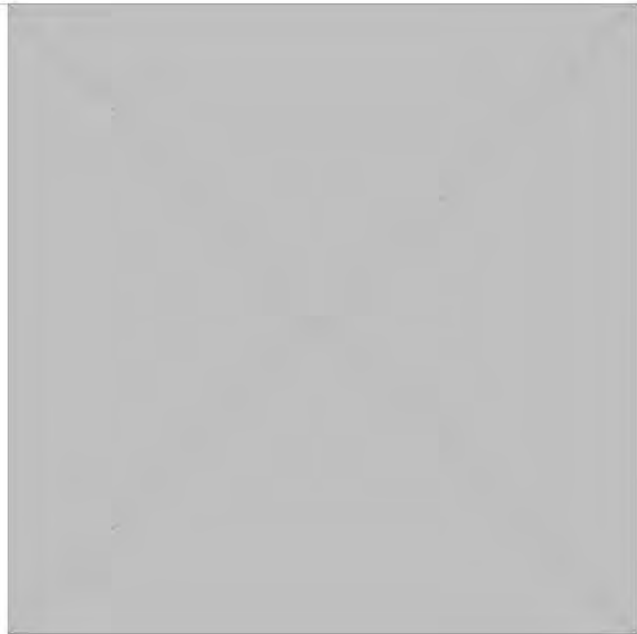
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**Sent:** Friday, May 22, 2015 1:30 PM  
**To:** [publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com)  
**Subject:** Re: Patent Marketing News

I am interested and I have been very busy so I will contact you after the holiday weekend.

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World Patent Marketing

Press Release

**What Exactly Is Patent Marketing?**

**To:** Diana Caparotta[diana@worldpatentmarketing.com]  
**From:** Scott Cooper  
**Sent:** Fri 5/22/2015 5:45:10 PM  
**Subject:** RE: Patent Marketing News

shit

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**Sent:** Friday, May 22, 2015 1:30 PM  
**To:** [publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com); Scott Cooper  
**Subject:** Re: Patent Marketing News

FYUI

There is a repetition of 4 lines, word for word, in the paragraph below Richard Levy's quote.

**Best regards,**

***Diana Caparotta***  
Controller

World Patent Marketing  
Desa Industries Inc.  
Tel. 516-203-4560 ext.101  
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and Creative Director

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**Subject:** FW: Patent Marketing News

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**From:** (b)(6)@gmail.com

**Sent:** Friday, May 22, 2015 2:58 PM

**To:** [publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com)

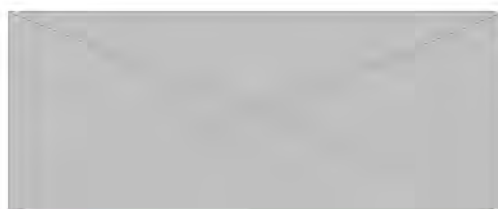
**Subject:** Re: Patent Marketing News

I so want this to happen i just dont have the money I live from pay check to pay check each week we dont have alot and dont have any one we can get the money from but if you all could help me find some one to partner with or maybe your company could invest a little more we could maybe split it down the middle or something I know deep down in my heart that my (b)(6) can and will take off if I could just get it out there I know it sounds crazy but you said your self you thought it would do good please talk to some one about helping me with the rest of the money please I just need that extra little bit of help and I can do it please see if they could possible find it in there hearts to help me make a start I will be honest and loyal to whom ever helps get get this invention off the ground and running thank you ever so kindly and have a blessed day and may god watch over your alls families

On Fri, May 22, 2015 at 1:20 PM, World Patent Marketing <[publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com)> wrote:

Hi, just a reminder that you're receiving this email because you have expressed an interest in World Patent Marketing. Don't forget to add [publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com) to your address book so we'll be sure to land in your inbox!

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**To:** 'llowe@worldpatentmarketing.com'[llowe@worldpatentmarketing.com]  
**Cc:** 'duncan@worldpatentmarketing.com'[duncan@worldpatentmarketing.com];  
'robert@worldpatentmarketing.com'[robert@worldpatentmarketing.com];  
'jillian@worldpatentmarketing.com'[jillian@worldpatentmarketing.com]; Diana Caparotta[diana@worldpatentmarketing.com]  
**From:** Scott Cooper  
**Sent:** Mon 5/25/2015 11:04:30 PM  
**Subject:** FW: Patent Marketing News

Lisa

I am getting sick and tired of complaints about you. You have more complaints than anyone else in this office.

Duncan – why are you not on top of this?

Lisa - you have lost your eligibility for a bonus for the month. If it happens again, Duncan will lose his bonus.

If you continue to receive complaints, your independent contractor agreement will be terminated for cause and you will be held legally responsible for any liabilities we have incurred as a result of your actions.

Do not contact this customer again.

Scott

**From:** (b)(6)  
**Sent:** Sunday, May 24, 2015 1:56 PM  
**To:** Scott Cooper  
**Subject:** RE: Patent Marketing News

Your rep was not straight up on full cost of this project she made me and my investor think that the \$995 would be the total cost not telling us later we would need more money like \$20 or more thousands of dollars to get this done she said that the usual cost is normally 4000 to 6000 but we could get this done for 995 when ask about the extra cost she refuse to tell or what money would be needed from the get go so for that me and my investor pulled out

On May 22, 2015 1:47 PM, "Scott Cooper" <[scott@worldpatentmarketing.com](mailto:scott@worldpatentmarketing.com)> wrote:

(b)(6)

Please tell me what happened.

I am very concerned about your email.

Scott J. Cooper  
CEO & Creative Director

[\(305\) 330-9199](tel:3053309199) Direct  
[\(888\) 926-8174 ext 212](tel:8889268174)  
[\(305\) 503-5458](tel:3055035458) Fax



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1680 Menden Ave Suite 600  
Miami Beach, FL 33139  
Phone: 888-926-8174  
Fax: 888-689-2485

**To:** (b)(6)@gmail.com]  
**From:** Scott Cooper  
**Sent:** Mon 5/25/2015 11:05:04 PM  
**Subject:** RE: Patent Marketing News

Is there anything I can do to assist you at this point?

**From:** (b)(6)@gmail.com]  
**Sent:** Sunday, May 24, 2015 1:56 PM  
**To:** Scott Cooper  
**Subject:** RE: Patent Marketing News

Your rep was not straight up on full cost of this project she made me and my investor think that the \$995 would be the total cost not telling us later we would need more money like \$20 or more thousands of dollars to get this done she said that the usual cost is normally 4000 to 6000 but we could get this done for 995 when ask about the extra cost she refuse to tell or what money would be needed from the get go so for that me and my investor pulled out

On May 22, 2015 1:47 PM, "Scott Cooper" <[scott@worldpatentmarketing.com](mailto:scott@worldpatentmarketing.com)> wrote:

(b)(6)

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I am very concerned about your email.

Scott J. Cooper  
CEO & Creative Director

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**WORLD**  
Patent Marketing



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Miami Beach, FL 33139  
Phone: 888-926-8174  
Fax: 888-689-2485

**From:** (b)(6)@gmail.com]  
**Sent:** Friday, May 22, 2015 1:28 PM  
**To:** [publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com)  
**Subject:** Re: Patent Marketing News

I am not going forward because one of your reps was not very truthful with me and I'm looking for another company

On May 22, 2015 1:20 PM, "World Patent Marketing" <[publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com)> wrote:

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**To:** 'info@worldpatentmarketing.com'[info@worldpatentmarketing.com]  
**From:** Scott Cooper  
**Sent:** Mon 5/25/2015 11:08:30 PM  
**Subject:** FW: Patent Marketing News

---

**From:** (b)(6)@gmail.com [mailto:(b)(6)@gmail.com]  
**Sent:** Saturday, May 23, 2015 2:15 PM  
**To:** publicity@worldpatentmarketing.com  
**Subject:** Re: Patent Marketing News

Hi when u ready... I'm ready...

Sent from my LG G3 Vigor, an AT&T 4G LTE smartphone

----- Original message-----

**From:** World Patent Marketing  
**Date:** Fri, May 22, 2015 12:20 PM  
**To:** (b)(6)@gmail.com;  
**Subject:** Patent Marketing News

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World Patent Marketing

Press Release

## What Exactly Is Patent Marketing?

By: Scott J. Cooper, CEO and Creative Director

Patent marketing. It is a term that you have likely heard frequently if you're an inventor, but truthfully, you may or may not know exactly what it is. And if you fall more into the "may not know exactly" camp - rest assured that you are not alone.

Patent marketing is a completely unique practice that falls within the scope and range of marketing, promotion, and sales.

**To:** 'info@worldpatentmarketing.com'[info@worldpatentmarketing.com]  
**From:** Scott Cooper  
**Sent:** Mon 5/25/2015 11:09:19 PM  
**Subject:** FW: Patent Marketing News

**From:** (b)(6)  
**Sent:** Saturday, May 23, 2015 11:09 AM  
**To:** publicity@worldpatentmarketing.com  
**Subject:** Re: Patent Marketing News

I just want to patent my idea I will market it my self

**From:** World Patent Marketing <[publicity@worldpatentmarketing.ccsend.com](mailto:publicity@worldpatentmarketing.ccsend.com)> on behalf of World Patent Marketing <[publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com)>  
**Sent:** Friday, May 22, 2015 12:20 PM  
**To:** (b)(6)  
**Subject:** Patent Marketing News

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Patent marketing is a completely unique practice that falls within the scope and range of marketing, promotion, and sales.



**To:** 'info@worldpatentmarketing.com'[info@worldpatentmarketing.com]  
**From:** Scott Cooper  
**Sent:** Tue 5/26/2015 1:15:12 AM  
**Subject:** FW: News from World Patent Marketing

**From:** (b)(6)@gmail.com]  
**Sent:** Tuesday, May 12, 2015 11:02 PM  
**To:** publicity@worldpatentmarketing.com  
**Subject:** Re: News from World Patent Marketing

im happy for you im also working on my invention go fund me working great for me

On Sat, May 2, 2015 at 9:49 AM, World Patent Marketing News Desk <[publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com)> wrote:  
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World Patent Marketing

Press Release

## LICENSING DEAL - WORLD PATENT MARKETING DOES IT AGAIN!

*As Global Warming Brews Weird Weather, World Patent Marketing China Signs A Licensing Agreement For The Snow Melter*

Licensing Alert - World Patent Marketing announces another April 2015 licensing deal for the Snow Melter for a Kansas Inventor.

Shanghai, China - May 2, 2015 -

**To:** Diana Caparotta[diana@worldpatentmarketing.com]  
**From:** Scott Cooper  
**Sent:** Tue 5/26/2015 2:28:16 PM  
**Subject:** RE: FW: Patent Marketing News

no

Scott J. Cooper  
CEO & Creative Director

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(305) 503-5458 Fax



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Fax: 888-689-2485

**From:** Diana Caparotta [mailto:[diana@worldpatentmarketing.com](mailto:diana@worldpatentmarketing.com)]  
**Sent:** Tuesday, May 26, 2015 9:45 AM  
**To:** Scott Cooper  
**Subject:** Re: FW: Patent Marketing News

Wow..Does the Independent Contractor contract need to be revised to cover any of these issues?

Best regards,

*Diana Caparotta*  
Controller

World Patent Marketing  
Desa Industries Inc.  
Tel. 516-203-4560 ext.101  
Fax 516-977-4814

On Mon, May 25, 2015 at 7:04 PM, Scott Cooper <[scott@worldpatentmarketing.com](mailto:scott@worldpatentmarketing.com)> wrote:  
Lisa

I am getting sick and tired of complaints about you. You have more complaints than anyone else in this office.

Duncan – why are you not on top of this?

Lisa - you have lost your eligibility for a bonus for the month. If it happens again, Duncan will lose his bonus.

If you continue to receive complaints, your independent contractor agreement will be terminated for cause and you will be held legally responsible for any liabilities we have incurred as a result of your actions.

Do not contact this customer again.



**To:** World Patent Marketing Info[info@worldpatentmarketing.com]  
**From:** Scott Cooper  
**Sent:** Wed 5/27/2015 12:48:53 PM  
**Subject:** FW: Licensing Deal - World Patent Marketing China Begins Manufacturing of Hot Tub Swivel Seat

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---

**From:** (b)(6)@yahoo.com

**Sent:** Wednesday, May 27, 2015 4:57 AM

**To:** [publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com)

**Subject:** Re: Licensing Deal - World Patent Marketing China Begins Manufacturing of Hot Tub Swivel Seat

im interested moving on with my product i need to know what the next step sorry it tooks so long

---

**From:** World Patent Marketing <[publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com)>

**To:** (b)(6)@yahoo.com

**Sent:** Saturday, March 28, 2015 9:03 PM

**Subject:** Licensing Deal - World Patent Marketing China Begins Manufacturing of Hot Tub Swivel Seat

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**To:** info@worldpatentmarketing.com[info@worldpatentmarketing.com]  
**From:** Scott Cooper  
**Sent:** Thur 5/28/2015 3:18:10 AM  
**Subject:** FW: A Message From Our CEO

Scott J. Cooper  
CEO & Creative Director

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(888) 926-8174 ext 212  
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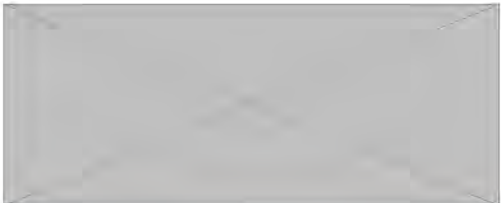
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Fax: 888-689-2485

**From:** (b)(6) [redacted]@gmail.com  
**Sent:** Wednesday, May 27, 2015 11:05 PM  
**To:** [publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com)  
**Subject:** Re: A Message From Our CEO

Hey I'm trying hard to get the money to get this going I really believe in my ideas I wouldn't sell something I wouldn't buy but when you have little it leaves room for big ideas if I can just make something that would end up in every house in the country or world the simplest thing could change lives forever thanks for your support I'll be in touch

On May 27, 2015 10:43 PM, "World Patent Marketing News Desk" <[publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com)> wrote:  
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# Top Tips For Getting A Patent Licensed

By: Scott J. Cooper,  
CEO and Creative Director

Having a great idea or developing a new product is a great achievement. But unless you've secured a patent, your hard work can be in jeopardy. While breaking into a space that is already crowded can be quite tedious, the more original the idea - or the less crowded the space - the easier it is to secure the patent.

Once you have successfully applied for and received a patent from the United States



Patent and Trademark Office, you have several options. First, you can begin to develop and manufacture your product, which can be a lengthy process toward seeing a profit.

Another option inventors or entrepreneurs have to make a profit off of their idea is to sell or license their patent. Many inventors will end up choosing to go this route because it can often lead to faster profits. If you choose to go this route, keep in mind that it is important to understand the value of the patent that you have.

Know what type of patent that you have, and exactly what it covers. Working with a patent marketing or patent licensing firm can help in this area. They will be able to provide you with expert guidance and advice on the value of your patent, as well as a reasonable amount that you should expect to receive, should you decide to sell or license your patent.

## Licensing Your Patent

If you should choose to license your patent to a qualified and interested licensee, we at World Patent Marketing have put together a helpful list of tips for you to keep in mind:

### **Keep diligent and detailed records.**

If you get into the habit early on of maintaining and keeping a good system of records, it will pay off in spades. First and foremost, if there should arise a licensing dispute, the party who has kept better records will obviously have a clear advantage from the get go.

Additionally, if you should ever decide to sell your business later on down the road, accurate and thorough records will not only help the potential buyer do their necessary leg



work in checking out the sale, it will also make them see your business is a more positive light. All in all, keeping good records can only increase the value of your product.

### **Be diligent and conscientious about patent enforcement from the very beginning.**

Keep an eye on things from the start. Once you manage to obtain a patent, you need to pay especially close attention to who is using your invention. Many inventors and entrepreneurs mistakenly believe that there has to be intent for patent infringement; however, this is simply not the case.

Look for the presence or suggestion of your particular invention within other people's products or designs. Stay on top of how and where your invention is being used, and it will pay off in the long run.

### **Focus on the long-term relationship that you are building.**



We always say that getting a licensing deal is not the same thing as buying a used car - you are not in it simply to get the very best deal that you can get, and then you run away, never to see or speak to this person again. This just isn't simply the case here.

You are going to, metaphorically, be living with this person for a long time, so it is important to keep this in mind. Focus on the relationship - it is crucial to leave room for good will and understanding on both sides of the fence.

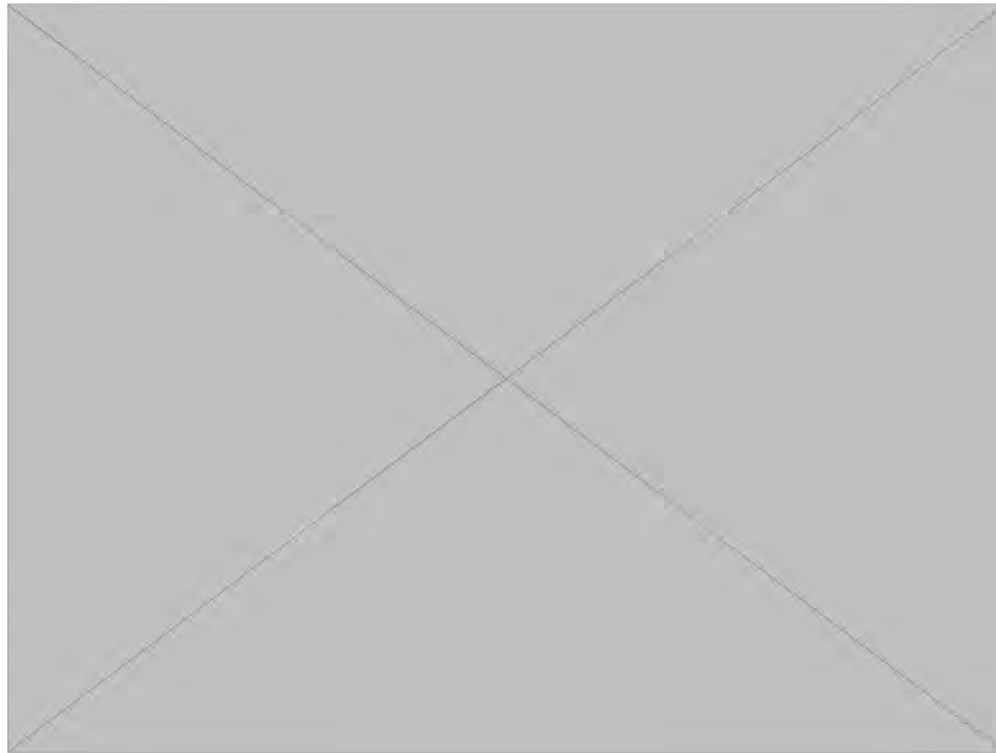
### **Always assume that the license is negotiable.**

As is the case with just about any company that uses standardized forms or contracts, you may often hear that "We just don't alter or modify our form agreements." We are here to tell you that this just isn't the case. If you see something in the form agreement that looks wrong to you, or if you feel that something is vague or being misrepresented, speak up.

Most parties will work with you in good faith to either modify their verbiage, or even better explain to you why they must keep something written as is. The point is this: we've never seen a deal go south simply because someone was asking a question in good faith.

I wish you the best of luck!





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and Creative Director

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United States Senate Candidate

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**From:** Scott Cooper  
**Sent:** Thur 5/28/2015 3:18:26 AM  
**Subject:** FW: A Message From Our CEO

Scott J. Cooper  
CEO & Creative Director

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(305) 503-5458 Fax



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Miami Beach, FL 33139  
Phone: 888-926-8174  
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**From:** (b)(6)@msn.com]  
**Sent:** Wednesday, May 27, 2015 10:59 PM  
**To:** World PatentMarketing  
**Subject:** RE: A Message From Our CEO

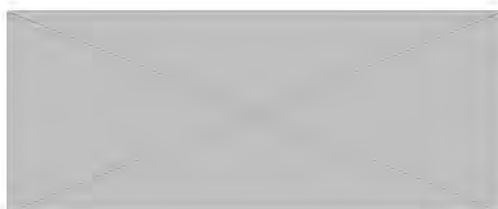
Sorry, the video did not come thru, would not open up. Please attempt to resend....Thank you, (b)(6)

---

Date: Wed, 27 May 2015 22:43:54 -0400  
From: [publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com)  
To: (b)(6)@msn.com  
Subject: A Message From Our CEO  
CC:

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**From:** Scott Cooper  
**Sent:** Thur 5/28/2015 3:34:35 AM  
**Subject:** FW: A Message From Our CEO

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**From:** (b)(6)  
**Sent:** Wednesday, May 27, 2015 11:33 PM  
**To:** [publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com)  
**Subject:** Re: A Message From Our CEO

Hello well this is not my number,,what do I have to do,I gave you the money ,,Where is my number,,you asked me for more money but you do not give me what I paid for,,,I will not trust you if I don,t get what I paid for (b)(6)

---

**From:** "World Patent Marketing News Desk" <[publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com)>  
**To:** (b)(6)  
**Sent:** Wednesday, May 27, 2015 8:43:42 PM  
**Subject:** A Message From Our CEO

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**From:** Scott Cooper  
**Sent:** Thur 5/28/2015 3:54:37 AM  
**Subject:** FW: A Message From Our CEO

Scott J. Cooper  
CEO & Creative Director

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(888) 926-8174 ext 212  
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Fax: 888-689-2485

**From:** (b)(6)@gmail.com  
**Sent:** Wednesday, May 27, 2015 11:51 PM  
**To:** [publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com)  
**Subject:** Re: A Message From Our CEO

Hello,

As I told your employees I need financial help to get going and if you think I have such a profitable idea how come you don't help?

Thanks!

(b)(6)  
inventor

On Wed, May 27, 2015 at 9:43 PM, World Patent Marketing News Desk <[publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com)> wrote:

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**From:** Scott Cooper  
**Sent:** Thur 5/28/2015 3:18:24 PM  
**Subject:** FW: A Message From Our CEO

Scott J. Cooper  
CEO & Creative Director

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(888) 926-8174 ext 212  
(305) 503-5458 Fax



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**From:** (b)(6) [redacted]@gmail.com] On Behalf Of Robin Huff  
**Sent:** Thursday, May 28, 2015 11:06 AM  
**To:** [publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com)  
**Subject:** Re: A Message From Our CEO

Hello

Do you know how upsetting it is that you have a great ideal and the company that you contact says the same ,and all you can do is just wait and do nothing I can do .I am a single mom who makes 11 dollars a hour I came up with this knowing it would save life's but I was hoping to patent it or just sell the rights and ideal cause I was looking for a way to support my children ,and give them a dream of a better life . I don't have 1000.00 dollars to patent this I wish I did that would be a life changing event to have money to pay a bills on time or make sure there is food in the home all the time .But I live in the real world were 90%of the people struggle each payday.So the ideal I summited was for real and I hope that it stay mine like I was promised and maybe it can get real someday with me as the inventor .

Thank you

(b)(6) [redacted]

On Wed, May 27, 2015 at 7:43 PM, World Patent Marketing News Desk <[publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com)> wrote:

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**To:** info@worldpatentmarketing.com[info@worldpatentmarketing.com]  
**From:** Scott Cooper  
**Sent:** Thur 5/28/2015 4:30:19 PM  
**Subject:** FW: A Message From Our CEO

Scott J. Cooper  
CEO & Creative Director

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Phone: 888-926-8174  
Fax: 888-689-2485

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**From:** (b)(6)@yahoo.com  
**Sent:** Thursday, May 28, 2015 12:24 PM  
**To:** [publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com)  
**Subject:** Re: A Message From Our CEO

Hello,  
I submitted my idea on your web site and was just wondering how long before i will hear if submission is accepted?  
Thank you, (b)(6)

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**To:** info@worldpatentmarketing.com[info@worldpatentmarketing.com]  
**From:** Scott Cooper  
**Sent:** Thur 5/28/2015 7:04:58 PM  
**Subject:** FW: A Message From Our CEO

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CEO & Creative Director

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**From:** (b)(6)@yahoo.com  
**Sent:** Thursday, May 28, 2015 3:02 PM  
**To:** [publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com)  
**Subject:** Re: A Message From Our CEO

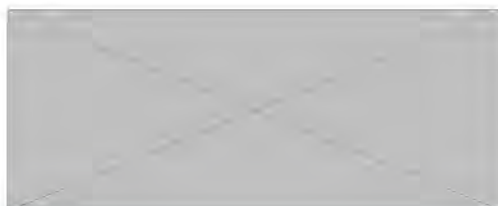
HELLO CEO, I AM STILL TRYING TO GET UP THE MONEY 998.00 THAT IS NEEDED TO GET ME STARTED, I DO NOT HAVE IT ALL YET, BUT I'M WORKING ON IT, THANKS, ISSIC IS MY REP

---

**From:** World Patent Marketing News Desk <[publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com)>  
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**Sent:** Wednesday, May 27, 2015 10:43 PM  
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**To:** info@worldpatentmarketing.com[info@worldpatentmarketing.com]  
**From:** Scott Cooper  
**Sent:** Thur 5/28/2015 9:29:30 PM  
**Subject:** FW: A Message From Our CEO

Scott J. Cooper  
CEO & Creative Director

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**Sent:** Thursday, May 28, 2015 5:29 PM  
**To:** [publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com)  
**Subject:** RE: A Message From Our CEO

I would like someone to call me please (b)(6)

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**To:** info@worldpatentmarketing.com[info@worldpatentmarketing.com]  
**From:** Scott Cooper  
**Sent:** Fri 5/29/2015 2:49:19 PM  
**Subject:** FW: WPM Prototype Division Expanding

Scott J. Cooper  
CEO & Creative Director

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**Sent:** Friday, May 29, 2015 10:40 AM  
**To:** [publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com)  
**Subject:** Re: WPM Prototype Division Expanding

What about poor inventors? Are we just out of luck?

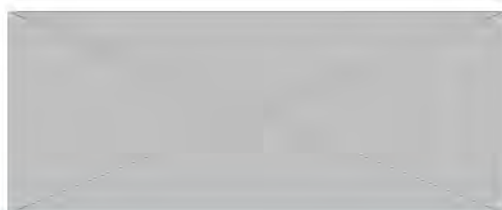
Sent from Yahoo Mail [renejreeves@yahoo.com](mailto:renejreeves@yahoo.com)

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**From:** World Patent Marketing News Desk <[publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com)>;  
**To:** (b)(6)@yahoo.com;<[\(b\)\(6\)@yahoo.com](mailto:(b)(6)@yahoo.com)>;  
**Subject:** WPM Prototype Division Expanding  
**Sent:** Fri, May 29, 2015 12:19:48 PM

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# World Patent Marketing's Prototyping Division Expanding In Florida and California

Study: World Patent Marketing's Prototyping Division Expansion to Rev Up Jobs, Revenues in Miami and Paso Robles

New York, New York (Yahoo Finance) May 28, 2015:



World Patent Marketing, a vertically integrated manufacturer and engineer of patented products, has announced a major expansion of its prototyping department. The patent giant is heavily expanding its Engineering Departments in Florida and California to put greater emphasis on concept design engineering for plastics, wood and metals product development.

**"World Patent Marketing has the best designers and engineers in the business." says Scott Cooper, CEO and Creative Director of World Patent Marketing, " We have a team of creative visionaries that are able to provide all the necessary aesthetics, ergonomics and strategy that a product needs before moving into the mechanical engineering phase of design."**

Depending on specific project goals, specifications and budget, World Patent Marketing works with clients to develop one or more types of prototype, including: appearance, proof of concept, functional model or a production level prototype. Clients looking to show a modern exterior can use appearance model prototypes. Those wanting to demonstrate an operating internal mechanism can use functional or proof of concept prototypes. And, if the goal is to give others the full user experience of a product, with form and function intact, a production level prototype is utilized.

**World Patent Marketing Prototyping Services include:**

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**From:** Scott Cooper  
**Sent:** Fri 5/29/2015 5:00:16 PM  
**Subject:** FW: WPM Prototype Division Expanding

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**Sent:** Friday, May 29, 2015 1:00 PM  
**To:** [publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com)  
**Subject:** Re: WPM Prototype Division Expanding

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**From:** (b)(6)@gmail.com [mailto:(b)(6);@gmail.com]  
**Sent:** Friday, May 29, 2015 1:24 PM  
**To:** [publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com)  
**Subject:** Re: WPM Prototype Division Expanding

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Sent from my Sprint phone.

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**Subject:** WPM Prototype Division Expanding  
**Date:** Fri, May 29, 2015 8:19 AM

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**From:** Scott Cooper  
**Sent:** Fri 5/29/2015 7:57:37 PM  
**Subject:** RE: Voice message from (b)(6)

Do me a favor and shoot him back an email confirming –don't waste your time with him

He read the global shit a few weeks ago and I calmed him down

(b)(6)

just confirm that you got his email address from me and you are on the advisory board

please cc me on the email as well that you send to him

any progress on the opinion letter?????

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**From:** Matthew Whitaker [mailto:[mwhitaker@whgllp.com](mailto:mwhitaker@whgllp.com)]  
**Sent:** Friday, May 29, 2015 2:49 PM  
**To:** scott ([scott@worldpatentmarketing.com](mailto:scott@worldpatentmarketing.com))  
**Subject:** FW: Voice message from (b)(6)

Another WPM customer reaching out to me. FYI. I do not plan to call back unless you want me to. Thanks, MW

**WHITAKER HAGENOW  
& GUSTOFF LLP** **WHG**

**Matthew G. Whitaker**  
**WHITAKER HAGENOW & GUSTOFF LLP**  
Counselors and Attorneys at Law  
400 East Court Avenue, Suite 346  
Des Moines, IA 50309-2017  
Phone: 515.868.0210  
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**From:** tel:(b)(6) [redacted] <mailto:non-mail-user@internetsolver.com>]

**Sent:** Friday, May 29, 2015 12:24 PM

**To:** Matt Whitaker

**Subject:** Fwd: Voice message from (b)(6) [redacted]

The attached message was recently left in your voicemail account for (b)(6) [redacted]. We are sending you this email because you have asked for your messages to be forwarded to this address.

**To:** info@worldpatentmarketing.com[info@worldpatentmarketing.com]  
**From:** Scott Cooper  
**Sent:** Fri 5/29/2015 8:04:11 PM  
**Subject:** FW: WPM Prototype Division Expanding

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**From:** (b)(6)@gmail.com  
**Sent:** Friday, May 29, 2015 11:05 AM  
**To:** [publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com)  
**Subject:** Re: WPM Prototype Division Expanding

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- > World Patent Marketing's Prototyping Division Expanding In Florida and California
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- > Study: World Patent Marketing's Prototyping Division Expansion to Rev Up Jobs, Revenues in Miami and Paso Robles
- >
- > New York, New York (Yahoo Finance) May 28, 2015:
- >
- > World Patent Marketing, a vertically integrated manufacturer and engineer of patented products, has announced a major expansion of its prototyping department. The patent giant is heavily expanding its Engineering Departments in Florida and California to put greater emphasis on concept design engineering for plastics, wood and metals product development.
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**From:** Scott Cooper  
**Sent:** Fri 5/29/2015 9:35:07 PM  
**Subject:** FW: Some Good Advice From World Patent Marketing

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**From:** (b)(6)@gmail.com  
**Sent:** Wednesday, May 13, 2015 4:51 AM  
**To:** [publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com)  
**Subject:** Re: Some Good Advice From World Patent Marketing

This notice for Mike, I need u to text or email u r # w/ext. Please. From (b)(6)

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**Subject:** Re: WPM Prototype Division Expanding

OK waiting on paperwork per mail.

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**Sent:** Thursday, May 28, 2015 12:00 AM  
**To:** [publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com)  
**Subject:** RE: A Message From Our CEO

Thank you for information. I have read everything about this company. Really interested now that we invested in an idea.

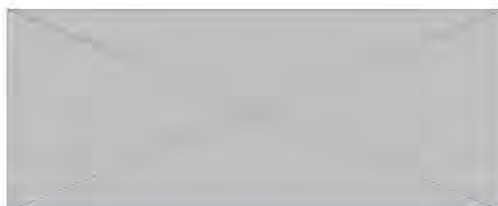
Sent via the Samsung Galaxy Tab® 3, an AT&T 4G LTE tablet

----- Original message -----

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**Sent:** Sun 5/31/2015 8:27:18 PM  
**Subject:** FW: Some Good Advice From World Patent Marketing

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**From:** (b)(6) [redacted]@gmail.com]  
**Sent:** Sunday, May 31, 2015 4:03 PM  
**To:** World Inventors  
**Subject:** Re: Some Good Advice From World Patent Marketing

You never got back to me

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**From:** Scott Cooper

**Sent:** Sun 5/31/2015 11:39:22 PM

**Subject:** FW: Voice Message Attached from (b)(6)

(b)(6) [.wav](#)

Call him for me - he is a friend of matt whitaker

Don't say anything about whitaker to him

Just tell him I told u to call

He needs a business method patent I think

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CEO & Creative Director

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-----Original Message-----

From: voicemail@nextiva.com [mailto:voicemail@nextiva.com]

Sent: Monday, May 04, 2015 3:00 PM

To: Scott Cooper

Cc: scott@worldpatentmarketing.com

Subject: Voice Message Attached from (b)(6)

Time: May 4, 2015 2:59:41 PM

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**To:** (b)(6)  
**From:** Scott Cooper  
**Sent:** Mon 6/1/2015 3:41:19 PM  
**Subject:** RE: WPM Prototype Division Expanding

Yes it does cost extra and we are able to make prototypes with electronics

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**From:** (b)(6)  
**Sent:** Monday, June 01, 2015 11:40 AM  
**To:** [publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com)  
**Subject:** Re: WPM Prototype Division Expanding

Hello WPM, Does it cost extra to have your company make a physical prototype? And are you able to make prototypes with electronics?

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## Rapid Prototyping

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Conceptual Prototypes  
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Custom Fabricated  
Textiles  
3D Model Prototyping

### **World Patent Marketing's Engineering Services include:**

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Solid Works Computer Aided Design (CAD)  
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**To:** [publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com)  
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**Date:** Fri, 29 May 2015 08:19:56 -0400  
**From:** [publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com)  
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**Sent:** Mon 6/1/2015 9:32:51 PM  
**Subject:** FW: WPM Prototype Division Expanding

Scott J. Cooper  
CEO & Creative Director

(305) 330-9199 Direct  
(888) 926-8174 ext 212  
(305) 503-5458 Fax



World Patent Marketing  
1680 Meridian Ave Suite 600  
Miami Beach, FL 33139  
Phone: 888-926-8174  
Fax: 888-689-2485

**From:** (b)(6)@aol.com]  
**Sent:** Monday, June 01, 2015 5:28 PM  
**To:** [publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com)  
**Subject:** Re: WPM Prototype Division Expanding

I am about time looking for a company who can help me for my (b)(6) PROTOTYPE. Can you provide me the company information in California?

Regards,

(b)(6)

n,rowr. B

(b)(6)

-----Original Message-----

**From:** World Patent Marketing News Desk <[publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com)>  
**To:** (b)(6)@aol.com>  
**Sent:** Fri, May 29, 2015 5:20 am  
**Subject:** WPM Prototype Division Expanding

Hi, just a reminder that you're receiving this email because you have expressed an interest in World Patent Marketing. Don't forget to add [publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com) to your address book so we'll be sure to land in your inbox!

You may [unsubscribe](#) if you no longer wish to receive our emails.

**To:** World Patent Marketing Info[info@worldpatentmarketing.com]  
**From:** Scott Cooper  
**Sent:** Tue 6/2/2015 7:34:54 PM  
**Subject:** FW: A Message From Our CEO

Scott J. Cooper  
CEO & Creative Director

(305) 330-9199 Direct  
(888) 926-8174 ext 212  
(305) 503-5458 Fax



World Patent Marketing  
1680 Meridian Ave Suite 600  
Miami Beach, FL 33139  
Phone: 888-926-8174  
Fax: 888-689-2485

**From:** (b)(6) @gmail.com  
**Sent:** Tuesday, June 02, 2015 3:34 PM  
**To:** [publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com)  
**Subject:** Re: A Message From Our CEO

Hello there  
I have submitted idea and nobody reach to me. Just one email stating you guys want more info details.  
Please call me

(b)(6)

Thank you,  
(b)(6)

On May 27, 2015 10:43 PM, "World Patent Marketing News Desk" <[publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com)> wrote:  
Hi, just a reminder that you're receiving this email because you have expressed an interest in World Patent Marketing. Don't forget to add [publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com) to your address book so we'll be sure to land in your inbox!

You may [unsubscribe](#) if you no longer wish to receive our emails.



**To:** 'Matthew Whitaker'[mwhitaker@whgllp.com]  
**From:** Scott Cooper  
**Sent:** Sun 8/2/2015 4:58:17 PM  
**Subject:** RE: New message via your website, from (b)(6)@gmail.com



Awesome!

Scott J. Cooper  
CEO and Creative Director

305-330-9199 Direct  
888-926-8174 ext 212  
305-503-5458 Fax

---

**From:** Matthew Whitaker [mailto:mwhitaker@whgllp.com]  
**Sent:** Thursday, July 30, 2015 11:48 AM  
**To:** scott (scott@worldpatentmarketing.com) <scott@worldpatentmarketing.com>  
**Subject:** FW: New message via your website, from (b)(6)@gmail.com

I should get a cut of this for helping close the deal! I hope all is well. Best always, MW

----- Forwarded message -----

**From:** <[no-reply@parastorage.com](mailto:no-reply@parastorage.com)>  
**Date:** Sun, Jul 26, 2015 at 11:07 PM  
**Subject:** New message via your website, from (b)(6)@gmail.com  
**To:** (b)(6)@gmail.com

**You have a new message:**

Via: <http://www.whitakerhagenowlaw.com/>

**Message Details:**

- o **Name** (b)(6)
  - o **Subject** World Patent Marketing
  - o **Message** I have received my information regarding a patent search while working with World Patent Marketing. I would like to talk with Matt about his relationship with this company and his knowledge of this industry, as I am planning to continue with WPM.
  - o **Email** (b)(6)@gmail.com
- Sent on:** 26 July, 2015

Thank you!

--

Matt Whitaker

(b)(6)



**To:** 'websupport@bloomberg.net'[websupport@bloomberg.net]  
**From:** Scott Cooper  
**Sent:** Sun 8/2/2015 8:16:03 PM  
**Subject:** RE: H:(b)(6) General/Other-Bloomberg.com  
[Company Overview.pdf](#)

Attached is info as requested. Please do not hesitate to contact me should you have any questions.

Thank you.

Scott J. Cooper  
CEO and Creative Director  
(305) 330-9199

----- Forwarded message -----

**From:** **Web Support (BLOOMBERG/ NEWSROOM):** <[websupport@bloomberg.net](mailto:websupport@bloomberg.net)>  
**Date:** Fri, Jul 3, 2015 at 5:58 PM  
**Subject:** H:(b)(6) General/Other-Bloomberg.com  
**To:** [Cattya@worldpatentmarketing.com](mailto:Cattya@worldpatentmarketing.com)

Hello:

If you wish to add a company description on the Bloomberg.com site, please submit five lines (80 characters per line). You cannot use brand names, superlatives, locations, or numbers. Past events may not be used. Please list all information that needs to be added. This includes Management Profile details as well as company profile/contact information. Please note that we cannot guarantee the profile will be listed on the site. You can submit via this Feedback.

Sincerely,  
Bloomberg Website Feedback Team



## Company Overview (398 characters)

Desa Industries, Inc. doing business as World Patent Marketing, is a manufacturer and retailer of patented products. The company is broken into eight divisions that includes Research, Patents, Prototyping, Manufacturing, Retail, Capital Ventures, Mobile Apps & Social Media. The company was founded in 2010 in Delaware and is headquartered in Miami Beach, FL. The company has 500 agents and employees & has operations in Philippines, India, Bolivia, Israel & England.

## Key Board Members for Desa Industries Inc.

### **Scott J. Cooper:**

CEO and Creative Director of World Patent Marketing  
and Director of The Cooper Idea Foundation, <http://cooperideas.org>

### **Matthew G. Whitaker:**

Former US Attorney for the Southern District of Iowa

### **Richard Sulaka, Jr.:**

Macomb County Deputy Commissioner

### **Christopher Robert Seaver, MD:**

General Faculty Preceptor at the University of Miami  
And Attending General Surgeon at Holy Cross Hospital

### **Omar Rivero:**

Founder and Editor-in-Chief of Occupy Democrats,  
a grassroots political organization

## Corporate Information

1680 Meridian Avenue  
Suite 600  
Miami Beach, FL 33139  
United States

Founded 2010

Phone: (305) 330-9266  
Toll Free: (888) 926-8174  
Fax: (888) 689-2485

<https://worldpatentmarketing.com>  
<http://shop.worldpatentmarketing.com>

**To:** Bernard Egozi[BEgozi@egozilaw.com]; Matthew Whitaker[mwhitaker@whgllp.com]  
**From:** Scott Cooper  
**Sent:** Fri 8/14/2015 7:36:29 PM  
**Subject:** FW: Done deal

Lol lol

Scott J. Cooper  
CEO and Creative Director

(305) 330-9199 Direct  
(888) 926-8174 ext 212  
(305) 503-5458 Fax

**From:** (b)(6)@gmail.com

**Sent:** Friday, August 14, 2015 3:35 PM

**To:** Scott Cooper <[scott@worldpatentmarketing.com](mailto:scott@worldpatentmarketing.com)>

**Subject:** Re: Done deal

Ok I will call you shortly, and please don't misunderstand me I am not trying to black mail you or threaten you. I'll explain to you in details what's frustrating over the phone

On Friday, August 14, 2015, Scott Cooper <[scott@worldpatentmarketing.com](mailto:scott@worldpatentmarketing.com)> wrote:

I have copied my corporate counsel Bernie Egozi and Former US Attorney Matt Whitaker who happens to sit on my advisory board on this email because frankly I am a little confused by your behavior and it sounds like you are trying to blackmail me for something.

I don't understand – you do not want a refund of your balance and you do not want a credit? Our team did a lot of work on your project – I am not trying to keep any of your money. What is this about?

**Are you really trying to blackmail me in writing that if I don't give you a check you are going to file complaints to regulatory agencies? I have never seen anybody put that in writing before.**

**And then you are threatening to slander our company on the internet?**

We are not an invention promotion company – we are a manufacturer of patented products – those questions are meant for invention promotion companies.

I don't really understand what you are talking about with regards to attorney fees. I don't know exactly what that means.

I am happy to discuss this matter with you again and address all these issues. I am overseas but I can still be reached on 305-330-9199 if you would like to discuss.

Scott J. Cooper  
CEO and Creative Director

(305) 330-9199 Direct  
(888) 926-8174 ext 212  
(305) 503-5458 Fax

**From:** (b)(6)@gmail.com



**Sent:** Friday, August 14, 2015 1:00 PM

**To:** Scott Cooper <[scott@worldpatentmarketing.com](mailto:scott@worldpatentmarketing.com)>

**Subject:** Done deal

alright mr Scott I guess none of us agreed which it fine at least we talked about it like adults.

But now ill just start filling my complaints to the USPTO,FTC and state attorney general.

What justifies my complaints is

1. We haven't completed the work yet and I won't sign the last paper work required therefore I'm in titled to the Money because we can just be stuck in the middle.

2. Your company didn't do proper research work to find my competition, I had to do my own research through Google.

3.your company claim that they provide every service except the 10.9k for the patent attorney that you took from me, now you're claiming you lost money???

4. It is required by law that an invention company provide answers to these questions which your company didn't

how many inventions it has evaluated?

how many of those inventions got positive or negative evaluations?

its total number of customers?

how many of those customers received a net profit from the promoter's services?

how many of those customers have licensed their inventions due to the promoter's service?

And I Will also write a review on google and (better business bureau) and any review websites that your company is affiliated with showing a picture of your email how it makes no sense that you offer me 20k worth of work and an extra free research for the 10k that I spent which makes no sense at all because you will be losing MORE money doing that then just simply giving me my money back. Which means that you guys make profit of our money and not what your company claims that "world patent marketing makes money when the inventor make money"

I will do what ever it takes.

Thank you, and have a nice day

CONNECT WITH US:

**To:** Matthew Whitaker[mwhitaker@whgllp.com]  
**From:** Scott Cooper  
**Sent:** Fri 8/21/2015 4:21:12 PM  
**Subject:** can u talk?

Scott J. Cooper  
CEO & Creative Director

(305) 330-9199 Direct  
(888) 926-8174 ext 212  
(305) 503-5458 Fax

**To:** Diana Caparotta[diana@worldpatentmarketing.com]  
**From:** Scott Cooper  
**Sent:** Fri 8/21/2015 4:33:25 PM  
**Subject:** when is the last time we paid whitaker?

Scott J. Cooper  
CEO & Creative Director

(305) 330-9199 Direct  
(888) 926-8174 ext 212  
(305) 503-5458 Fax



**To:** (b) (6) [redacted]@gmail.com]  
**From:** Scott Cooper  
**Sent:** Tue 8/25/2015 11:10:19 PM  
**Subject:** FW: World Patent Marketing

Scott J. Cooper  
CEO & Creative Director

(305) 330-9199 Direct  
(888) 926-8174 ext 212  
(305) 503-5458 Fax

---

**From:** Matthew Whitaker [mailto:[mwhitaker@whgllp.com](mailto:mwhitaker@whgllp.com)]  
**Sent:** Friday, August 21, 2015 12:59 PM  
**To:** (b) (6) [redacted]  
**Cc:** scott ([scott@worldpatentmarketing.com](mailto:scott@worldpatentmarketing.com)) <[scott@worldpatentmarketing.com](mailto:scott@worldpatentmarketing.com)>  
**Subject:** World Patent Marketing

Mr. Rudsky:

Scott forwarded me your emails and I am concerned about what you are trying to communicate to Scott Cooper and WPM.

I am a former United States Attorney for the Southern District of Iowa and I also serve on World Patent Marketing's Advisory Board.

Your emails and message from today seem to be an apparent attempt at possible blackmail or extortion. You also mentioned filing a complaint with the Better Business Bureau and to smear World Patent Marketing's reputation online. I am assuming you understand that there could be serious civil and criminal consequences for you if that is in fact what you and your "group" are doing.


I am familiar with your background and your history with Scott. Understand that we take threats like this quite seriously.

Perhaps you can email me and specifically explain to me exactly what your intentions are with regards to World Patent Marketing so I can respond accordingly.

I can be reached at this email address.

Please conduct yourself accordingly.

Regards, MW

**WHITAKER HAGENOW  
& GUSTOFF LLP** 

**Matthew G. Whitaker**  
**WHITAKER HAGENOW & GUSTOFF LLP**  
Counselors and Attorneys at Law  
521 East Locust St., Suite 302  
Des Moines, IA 50309-2017  
Phone: 515.868.0210  
E-Mail: [mwhitaker@whgllp.com](mailto:mwhitaker@whgllp.com)

**To:** Matthew Whitaker[mwhitaker@whgllp.com]  
**From:** Scott Cooper  
**Sent:** Tue 8/25/2015 6:53:18 PM  
**Subject:** call me when you can....need advice...

Scott J. Cooper  
CEO & Creative Director

(305) 330-9199 Direct  
(888) 926-8174 ext 212  
(305) 503-5458 Fax

**To:** Brett Lewis[(b)(6) com]  
**From:** Scott Cooper  
**Sent:** Tue 8/25/2015 7:16:00 PM  
**Subject:** i forwarded that email to Matt Whitaker - he thinks we should turn this over to DA in NY - what do u think?

Scott J. Cooper  
CEO & Creative Director

(305) 330-9199 Direct  
(888) 926-8174 ext 212  
(305) 503-5458 Fax



**To:** Matthew Whitaker[mwhitaker@whgllp.com]  
**From:** Scott Cooper  
**Sent:** Tue 8/25/2015 8:28:23 PM  
**Subject:** i have an old friend from the Brooklyn DA - I reached out to her...

Scott J. Cooper  
CEO & Creative Director

(305) 330-9199 Direct  
(888) 926-8174 ext 212  
(305) 503-5458 Fax

**To:** Bernard Egozi[begozi@egozilaw.com]  
**From:** Scott Cooper  
**Sent:** Thur 9/3/2015 12:46:19 AM  
**Subject:** FW: Executed Order  
[Executed Order.pdf](#)  
[Untitled attachment 00019.htm](#)

fyi

Scott J. Cooper  
CEO and Creative Director

305-330-9199 Direct  
888-926-8174 ext 212  
305-503-5458 Fax

---

**From:** Eric Creizman [mailto:[ecreiz@creizmanllc.com](mailto:ecreiz@creizmanllc.com)]  
**Sent:** Wednesday, September 02, 2015 7:42 PM  
**To:** Cooper Scott <[scott@worldpatentmarketing.com](mailto:scott@worldpatentmarketing.com)>  
**Subject:** Fwd: Executed Order

Here's the order and the attachment.

Sent from my iPhone  
Eric M. Creizman  
Attorney at Law  
Creizman LLC  
565 Fifth Avenue, Fl. 7  
New York, New York 10017  
T: (212) 972-0200  
F: (646) 200-5022

[www.creizmanllc.com](http://www.creizmanllc.com)

Begin forwarded message:

**From:** Zachary Taylor <[ztaylor@creizmanllc.com](mailto:ztaylor@creizmanllc.com)>  
**Date:** September 2, 2015 at 2:27:28 PM EDT  
**To:** Eric Creizman <[ecreiz@creizmanllc.com](mailto:ecreiz@creizmanllc.com)>  
**Subject:** Executed Order

Here it is. Send me an email to confirm receipt.

--  
Zachary S. Taylor  
Attorney at Law  
Creizman LLC  
565 Fifth Avenue, Fl. 7  
New York, New York 10017  
T: [\(212\) 972-0200](tel:(212)972-0200)  
F: [\(646\) 200-5022](tel:(646)200-5022)

[www.creizmanllc.com](http://www.creizmanllc.com)

**To:** Eric M Creizman[[ecreiz@creizmanllc.com](mailto:ecreiz@creizmanllc.com)]  
**From:** Scott Cooper  
**Sent:** Sat 10/3/2015 12:33:07 AM  
**Subject:** RE: EMAIL #8

<http://creizmanllc.com/archives/1735>

let me put you on my advisory board

you will get a ton of press – you'll love it...

<https://worldpatentmarketing.com/advisoryboard>

no liability – you are simply an advisor...

Scott J. Cooper  
CEO and Creative Director

(305) 330-9199 Direct  
(888) 926-8174 ext 212  
(305) 503-5458 Fax

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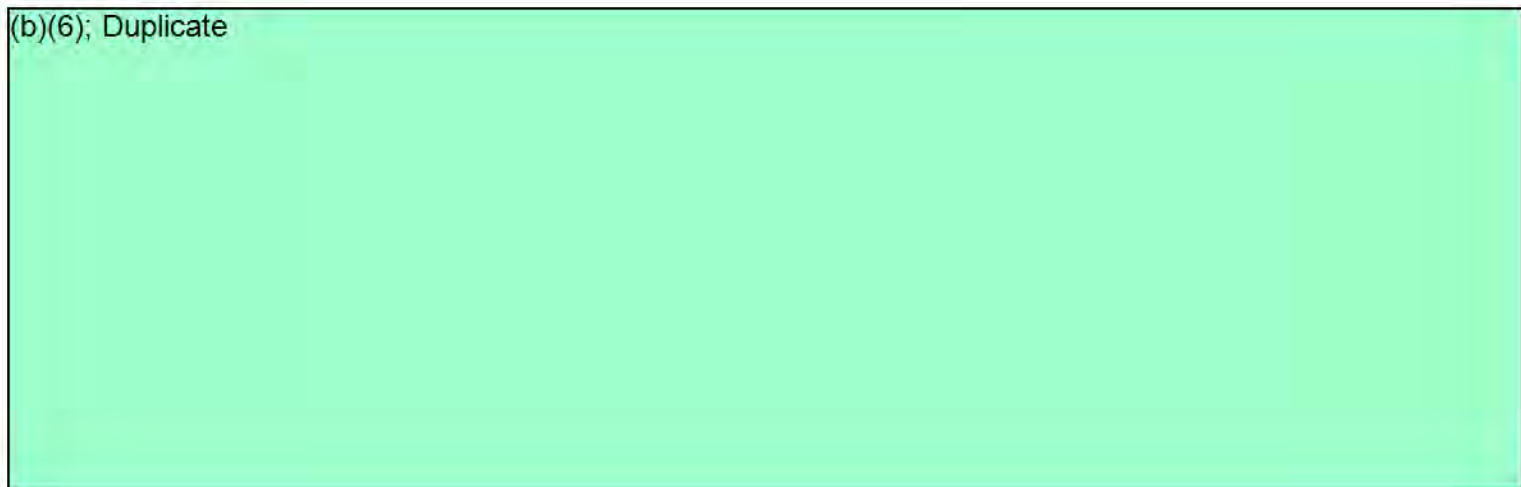
**From:** Eric M Creizman [<mailto:ecreiz@creizmanllc.com>]  
**Sent:** Tuesday, August 25, 2015 9:58 PM  
**To:** Scott Cooper <[scott@worldpatentmarketing.com](mailto:scott@worldpatentmarketing.com)>  
**Subject:** Re: EMAIL #8

This guy is a major idiot. Not sure I understand everything pertinent here. Give me a call so we can take action.  
Sent from my iPad  
On Aug 25, 2015, at 9:48 PM, Scott Cooper <[scott@worldpatentmarketing.com](mailto:scott@worldpatentmarketing.com)> wrote:

---

**From:** Matthew Whitaker [<mailto:mwhitaker@whgllp.com>]  
**Sent:** Tuesday, August 25, 2015 3:12 PM  
**To:** [scott@worldpatentmarketing.com](mailto:scott@worldpatentmarketing.com)  
**Subject:** Fwd: World Patent Marketing

(b)(6); Duplicate





**To:** Eric Creizman (ecreiz@creizmanllc.com)[ecreiz@creizmanllc.com]  
**From:** Scott Cooper  
**Sent:** Wed 10/7/2015 5:21:31 AM  
**Subject:** what do u think?  
[Document1.docx](#)



As if World Patent Marketing CEO Scott J. Cooper didn't have enough to do. He returned home this week from what was supposed to be a pleasant family yacht trip in the Bahamas. Of course within a few days, Hurricane Joaquin showed up. As the vessel raced to Nassau to avoid the 100 mile per hour winds, an engine failed. Luckily, Captain Kiko was able to navigate the vessel to safe harbor on the single engine. As they waited out Hurricane Joaquin, Cooper's biggest problem that day was a slow internet speed.

As he returned home and stepped off the private jet, he was greeted with an email from his attorney that the extortion and blackmail scheme against him and World Patent Marketing is not over. Back in August, an ex-employee of Old Merchants Mortgage Bankers, Cooper's highly successful mortgage banking business, requested a job at World Patent Marketing. We will call this ex-employee "Alex." Cooper ignored the request, knowing that Alex has been in and out of trouble since the collapse of the mortgage industry. Within a few weeks, Alex demanded \$200,000 in 48 hours or else he would smear the company's reputation on the internet. Cooper initially ignored him, knowing that Alex had a history of substance abuse and he figured it would pass.

The extortion and blackmail plot then thickened. He started to threaten high ranking members of the World Patent Marketing Advisory Board, including Former US Attorney, Matthew Whitaker, and Former Karate Champion and Director of Security Risk Management Moti Horenstein.



*Scott Cooper hired ex-commando Horenstein for security*

Cooper then called upon famous New York attorney, Eric Creizman. Creizman is known as one of the top ten lawyers in New York and is famous for his courtroom antics. Despite Alex's tactics to evade being served by Cooper's investigators, the judge ordered an injunction banning Alex from slandering the company.



Cooper thought the matter was over and he could get back to business. "I figured he would crawl back under the rock he came out of," said Cooper. "I knew the guy had financial problems. His ex-wife told the investigators that he wasn't even paying child support for his children and I knew he was already being investigated for some other nonsense. I figured he was desperate. He is not a worthy opponent. I really didn't need the aggravation though."

Shockingly, Alex just recently started to carry out his threats. He started posting fake negative reviews pretending to be an unhappy customer. "I understand that this man has issues," said Cooper. "He is extremely disturbed. Recently he has become delusional and desperate. He seems to be totally detached from reality, perhaps due to fear and drug use. His demands have become more bizarre and ludicrous over time. We don't have time to deal with an extortion scandal. At this point, we have no choice but to take hard hitting action, to protect ourselves and our clients."



*Member of the World Patent Marketing Security Team*

Cooper and his attorneys will be meeting with high level prosecutors next week to have Alex arrested. "Its an interesting crime that he committed. It's called [Cyberstalking](#) and Cyberharrassment. I didn't know much about it. Quite frankly, I am obsessed with keeping my clients happy. I never had to deal with an idiot like this," said Cooper. "I have put people in prison before for stealing from me. It was not something I enjoyed. But I may actually enjoy this one."

## World Patent Marketing CEO Scott Cooper Keeps Security Force Close

Cooper is no stranger to danger. He has been forced to take measures to protect the World Patent Marketing Staff. The headquarters offices are heavily protected, with bio-metric scanners for entry, extensive video surveillance, and extensive background checks for all individuals admitted into the building. “We work on lots of different ideas. Some of them are potential game changers and threaten the status quo,” said Cooper. “We see ideas every day that can change the world in the fields of energy, medicine and communications. ”



*Member of the WPM security team, guarding Prime Minister.*

Cooper has even taken the unprecedented step of hiring a World Patent Marketing Security Force, made up of former Israeli commandos that previously protected the Prime Minister of Israel. Led by [Moti Horenstein](#), World Patent Marketing executives all over the world have been forced to surround themselves with security forces 24/7 in order to ensure personal safety from outside threats.

“The time has come to hit back,” said Cooper. “This isn’t just about a crazy guy bothering me any more. It’s more than a simple extortion scandal. He is attacking World Patent Marketing. I’m not going to let a crazy man stand in the way of our clients’ success. It isn’t going to happen. This guy just bought himself jail time. We have a formidable team here, and we are going to hit him with everything we have.”

[World Patent Marketing complaints](#) are handled by their crack team on the Advisory Board.





**To:** Anne Cruz[anne@worldpatentmarketing.com]  
**From:** Scott Cooper  
**Sent:** Fri 2/19/2016 1:31:11 AM  
**Subject:** audioBoom / Matthew Whitaker, U.S. Attorney from iowa and director of the Foundation for Accountability and Civic Trust - February 18, 2016

<https://audioboom.com/boos/4198950-matthew-whitaker-u-s-attorney-from-iowa-and-director-of-the-foundation-for-accountability-and-civic-trust-february-18-2016>

**To:** Jorge Argota[jorge@worldpatentmarketing.com]  
**From:** Scott Cooper  
**Sent:** Sun 6/26/2016 8:55:05 PM

DAILEY  
MARTY  
NURIEL  
WHITAKER

HORENSTEIN  
MAST  
PASCAL  
SULAKA

CREIZMAN  
MALLET  
RIVERO  
SEAVER

Scott J. Cooper  
CEO and Creative Director

1680 Meridian Avenue, Suite 600  
Miami Beach, Florida 33139

305-330-9199 Direct  
888-926-8174 ext 212  
305-503-5458 Fax



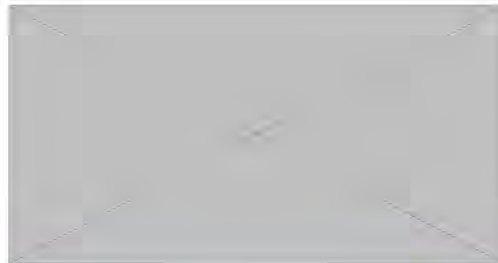
**To:** Scott Cooper[publicity@worldpatentmarketing.com]  
**From:** (b)(6)  
**Sent:** Sun 3/8/2015 11:03:03 PM  
**Subject:** Re: News from World Patent Marketing

Hello there. My name is (b)(6) I submitted an idea with u guys n got a positive response. I wasn't able to continue pursuing my ideas dream but it was a damn great invention. I would simply like to ask if there's anything else I can do to continue with my invention?

On Mar 7, 2015 5:48 PM, "World Patent Marketing" <[publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com)> wrote:

Hi, just a reminder that you're receiving this email because you have expressed an interest in World Patent Marketing. Don't forget to add [publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com) to your address book so we'll be sure to land in your inbox!

You may [unsubscribe](#) if you no longer wish to receive our emails.



## World Patent Marketing

Press Release

### Clean Water Bill Moves Forward as World Patent Marketing Floods the Market With A Breakthrough Water Filter Invention

The New York Inventor Exchange approves the Hose Filter, a water filter invention, for licensing and trading intellectual property rights.

New York, New York - March 7, 2015 -



[World Patent Marketing](#), the world's fastest growing vertically integrated patented product development company, has announced the release of the hose filter, a water filter invention which aims to filter impurities out of tap water.

"Over the years, Americans and millions more around the world, have depended on bottled water due to the dangers brought about by drinking contaminated water," said Scott Cooper, CEO & Creative Director of World Patent Marketing, "Our push for innovative products makes the world a safer place to live in, one invention at a time."

According to the Rutland Herald (March 05, 2015), "Vermont's 2015 legislative session is on track to be the year of clean water. Gov. Peter Shumlin opened the session with a State of the State

speech that outlined an ambitious yet practical plan to clean up our state's waters, including Lake Champlain. Weeks of clean water testimony from farmers, business owners, state and local officials, scientists and environmental advocates have been delivered to House and Senate committees. Vermonters can be assured that their legislators have been fully engaged in tackling the challenge of reducing pollution and restoring our streams, rivers, lakes and ponds to full health."

Since that speech, the full General Assembly has gathered twice to learn about and discuss the importance of clean water and the critical role it plays in our lives and the state's economy. The water filter invention assures the public that they can have their water clean and safe for drinking at any time.

The inventor, Kenji Q from Waipahu, Hawaii says "the water filter invention is a concept whose time has arrived. People from cities and towns across the country have long asked the question about what makes water potable, and yet, studies have shown that there are a lot of carcinogenic and biohazard risks in the water that we drink,"

The developer of the water filter invention notes that his product provides a simple solution which people can easily install. It does not have to be limited to the garden hose; for instance, it can be used for the whole family's water supply.

"Wherever water flows through, this can also be put in place," says Camry, an environmentalist blogger from Iowa. He notes that the water filter invention is not just for playground or park use, but can be utilized to solve water problems all over the world. It can also save Americans millions of dollars each year which they spend on buying expensive, bottled water.

Even with water utilities in developed urban and suburban communities, the age of underground pipes makes the delivery of drinking water unreliable.

About [World Patent Marketing](#)

[World Patent Marketing](#) is the world's only vertically integrated patented product development company. The company offers patent prosecution, licensing, trading, investment and manufacturing services to inventors, law firms and venture capital-backed companies. The company is well known in the industry for knowledge and expertise in patent research, patent filings, patent searches, invention studies, utility patents, design patents, PCTs, European Union Patents, China Patents, manufacturing, licensing and more. World Patent Marketing has received positive reviews for being a very outspoken critic of inventors' patent troll complaints and has declared war on Patent Troll Scams as the U.S. Congress reconsiders the Anti-Patent Troll Law. "World Patent Marketing will not allow its clients' success to be jeopardized by a complaint from a patent troll ripoff scam." according to Scott Cooper, CEO and Creative Director of World Patent Marketing. World Patent Marketing employs and contracts with over 350 people across four continents.

[World Patent Marketing](#) Achievements

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Sheer genius!  
Send directly to forbes, wsj, inc, etc.

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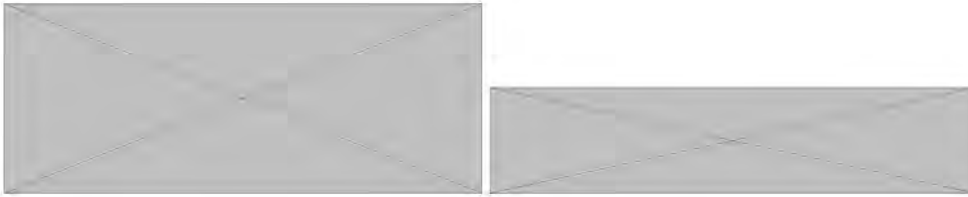
To: publicity@worldpatentmarketing.com[publicity@worldpatentmarketing.com]  
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Editorial



## Scott Cooper, CEO and Creative Director, says The Future for Innovation is Now

**Did you think by now that we would be scooting along on moving sidewalks, living high above the ground amid a flying maze of highways and flying cars? For the Jetsons cartoon back in the 60's, those things seemed farfetched. Even though we are not quite there yet, in today's world, a future like that doesn't seem so to be too far in the distance.**

**Just 20 years ago, the Internet wasn't a common part of our vocabulary. You carried a dime or a quarter at all times in case you needed to use a pay phone. There was no such thing as cell phones - not for the ordinary guy.**

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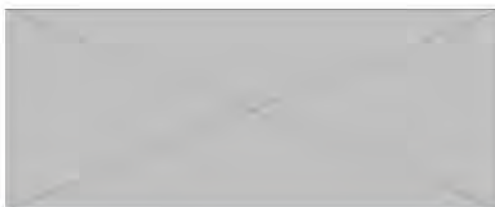
Are you guys ready to make money now? I'm ready

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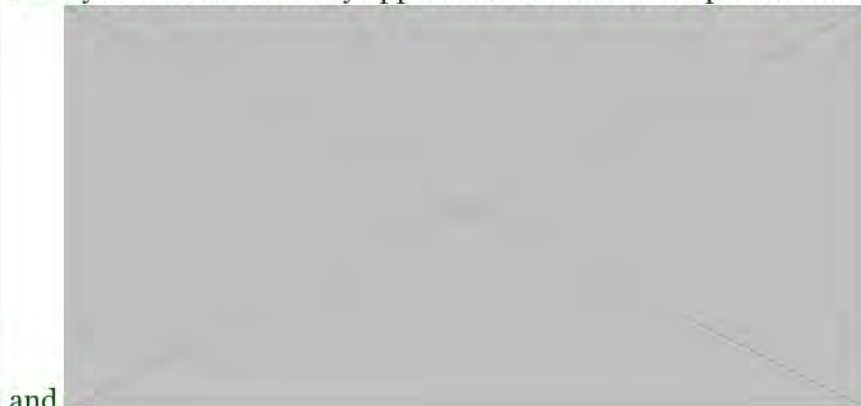
Press Release

# Top Tips For Getting A Patent Licensed

By: Scott J. Cooper,  
CEO and Creative Director

Having a great idea or developing a new product is a great achievement. But unless you've secured a patent, your hard work can be in jeopardy. While breaking into a space that is already crowded can be quite tedious, the more original the idea - or the less crowded the space - the easier it is to secure the patent.

Once you have successfully applied for and received a patent from the United States Patent



and

Trademark Office, you

**From:** Scott Cooper  
**Importance:** Normal  
**Subject:** Pay Whitaker \$1875 for quarterly fee  
**Start Time:** Thur 10/15/2015 4:00:00 AM  
**End Time:** Fri 10/16/2015 4:00:00 AM  
**Required Attendees:** Scott Cooper



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will do

On Thu, Jun 2, 2016 at 2:15 PM, Scott Cooper <[scott@worldpatentmarketing.com](mailto:scott@worldpatentmarketing.com)> wrote:

U should post this

Whitaker is on our board

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CEO and Creative Director

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Best,

Jorge Argota

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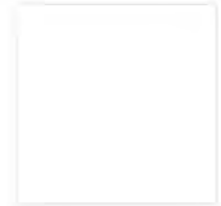
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## "time travel"

NEWS



### [The Women of 12 Monkeys on \*\*Time Travel\*\*, TV, and Terry Matalas](#)

Blastr

As far as **time travel** goes, nearly everyone sang the praises of the costume and set departments for the 40's, which ended up being the resounding ...



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### [Wednesday round-up: On tickets, Trek, and \*\*time travel\*\*](#)

Theme Park Insider

Wednesday round-up: On tickets, Trek, and **time travel**. July 6, 2016, 9:45 PM · Tickets go on sale in one week for next year's D23 Expo in Anaheim.



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### ['Doctor Who' comes to Hampton History Museum](#)

Daily Press

The museum's event, "Doctor Who in Hampton: **Time Travel** of Historic ... "Something like this, with **time travel**, is a perfect way to capture people's ...



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## "patent"

NEWS





## Asia Is Getting Its Own Patent Police

Bloomberg

It's a shift for Chinese companies, which have more often been the defendants in **patent** suits. They're catching up with a trend in Japan and South ...



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## What Is a Patent Cliff?

Fox Business

A **patent** cliff is what happens when a company's revenue starts plunging, or falling off a cliff, because an established product's **patent** reaches its ...



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## Apple granted patent for device to disable cameras on phones at concerts

WWBT NBC12 News

Apple has had a **patent** approved by the U.S. Patent and Trademark Office that would disable iPhone cameras from recording or photographing live ...



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## "uspto"

NEWS

### National Cancer Moonshot: **USPTO** Cancer Immunotherapy Fast Track

The National Law Review

In response to President Obama's National Cancer Moonshot initiative to eliminate cancer, the **USPTO** has launched the "Cancer Immunotherapy Pilot ...

[USPTO Cancer Immunotherapy Pilot Program](#) - Lexology (registration)

[USPTO Announces Patent Fast Track Pilot Program for Cancer Immunotherapy Applications](#) - Lexology (registration)

Full Coverage



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### Supreme Court Gives Deference to **USPTO** in Post Grant Proceedings

The National Law Review

The Supreme Court issued its much-anticipated decision in *Cuozzo Speed Technologies v. Lee*<sup>1</sup> on June 20, 2016, resolving two important issues ...



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### U.S. Patents Awarded to Inventors in Texas (July 6)

Targeted News Service (subscription)

The patent application was filed on March 26, 2015 (14/670,254). The full-text of the patent can be found at <http://patft.uspto.gov/netacgi/nph-Parser?>



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## "matthew whitaker"

NEWS



[Wanna know what former US prosecutors think about FBI decision on Hillary? Here ya go...](#)

BizPac Review

**Matthew Whitaker**, a former U.S. attorney for Iowa, told the Free Beacon the FBI director's stance in the case was highly unusual for a law enforcement ...



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## "intellectual property"

NEWS

[Shontavia Johnson Named Director of Drake Intellectual Property Law Center](#)

IPWatchdog.com

Shontavia Johnson, professor of law and the Kern Family Chair in **Intellectual Property** Law, took over as director of Drake Law School's **Intellectual** ...



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[5 Legal Techniques to Secure Cannabis Strain Intellectual Property](#)

New Cannabis Ventures (blog)

The Cannabis Industry is a multi-billion dollar industry. The cannabis plant is characterized by some as its most valuable asset. Some strains of ...



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[Kollywood's Intellectual Property mess](#)

The Hindu

A routine case of **Intellectual Property** Rights infringement which was resolved at the Madras High Court on June 27 has exposed some of the chinks ...

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## "shark tank"

NEWS



### [Four Years After \*\*Shark Tank\*\*, 23-Year-Old, Her Best Friend And Her Dad Build A \\$7M Nut Butter ...](#)

Forbes

One thing led to another, and before beginning junior year of college they ended up on **Shark Tank**, and suddenly realized: Either they needed to drop ...

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### ['\*\*Shark Tank\*\*' Action Figures To Debut At Comic-Con](#)

Forbes

You might expect to find exclusive Ninja Turtles or Marvel action figures at San Diego Comic-Con; it is, after all, a convention primarily of comic, movie, ...

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### [Local chili \*\*Shark Tank\*\* episode to air again, retail business up 40 percent](#)

Beckley Register-Herald

Although the investment sharks didn't bite when the special "Made in America" show originally aired Feb. 21, the impact of appearing on the show has ...

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## "invention patent"

NEWS



### [Huawei demands \\$12m compensation from Samsung for IP violation](#)

ZDNet

Huawei said that after analysis, it found the Samsung mobile phones with all the technical features of an **invention patent**.

The company has also ...  
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# new products

NEWS



## [New products help PepsiCo inch past revenue estimates](#)

CNBC

PepsiCo reported slightly better-than-expected quarterly revenue, helped by strong demand for Frito-Lay snacks and **new** beverages in North America ...

[New products, lower costs help PepsiCo top profit estimates](#) - euronews

[Full Coverage](#)



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## [PepsiCo profit tops expectations, it focuses on new products](#)

Knoxville News Sentinel

The maker of Gatorade, Mountain Dew and Frito-Lay chips said it is now getting 9 percent of its revenue from **new products** and responding to the ...

[New products help Pepsi to strong quarter](#) - Lima Ohio

[New products, lower costs help PepsiCo top profit estimates](#) - StreetInsider.com

[PepsiCo touts items seen as 'craft' as profit tops forecasts](#) - New Jersey Herald

[Full Coverage](#)



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## [New products help PepsiCo inch past revenue estimates](#)

Yahoo Finance

Cases of Pepsi are displayed for sale in Carlsbad, California February 7, 2012. REUTERS/Mike Blake/File Photo ...



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# licensing deal

NEWS



## Lidl enters Ice Age in biggest ever Fox movie **licensing deal**

The Grocer

As another part of the **licensing deal**, key markets will run retail loyalty programmes, one of which will give plush toys based on the film's characters in ...



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## SRG signs Olympic sub-**licensing deal**

SportsPro Media

Discovery Communications has agreed yet another sub-**licensing deal** with a European broadcaster for the Olympic Games in 2018 and 2020, with ...



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## Cheaper HIV drugs offered to South Africa as patent **deal** is signed

Times LIVE

The Geneva-based Medicines Patent Pool (MPP) on Thursday announced new generic manufacturing **licences** for four anti-retrovirals and a hepatitis ...



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# "patent troll"

NEWS



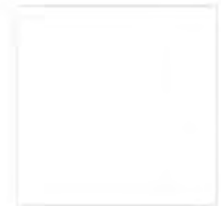
## Supreme Court's Alice decision protected my small businesses from patent trolls

The Hill (blog)

To some, they have earned the moniker of "**patent troll**." For most companies facing litigation from patent trolls – in particular entrepreneurs, startups ...



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## Chinese Telco Giant Huawei Sues American Mobile Uncarrier T-Mobile

EconoTimes

This isn't to say that "Huawei" is being a **patent troll** with its move against "T-Mobile" since, by all accounts, it does have legs to stand on with regards to ...



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# "time machine"

NEWS



## [Saratoga Time Machine – the Year, 1982](#)

Horse Racing Nation (blog)

The Saratoga **Time Machine** travels back to the 1982, a banner year at the Spa, when the stars on the racetrack included Copelan and future ...



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## ['Dragon Ball Super' Episode 51: Black Goku's true identity to be revealed? New time machine ...](#)

YIBADA English

Since the first **time machine** was destroyed by Black Goku, Future Trunks has to find other means to go back in time and defeat the him. Bulma comes ...



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## [Backup Strategies for Mac OSX – Step-by-Step Template of My Current Backup Plan](#)

Cloudwards

Carbon Copy Cloner is essentially **Time Machine** on steroids. You can create individual tasks for each back job. For example, files that you don't ...

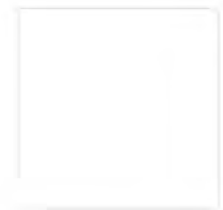


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# "invention"

NEWS



## ['Really good skills': Christian Heritage hosts Camp Invention](#)

The Daily Citizen



From left, Sophia Willey, 7, Parker Roberts, 7, Alex Childers, 6, and Kamryn Stancill, 8, make a treehouse at Camp

**Invention.** (Matt Hamilton/The Daily ...



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### Camp **Invention** offers epic summer experience

Grosse Pointe News (subscription)

Camp **Invention**, held June 27 to July 1, at Brownell Middle School, offered a twist on this theme with Where Pigs Fly, a lab giving young scientists, ...



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### This **invention** is smaller than a fire-hose and could help save firefighters' lives

CNBC

When firefighters are battling flames on a roof, sometimes their entire bodyweight rests on the head of an axe. And when things go wrong, accidents ...



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## mark cuban

NEWS



### **Mark Cuban's** brother says Rajon Rondo will 'melt down' Bulls locker room

Yahoo News

Brian Cuban, the brother of Mavericks owner **Mark Cuban**, still holds ... Cuban's not alone with his thought process, but it is interesting to see him ...



Flag as irrelevant



### **Mark Cuban** Humorously Welcomes Harrison Barnes To Dallas

ThePostGame

**Mark Cuban** posted a celebratory picture of Barnes and some front-office employees to his Twitter account, while also taking the opportunity to poke ...

[Mavericks handcuff Harrison Barnes to prevent DeAndre Jordan repeat - The Mercury News](#)

[Mavericks handcuff Harrison Barnes to prevent DeAndre Jordan repeat - East Bay Times](#)

[Mavs add Barnes, with lighthearted poke at last year's drama - San Francisco Chronicle](#)

[Full Coverage](#)



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## [Mark Cuban's brother says Rajon Rondo will 'melt down' Bulls locker room](#)

Yahoo Finance

So that's why Brian Cuban, brother of team owner **Mark Cuban**, tweeted, "Give Rondo about [three] months to melt down that locker room." Cuban's not ...



Flag as irrelevant

[See more results](#) | [Edit this alert](#)

## nasa

NEWS



## [NASA's Juno poised to begin transmitting close-up views of Jupiter](#)

11alive.com

PASADENA, Calif. — **NASA's Juno** spacecraft, now skimming the cloud tops of Jupiter, is poised to begin transmitting close-up views of the gas giant ...

[Here's what NASA Juno will tell us about Jupiter and beyond - The Weather Network](#)

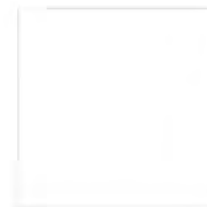
[Our Vast Solar System and Its Many Explorers - New York Times](#)

[See first pictures of Jupiter from NASA's Juno probe - euronews](#)

[Full Coverage](#)



Flag as irrelevant



## [NASA will purposefully crash Juno to protect alien life](#)

ScienceAlert

The US\$1.1 billion Juno mission hit a huge milestone Monday night when it successfully entered Jupiter's orbit. But what will happen to it in February ...

[NASA's Juno mission will deliver the punchline on a 400-year-old joke - The Verge](#)

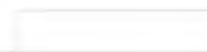
[NASA Sent Jupiter's Jealous Wife to Check Up on Him and His Satellites - Gizmodo](#)

[NASA's Juno spacecraft will be destroyed to preserve 'alien life' - Yahoo Finance](#)

[Full Coverage](#)



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## [New crew members, including NASA biologist, launch to space station](#)

Hutchinson News

The Soyuz MS-01 spacecraft launches from the Baikonur Cosmodrome with Expedition 48-49 crewmembers Kate Rubins of **NASA**, Anatoly Ivanishin ...

[NASA's Kate Rubins leaves Kazakhstan to make her first visit to International Space Station - Daily Mail](#)

[NASA's Kate Rubins is set to sequence DNA aboard the ISS - Engadget](#)

Watch live: [NASA coverage of Expedition 48 crew launch to International Space Station - MassLive.com](#)

[Full Coverage](#)



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**To:** blog@worldpatentmarketing.com[blog@worldpatentmarketing.com]  
**From:** WordPress  
**Sent:** Wed 3/2/2016 6:34:26 PM  
**Subject:** [World Patent Marketing Blog] Please moderate: "World Patent Marketing Board Member, Dr. Aileen Marty, Medical Patent Research Needed on Zika"

A new pingback on the post "World Patent Marketing Board Member, Dr. Aileen Marty, Medical Patent Research Needed on Zika" is waiting for your approval  
</medical-patent-research/>

Website: World Patent Marketing Welcomes Brian Mast to Distinguished Advisory Board - Press Release Rocket (IP: 45.56.73.168, pub-pod-40170)

URL: <http://www.pressreleaserocket.net/world-patent-marketing-welcomes-brian-mast-to-distinguished-advisory-board/417093/>

Pingback excerpt:

[&#8230;] political, legal, medical, academic and defense industries. He will work alongside members such as Dr. Aileen Marty, General Nitzan Nuriel, Professor Ronald Mallet, and former US Attorney Matthew Whitaker, among [&#8230;]

Approve it: <https://worldpatentmarketing.net/wp-admin/comment.php?action=approve&c=414>

Trash it: <https://worldpatentmarketing.net/wp-admin/comment.php?action=trash&c=414>

Spam it: <https://worldpatentmarketing.net/wp-admin/comment.php?action=spam&c=414>

Currently 259 comments are waiting for approval. Please visit the moderation panel:

[https://worldpatentmarketing.net/wp-admin/edit-comments.php?comment\\_status=moderated](https://worldpatentmarketing.net/wp-admin/edit-comments.php?comment_status=moderated)

**To:** Esti P[esti@worldpatentmarketing.com]  
**Cc:** janice lee[janice.lee@worldpatentmarketing.com]  
**From:** (b)(6)  
**Sent:** Wed 9/21/2016 6:22:27 PM  
**Subject:** Re: page 4 phase 2 packet  
[WPM-Cert.pdf](#)

Hi Este,  
Here is the revised PDF.

Just to clear things. Once you are happy with the layout, I will replace page 4 with this one, right?

Regards,

(b)(6)

On Thu, Sep 22, 2016 at 1:48 AM, Esti P <[esti@worldpatentmarketing.com](mailto:esti@worldpatentmarketing.com)> wrote:

This is exactly how I want it—can you please add 2 lines:

Inventor: \_\_\_\_\_

Invention: \_\_\_\_\_

Esti Prager

Chief Operating Officer

World Patent Marketing

1680 Meridian Avenue, Suite 600  
Miami Beach, Florida 33139

305-602-8368 Direct

305-330-9266 ext 305

[esti@worldpatentmarketing.com](mailto:esti@worldpatentmarketing.com)

**From:** (b)(6)@gmail.com]

**Sent:** Wednesday, September 21, 2016 10:34 AM

**To:** Esti P <[esti@worldpatentmarketing.com](mailto:esti@worldpatentmarketing.com)>

**Cc:** janice lee <[janice.lee@worldpatentmarketing.com](mailto:janice.lee@worldpatentmarketing.com)>

**Subject:** Re: page 4 phase 2 packet

Hi Esti,

So sorry I was not able to get back to you so soon.

Attached is a sample design of the certificate for page 4. Please let me know if this is the way how you want it.

Thanks and regards,

(b)(6)

On Fri, Sep 16, 2016 at 3:44 AM, Esti P <[esti@worldpatentmarketing.com](mailto:esti@worldpatentmarketing.com)> wrote:

Page 4 with scott and all the ambassadors in a format we can convert into a certificate.

The page is titled "certificate of endorsement"

Esti Prager

Chief Operating Officer

World Patent Marketing

1680 Meridian Avenue, Suite 600  
Miami Beach, Florida 33139

305-602-8368 Direct

305-330-9266 ext 305

[esti@worldpatentmarketing.com](mailto:esti@worldpatentmarketing.com)

**From** (b)(6) <(b)(6)@gmail.com>

**Sent:** Thursday, September 15, 2016 3:29 PM

**To:** Esti P <[esti@worldpatentmarketing.com](mailto:esti@worldpatentmarketing.com)>

**Cc:** janice lee <[janice.lee@worldpatentmarketing.com](mailto:janice.lee@worldpatentmarketing.com)>

**Subject:** Re: page 4 phase 2 packet

Hi Esti.



Yes it is blank. I thought you'll be the one to put the text on it. Sorry for the confusion. Anyway, what text do you want me to put in it?

Regards,

(b)(6)

On Fri, Sep 16, 2016 at 3:10 AM, Esti P <[esti@worldpatentmarketing.com](mailto:esti@worldpatentmarketing.com)> wrote:

H (b)(6)

It is showing up blank for me—all it says is invention at the top. Please advise.

Thank you,

Esti Prager

Chief Operating Officer

World Patent Marketing

1680 Meridian Avenue, Suite 600  
Miami Beach, Florida 33139

305-602-8368 Direct

305-330-9266 ext 305

[esti@worldpatentmarketing.com](mailto:esti@worldpatentmarketing.com)

**From:** (b)(6) @gmail.com]

**Sent:** Thursday, September 15, 2016 1:21 PM

**To:** Esti P <[esti@worldpatentmarketing.com](mailto:esti@worldpatentmarketing.com)>

**Cc:** janice lee <[janice.lee@worldpatentmarketing.com](mailto:janice.lee@worldpatentmarketing.com)>

**Subject:** Re: page 4 phase 2 packet

Hi Esti,

Here is a certificate version of the page but it is in MS Word format, so people can easily put or replace new text on it.

Let me know what you think.

Regards,

(b)(6)

On Thu, Sep 15, 2016 at 6:40 AM, Esti P <[esti@worldpatentmarketing.com](mailto:esti@worldpatentmarketing.com)> wrote:

Hi (b)(6)

Can you send us page 4 edited to look like an actual certificate that has the header and footer removed, as well as the background.

Put in a line that says "Inventor: "

" Invention:"

Both should have editable lines next to them so the marketing department can fill in the blank.

Thanks,

Esti Prager

Chief Operating Officer

World Patent Marketing

1680 Meridian Avenue, Suite 600  
Miami Beach, Florida 33139

305-602-8368 Direct

305-330-9266 ext 305

[esti@worldpatentmarketing.com](mailto:esti@worldpatentmarketing.com)

# Certificate of Endorsement



**SCOTT J. COOPER**  
CEO & Creative Director

Scott J. Cooper is the CEO and Creative Director of World Patent Marketing's invention team. He is also the Director and Founder of The Cooper Idea Foundation, a non-profit organization dedicated to providing funding for special causes around the world.

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Ronald Mallett is a world famous American theoretical physicist, academic, and author. Famous for work on Einstein Time Travel theories.



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Doctor and General Surgery Faculty Preceptor at the University of Miami. General Surgeon at Holy Cross. Published in Journal of Trauma.



FOUNDER OF OCCUPY DEMOCRATS

**OMAR RIVERO**

Candidate for Florida House of Representatives. Editor-in-Chief Grassroots political organization with over 3.3 million followers.



LEGENDARY ATTORNEY

**ERIC CREIZMAN**

Founding member of Greizman LLC. Prestigious New York Attorney. Recognized by Super Lawyers five years in a row.

**Inventor:**

\_\_\_\_\_

**Invention:**

\_\_\_\_\_



**To:** esti@worldpatentmarketing.com[esti@worldpatentmarketing.com]  
**From:** LiveChat  
**Sent:** Tue 12/6/2016 4:56:16 PM  
**Subject:** Transcript of 06 Dec 2016 16:16:36. Operator: Barbara. Visitor: Visitor

## Chat transcript

Barbara

Tue, 12/06/16

Hello. How may I help you?

Visitor

maybe i should consult the former us attorney matt about the legal issue with my payee because I am sure he would give me a lot of good information

Barbara

All right.

Visitor

if i could control back over all my va noney i would have plenty to invest in patent lawyers for my inventions and other business ideas but i am sure I will win as I am studying law and it seems like my lawyers are not doing enough to expedite my case so since there is more than one person effected it wold be a federal mass tort claim or joinder lawsuit against the va, my federal payee, va fied examiners, the milwaukee hub and other parties of interest.

(b)(6)

Barbara

Thanks for the info.  
You may discuss this with the Project Manager when he contacts you.

Visitor

BrewerProductionsLLCCompanyBrochureandWebsiteletterhead1.pdf

(b)(6)

Barbara

Thank you.

Visitor

(b) (6)

(b)(6)

Barbara

Thanks.

Visitor

(b)(6)

(b)(6)

Barbara

You may discuss this with the Project Manager when he contacts you.

Visitor

(b) (6)

(b)(6)

(b) (6)

Barbara

Okay.

Visitor

so this goes to the former us attorney matthew whitaker as I do not think my current lawyers are not doing enough or helping me as I am doing as all the work of wrting as I am writing all the letters of disagreement and everything else so my laywers are waiting on the doctors note and a written statement that I can ontrol my financial affairs as well as being misdianosed a

Barbara

All right.

---

Visitor

i believe this would get my va money back and i could do this rather quickly then would go to former us attorneyh matt whitaker

---

Barbara

I understand.

---

Visitor

So i would not only have a federal payee federal mass tort claim against the va and other appeals as well I would need to fire my lawyers first and then seek council on a civil lawyer who has a judgment won against the va

---

Barbara

All right.

---

Visitor

Once I get back control over all my finances then the next step is to gain control over my finances and do automatically anyway.

I have control over everything except my va retirement disability pension money which is at least six figures or more.

---

Barbara

Okay.

---

Visitor

(b)(6)

---

Visitor closed the chat.

---

Duration: 39m 40s



Chat started on: <https://worldpatentmarketing.com/invention-team/>

Referrer: <https://us.search.yahoo.com/>

Visitor geolocation: Kansas City, Missouri, United States / 99.198.175.117



E-mail from [LiveChat](#)

**To:** Scott Cooper[scott@worldpatentmarketing.com];  
esti@worldpatentmarketing.com[esti@worldpatentmarketing.com]

**From:** Dicapa

**Sent:** Wed 9/7/2016 2:53:21 PM

**Subject:** Advisory Board Schedule

[Advisory Board Schedule.pdf](#)

[Untitled attachment 00382.txt](#)

<https://docs.google.com/spreadsheets/d/1NlnlcW2ZI8s8l5ErLktCf5zj9BrEgtXf39Yjy3CgYNg>

<u>Name</u>	<u>Date Paid</u>	<u>Amount</u>	
<b>Moti Horenstein</b>	<b>05/04/16</b>	<b>2,500.00</b>	
	08/04/16	2,500.00	
	11/4/16	2,500.00	
<b>Nitzan Nuriel</b>	<b>12/07/15</b>	<b>2,500.00</b>	
	02/25/16	2,500.00	
	05/27/16	2,500.00	
	<b>8/27/16</b>	<b>2,500.00</b>	
	11/27/16	2,500.00	
<b>Matthew Whitaker</b>	<b>10/17/14</b>	<b>1,875.00</b>	
	01/12/15	1,875.00	
	03/30/15	1,875.00	
	08/21/15	1,875.00	
	02/25/16	1,875.00	
	<b>5/25/16</b>	<b>1,875.00</b>	
	<b>8/25/16</b>	<b>1,875.00</b>	
11/25/16	1,875.00		
<b>Aileen Marty</b>	9/15/15	5,000.00	*Can't find any payments
	<b>3/15/16</b>	<b>5,000.00</b>	
	9/15/16	5,000.00	
<b>Dell Dailey</b>	<b>4/8/16</b>	<b>5,000.00</b>	
	10/8/16	5,000.00	
<b>Anthony Velazque</b>	9/1/16	2,500.00	
	12/1/16	2,500.00	
<b>Ronald Mallett</b>	<b>11/09/15</b>	<b>5,000.00</b>	
	<b>5/9/16</b>	<b>5,000.00</b>	



**Advisory Board**

<b>Name</b>	<b>Quarterly amount</b>	<b>Monthly</b>
-------------	-------------------------	----------------

Moti Horenstein	2500	833.33
Gen'l Nitzan Nuriel	2500	833.33
Matt Whitaker	1875	625.00
Dr A Marty	2500	833.33
Dell Dailey	2500	833.33
Anthony Velazquez	2500	833.33 * start 09/2016
		<b>4,791.65</b>

	<b>2016</b>			
	<b>1Q16</b>	<b>2Q16</b>	<b>3Q16</b>	<b>4Q16</b>
Moti Horenstein		X	X	
Gen'l Nitzan Nuriel	X	X		
Matt Whitaker	X			
Dr A Marty				
Dell Dailey				
Anthony Velazquez				

**To:** "scott cooper"  
**From:** "scott cooper"  
**Sent:** Thur 1/22/2015 1:20:57 PM  
[CCE01222015.pdf](#)

Matthew G. Whitaker  
WHITAKER HAGENOW & GUSTOFF LLP  
Counselors and Attorneys at Law  
400 East Court Avenue, Suite 346  
Des Moines, IA 50309-2017  
Phone: 515.868.0210  
E-Mail: mwhitaker@whgllp.com

1 1/2

Connect with me on:

This electronic message is from a law firm. It may contain confidential or privileged information. If you received this transmission in error, please reply to the sender to advise of the error and delete this transmission and any attachments. IRS Circular 230 Disclosure: To ensure compliance with requirements imposed by the IRS, we inform you that any U.S. federal tax advice contained in this communication (including any attachments) is not intended or written to be used, and cannot be used, for the purpose of (i) avoiding penalties under the Internal Revenue Code or (ii) promoting, marketing, or recommending to another party any transaction or matter addressed herein.

-----Original Message-----

From: scott [mailto:scott@worldpatentmarketing.com]  
Sent: Tuesday, December 02, 2014 10:17 AM  
To: Matthew Whitaker  
Subject: RE: world patent marketing

Lol - never expected that - Better you don't respond or he'll never leave you alone - I will take care of it

By the way, I just received some sample scripts for our tv commercial - I have to convince my partner but do you have a dollar amount in mind to appear? It will be a 60 second and a 15 second clip - I think it could be good for you since our commercials are going to air on CNN -

Our business is expanding so you might get some good visibility nationally

-----Original Message-----

From: Matthew Whitaker [mailto:mwhitaker@whgllp.com]  
Sent: Tuesday, December 2, 2014 11:07 AM  
To: scott  
Subject: FW: world patent marketing

Fyi, I don't plan to respond, unless you want me to. MW

Matthew G. Whitaker  
WHITAKER HAGENOW & GUSTOFF LLP  
Counselors and Attorneys at Law  
400 East Court Avenue, Suite 346



Des Moines, IA 50309-2017  
Phone: 515.868.0210  
E-Mail: mwhitaker@whgllp.com  
ĩ ½  
Connect with me on:

This electronic message is from a law firm. It may contain confidential or privileged information. If you received this transmission in error, please reply to the sender to advise of the error and delete this transmission and any attachments. IRS Circular 230 Disclosure: To ensure compliance with requirements imposed by the IRS, we inform you that any U.S. federal tax advice contained in this communication (including any attachments) is not intended or written to be used, and cannot be used, for the purpose of (i) avoiding penalties under the Internal Revenue Code or (ii) promoting, marketing, or recommending to another party any transaction or matter addressed herein.

-----Original Message-----

From: (b) (6) [redacted] com]  
Sent: Tuesday, December 02, 2014 9:35 AM  
To: Matthew Whitaker  
Subject: world patent marketing

Hi Mr. whitaker

I'm working with 'WORLD PATENT MARKETING' , I submitted my product to them for patent about 2 mounth ago. I want to know do yo Accridited their business and you cooperate with them ?

<http://finance.yahoo.com/news/former-republican-candidate-united-states-173400896.html>

Best regards

(b) (6) [redacted]

**To:** "scott"  
**From:** PR Video Support  
**Sent:** Tue 12/2/2014 7:35:40 PM  
**Subject:** Re: Video Project ID #782 [#593115]  
[Matthew Whitaker Script.doc](#)

-- reply above this line --

**Dear Industries,**

Hi Scott,

Your script copy is ready for review, including editor notes. Please review, tweak, and approve when ready for production. - Aaron

---

From editor:

I've pasted the script about Matthew Whitaker's joining the World Patent Marketing Board below, and I've also attached it as a document. The initial press release was about three times as long as our standard video, so I focused on Whitaker's credentials that most closely apply to his new position with World Patent Marketing. I suggest showing quotes onscreen as the actor speaks them. They are pretty good quotes and a visual will help the viewer differentiate the narrator's voice from the quoted material.

Matthew Whitaker Script [247 words] -----

World Patent Marketing, the world's leading patent authority, is pleased to announce that former US Attorney Matthew G. Whitaker has joined its marketing board.

Whitaker served as US Attorney for the Southern District of Iowa from 2004 to 2009, where he prosecuted federal crimes such as corporate fraud, terrorism financing, and other scams. He also defended civil lawsuits against the United States. He was a member of the Attorney General's Violent and Organized Crime Subcommittee and the White Collar Crime Subcommittee.

Whitaker has long admired World Patent Marketing's innovative products and dynamic leadership team. "World Patent Marketing has become a trusted partner to many inventors who believe in the American Dream," he says. "It's an honor to join the World Patent Marketing board."

And the Board is thrilled to have him. Vice President of Public Relations for World Patent Marketing says, "Matt's experience in politics, law and regulatory matters will be invaluable to our company, Matt will be contributing to the vision and direction of World Patent Marketing at a time of explosive growth."

World Patent Marketing specializes in helping inventors with patent applications and related needs at an affordable price. It also offers free evaluation services and consultation for patents. With a presence in the US, Spain, Mexico, India, the Philippines, and the United Kingdom, it is the only patent assistance company to receive five-star reviews from Google, Trustpilot, Shopper Approved, Customer Lobby, and ResellerRatings dot com.

For more information, visit [world patent marketing dot com](#).

*We hope this response has sufficiently answered your questions. If not, **please do not send another email**. Instead, [login to your account](#) for a complete archive of all your support requests and responses.*

Your PR Video Team,

*We hope this response has sufficiently answered your questions. If not, please do not send another email. Instead, [login to your account](#) for a complete archive of all your support requests and responses.*



**To:** "scott"  
**Cc:** Charlie DeNatale[charlie@loboads.com]  
**From:** Russ Petrocine  
**Sent:** Wed 11/26/2014 7:39:51 PM  
**Subject:** FW: World Patent Marketing TV and Print Concepts  
[#1WorldPatentTVscript12.14.doc](#)  
[#2WorldPatentTVscript12.14.doc](#)  
[#3WorldPatentTVscript.12.14.doc](#)  
[15-SECWorldPatentTVscriptS.12.14.doc.docx](#)  
[WORLD PATENT MARKG..pdf](#)

Scott,

Good afternoon. Attached are 3 scripts and outlines for 60 second DR spots, 15 second scripts and print concepts.

We tried to make the spots interesting- but relatively simple to shoot.

We used Matt as the spokesperson but then added a voiceover to make the offer. We don't want Matt being a "shill" rather he should be a knowledgeable, trusting presence.

Please review and let me know when on Monday you would like to discuss. I am free pretty much the entire day.

Have a nice Thanksgiving.

**LoBo & Petrocine**  
MARKETING COMMUNICATIONS  
Russ Petrocine | President  
631.421.3142 Ext. 129

**To:** scott@worldpatentmarketing.com[scott@worldpatentmarketing.com]  
**From:** Google Alerts  
**Sent:** Mon 3/6/2017 1:06:51 AM  
**Subject:** Google Alert - Daily Digest

## "time travel"

NEWS

### [Time travel is all the rage in 'Time After Time' and 'Making History'](#)

Los Angeles Times

Time, the final frontier! There has been a lot of traveling in it, monkeying with it on television of late: "Timeless," "Legends of Tomorrow," "Frequency," ...

[Scott D. Pierce: It's a tale of 2 new time-travel shows](#) - Salt Lake Tribune

[How ABC's ambitious new time-travel show 'Time After Time' blows up our idea of technology](#) - Business Insider

[TIME AFTER TIME Doesn't Travel to Quite the Right Place \(Review\)](#) - Nerdist

[Full Coverage](#)



[Flag as irrelevant](#)

### [Review: 'Making History' and 'Time After Time' continue TV's time-travel fixation](#)

USA TODAY

Sunday, the pace picks up with two new **time-travel** adventures on the same night. ABC offers Time After Time (9 ET/PT, \*\* ½ out of four), a series ...

[Time travel times two in 'Time After Time,' 'Making History'](#) - CNN

['Making History' Boss Previews a More Personal, "Everyman" Take on Time Travel](#) - Hollywood Reporter

[TV Tidbits: Time travel times two on tonight's TV lineup](#) - Greensboro News & Record

[Full Coverage](#)



[Flag as irrelevant](#)

### [Young hearts be free tonight, time travel is on your side](#)

A.V. Club

Making History (Fox, 8:30 p.m.): As our own Gwen Ihnat observed last week, **time travel** is seemingly everywhere on TV these days, skipping around in ...



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## "patent"

NEWS

### [IBM's latest patent: an idea you probably used last summer](#)

The Times (subscription)

In US law, a **patent** is supposed to protect a "new, useful and non-obvious" process or invention. So you would expect groundbreaking things from IBM ...



[Flag as irrelevant](#)

### [Sprint's long VoIP patent war leads to \\$140M verdict against Time Warner](#)

Ars Technica

Sprint has been filing **patent** lawsuits over VoIP for more than a decade now, and the company may have just scored its biggest payout yet. On Friday ...



[Flag as irrelevant](#)

## HC seeks reason for denial of prostrate cancer drug **patent**

India.com

New Delhi, Mar 5 (PTI) The Delhi High Court has asked the Centre to explain on what basis the Indian **patent** office has rejected the application by the ...



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## "Scott Cooper"

WEB

### Scott Cooper

RESAAS

**Scott Cooper's** professional profile on RESAAS, the social network for real estate professionals. Includes listings, posts, questions & answers and ...



Flag as irrelevant

### Notifications

RESAAS

**Scott Cooper** changed their profile picture on @RESAAS. See [www.resaas.com/scottcooper](http://www.resaas.com/scottcooper).



Flag as irrelevant

[See more results](#) | [Edit this alert](#)

## "uspto"

NEWS

### Chemistry & Nanotechnology Developments to Watch in 2017

JD Supra (press release)

If the standard of deference changes, this could reshape post-grant proceeding decisions made by the U.S. Patent & Trademark Office (**USPTO**).



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### US Patents Awarded to Inventors in Missouri (March 4)

Targeted News Service (subscription)

The patent application was filed on March 31, 2011 (13/076,968). The full-text of the patent can be found at <http://patft.uspto.gov/netacgi/nph-Parser?>



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## "matthew whitaker"

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### Matthew Whitaker

Piccadilly Records

The Man With the Anvil Hat is the debut solo album from singer-songwriter **Matthew Whitaker**. Matthew has been a



prominent member of the ...



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## "intellectual property"

NEWS

### [Australia: The potential impacts of the Productivity Commission's Inquiry Report into Intellectual ...](#)

Mondaq News Alerts (registration)

The Inquiry Report into **Intellectual Property** Arrangements recently published by the Productivity Commission (Report) argues that, in light of this ...



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### [HBO LA should seek legal means to settle intellectual property rights violation– Woolford](#)

Stabroek News

Advocate for broadcasting rights Enrico Woolford has challenged Home Box Office Latin America (HBO LA) to further explain why it has chosen to hold ...



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### [Allison Kerndt joins Nyemaster Goode as Shareholder](#)

IPWatchdog.com

Nyemaster Goode, P.C. is pleased to announce that Allison Kerndt has joined the firm as a shareholder in its rapidly growing **Intellectual Property** ...



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## "shark tank"

NEWS

### ['Shark Tank': Behold The Latest And Greatest Craze For Getting Around Town](#)

Forbes

Sales are expected to rocket 15 fold this year thanks in part to an appearance on ABC's hit business reality show **Shark Tank** the past December.



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### [Major Brands, Celebrities Jump On ISlide After 'Shark Tank' Gave It The Boot](#)

Forbes

ISlide got plugs on the Ellen DeGeneres Show, the Chelsea Handler Show and ABC's hit business reality show **Shark Tank**. The company projects ...



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### [Ag Shark Tank Joins Memphis Farm & Gin Show](#)

Memphis Daily News

Pete Nelson of AgLaunch says it's not really like the popular "**Shark Tank**" television show. Deals aren't made at the Farm & Gin Show on the spot.



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## graphene

### NEWS

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#### [Volt Resources shares rise on US graphene off-take contract win](#)

Proactive Investors Australia

Volt Resources (ASX:VRC) has signed a binding off-take agreement to supply 5,000 tonnes of flake graphite concentrate to U.S.-based Nano ...



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#### [New technique may lead to faster, efficient computers](#)

India.com

While the **graphene** oxide flakes are two-dimensional – consisting of length and width only – the research team used a new sophisticated light-based ...

[UK Researchers Develop New Cutting Edge 3-D Microchip for Faster, Future Computing](#) - Microfinance Monitor

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### WEB

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#### [Graphene: A new material for electronics, Part 2](#)

Planet Analog

The first part of this blog series, **Graphene: A new material for electronics, Part 1**, describes the properties of the **graphene** material as a new substrate ...



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## new products

### NEWS

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#### [New products: Shofu launches bur holder, CAD/CAM composite](#)

DrBicuspid.com

March 5, 2017 -- Materials and equipment company Shofu Dental has launched **new products**, including a bur holder and proprietary hybrid ceramic ...



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#### [Inland Cellular to offer new products, consolidate offices in North Lewiston](#)

Lewiston Morning Tribune (subscription)

The company is introducing the **new products** as it moves four of its back-office operations in north central Idaho and southeastern Washington, said ...



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#### [New coal company has big plans, will still face market challenges](#)

Casper Star-Tribune Online

Wyoming has spent millions in developing carbon capture, which would both reduce emissions and create a **new product** to sell: carbon dioxide.



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## "sasquatch"

NEWS

### [Monster hunter reveals terrifying British 'Bigfoot' encounter](#)

Daily Star

... that what he saw was something paranormal, but he believes that whatever he saw might also be what others see when they spot a **Sasquatch**.



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## "bigfoot"

NEWS

### [Monster hunter reveals terrifying British 'Bigfoot' encounter](#)

Daily Star

**Bigfoot** is the name given to a mythological simian, ape, or hominid-like creature that is said to inhabit forests. Explore sightings of the mythological ...



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### [Bigfoot Movies and Bigfoot Decal Specials At The Bigfoot Products Store](#)

MENAFN.COM

Redwood City, California, United States - **Bigfoot** Project Investments (Stock symbol: BGFT) announces new **Bigfoot** products from the Official **Bigfoot** ...



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### [Killing Bigfoot Season 1 Episo](#)

No Film School

Killing **Bigfoot** Season 1 Episode 5 Online !Likevid,Killing **Bigfoot** Season 1 Episode 5 Online Recap. follow the link below : <http://bit.ly/2lJwjD9>.



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## "time machine"

NEWS

### [Making History has a great cast and a duffel bag time machine. So why isn't it funny?](#)

Vox




Its cast includes funny actors both well-known (Adam Pally of Happy Endings! Leighton Meester of Gossip Girl!) and largely unknown (Yassir Lester).

[TV Tidbits: Time travel times two on tonight's TV lineup](#) - Winston-Salem Journal

[Making History: 10 things to expect from Adam Pally's time-travel comedy](#) - EW.com (blog)

[Full Coverage](#)



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## [Freddie Stroma Reveals 9 Ways Time After Time Expands on The \*\*Time Machine\*\*](#)

Rotten Tomatoes

The twist is that Time After Time makes H.G. Wells the main character, as the author of The **Time Machine** travels to the present day to stop Jack the ...

[What Happened To Jack The Ripper? 'Time After Time' Offers An Interesting Theory About The ...](#) - Bustle

['Time After Time' Premiere Time & Channel](#) - Heavy.com

[What Happened To Jack The Ripper? 'Time After Time' Gives Him A Backstory](#) - Romper

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## [What's on TV Sunday: 'Feud: Bette and Joan' and Two New Time-Traveling Shows](#)

New York Times

In this first of two time-traveling series debuting on the same night, Adam Pally plays a schlub who takes a **time machine** back to the 1770s, when he ...

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## "invention"

NEWS

### [Blair Aide: Reported Pitch for Trump Mid-East Envoy Job 'An \*\*Invention\*\*'](#)




Breitbart News

London (AFP) – Tony Blair has had no discussions about working for US President Donald Trump, his spokesman said Sunday after reports that the ...

[Blair's Trump envoy pitch an '\*\*invention\*\*'](#) - Sky News Australia

[Tony Blair calls report of a possible Trump role '\*\*invention\*\*'](#) - Europe Online Magazine

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### [Minister Dlamini: Sassa crisis? That's a media \*\*invention\*\*](#)

Mail & Guardian

Social development minister Bathabile Dlamini on Sunday refused to answer any questions about how government grants will be paid out from April, ...

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WEB

### [The \*\*Invention\*\* of Wings--A Novel by Sue Monk Kidd](#)

Monmouth County Library - OverDrive

The **Invention** of Wings: by Sue Monk Kidd | Conversation Starters A Brief Look Inside: The **Invention** of Wings, written by bestselling author Sue Monk ...

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## mark cuban

NEWS

## Mark Cuban Won't Rule Out 2020 Presidential Run Against Donald Trump

Complex

**Mark Cuban** has been one of Trump's most vocal opponents, and many would love nothing more than for him to go head-to-head with the Donald in ...



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## world patent ratings

NEWS

### World Patent Marketing Invention Team Announces The Hard Case Saddle Bag, A Musical

...

Press Release Rocket

**World Patent Marketing Reviews** A New Musical Accessory Invention. Will The Hard Case Saddle Bag Be the Next **World Patent Marketing** Low Cost ...



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## nasa

NEWS

### NASA prevents probe's collision with Martian moon Phobos

Engadget

**NASA's** MAVEN spacecraft and Phobos would have arrived at an intersection in their orbits within seven seconds of each other on March 6th. Phobos ...

[NASA almost had a huge disaster](#) - BABW News

[Collision avoided by NASA on Mars](#) - The TechNews

[NASA prevents collision of MAVEN Mars Orbiter and Phobos](#) - Blasting News

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### It's time for NASA's annual spinoff parade

Fredericksburg.com

If you use technology, chances are some of it came from **NASA**. These technology transfers from **NASA** to the public are known as spinoffs and are ...



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### NASA to announce 'discovery beyond our solar system'

WPXI Pittsburgh

The announcement that **NASA** would share findings on a "discovery beyond our solar system" came Monday. The vague nature of the tease prompted ...



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IN THE CIRCUIT COURT OF THE  
11<sup>th</sup> JUDICIAL CIRCUIT IN AND FOR  
MIAMI-DADE COUNTY, FLORIDA

PATENT SERVICES USA, INC.,  
a Florida Corporation,

CASE NO. 14-015748 CA 01

*Plaintiff,*

v.

JUAN RIVERA, individually, and  
DESA INDUSTRIES, INC. d/b/a  
WORLD PATENT MARKETING, and  
WORLD PATENT MARKETING, INC.

*Defendants.*

**PLAINTIFF'S EMERGENCY MOTION TO STRIKE SCOTT COOPER'S  
DECLARATION AS INADMISSIBLE EVIDENCE, TO PRECLUDE SCOTT COOPER  
FROM TESTIFYING, AND FOR SANCTIONS**

The Plaintiff, Patent Services USA, Inc. ("Plaintiff"), by and through its undersigned counsel, on an emergency basis, hereby moves to strike the Declaration of Scott Cooper as inadmissible evidence, to strike the Declaration and preclude Scott Cooper from testifying, and for sanctions against Defendant Desa Industries, Inc. ("DESA") and World Patent Marketing, Inc. ("WPM") (collectively the, "Defendants"). In support thereof, Plaintiff states as follows:

1. On October 25, 2016, Defendants filed their Emergency Motion to Dissolve the Preliminary Injunction Order Entered on October 17, 2016 Based on Newly Discovered Evidence ("Motion to Dissolve"). As briefed in Plaintiff's Response and Request to Deny without hearing, Defendants' Motion to Dissolve is frivolous and without legal justification.

2. In support of their Motion to Dissolve, Defendants submit an irrelevant hearsay "declaration" from their CEO Scott Cooper, titled "the Declaration of Scott Cooper In Support of Defendants DESA Industries, Inc. and World Patent Marketing, Inc.'s Emergency Motion to

Dissolve Injunction” (hereinafter, “COOPER’S DECLARATION”). A copy of COOPER’S DECLARATION is attached hereto as **Exhibit “A”**. COOPER’S DECLARATION states the basis for Cooper’s declarations are made “upon **facts personally known** to me and on the **business records** of Desa and WPM.”

3. Defendants’ Motion to Dissolve cites to COOPER’S DECLARATION multiple times to support the supposed “newly discovered” evidence they claim justifies dissolution of this Court’s temporary injunction entered October 17, 2016.

4. Not only is the frivolous declaration inadmissible hearsay, but the declaration has, on its face, no basis in law because COOPER’S DECLARATION neither states the basis for his personal knowledge of the underlying statements, nor does the declaration include any records to support a “business records” exception to Florida’s Hearsay Rule.

5. For these reasons, Plaintiff objects to the admissibility of COOPER’S DECLARATION. Since the Defendants have filed this frivolous declaration in support of their (frivolous) Emergency Motion to Dissolve, Plaintiff is forced to move on an emergency basis to strike COOPER’S DECLARATION as inadmissible evidence, and requests that this Court sanction the Defendants for their frivolous filing.

6. Additionally, this Court should strike Scott Cooper’s Declaration and not permit Mr. Cooper to testify at the hearing on Defendants’ motion to dissolve as sanctions for Mr. Cooper’s contumacious disregard of this Court’s order compelling Mr. Cooper to appear at the hearing on Plaintiff’s Motion for Temporary Injunctive Relief. Cooper, the CEO of DESA, was ordered to attend the injunction hearing, but intentionally refused to appear; he should not be permitted to retroactively testify regarding the injunction. Plaintiff hereby incorporates the factual allegations in its Motion for Order Setting Rule to Show Cause Why Scott Cooper Should



Not Be Held in Indirect Criminal Contempt of the Court for failing to appear at the evidentiary hearing pursuant to the subpoena and court order into the instant Motion to Strike.

### MEMORANDUM OF LAW

**I. COOPER'S DECLARATION SHOULD BE STRICKEN AS INADMISSIBLE EVIDENCE BECAUSE IT IS HEARSAY AND NOT BASED UPON PERSONAL KNOWLEDGE.**

As a threshold matter, the Florida Evidence Code defines hearsay as “a statement, other than one made by the declarant while testifying at the trial or hearing, offered in evidence to prove the truth of the matter asserted.” Fla. Stat. § 90.801(1)(c) (2016). Under the Florida Evidence Code, a party may move to strike an affidavit or object to its admissibility and consideration. Fla. Stat. § 90.104; *see O'Quinn v. Seibels, Bruce & Co.*, 447 So. 2d 369, 370 n.2 (Fla. 1st DCA 1984); *Holt v. Calchas, LLC*, 155 So. 3d 499, 507 (Fla. 4th DCA 2015) (holding trial court erred by not sustaining hearsay objection as affidavits were offered to prove the truth of the matter asserted); *Kormondy v. State*, 154 So. 3d 341, 352 (Fla. 2015), *cert. denied*, 135 S. Ct. 1038 (2015) (finding newly discovered evidence contained in affidavit for purposes of vacating judgment constituted inadmissible hearsay); *Planned Parenthood of Greater Orlando v. MMB Properties*, 171 So. 3d 125, 128 (Fla. 5th DCA 2015), *review granted sub nom. Planned Parenthood of Greater Orlando, Inc. v. MMB Properties*, No. SC15-1655, 2015 WL 6866290 (Fla. 2015) (**finding that the enjoined party who timely appealed the trial court's preliminary injunction order could not rely on an affidavit submitted after the court entered the injunction for purposes of challenging the injunction**).

A trial court may strike an affidavit for failing to lay the predicate to show what personal knowledge the affiant held to justify his statements. *See Wambles v. Amrep Se., Inc.*, 568 So. 2d 125, 126 (Fla. 5th DCA 1990); *Enterprise Leading Co. v. Demartino*, 15 So. 3d 711, 714 (Fla. 2d

DCA 2009). In addition, a corporate officer's affidavit which merely states conclusions or opinion is not sufficient, even if it the affidavit states it is based on personal knowledge. *Nour v. All State Supply Co.*, 487 So. 2d 1204, 1205 (Fla. 1st DCA 1986) ("All State's motion for summary judgment was accompanied by an affidavit which in legal effect amounts to nothing more than a statement by an officer of the company that the allegations of the complaint are true. The addition of the phrase that the affiant is "personally knowledgeable" with respect to the allegations of the complaint adds nothing, since it is not a statement of fact, but is itself a mere conclusion or opinion of the affiant."); *Hoyt v. St. Lucie Ctny, Bd. Of Ctny Comm'rs*, 705 So. 2d 119 (Fla. 4th DCA 1998).

There is ample precedent in this jurisdiction for striking affidavits in full when the affidavit is not based upon the affiant's personal knowledge. For example, in *Alvarez v. Florida Insurance Guaranty Association*, the Third District Court of Appeal noted that "the purpose of the personal knowledge requirement is to prevent the trial court from relying on hearsay" while "ensur[ing] that there is an admissible evidentiary basis for the case rather than mere susposition or belief." 661 So. 2d 1230, 1232 (Fla. 3d DCA 1995); *accord Capello v. Flea Market U.S.A., Inc.*, 625 So. 2d 474 (Fla. 3d DCA 1993) (affirming lower court's judgment as affidavit in opposition to summary judgment was not based on personal knowledge and therefore contained inadmissible hearsay evidence).

In the instant case, the entire declaration is hearsay evidence and should be stricken. *See* Fla. Stat. § 90.801(1)(c). Furthermore, this Court should strike the declaration because COOPER has no personal knowledge of the facts stated therein. As the CEO of DESA, whose relationship to Rivera is not even identified therein, COOPER provides no basis to support his claim of personally knowing the underlying statements regarding Rivera allegedly not signing the Patent

Services USA, Inc. employment agreement. *See* Ex. A, at ¶¶ 4, 6. Nor does COOPER explain his personal knowledge as to conclusions made by Norwich Document Laboratory. *Id.* at ¶¶ 5-6. Obviously COOPER is no expert, and the Defendants refused to call Norwich for the injunction hearing. Furthermore, COOPER fails to explain the basis of his personal knowledge to impudently assert that Myra Gonzalez was “forced, under duress, by Mohammed Assaf, a/k/a George Montana a/k/a Rick Blake, to execute false statements” in an affidavit.<sup>1</sup> Ex. A, at ¶ 13.

Since COOPER states no facts to support his personal knowledge of the underlying transactions regarding Rivera and the employment agreement, and Myra Gonzalez supposedly being forced to execute false statements, any statements COOPER provides with reference to these transactions are, by their very nature, hearsay. COOPER is averring to statements made by someone other than himself as proof of the matter asserted (that Rivera never signed the employment agreement, that Norwich Document Laboratory concluded the signature was forged, that Myra Gonzalez was forced to execute false statements, all allegations that were available to the Defendants to assert and prove at the temporary injunction hearing).

While COOPER’S DECLARATION states that Cooper’s declaration may also be based on “business records of Desa and WPM,” the statements should nonetheless be inadmissible. The declaration fails to attach a single memoranda, report, data compilation, etc. to support a business record and exception to the hearsay rule.

**II. IF THE COURT GRANTS HEARING ON DEFENDANTS’ MOTION TO DISSOLVE, THIS COURT SHOULD ENTER SANCTIONS IN THE FORM OF PRECLUDING DESA FROM RELYING UPON COOPER’S DECLARATION AND PRELUDING COOPER FROM TESTIFYING, DUE TO COOPER’S VIOLATION OF THIS COURT’S ORDER TO APPEAR AT THE INJUNCTION HEARING.**

---

<sup>1</sup> An affidavit that was neither proffered nor entered as evidence for the Court’s consideration at the evidentiary hearing.



Courts will impose severe of sanctions in cases where a party demonstrates a deliberate and contumacious disregard of the court's authority, bad faith, willful disregard or gross indifference to an order of the court, and/or conduct which evinces deliberate callousness. *See Mercer v. Raine*, 443 So. 2d 944, 946 (Fla. 1983) (affirming lower court's decisions to strike the defendant's answer and order the defendant to pay the plaintiff's costs and fees occasioned by the defendant's refusal to comply with the court's order requiring defendant to respond to outstanding discovery within twenty days).

Although a trial court may impose a "broad spectrum of sanctions" for failure to obey a court order, "the sanction chosen must be commensurate with the offense." *Kamhi v. Waterview Towers Condo. Ass'n*, 793 So. 2d 1033, 1036 (Fla. 4th DCA 2001). A trial court may bar a party from presenting evidence and testimony where the movant shows a party's willful failure to comply with court order or extensive prejudice to the movant. *See id.* (citing *Raine*, 443 So. 2d at 946); *see also Scott v. Reflections of Sebastian, LLC*, 133 So. 3d 1046, 1048 (Fla. 4th DCA 2014). For example, the Fourth District in *Scott v. Reflections of Sebastian* opined that precluding a plaintiff from testifying requires the trial court to find willfulness or bad faith. *Scott*, 133 So.3d at 1048.

In the instant case, to the extent this Court decides to hold an evidentiary hearing on Defendants' Motion to Dissolve, this Court should sanction DESA by precluding COOPER's testimony based on COOPER's bad faith in violations of this Court's orders. As required by the *Scott* court, here, the record indicates multiple examples of bad faith that support precluding DESA from presenting COOPER from testifying, including: (1) on August 23<sup>rd</sup>, 2016, the Court sanctioned DESA due to COOPER's bad faith conduct during his December 2015 deposition where he *inter alia* obstructed the deposition with more than 130 responses of "I don't

remember” or variation thereof; (2) on August 24<sup>th</sup>, 2016, Cooper willfully ignored the Subpoena to Appear and Testify at Evidentiary Hearing, *see* Ex. D, and (3) willfully disobeyed the Court’s order to appear at the temporary injunction hearing. Plaintiff currently has a pending Motion to Show Cause as to Why Cooper Should not be Held in Indirect Criminal Contempt of Court, and the detailed factual allegations of Mr. Cooper’s behavior are incorporated into this Motion.

Precluding COOPER’s testimony is commensurate with the offense, seeing as COOPER demonstrates gross indifference towards this Court’s orders. COOPER has shown a pattern of disregard for the legal process and the court’s authority; thus, DESA should be punished by forfeiting COOPER’s opportunity to testify. It is within this Court’s discretion to enter such sanctions against COOPER. Finally, it would be inequitable to allow DESA to continue to waste this Court’s resources by permitting COOPER proffer testimony without regard for this Court’s orders, judicial economy, and the fees expended by Plaintiff.

Thus, should this Court hold an evidentiary hearing on Defendants’ Motion to Dissolve, the Court should bar COOPER from live testimony, and limit admissible COOPER testimony to sworn testimony from his December 12, 2015 deposition.

### **III. THIS COURT SHOULD SANCTION DESA FOR FRIVOLOUSLY FILING SCOTT COOPER’S DECLARATION.**

Florida’s civil procedure rules provide relief when a party files a bad faith affidavit (in the context of a motion for summary judgment), stating in pertinent part, where “it appears to the satisfaction of the court . . . that any of the affidavits . . . are presented in bad faith or solely for the purpose of delay, the court shall forthwith order the party employing them to pay to the other party the amount of the reasonable expenses which the filing of the affidavits caused the other party to incur, including reasonable attorneys’ fees, and any offending party or attorney may be adjudged guilty of contempt.” Fla. Civ. R. P. 1.510. Nevertheless, under the “inequitable

conduct doctrine,” this Court holds the inherent power to sanction a party’s inequitable and bad faith conduct even when no rule of procedure or statute applies. *Bitterman v. Bitterman*, 714 So. 2d 356 (Fla. 1998). “The inequitable conduct doctrine permits the award of attorney’s fees where one party has exhibited egregious conduct or acted in bad faith . . . This Court and other courts in this state have recognized that attorney’s fees can be awarded in situations where one party has acted vexatiously or in bad faith.” *Id.*

In the instant matter, the undersigned has expended considerable time responding to the Defendants’ Motion to Dissolve, which proffers COOPER’S DECLARATION in support thereof. The declaration lacks any evidentiary value and has no basis in law. This Court should see through the declaration of a witness who refused to appear at the evidentiary hearing and has been sanctioned for his purposefully evasive deposition testimony as further indicia of bad faith and a modus operandi to present frivolous, inadmissible, and misleading papers to the Court, which make an award of attorneys’ fees pursuant to this Court’s inherent authority an appropriate sanction.

WHEREFORE, because COOPER’S DECLARATION is not based upon personal knowledge, the Affidavit is inadmissible hearsay to which no hearsay exception applies, this Court should strike the declaration and award Plaintiff its attorneys’ fees and costs in connection with Defendants’ frivolous filing. Further, and as additional and alternative grounds, this Court should strike COOPER’S DECLARATION and preclude him from testifying as sanctions for violations of this Court’s Orders, and award Plaintiff its attorney’s fees and costs and any other relief it deems just and proper.



## CERTIFICATE OF SERVICE

I HEREBY CERTIFY that a true and correct copy of the foregoing Emergency Motion to Strike was sent via email to Egozi & Bennett, P.A., *Counsel for Defendants Desa Industries, Inc. d/b/a World Patent Marketing, and World Patent Marketing, Inc.*, Bernard L. Egozi, Esq. and Isaac S. Lew, Esq. at [begozi@egozilaw.com](mailto:begozi@egozilaw.com) and [ilew@egozilaw.com](mailto:ilew@egozilaw.com); to Lehr, Levi & Mendez, P.A., Bruce H. Lehr, Esq. and Andrew K. Levi, Esq. at [blehr@llmlawfirm.com](mailto:blehr@llmlawfirm.com) and [alevi@llmlawfirm.com](mailto:alevi@llmlawfirm.com); and was sent to via US Mail to Defendant Juan Rivera, *pro se*, via email to [mcgroupjohn@aol.com](mailto:mcgroupjohn@aol.com), on this 3rd day of November, 2016.

Respectfully submitted,

POLLACK, POLLACK & KOGAN, LLC

*Attorneys for Plaintiff*

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By: */s/ Gary W. Pollack*

Gary W. Pollack, Esq.

Fla. Bar No. 313114

Bretton I. Pollack, Esq.

Fla. Bar No. 48793

IN THE CIRCUIT COURT OF THE 11TH  
JUDICIAL CIRCUIT IN AND FOR  
MIAMI-DADE COUNTY, FLORIDA

CIVIL DIVISION

CASE NO.: 2014-15748-CA-01 (24)

PATENT SERVICES USA, INC.,

Plaintiff,

v.

JUAN RIVERA, individually, and  
DESA INDUSTRIES, INC. d/b/a  
WORLD PATENT MARKETING, and  
WORLD PATENT MARKETING, INC.

Defendants.

---

**DECLARATION OF SCOTT COOPER  
IN SUPPORT OF DEFENDANTS DESA INDUSTRIES, INC. AND WORLD PATENT  
MARKETING, INC.'S EMERGENCY MOTION TO DISSOLVE INJUNCTION**

Pursuant to Chapter 92.525, Florida Statutes and based on my own personal knowledge,

I, **Scott Cooper**, hereby swear that the following is true and correct:

1. I am the Chief Executive Officer ("CEO") of Desa Industries, Inc. d/b/a World Patent Marketing ("Desa") and the President of World Patent Marketing, Inc. ("WPM"). I make these declarations in my individual capacity and as officer of both Desa and WPM. These declarations are based upon facts personally known to me and on the business records of Desa and WPM.

2. Desa and WPM are both highly reputable companies in their industry. Desa has an esteemed Advisory Board that includes: Ambassador Dell Dailey, Navy Vice Admiral Al Konetzni, General Nitzan Nuriel of the Israel Defense Forces, Former US Attorney Matthew Whitaker, Dr. Aileen M. Marty, Republican Congressional nominee Brian Mast, and other notable figures.

**EXHIBIT A**

---

3. I have read all the statements of fact made in Desa and WPM's Emergency Motion to Dissolve the Preliminary Injunction Order Entered on October 17, 2016 (the "Motion"), and all those statements are true and correct. All defined terms in this Declaration shall be as defined in the Motion.

***Patent Services USA, Inc.'s Fraud Upon the Court***

4. At all times prior to the Injunction Hearing, Juan Rivera represented that he **NEVER** signed any employment agreement with Patent Services USA, Inc. ("PSU") and that his alleged signatures and initials to the agreement attached to the Amended Complaint as Exhibit A was the result of forgery. This is supported by an examination of an enlargement of the signature itself, which appears to have several significant irregularities.

5. In fact, Frank H. Norwich, with Norwich Document Laboratory, concluded that the signature was forged and the alleged employment agreement was most likely a fabrication.

6. At all times prior to the Injunction Hearing, Mr. Rivera fully concurred with the opinion of the expert document examiner Frank H. Norwich that the agreement attached to PSU's Amended Complaint as Exhibit A - and the subject of PSU's breach of contract claim against Mr. Rivera - was fabricated and that his signature was forged.

7. On or about June 7, 2016, I learned that Juan Rivera - while employed by Desa as a branch manager had formed his own company to defraud Desa by setting up a competing company out of the same office. Accordingly, on June 8, 2016, Desa terminated Rivera's employment. His competing website was taken down the same day after we discovered it.

8. On or about June 8, 2016, Rivera threatened me via text message that he had taken the Desa customer list and would destroy Desa and WPM if I were to close him down and sue him. On June 8, 2016, Desa's New York counsel, Creizman, LLC, sent Rivera a formal termination



letter which also advised him of the penalties of extortion and demanded the return of his company vehicle and payment of a \$154,000 loan that is due to Desa.

9. On or about June 29, 2016, New York counsel filed, on Desa's behalf, (i) a civilian crime report against Juan Rivera with the U.S. Attorney in the Southern District of New York; and (ii) a civil lawsuit against Rivera in the United States District Court for the Southern District of New York, seeking damages and equitable relief under charges of, *inter alia*, civil and criminal theft and RICO. *Desa Indus., Inc. v. Rivera*, Case No. 1:16-CV-05018 (S.D. N.Y.).

10. On or about June 29, 2016, in response to the claims filed against him in New York, Juan Rivera again attempted to extort me with threats to ruin Desa if the lawsuit was not withdrawn.

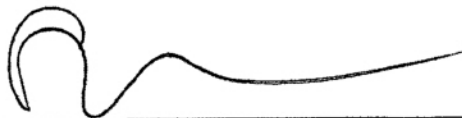
11. As of this date, Juan Rivera owns no interest in Desa or WPM.

12. To my knowledge, Juan Rivera first recanted his prior statements that the PSU employment agreements were forged at the Injunction Hearing held on August 24, 2016.

13. On or about October 20, 2016, I first learned that Myra Gonzalez (a former PSU employee) was forced, under duress, by Mohammed Assaf, a/k/a George Montana a/k/a Rick Blake, to execute false statements in the Affidavit of Myra Gonzalez which is attached to the Amended Complaint as Exhibit C.

**Pursuant to Chapter 92.525, Florida Statutes and under penalties of perjury, Scott Cooper hereby declares that he has read the foregoing Declaration and that the facts stated in it are true.**

Signed in Miami, Miami-Dade County, on the 24<sup>th</sup> day of October 2016.



---

**SCOTT COOPER**

**To:** esti@worldpatentmarketing.com[esti@worldpatentmarketing.com]  
**From:** Scott Cooper  
**Sent:** Mon 1/2/2017 9:26:18 PM  
**Subject:** Emailing - PreviewRelease.pdf  
[PreviewRelease.pdf](#)



## **World Patent Ratings, the Leader In Intangible Asset Valuation, Reports A Mixed 2017 Outlook For 100 Internet Software and Service Providers**

*World Patent Ratings continues to disrupt the asset valuation business by issuing a White Paper On 100 Internet Software and Service Providers*

World Patent Ratings, a specialized rating agency and expert network focused on intangible asset valuation, has issued a mixed 2017 outlook for 100 Internet Software and Service Providers. World Patent Ratings has been a pioneer in calling attention to the irrational valuation of intangible assets held on corporate balance sheets around the world.

The company's Board includes notable figures such as [Ambassador Dell Dailey](#), Former Navy Vice Admiral Al Konetzni, former US Attorney Matthew Whitaker, General Nitzan Nuriel of the Israel Defense Forces, Dr. Aileen Marty, and Scott Cooper, CEO of the World Patent Family of Companies and Director of [The Cooper Idea Foundation](#).

Through the world's largest repository of intangible asset data, we have been able to bring standardization and objective measure to an outdated financial reporting system. [World Patent Ratings membership](#) can be achieved through four different levels of affiliation including: Basic Member, Premier Member, Trusted Partner and Accredited Partner Status. World Patent Ratings provides research reports, offers continuing professional education, and consulting services surrounding the financial reporting of intangible assets.

The "World Patent Rating" online seal enhances marketplace trust and confidence in financial reporting. It displays a company's commitment to transparency and integrity in the valuation of intangible assets.

"Over the last 20 years, internet service and software providers have been the locomotive in the global economy and 2017 won't be any different." said Scott Cooper, CEO of World Patent Ratings, "Opportunities in robotics, machine learning, Blockchain, the Internet of Things, and cyber security will continue to drive the sector. We do have some concern about the the continued intangible asset buildup being driven by a new wave of consolidation and partnerships within the technology sector."

World Patent Ratings utilizes the planet's largest specialized repository of open source intangible asset and patent data. The company's team of data scientists has used code from over hundreds of worldwide open data sources, including the Central Intelligence Agency, the Securities and Exchange Commission, Google, Yahoo, The New York Times, the World Health Organization, UNICEF, Amazon, Facebook, the US Census Bureau, the European Union, Pew Research Center, and the National Climactic Data Center.

World Patent Ratings has initiated coverage on 100 Internet Software and Service Providers listed below:

Western Union Co, Salesforce.com Inc, Xerox Corp, IAC/InterActiveCorp, Activision Blizzard Inc, Verisign Inc, Workday Inc, Autodesk Inc, CA Inc, Automatic Data Processing Inc, Blucora Inc, LivePerson Inc, Angie's List Inc, Five9 Inc, Ebix Inc, Tremor Video Inc, Datalink Corp, SeaChange International Inc, Intralinks Holdings Inc, TeleTech Holdings Inc, ChannelAdvisor Corp, Care.com Inc, Carbonite Inc, Support.com Inc, Model N Inc, Maximus Inc, American Software Inc, Jack Henry & Associates Inc, Blucora Inc, Actua Corp, Limelight Networks Inc, Stamps.Com Inc, Information Services Group Inc, Amber Road Inc, Bango PLC, Intelligent Systems Corp, Upland Software Inc, VirnetX Holding Corp, Web.com , Group Inc, Guidance





Software Inc, GlobalSCAPE Inc, Majesco Ltd, MeetMe Inc, CommerceHub Inc, Novation Companies Inc, Ciber Inc, Scient Inc, PFSweb Inc, AppFolio Inc, Hackett Group Inc, Apptio Inc, Autobytel Inc, Innodata Inc, Ultimate Lifestyle Corp, PAYBOX Corp, Dolphin Digital Media Inc, Local Corp, Dyntek Inc, Professional Diversity Network Inc, StarTek Inc, Scientific Learning Corp, Advant-e Corp, Code Rebel Corp, Bell Industries Inc, Consumer Capital Group Inc, Rand Worldwide Inc, Barrister Global Services Network Inc, Pharm Control Ltd, FunctionX Inc, Prism Technologies Group Inc, Klever Marketing Inc, ImageWare Systems Inc, InsPro Technologies Corp, Live World Inc, Rainmaker Systems Inc, CommercePlanet Inc, VirtualFund.com Inc, Sajan Inc, Grandparents.com Inc, Where Food Comes From Inc, 3DShopping.com, Democrasoft Inc, Trade Desk Inc, Payment Data Systems Inc, Sysorex Global, SharpSpring Inc, Narrowstep Inc, Issuer Direct Corp, Inuvo Inc, BIO-Key International Inc, Anacomp Inc, Intelligentias Inc, ARI Network Services Inc, ALJ Regional Holdings Inc, Remark Media Inc, JetPay Corp, Zedge Inc, NexPrise Inc, TSR Inc, Research Solutions Inc, 6D Global Technologies Inc, Finjan Holdings Inc, Majesto, and Spark Networks Inc.

World Patent Ratings is a specialized rating agency and expert network focused on the standardization and objective measure of intangible assets and the valuation of intellectual property. Our in-depth research of financial practices is intended to uncover truth and meaning in data. We aim to guide policymakers and opinion leaders working to modernize the valuation of corporate assets and bring back confidence and accountability to corporate asset valuation in the global marketplace.

In addition, World Patent Ratings, through its expert network offers the following consulting services in the areas of:

1. Patent Valuation
2. Brand Valuation
3. Intellectual Property Litigation Assessment
4. Continuing Professional Education
5. Cyber Security Management
6. Risk Management Compliance
7. Accounting Fraud Prevention Services
8. Emerging Technologies including Big Data Analytics, Cloud Computing, Artificial Intelligence, Machine Learning and Deep Learning.

The company has repeatedly warned about the intangible asset bubble. The extreme volatility and the lack of consensus surrounding the accounting of patents and other intangible assets has created a cloud over the global economy. Our mission is to prevent the continued use of creative accounting and a distortion of reported asset values. We are pioneering an accounting revolution geared towards standardization and transparency.

For more information about [World Patent Ratings](https://worldpatentratings.com), please visit our website at <https://worldpatentratings.com>.

[Contact World Patent Ratings:](#)

World Patent Ratings  
1680 Meridian Avenue, Suite 600  
Miami Beach, Florida 33139  
(305) 602-8263 Tel  
[membership@worldpatentratings.com](mailto:membership@worldpatentratings.com)



**Contact Information**

**Bill Flanagan**

World Patent Marketing

6465643919

**To:** Alexander Napoles[anapoles@worldpatentmarketing.com]  
**From:** Scott Cooper  
**Sent:** Mon 1/2/2017 9:31:32 PM  
**Subject:** FW: Release Preview  
[PreviewRelease.pdf](#)

**From:** [scott@worldpatentmarketing.com](mailto:scott@worldpatentmarketing.com) [mailto:[scott@worldpatentmarketing.com](mailto:scott@worldpatentmarketing.com)]  
**Sent:** Monday, January 2, 2017 3:17 PM  
**To:** [partners@worldpatentmarketing.com](mailto:partners@worldpatentmarketing.com)  
**Subject:** Release Preview



**To:** Scott Cooper[scott@worldpatentmarketing.com]  
**From:** Eric Creizman  
**Sent:** Wed 12/21/2016 7:53:52 PM  
**Subject:** Exhibits to Complaint

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Direct Dial: (646) 513-4842  
[www.creizmanllc.com](http://www.creizmanllc.com)

# **EXHIBIT A**



1/2/2016

CREATE & FORK ACCOUNT

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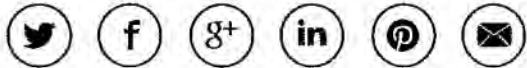
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ABOUT

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# July 4th Weekend Has Special Meaning For Teddy's Ballie Bumpers and World Patent Marketing As Sales of the New Pet Product Sky Rocket

## Share Article



### Teddy's Ballie Bumpers Webmercial



World Patent Marketing Licensing Program Kicks Into High Gear as Teddy's Ballie Bumpers Boosts Online Sales

NEW YORK, NEW YORK (PRWEB) JUNE 30, 2015



World Patent Marketing, a vertically integrated manufacturer and engineer of patented products, announced earlier today that online sales have started for Teddy's "Ballie" Bumpers. World Patent Marketing secured a US Utility Patent for this pet patent.

"I congratulate Steve Harris on this momentous occasion," said Scott J. Cooper, CEO and Creative Director of World Patent Marketing. "It is a great feeling to be able to see your product for sale online. I made my first order today for the couches in my office. I encourage everyone to try out this new product before the prices go up. We look forward to selling this product on our e-commerce site as well."

"This pet patent is every pet owners dream and should be a part of every household," says Cattya Bella, Director of Product Development for World Patent Marketing, "Losing items under the couch or other pieces of furniture are a common sight in the household. Remote controls, car keys, toys, and play things seem to gravitate towards the space under the furniture as well. This pet patent creates a barrier underneath the furniture so that all of your important items won't get lost under them."

Car keys and chew toys aren't the only things that get stuck under the sofa. Pet owners know that small, newborn pets typically get stuck under couches as well—especially when they are going after their pet toys. This pet patent is inflated and is placed in the spaces below various pieces of furniture. Teddy's Ballie Bumper stay inflated preventing small items from getting stuck underneath furniture, ultimately preventing the miscellaneous items from getting lost or getting stuck.

"This pet patent does more than just keep items safe- this pet patent answers all of the questions regarding the protection of your pets inside the home," says inventor Steven H. "Small pets and newborn pups often get stuck and have trouble under couches and cabinets while playing. In result, this can severely injure your pets. This pet patent can stop items from rolling inside, can stop pets from tampering with furniture and best of all, it is sturdy enough to withstand impacts from both toys and pets alike."

Suzie Payton, a pet-lover and blogger from Arlington, VA, has this to say about the pet patent: "This is a pet patent that really helps pet owners a lot. If the chew toy or the ball rolls under the couch, someone must go on all fours to reach it. Sometimes you also have to lift the entire couch, which can be tedious and hazardous. Either way, this is bad for the back and knees, especially for the elderly or the injured. This pet patent is not just for the pet, but it is for the owner's convenience and sanity as well."

Teddy's "Ballie" Bumpers is a pet patent that every household should have. In fact, even houses without pets can take advantage of this invention to prevent important items from getting lost under the couch. For more information about the product, [visit their website here!](#)

#### About World Patent Marketing

World Patent Marketing is a vertically integrated manufacturer and engineer of patented products. The company is broken into six operating divisions. These include WPM Research, WPM Patents, WPM



I congratulate (b) (6) on this momentous occasion. said Scott J. Cooper, CEO and Creative Director of World Patent Marketing, It is a great feeling to be able to see your product for sale online. I made my first order today for the couches...

#### Past News Releases



- World Patent Marketi...
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- World Patent Marketi...



Prototyping, WPM Manufacturing, WPM Capital Ventures, WPM Marketing, and WPM Retail. The company offers these products to inventors, law firms and emerging growth companies.

**WPM Research:** evaluates the commercial potential of patents through its proprietary study, The Patent Invention Technical Analysis (PITA).

**WPM Patents:** develops intellectual property strategies, writes and files patent applications with the US Patent and Trademark Office and other patent offices around the world.

**WPM Prototyping:** works with clients to develop one or more types of prototype, including: appearance, proof of concept, functional model or a production level prototype.

**WPM Manufacturing:** provides overseas production from all 14 major industrial zones in China, Taiwan and South Korea. Having access to a staff on the ground in China makes all the difference in achieving the best price, quality, and turnaround time.

**WPM Capital Ventures:** provides seed funding for startups. Seed funding is the earliest stage of venture funding. WPM's goal is to get you through the first phase. This usually means: get you to the point where you've built something impressive enough to raise money on a larger scale. Then we can introduce you to later stage investors—or occasionally even acquirers.

**WPM Retail:** Offers online shopping online, in person, on mobile devices and with social media. To be successful today, companies need to be able to sell products in as many different ways as possible.

#### World Patent Marketing Reviews

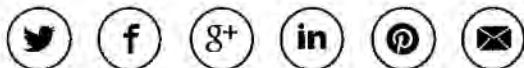
**World Patent Marketing** is the only patent services company in history to be awarded a five star review rating from Consumer Affairs, **Google**, Trustpilot, Shopper Approved, Customer Lobby, Yellow Pages, Yelp, Reseller Ratings and My Three Cents. World Patent Marketing has received accredited status and is an A Rated Member of the Better Business Bureau. World Patent Marketing is also a proud member of Dun and Bradstreet, the US Chamber of Commerce, the Association for Manufacturing Excellence and the International Licensing Industry Merchandisers' Association (LIMA). World Patent Marketing Miami is also a member of the South Florida Chamber of Commerce, the Greater Miami Chamber of Commerce, and the Miami Beach Chamber of Commerce and The New York Inventor Exchange.

#### World Patent Marketing Subsidiaries

**World Patent Marketing** launched The New York Inventor Exchange on January 1, 2015. It is the first of its kind marketplace. It will level the playing field for small inventors being bullied out of the manufacturing and mobile app development marketplaces by multi-national corporations with deep pockets. The New York Inventor Exchange diverse markets span inventors, entrepreneurs, manufacturers, engineers, and mobile app developers. World Patent Marketing has also announced the launch of InventionTown, America's Inventor Watchdog. InventionTown.com is a blog led by up and coming author and media personality, Lady Jennifer.

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## Contact Author

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Teddy's Ballie Bumpers

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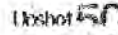
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# **EXHIBIT B**



# WORLD

Patent Marketing

*Presents*

## GLOBAL INVENTION ROYALTY ANALYSIS



**GLOBAL PATENT SEARCH AND OPINION**



**ACCREDITED UNIVERSITY MARKETABILITY STUDY**



**DETAILED PRODUCT SPECIFICATION**



**PRELIMINARY PATENT DRAWINGS**



**MARKET DEMOGRAPHICS & PSYCHOGRAPHICS**



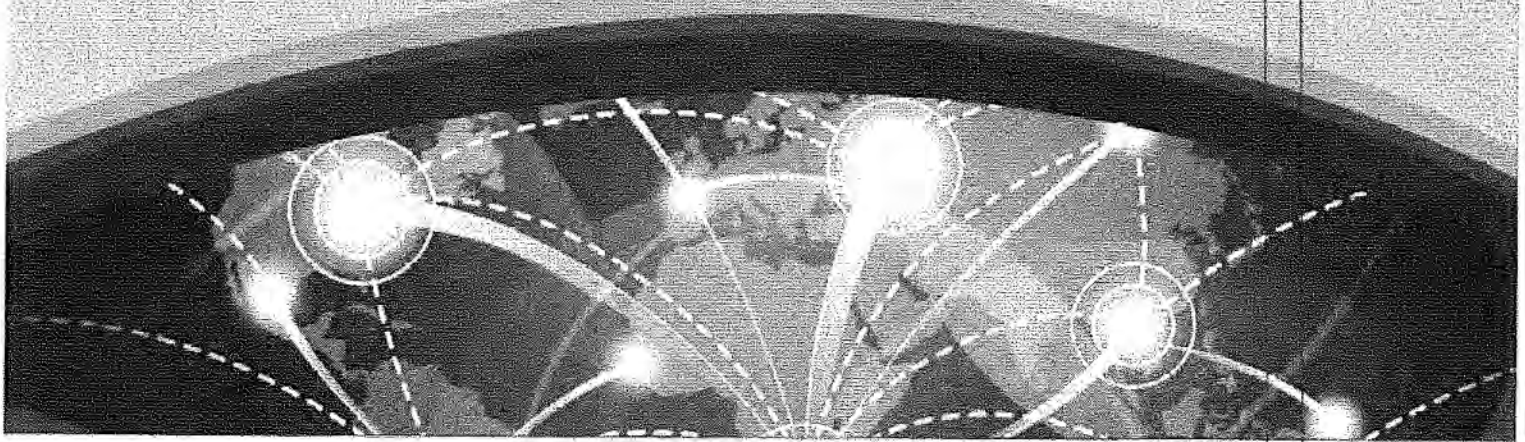
**SIC AND NAICS CODING**

THE COMPANY YOU CAN TRUST



Global Invention Royalty Analysis





## **GLOBAL PATENT SEARCH AND OPINION**

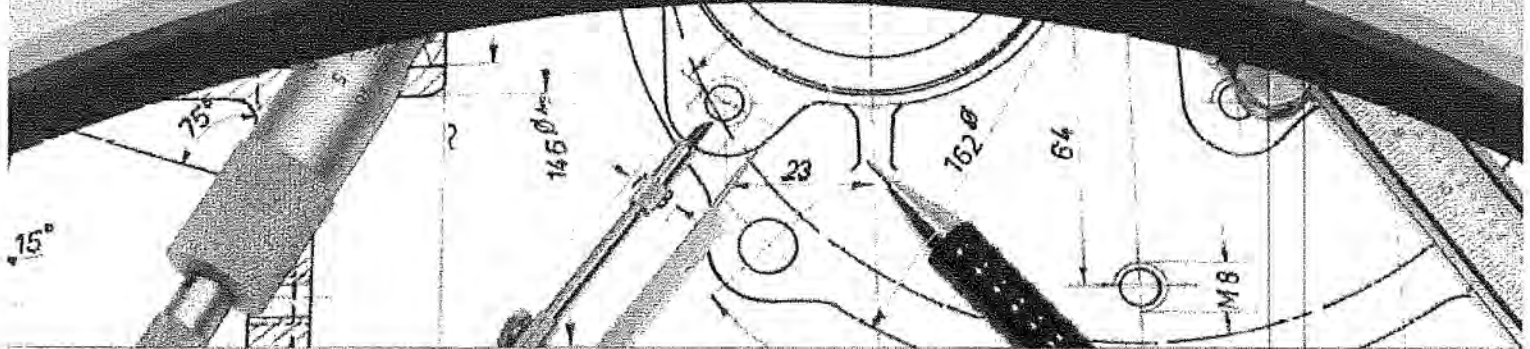
A patent search report uncovers existing inventions similar to yours that are already patented. Having this knowledge will give you a better idea of if your invention is novel and therefore able to receive a patent. This information is valuable towards deciding if you should proceed with a patent application and which part of your invention to focus on.



## **ACCREDITED UNIVERSITY MARKETABILITY STUDY**

- An unbiased team analyzes the commercial potential of an inventor's new product or idea through the expertise of in-house experts in marketing, manufacturing, finance and other fields. The invention or idea is evaluated according to 33 different criteria.
- The data is analyzed by a specially designed computer program and processed to give three different scores. These scores are compared to the scores received by earlier innovations that were successfully introduced into the marketplace.
- The program gives the inventor objective data on the product's strengths and weaknesses, which may be used to determine the likelihood of commercial success before committing capital to fully develop and market the product. A good score could help secure a development loan by increasing credibility with banks, as well as encouraging an inventor to pursue the invention with a business plan and patent. A low score could warn an inventor to reconsider any further investment.
- A 1988 survey found that the program's users find the evaluations very helpful. Over eighty percent of respondents considered the evaluation most beneficial as they decided how to proceed with their products or ideas. Whether an inventor's product or idea was judged to be commercially viable did not affect his appraisal of the program. The program's purpose is to stimulate and encourage creativity and innovation. This survey confirmed that the program has a positive effect on further innovative activity, as sixty-four percent of respondents said that evaluations encouraged them to continue in their pursuit of new product development.





### DETAILED PRODUCT SPECIFICATION

Part of a patent application, the specification is where the inventor specifies, describes, illustrates, and discloses the invention in so much detail that an experienced\* person could understand and use that invention. The description, together with the claims is often referred to as the specification. As this word suggests, these are the sections of the patent application where you specify what your machine or process is and how it differs from previous patents and technology. A specification is an important part of your patent application and (later if granted) part of the legal definition of your patent. The specification must be described using clear details with full disclosures about the invention. Professional Patent Drawings are included in the specification when required.

\* An electrical engineer would be considered an experienced person regarding electronics.

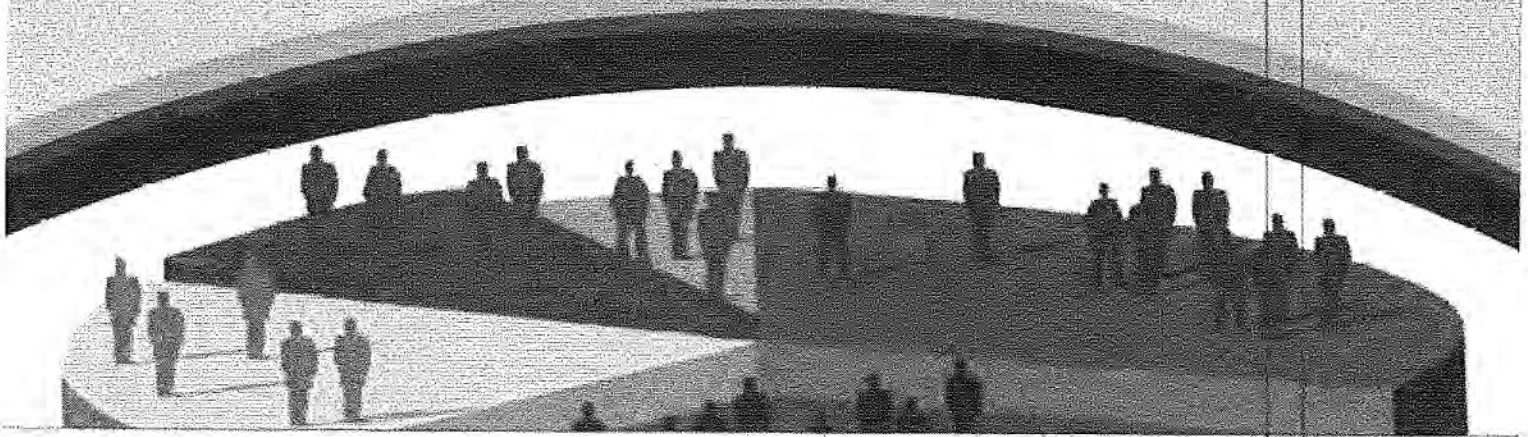


### PRELIMINARY PATENT DRAWINGS

The applicant for a patent is required to furnish a set of patent illustrations of a new invention. This is true for objects of manufacture as well as processes and plants. The drawings must show every feature of the invention specified in the claims. The patent drawings are required to be in a special form. Patent illustrations are printed and published in a uniform style in the official record. The drawings must be such that they can be readily understood by persons using the patent descriptions.

The requirements relating to drawings are strictly enforced. Patent applicants are advised to employ competent patent illustrators to make their drawings. USPTO's Draftspersons review all originally filed drawings. Additionally, patent Examiners will review the draftings for compliance with the regulations. The USPTO's Drawing Review Branch, issues a Notice of Draftspersons Patent Drawing Review. The Review contains over fifty common mistakes made by non professionals, leading to an objection to the drawings. This is why it is a good idea to hire a professional, skilled in the art.





## **MARKET DEMOGRAPHICS & PSYCHOGRAPHICS**

World Patent Marketing offers the best market segmentation research, psychographic and demographic solutions available on the market today. We also offer psychographics for profiling consumer brand preferences and spending habits of a population or area.

Answer key questions about your market and customers, including:

- 🌐 How big is the total opportunity market?
- 🌐 What is my revenue potential?
- 🌐 Who is my current and future competition and how much am I losing to them?
- 🌐 Where are the untapped market opportunities?
- 🌐 How can I increase Return on Investment on my campaigns?
- 🌐 Which of my customers are profitable and how do I find more just like them?
- 🌐 How can I best reach and keep my customers?
- 🌐 Which customers are most likely to purchase from me?



## **SIC AND NAICS CODING**

- 🌐 Search the entire SIC and NAICS Directory of Business
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# GLOBAL INVENTION ROYALTY ANALYSIS **CHECK FORM**

**IF YOU SELECTED CHECK BY PHONE  
PLEASE ATTACH A VOIDED CHECK BELOW:**

**ATTACH VOIDED CHECK HERE**

Name \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_

## THE INVENTOR PRODUCT AND BUSINESS PROFILE

Inventor Name: \_\_\_\_\_ File Number: \_\_\_\_\_ Invention Name: \_\_\_\_\_

### INVENTION DETAILED DESCRIPTION:

What is the technical field (market category) of your idea?

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How does your new invention WORK, OPERATE or FUNCTION?

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How is your new invention DIFFERENT from other similar ideas? (Uniqueness)

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What are the advantages and benefits of your idea's solutions?

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What changes or modifications can you suggest to improve functionality, packaging, appeal, versatility, the mechanics and affordability to a manufacturer and end customer?

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What companies, groups of people, products, processes or services could use your idea?

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WorldPatentMarketing.com | info@worldpatentmarketing.com



Describe the physical structure (size, shape, weight, dimensions, materials, etc.) of your idea?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Describe the environment (wet, dry, temperature, pressure, light, dark, etc.) in which your idea will function?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

If your idea is a "device", what does it consume or produce? And what powers it?  
(Manual, electricity, gasoline, sunlight, water power, batteries, etc.)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Check here if you have a prototype

Inventor Profile:

Date of Birth: \_\_\_\_\_ Spouse Name: \_\_\_\_\_ Married (Y/N): \_\_\_\_\_

Children's Names: \_\_\_\_\_

College: \_\_\_\_\_ Degree: \_\_\_\_\_

Profession: \_\_\_\_\_

Hobbies: \_\_\_\_\_

Please include information about you and any co-inventors (any background story behind conception of idea/ invention)

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## Graphic Illustration

Please take some time to hand sketch the major working parts of your invention. You can also attach pictures, technical drawings and other professionally prepared renditions of your idea to this page. Please attach prototype photos of your product idea.



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ACCREDITED  
BUSINESS

## Graphic Illustration

Please take some time to hand sketch the major working parts of your invention. You can also attach pictures, technical drawings and other professionally prepared renditions of your idea to this page. Please attach prototype photos of your product idea.



Describe the physical structure (size, shape, weight, dimensions, materials, etc.) of your idea?

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Describe the environment (wet, dry, temperature, pressure, light, dark, etc.) in which your idea will function?

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If your idea is a "device", what does it consume or produce? And what powers it?  
(Manual, electricity, gasoline, sunlight, water power, batteries, etc.)

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Check here if you have a prototype

Inventor Profile:

Date of Birth: \_\_\_\_\_ Spouse Name: \_\_\_\_\_ Married (Y/N): \_\_\_\_\_

Children's Names: \_\_\_\_\_

College: \_\_\_\_\_ Degree: \_\_\_\_\_

Profession: \_\_\_\_\_

Hobbies: \_\_\_\_\_

Please include information about you and any co-inventors (any background story behind conception of idea/ invention)

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## THE INVENTOR PRODUCT AND BUSINESS PROFILE

Inventor Name: \_\_\_\_\_ File Number: \_\_\_\_\_ Invention Name: \_\_\_\_\_

### INVENTION DETAILED DESCRIPTION:

What is the technical field (market category) of your idea?

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---

How is your new invention DIFFERENT from other similar ideas? (Uniqueness)

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What are the advantages and benefits of your idea's solutions?

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What changes or modifications can you suggest to improve functionality, packaging, appeal, versatility, the mechanics and affordability to a manufacturer and end customer?

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What companies, groups of people, products, processes or services could use your idea?

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## CLIENT INFORMATION AND CORRECTION FORM

### INVENTOR INFORMATION CORRECTION

Inventor Name: _____		Co-Inventor Name: _____		Company (if applicable) _____	
State of Incorporation _____		Entity Type _____			
Street Address: _____		Apt/Suite: _____		City: _____	
State: _____	Zip: _____	Home Tel: _____	Mobile: _____	3rd: _____	
Invention Name: _____					

If you wish to authorize us to communicate with a co-inventor(s) or you want your co-inventor(s) given consideration and/or mention on any patent application, enter their complete information below. You may also deselect a co-inventor by keeping a copy of this form or requesting it for future reference. We must have both signatures of the inventor and co-inventor to acknowledge the change.

### CO-INVENTOR INFORMATION

First Co-Inventor Name: _____	Sign: _____
Second Co-Inventor Name: _____ (if any)	Sign: _____
Third Co-Inventor Name: _____ (if any)	Sign: _____
Primary Inventor Authorized Signature: _____	
Corporate Office Authorized Signature: _____	
<input type="checkbox"/> Check Here to Add Co-Inventor	
<input type="checkbox"/> Check Here to Delete Co-Inventor	

Additional Comments to Changes: \_\_\_\_\_



World Patent Marketing agrees to provide customer the following services for the following fee.

### Global Invention Royalty Analysis: \$1,295.00

This fee is due upon execution of this agreement. It is agreed that the Global Invention Royalty Analysis will become the sole property of the client. It is also agreed that the term of this agreement shall commence on the effective date of this agreement and the estimated time for completion is six to eight weeks.

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Account Number: \_\_\_\_\_ Routing Number: \_\_\_\_\_

Bank Name: \_\_\_\_\_ Name On Account: \_\_\_\_\_

By Debit/Credit Card ( American Express, VISA, Mastercard, Discover )

To pay by credit or debit card securely. Go to [www.worldpatentmarketing.com/payments](http://www.worldpatentmarketing.com/payments)

Authorized Signature (Inventor): \_\_\_\_\_



# GLOBAL INVENTION ROYALTY ANALYSIS CHECK FORM

**IF YOU SELECTED CHECK BY PHONE  
PLEASE ATTACH A VOIDED CHECK BELOW:**

**ATTACH VOIDED CHECK HERE**

Name \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_



All clients have a three (3) calendar day right of rescission from the signature date of the agreement to request a refund or cancellation. World Patent Marketing is not a law firm and does not provide legal advice. The inventor understands that all patent searches are provided by registered patent attorneys and/or agents.

Over the past five years, World Patent Marketing has not contracted with any customers or evaluated any inventions for commercial potential. We do not promote inventions. Instead we provide the client with a Global Invention Royalty Analysis. This Analysis includes a Global Patent Search and Opinion, an Accredited University Marketability Study, a Detailed Product Specification, a Preliminary Patent Drawing, a Market Demographics and Psychographics Report and SIC and NAIC coding.

The purpose of the Global Invention Royalty Analysis is to enable the inventor to professionally prepare and present their invention so that it will get the exposure and support it needs. You never get a second chance to make a first impression. Prematurely presenting an invention will lower your chance of success. No clients have received a net financial profit or a licensing agreement solely as a direct result of obtaining a Global Invention Royalty Analysis through World Patent Marketing. Indeed, this is only one piece of the puzzle. Inventors who intend to proceed with a patent application must also present a convincing case for their idea.

World Patent Marketing professionals are seasoned specialists in their fields, who confidentially offer their expertise to our global clientele of inventors. For the last ten years, none of our officers have been affiliated with or employed by what is called an "invention promotion company." All employees and officers of World Patent Marketing are required to sign an ethics and confidentiality agreement for my protection.

I authorize the company named on this web form to debit the bank account or credit card indicated in this web form, for the noted amount on today's date. This payment is for the goods and services noted on the web payment form. I understand that returns, refunds and cancellations are not permitted, however exceptions may be made on a case-by-case basis. I understand that because this is an electronic transaction, these funds may be withdrawn from my account as soon as the above noted transaction date. In the case of an ACH Transaction being rejected for Non Sufficient Funds (NSF) I understand that the company named on this web form may at its discretion attempt to process the charge again within 30 days.

I acknowledge that the origination of ACH transactions to my account must comply with the provisions of U.S. law. I certify that I am an authorized user of this credit card or bank account, and that I will not dispute the payment with my Credit Card Company or Bank, so long as the transaction corresponds to the terms indicated in this web form.

Authorized Signature (Inventor): \_\_\_\_\_

# **EXHIBIT C1**



# WORLD



# RD

## Patent Marketing



**PATENT  
PROTECTION**



**TRADE  
SHOWS**



**INVENTION  
RENDERING**



**3D VIRTUAL  
MODEL**



**INVENTION  
BROCHURE**



**MEDIA  
DEPARTMENT  
PRESS RELEASES**



**PERSONAL  
PRODUCT  
WEB PAGE**



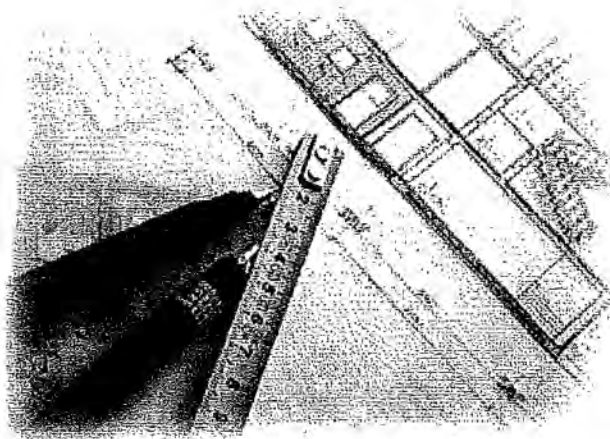
**INTERNET  
TELEVISION  
COMMERCIAL**



**INTERNATIONAL  
INVENTION  
ROUNDTABLE**



**PERSONAL  
LICENSING  
AGENT**



## UTILITY PATENT APPLICATION

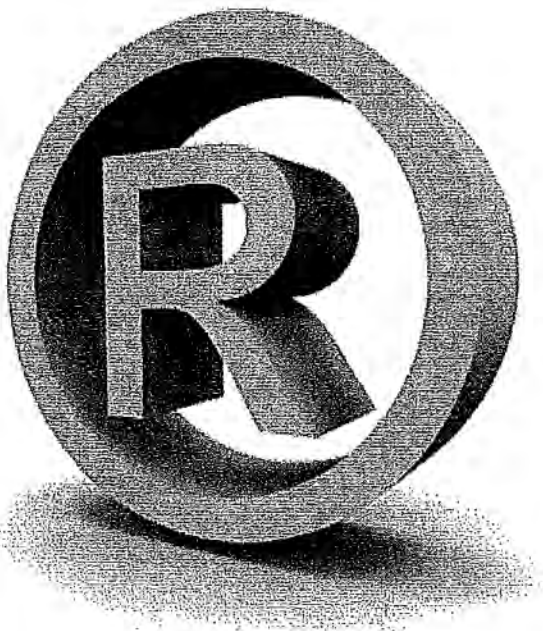
( US PROTECTION ONLY)

Issued for the invention of a new and useful process, machine, manufacture, or composition of matter, or a new and useful improvement thereof, it generally permits its owner to exclude others from making, using or selling the invention for a period of up to twenty years from the date of patent application filing. Approximately 90% of the patent documents issued by the USPTO in recent years have been utility patents, also referred to as "patents for invention".

## DESIGN PATENT APPLICATION

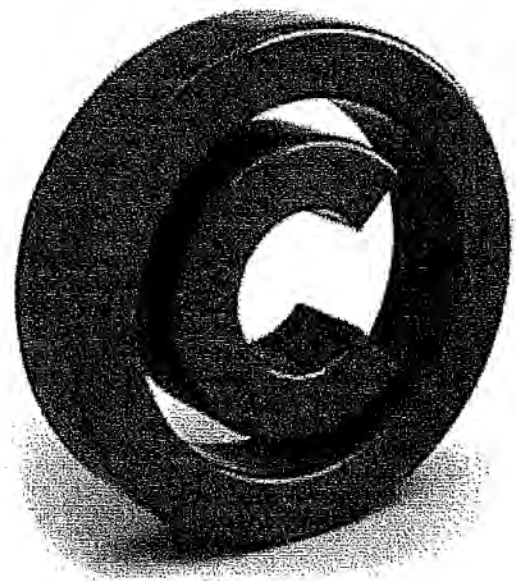
( US PROTECTION ONLY)

In the United States, a design patent is a form of legal protection granted to the ornamental design of a functional item. Design patents are a type of industrial design right. Ornamental designs of jewelry, furniture, beverage containers (see Fig. 1) and computer icons are examples of objects that are covered by design patents.



## TRADEMARK APPLICATION ( US PROTECTION ONLY)

A trademark is a word, phrase, symbol or design, or a combination of words, phrases, symbols or designs, that identifies and distinguishes the source of the goods of one party from those of others.



## COPYRIGHT APPLICATION ( US PROTECTION ONLY)

Copyright is a legal concept, enacted by most governments that grants the creator of an original work exclusive rights to its use and distribution, usually for a limited time, with the intention of enabling the creator of intellectual wealth (e.g. the photographer of a photograph or the author of a book) to receive compensation for their work and be able to financially support themselves.

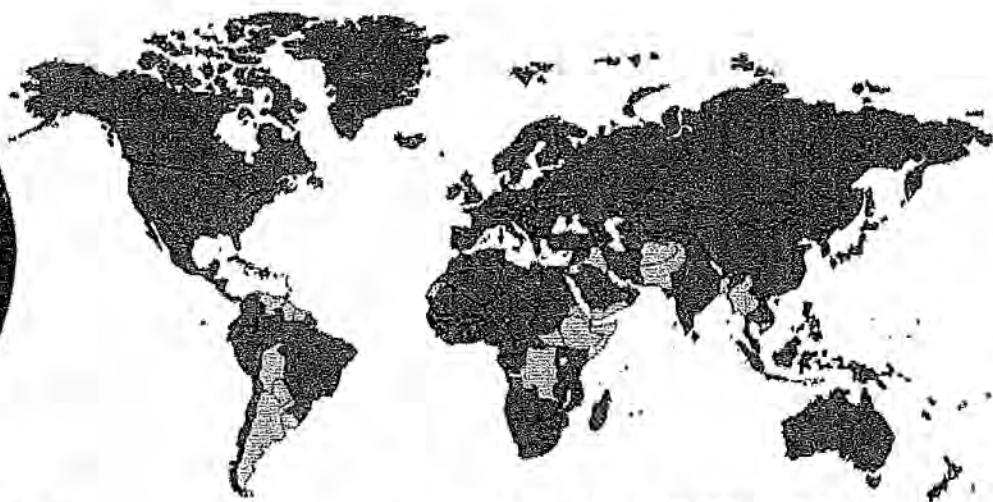




## EUROPEAN UNION PATENT APPLICATION

( EUROPEAN UNION ONLY)

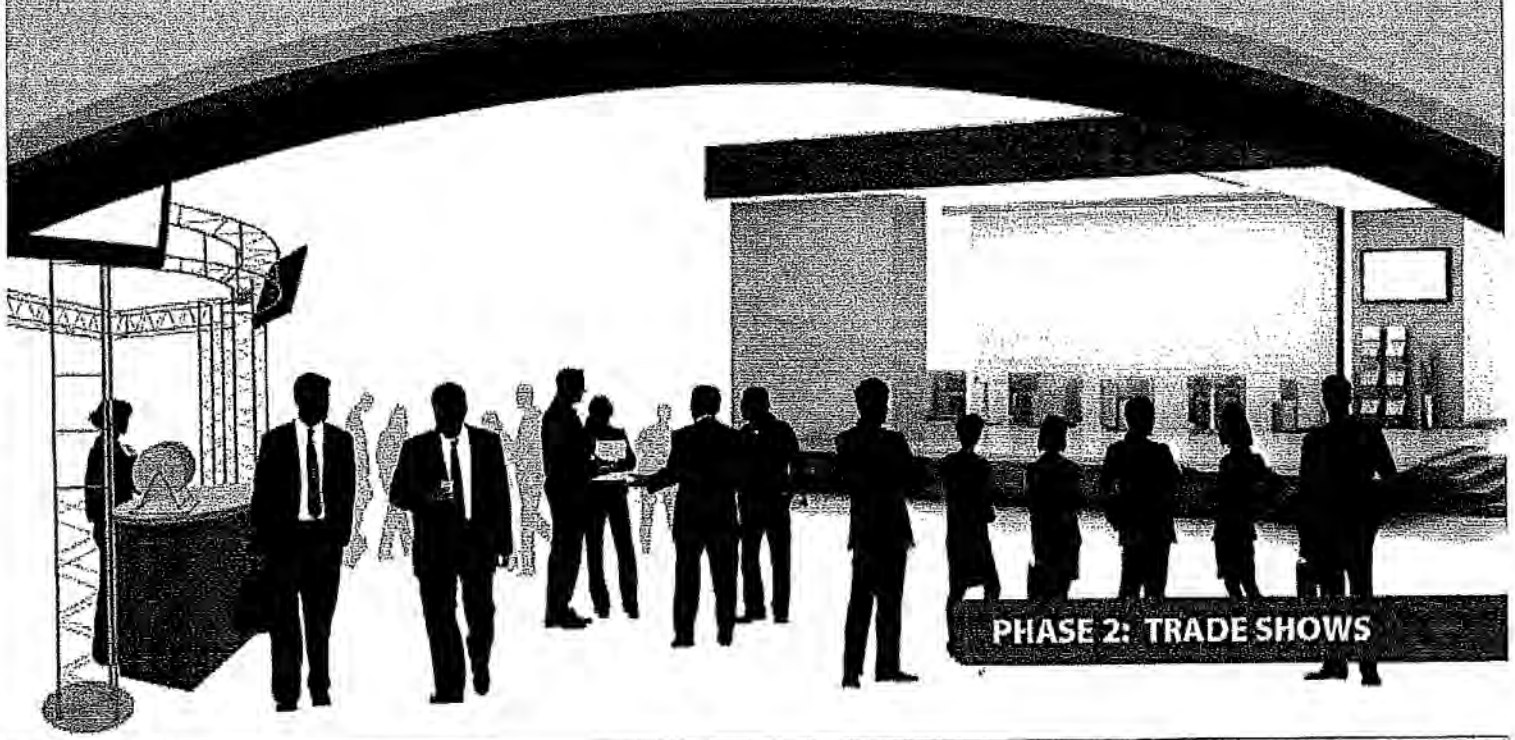
The European Patent Convention makes it possible to obtain patent protection in about 40 European countries on the basis of a single application. The applicant selects the countries in which they want protection. European patents are granted by the European Patent Office in a centralized and thus cost-effective and time-saving procedure conducted in either, English, French or German, its three official languages. They have the same legal effects as national patents in each country for which they are granted. Every European patent undergoes substantive examination and can be obtained for countries which otherwise have "registration-only" systems, thus providing strong protection. The term, scope of protection, binding text and grounds for revocation of European patents are the same for all contracting states to the European Patent Convention



## PATENT COOPERATION TREATY (PCT) APPLICATION

The PCT is an international treaty, administered by the World Intellectual Property Organization (WIPO), between more than 140 Paris Convention countries. The PCT makes it possible to seek patent protection for an invention simultaneously in each of a large number of countries by filing a single "international" patent application instead of filing several separate national or regional patent applications. The granting of patents remains under the control of the national or regional patent Offices in what is called the "national phase".





# TRADE SHOWS

Each year, World Patent Marketing attends a variety of industry tradeshows in order to cultivate relationships with companies interested in new products. These trade shows cover a wide variety of product categories and are recommended because they provide a positive environment for new product introductions.



# INVENTION RENDERING

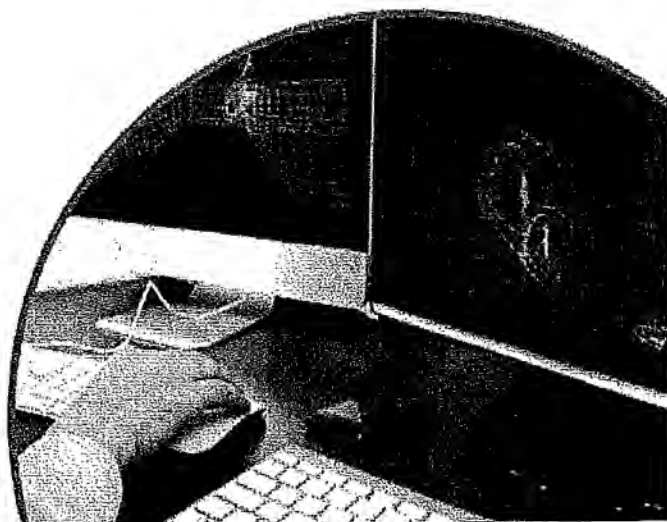
The product designer assigned to the project sculpts the invention or models it in 3-D CAD. This stage is exciting to visually see a model of your invention and have a hands-on approach to modifications and refinement. It's also a chance for potential investors to see the concept and the benefits of your invention without having to invest too much or commit to it early on. This is your chance to prove the value of your invention and what it is capable of.





## 3D VIRTUAL MODEL

Virtual prototypes are a popular choice for visualizing new ideas. These 3D digital models are relatively inexpensive to produce and can usually be easily modified to accommodate new features or design choices. 3D computer models are a digital wireframe mesh with a surface and texture applied to make the model appear solid. Think of a model as a tomato cage wrapped with plastic. By creating a digital prototype early in the invention process, inventors can avoid making costly mistakes in the engineering and production phases. Virtual prototypes can reveal potential clearance issues in moving parts, or bring attention to an undesirable design when viewed from a certain angle.



# INVENTION BROCHURE

Flyers and brochures are the most common form of advertising and can be pretty cost effective considering how much face-to-face time they get with your potential customers. They're great educational tools. Although they're not typically sales pieces, they whet someone's thirst for more information on your product or company. The main objective is a call to action. You want to drive people to visit a website or to call a number to order your products.

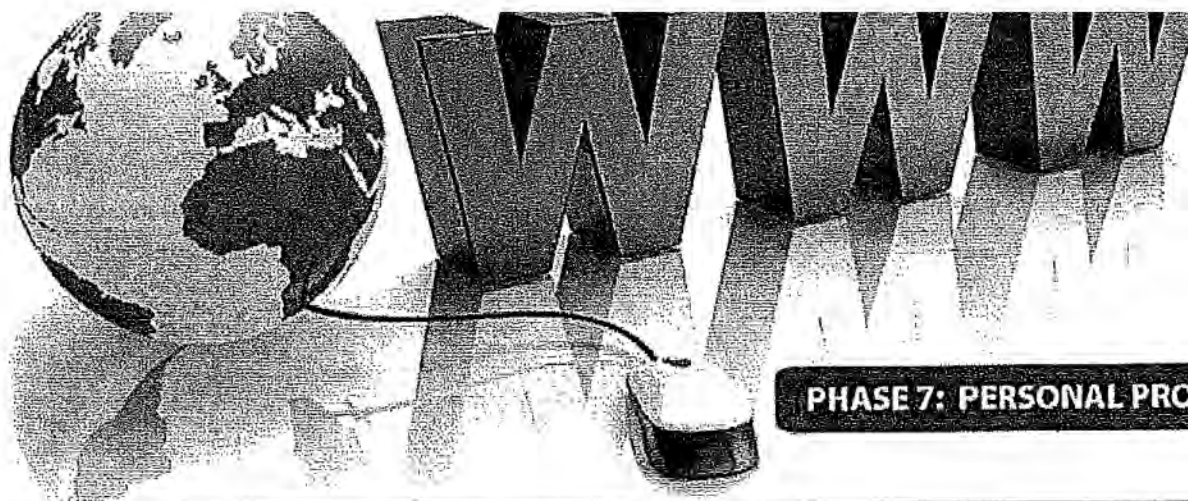
## MEDIA DEPARTMENT & PRESS RELEASES

we send your news to major search engines like Google, Yahoo! and Bing. We send it to journalists and bloggers. We deliver it to opt-in news subscribers. And we host your news release on [Worldpatentmarketing.com](http://Worldpatentmarketing.com) which receives many visitors each month. World Patent Marketing will reach out to local, regional, national press and prospects on your behalf. With world patent marketing your news will be sent within the US and around the world. So, in addition to getting your information picked up by news outlets, you can also align it to the industries and regions that matter most to your invention.

World Patent Marketing is committed to staying current with search marketing best practices so your news can reach a wider audience. Your release will be submitted to search engines and is equipped with social sharing features to help your news spread across the social web.







**PHASE 7: PERSONAL PRODUCT WEB PAGE**

## PERSONAL PRODUCT WEB PAGE

At World Patent Marketing, we take a truly integrated approach to your online presence. We help inventors publicize their product ideas by building a personal product web page for each and every inventor. We help you succeed online by taking all of the complicated jargon like SEO, PPC, Social, and HTML, and turning it into comprehensive marketing strategies stamped with personal service. Our dedicated team of experts give every inventor special care and clear reporting of activity to their personal web pages.



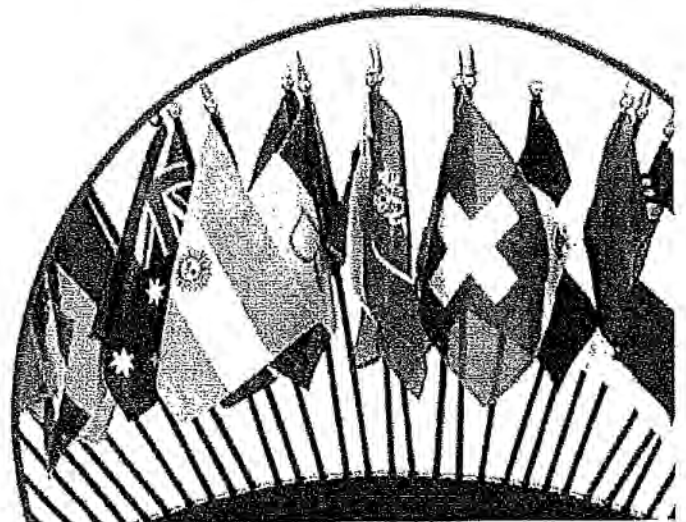
# INTERNET TELEVISION COMMERCIAL

An Internet Commercial is a TV commercial that plays on your website instead of on TV. The advantage is that it can be played 24hrs/day and broadcast to millions without the high cost of TV advertising. You have the same opportunity to use an Internet video commercial to grow your business and increase sales.

---

# INTERNATIONAL INVENTION ROUNDTABLE

World Patent Marketing presents the International Invention Roundtable where we bring millionaire businessmen and women together with the next generation of America's inventors. Only the top 5% of our inventors will have the opportunity to showcase their product ideas to this virtual forum.



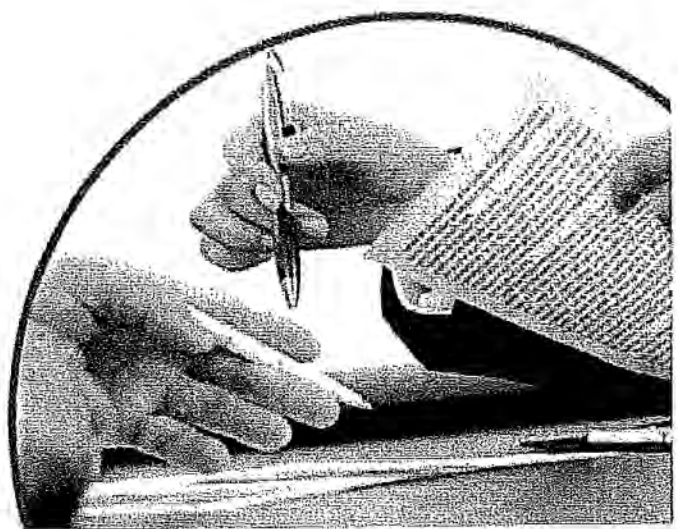




**PHASE 10: PERSONAL LICENSING AGENT**

# PERSONAL LICENSING AGENT

Through a Brand Representation Licensing Program, World Patent Marketing works with you to enlist manufacturers (licensees) to produce, market, and sell approved products bearing your brand's name and logo. In exchange for the right to leverage your brand, manufacturers pay you a fee - typically a royalty, paid as a percentage of their wholesale revenue. Serving as your exclusive licensing agent, World Patent Marketing works in collaboration with your team to create and manage a customized brand licensing program — one that is tailored specifically to achieve your licensing objectives.





## EXHIBIT A

**US DESIGN PATENT**

\$8,995.00

**US UTILITY PATENT**

\$11,995.00

**US BUSINESS METHOD PATENT**

\$14,995.00

**US COMBINATION**  
(US Utility Patent & US design Patent)

\$16,995.00

**PCT & US PATENT**  
(Any US Patent)

\$21,995.00

**US COMPREHENSIVE**  
(Business Method Patent, US Utility Patent & US Design Patent)

\$22,995.00

**INTERCONTINENTAL PATENT**  
(US Comprehensive, PCT, Trademark & Copyright)

\$34,995.00

**MULTI-NATIONAL PATENT**  
(US Comprehensive, PCT, European Union, Trademark & Copyright)

\$49,995.00

**GLOBAL PATENT**  
(US Comprehensive, PCT, European Union, China Invention Patent, Trademark & Copyright)

\$64,995.00



**PATENT COOPERATION TREATY  
(PCT)**

\$17,995.00

**EUROPEAN UNION PATENT**

\$24,995.00

**CHINA INVENTION PATENT**

\$29,995.00

**TRADEMARK  
APPLICATION**

\$1,495.00

**COPYRIGHT  
APPLICATION**

\$995

\*\*Add on product - must be combined with a patent application. \*\*Add on product - must be combined with a patent application. \*\*Add on product - must be combined with a patent application.



## **EXHIBIT B**

### **PROTOTYPING**

#### **INDUSTRIAL DESIGN**

CREATING & DEVELOPING CONCEPTS AND SPECIFICATIONS THAT OPTIMIZE FUNCTION, VALUE & APPEARANCE

#### **CONCEPT DESIGN ENGINEERING**

FOCUS ON AESTHETICS AND FUNCTIONAL CHARACTERISTICS FROM ENGINEERING TO MANUFACTURING

#### **MANUFACTURING DESIGN**

VERIFICATION THAT A PRODUCT IS READY FOR TOOLING AND FULL SCALE MANUFACTURING

#### **VIRTUAL PROTOTYPING**

COMPUTER GENERATED 3D GRAPHICAL REPRESENTATIONS OF PRODUCTS AND PACKAGES

#### **PROTOTYPING**

BRINGING IDEAS TO REALITY WITH POWERFUL TECHNOLOGY & SKILLED PROFESSIONALS

**Tier 1: \$34,995.00 | Tier 2: \$69,995.00 | Tier 3: \$104,995.00**

## EXHIBIT C

### MOBILE APP DEVELOPMENT

- 50% Off When Included With Package
- List your App on Apple, Google & Amazon App Stores
- Custom App Design Prototype
- Application & Backend Development
- Quality Assurance and Testing
- App Publishing & Marketing
- App Maintenance & Support

☐ \$19,995.00

### WEBSITE DEVELOPMENT & MARKETING

- 50% Off When Included With Package
- Custom Website Design
- Social Media Marketing
- Content Marketing
- Measurement & Analytics
- Digital Education & Training
- Mobile Marketing
- Consumer Insights
- Email Marketing

☐ \$29,995.00

\*\*Add on product - must be combined with a patent application.    \*\*Add on product - must be combined with a patent application.    \*\*Add on product - must be combined with a patent application.



## Payment Form #1

I authorize the company named on this web form to debit the bank account or credit card indicated in this web form, for the noted amount on today's date. This payment is for the goods and services noted on the web payment form. I understand that returns, refunds and cancellations are not permitted, however exceptions may be made on a case-by-case basis. I understand that because this is an electronic transaction, these funds may be withdrawn from my account as soon as the above noted transaction date. In the case of an ACH Transaction being rejected for Non Sufficient Funds (NSF) I understand that the company named on this web form may at its discretion attempt to process the charge again within 30 days.

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Authorized Signature (Inventor): \_\_\_\_\_

World Patent Marketing agrees to provide customer the following services for the following fee as per Exhibit A

Check By Phone

Account Number: \_\_\_\_\_ Routing Number: \_\_\_\_\_

Bank Name: \_\_\_\_\_ Name On Account: \_\_\_\_\_

I am enclosing my check / money order in the amount of: \$ \_\_\_\_\_

Paypal: Send Payments to [paypal@worldpatentmarketing.com](mailto:paypal@worldpatentmarketing.com)

Wire Transfer: *Call 888-926-8174 for instructions*

By Debit/Credit Card ( American Express, VISA, Mastercard, Discover )

To pay by credit or debit card securely. Go to [www.worldpatentmarketing.com/payments](http://www.worldpatentmarketing.com/payments)

Authorized Signature (Inventor): \_\_\_\_\_



## Payment Form #2 (optional)

I authorize the company named on this web form to debit the bank account or credit card indicated in this web form, for the noted amount on today's date. This payment is for the goods and services noted on the web payment form. I understand that returns, refunds and cancellations are not permitted, however exceptions may be made on a case-by-case basis. I understand that because this is an electronic transaction, these funds may be withdrawn from my account as soon as the above noted transaction date. In the case of an ACH Transaction being rejected for Non Sufficient Funds (NSF) I understand that the company named on this web form may at its discretion attempt to process the charge again within 30 days.

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Bank Name: \_\_\_\_\_ Name On Account: \_\_\_\_\_

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To pay by credit or debit card securely. Go to [www.worldpatentmarketing.com/payments](http://www.worldpatentmarketing.com/payments)

Authorized Signature (Inventor): \_\_\_\_\_



## Payment Form #4 (optional)

I authorize the company named on this web form to debit the bank account or credit card indicated in this web form, for the noted amount on today's date. This payment is for the goods and services noted on the web payment form. I understand that returns, refunds and cancellations are not permitted, however exceptions may be made on a case-by-case basis. I understand that because this is an electronic transaction, these funds may be withdrawn from my account as soon as the above noted transaction date. In the case of an ACH Transaction being rejected for Non Sufficient Funds (NSF) I understand that the company named on this web form may at its discretion attempt to process the charge again within 30 days.

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Authorized Signature (Inventor): \_\_\_\_\_

World Patent Marketing agrees to provide customer the following services for the following fee as per Exhibit A

Check By Phone

Account Number: \_\_\_\_\_ Routing Number: \_\_\_\_\_

Bank Name: \_\_\_\_\_ Name On Account: \_\_\_\_\_

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Wire Transfer: *Call 888-926-8174 for instructions*

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To pay by credit or debit card securely. Go to [www.worldpatentmarketing.com/payments](http://www.worldpatentmarketing.com/payments)

Authorized Signature (Inventor): \_\_\_\_\_



## Payment Form #5 (optional)

I authorize the company named on this web form to debit the bank account or credit card indicated in this web form, for the noted amount on today's date. This payment is for the goods and services noted on the web payment form. I understand that returns, refunds and cancellations are not permitted, however exceptions may be made on a case-by-case basis. I understand that because this is an electronic transaction, these funds may be withdrawn from my account as soon as the above noted transaction date. In the case of an ACH Transaction being rejected for Non Sufficient Funds (NSF) I understand that the company named on this web form may at its discretion attempt to process the charge again within 30 days.

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Authorized Signature (Inventor): \_\_\_\_\_

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Wire Transfer: *Call 888-926-8174 for instructions*

By Debit/Credit Card ( American Express, VISA, Mastercard, Discover )

To pay by credit or debit card securely. Go to [www.worldpatentmarketing.com/payments](http://www.worldpatentmarketing.com/payments)

Authorized Signature (Inventor): \_\_\_\_\_

# **EXHIBIT C2**



## **PATENT PROTECTION AND PUBLICITY COMMITMENT**

THIS AGREEMENT, entered into and effective as of the day of \_\_\_\_\_ ("Effective Date") by and between DESA INDUSTRIES, INC. D/B/A WORLD PATENT MARKETING, a Delaware Corporation (hereinafter, "WPM") and \_\_\_\_\_ located at \_\_\_\_\_

INVENTOR represents that he is the inventor and further represents that he is the exclusive owner of all rights, titles and interests to said invention, the \_\_\_\_\_ (hereinafter, "Invention"); and

WPM operates a business specializing in patent protection assistance services and WPM refers all patent work to independent patent attorneys and/or agents. All direct communication with the United States Patent and Trademark Office, whether written, verbal, electronic, digital, and any other form, is performed through an independent registered patent attorney and/or agent INVENTOR wishes to obtain patent protection assistance and WPM wishes to provide INVENTOR with patent protection assistance services for the Invention as set forth herein; and in consideration of the mutual promises agreements as set forth herein and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties intending to be legally bound, do hereby agree, that the foregoing Agreements are incorporated herein by reference and made a part hereof as though set forth at length throughout this Agreement and do further agree as follows:

### **1. Appointment of WPM.**

Inventor hereby engages WPM to provide the patent protection assistance for the Invention. WPM provides six (6) Patent Protection Plans more particularly described on Exhibit A. In addition, WPM provides development services also described on Exhibit A.

### **2. Disclosure**

WPM has provided the INVENTOR with all of the disclosures as required by the American Inventors Protection Act of 1999, as stated in the Global Invention Royalty Analysis previously signed by INVENTOR.

### **3. Registration**

When a registration number is issued by the US Patent and Trademark Office pursuant to U.S. 35 U.S.C. §§ 1 et seq the transaction is complete & WPM has fulfilled its obligation under this agreement.

### **4. Plan Fee.**

INVENTOR hereby agrees to make payments to WPM in accordance with the Program Selected on Exhibit A

**THE INVENTOR WILL NOT BE HELD RESPONSIBLE FOR ANY ADDITIONAL EXPENSES INCURRED OR ASSESSED BY WORLD PATENT MARKETING, OTHER THAN THOSE DEFINED WITHIN THE SCOPE OF THIS AGREEMENT.**



## **5. Title.**

Title to the Inventions will be and shall remain vested with the Inventor.

## **6. Warranty and Indemnity**

Inventor shall indemnify and hold harmless WPM and any third party subcontractor and each of their owners, officers, and directors, from and against any claim of Intellectual Property (copyright, trademark and patent) infringement by the Inventions as a result of the use contemplated herein of the Inventions, in the form submitted by Inventor to WPM. Inventor shall indemnify and hold harmless WPM, and any third party sublicense, and each of their owners, officers, and directors against all claims obligations or liabilities including court costs and attorney's fees, arising out of the Inventor's tortious or unauthorized acts, misrepresentations, omissions, failure to perform his/her obligations hereunder, or any acts not expressly authorized in writing, related to or beyond the scope of this Agreement.

## **7. Confidentiality.**

Each party agrees that during the term of this Agreement and thereafter (a) it will use Confidential Information belonging to the other party solely for the purpose(s) for which it was disclosed hereunder and (b) it will not disclose Confidential Information belonging to the other party to any third party (other than its employees and/or professional advisors on a need-to-know basis who are bound by obligations of nondisclosure and limited use at least as stringent as those contained herein). The parties further agree that except as necessary to perform their respective obligations hereunder or otherwise expressly required by law, they will not publicly announce or otherwise disclose any of the terms and conditions of this Agreement. In the event either party is requested or ordered by a court of competent jurisdiction to disclose Confidential information belonging to the other party, such party will give the other party immediate notice of such request or order and, at the other party's request and expense, resist such a request or order to the fullest extent permitted by law. Each party will promptly (i) return to the other upon request any or all Confidential Information of the other then in its possession or under its control and (ii) erase or otherwise destroy all computer entries containing any Confidential Information of the other then in its possession or under its control and provide the other with written certification of such erasure or destruction. The provisions of this Paragraph will survive any termination of this Agreement.

## **8. Relationship of Parties.**

This Agreement and the relations established hereby between Inventor and WPM do not constitute a partnership, joint venture, agency, or similar endeavor between Inventor and WPM nor does it constitute an Agreement of employment. Each party will act under this Agreement as an independent party and independent contractor and not as the employee of the other party and that each party retains sole and absolute discretion in the manner and means of carrying out the services described herein. This Agreement shall not be construed as a partnership or joint venture and neither party hereto shall be liable for any obligations incurred by the other party except as expressly provided herein.





World Patent Marketing™  
1580 Meridian Ave Suite 600 Miami Beach, FL 33139 | Phone: (888) 926-8174 | Fax: (888) 689-2485  
WorldPatentMarketing.com | info@worldpatentmarketing.com



### **9. Amendments and Waivers.**

None of the provisions of this Agreement may be amended or waived except by a writing signed by Inventor and WPM. Any waiver by either party of any breach of this Agreement by the other party is not to be deemed a continuing waiver of other breaches of the same nature or of any other provisions of this Agreement.

### **10. Successors and Assigns.**

This Agreement will be binding upon, and serve to the benefit of, the parties and their respective successors and permitted assigns.

### **11. Notices.**

Any notice, waiver, demand or other communication required or permitted by this Agreement must be in writing and shall be deemed to have been given and received if delivered by messenger, or, if mailed, on the third business day after deposit in the United States mail, certified or registered postage prepaid, return receipt requested, or if faxed, telexed or telegraphed, six hours after being dispatched by fax telegram .in every case addressed to the party to be notified as follows:

**TO WPM:**  
**DESA INDUSTRIES, INC. D/B/A WORLD PATENT MARKETING**  
228 Park Avenue South, Suite 35652  
New York, New York 10003

**TO INVENTOR:**  
As Stated Above

### **12. Remedies.**

It is understood and agreed that all provisions of this Agreement are fundamental and essential for the protection of WPM's legitimate business interests, and in the event of any breach or threatened breach of the provisions of this Agreement by Inventor, WPM will suffer irreparable harm and its remedies at law will be inadequate. Accordingly, in the event of a breach or attempted breach of this Agreement by Inventor, WPM will be entitled, in addition to all other rights or remedies which may be available to WPM, to seek injunctive and other equitable relief, without any showing of irreparable harm or damage. In the event WPM seeks such relief, it shall not be required to post a bond or provide other security. All remedies available for breach of this Agreement are cumulative and may be exercised concurrently or separately. The exercise of one remedy will not be deemed an election of such remedy to the exclusion of other remedies.



### **13. Termination.**

In the event of a violation of any term or condition of this Agreement by the INVENTOR or WPM, WPM or Inventor may terminate this Agreement at any time. The termination of this Agreement shall not prejudice any rights or remedies which shall have accrued to WPM prior to the date of such termination.

### **14. Further Assurances.**

The parties agree to execute such other documents and provide such further assurances, if any as may be reasonably required from time to time to give effect to the provisions of this Agreement.

### **15. Limitation of Liability**

In no event shall WPM be liable to inventor for any indirect, special, incidental, consequential or punitive damages, including without limitations, loss of profit, revenue, data or use or for similar costs, whether in an action, in contract or tort or based on warranty or other claim, even if WPM has been advised of the possibility of such damages. WPM shall be liable only for its own willful misfeasance and bad faith and no one not a party to this Agreement shall have any rights whatsoever under this Agreement against WPM for any action taken or not taken by him. During the Term, and continuing Offer the expiration or termination of this Agreement, the Parties shall indemnify WPM, and each of its affiliates and shall hold him harmless from any loss, liability, damage, cost or expense arising out of any claims or suits which may be brought or made against the Parties, or any of its affiliates, by reason of (i) any breach of the covenants and undertakings hereunder, and (ii) WPM's noncompliance with any applicable federal, state or local laws or with any other applicable regulations.

### **16. Definitions.**

For purposes of this Agreement, the following words and expressions have the following meanings:

- 16.1. "Confidential Information" means, with respect to either party, all information in any written or other form whatsoever, relating directly or indirectly to the present or potential business, operations, corporate or financial condition of such party or to data, know-how, materials, supplier or customer lists or other similar information belonging to such party which is not at the relevant time (i) generally known to the public (through no act or omission in violation of this Agreement), (ii) furnished to the receiving party by a third party having the lawful right to do so or (iii) acquired by the receiving party from a source other than the disclosing party, provided that the receiving party immediately notifies the disclosing party of any such acquisition.
- 16.2. "Inventions" mean (1) the product concept described in the Global Invention Royalty Analysis received by INVENTOR.
- 16.3. "Person" means an individual, a corporation, a partnership, a trust, an unincorporated organization, an entity or a government or any agency or political subdivision thereof.
- 16.4. "US Dollars" means the currency of the United States of America.



## **17. Construction.**

To the extent the provisions of this Agreement conflict with the provisions of any other agreements between the parties, the provisions of this Agreement shall govern.

## **18. Truth of Agreements**

The agreements and/or preamble contained on page 1 of this Agreement are true and correct and are hereby incorporated into this Agreement.

## **19. Gender.**

Wherever the context shall so require, all words herein in any gender shall be deemed to include the masculine, feminine or neuter gender, all singular words shall include the plural, and all plural words shall include the singular.

## **20. No-Waivers**

The waiver by any party of any other party's breach of any provision of this Agreement shall not operate nor be construed as a waiver of any subsequent breach, and the waiver by any party and any right or remedy shall not operate nor be construed as a waiver or bar to the exercise of such right or remedy and the occurrence of any subsequent breach. No action on the part of either party to this Agreement shall be interpreted as waiver unless such action shall be in writing.

## **21. Headings.**

Headings in this Agreement are for convenience only and shall not be used to interpret or construe its provisions.

## **22. Governing Law.**

This Agreement shall be governed by the laws of the State of New York (without regard to the laws that might be applicable under principles of conflicts of law) as to all matters, including , but not limited to , matters of validity, construction, effect and performance.

## **23. Counterparts.**

This Agreement may be executed in two or more parts each of which shall be deemed an original but all of which together shall be one and the same instrument.

## **24. Facsimile Copy.**

A facsimile copy of this Agreement and any signatures affixed hereto shall be considered for all purposes as originals.



## ***25. Mediation and Arbitration***

Any disputes between the parties hereto, whether arising under this agreement or otherwise, which the parties cannot resolve between themselves using good faith shall be

- 25.1. Referred to a court certified mediator of the Circuit Court in New York and any mediation shall be held in New York. The parties shall share equally the cost of said mediation,
- 25.2. In the event that said dispute is not resolved in mediation, the parties shall submit the dispute to a neutral arbitrator residing in New York. The arbitration shall be held in New York. The prevailing party shall recover all fees and costs of said arbitration. The parties further agree that full discovery shall be allowed to each party to the arbitration and a written award entered forthwith. Any and all types of relief that would otherwise be available in Court shall be available to both parties in the arbitration. The decision of the arbitrator shall be final and binding. Arbitration shall be the exclusive legal remedy of the parties. Judgment upon the award may be entered in any court of competent jurisdiction.
- 25.3. If either party refuses to comply with a ruling or decision of the arbitrator and a Lawsuit is brought to enforce said ruling or decision, it is agreed that the party not complying with the ruling or decision of the arbitrator shall pay the court costs and reasonable attorney's fees (including Trial and Appellate attorney's fees) incurred in enforcing the ruling or decision of the arbitrator.
- 25.4 Any rights of injunctive relief shall be in addition to and not in derogation or limitation of any other legal rights.
- 25.5. The parties hereby covenant and agree that they will use their best efforts to settle all disputes amicably Prior to initiating any formal proceed

## ***26. Interpretation of Agreement.***

The parties acknowledge that this Agreement is the product of mutual efforts by the parties and their respective agents. The Agreement shall be interpreted neither more favorable in favor of one party, nor less favorably in favor of another party.

## ***27. Entire Agreement.***

This Agreement constitutes the entire understanding of the parties and supersedes all prior discussions, negotiations, and understandings, whether oral or written, with respect to its subject matter.



### ***28. Modification.***

No change or modification of this Agreement shall be valid unless it is in writing and signed by all the parties who are bound by the terms of the Agreement.

### ***29. Attorney's fees; Costs***

In any arbitration or litigation arising out of this Agreement, the prevailing party in such litigation shall be entitled to recover reasonable attorney's fees and costs at the hearing, trial and appellate levels.

### ***30. Severability.***

If any provision of this Agreement is held invalid, unenforceable, or void by a court of competent jurisdiction, this Agreement shall be considered divisible as to such provision, and the remainder of the Agreement shall be valid and binding as though such provision were not included in this Agreement.

### ***31. Benefits; Binding Effects.***

This Agreement shall be binding upon and shall operate for the benefit of the parties hereto and their respective heirs, personal representative, administrators, successors, and assigns.

### ***32. Venue and Jurisdiction.***

Should a lawsuit be necessary to enforce this Agreement the parties agree that jurisdiction and venue are waived and suit shall be brought in New York.

### ***33. Further Cooperation.***

From and after the date of this Agreement, each of the parties hereto agrees to execute whatever additional documentation or instruments are necessary to carry out the intent and purposes of this Agreement,



**Agreed & Accepted Payment #1**

World Patent Marketing

Inventor

Signature: \_\_\_\_\_

Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_

**Agreed & Accepted Payment #2**

World Patent Marketing

Inventor

Signature: \_\_\_\_\_

Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_

**Agreed & Accepted Payment #3**

World Patent Marketing

Inventor

Signature: \_\_\_\_\_

Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_

**Agreed & Accepted Payment #4**

World Patent Marketing

Inventor

Signature: \_\_\_\_\_

Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_

**Agreed & Accepted Payment #5**

World Patent Marketing

Inventor

Signature: \_\_\_\_\_

Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_

# **EXHIBIT D**



**WORLD**  
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**GLOBAL INVENTION ROYALTY ANALYSIS**





Teddy's Bally Bumpers

*Prepared Exclusively for*

Steven Harris

*Palm Springs, California*

*On*

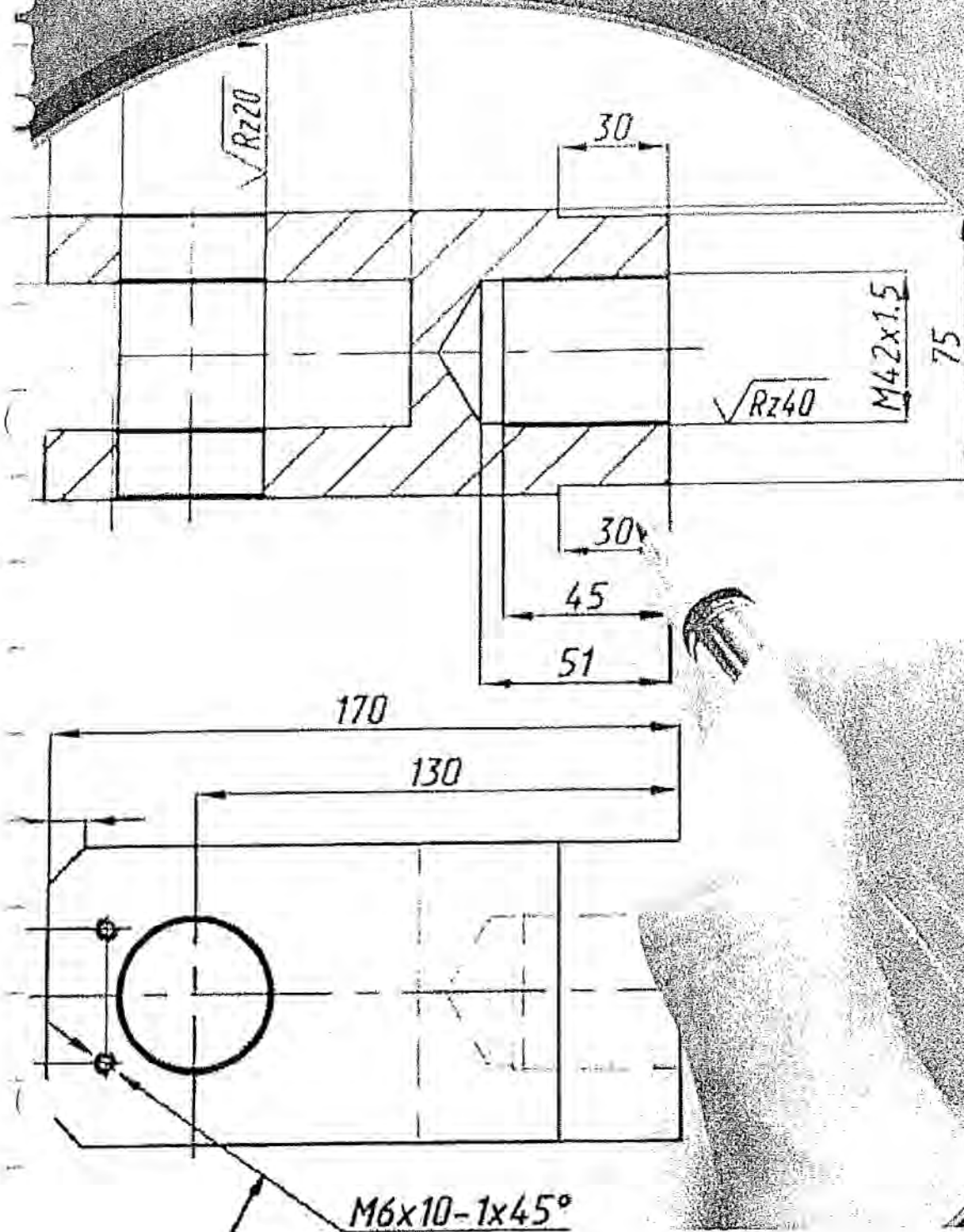
July 2, 2014

**PERSONAL AND  
CONFIDENTIAL**



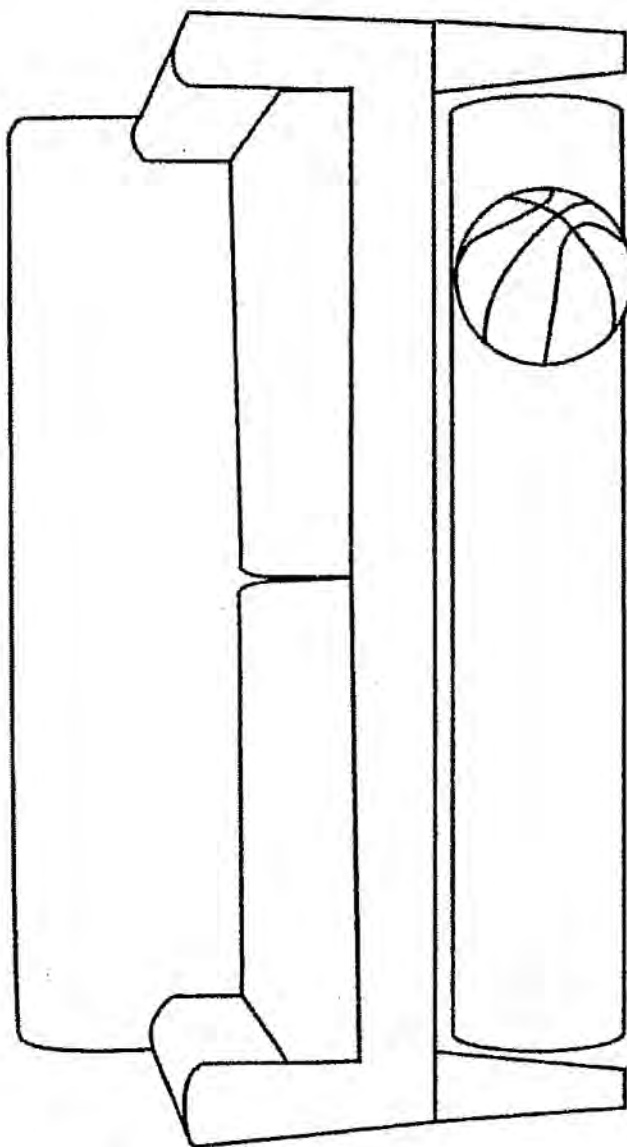
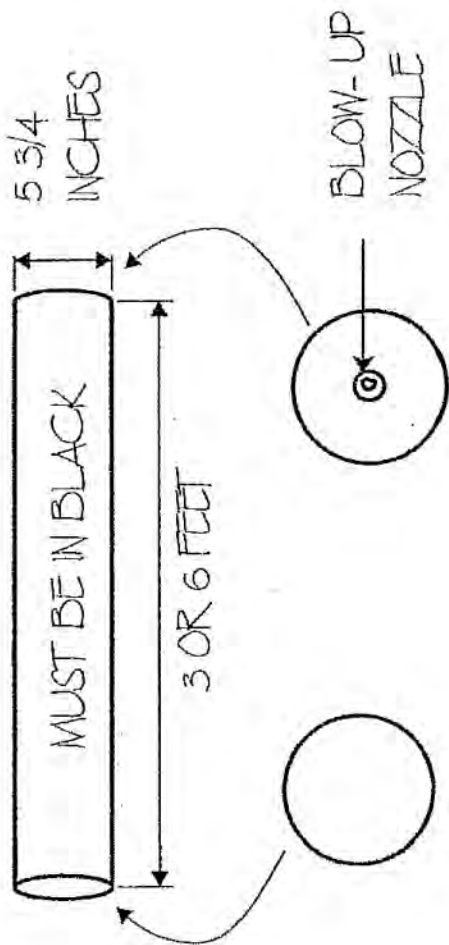
**WORLD**  
Patent Marketing

# PRELIMINARY PATENT DRAWING





CONCEPT

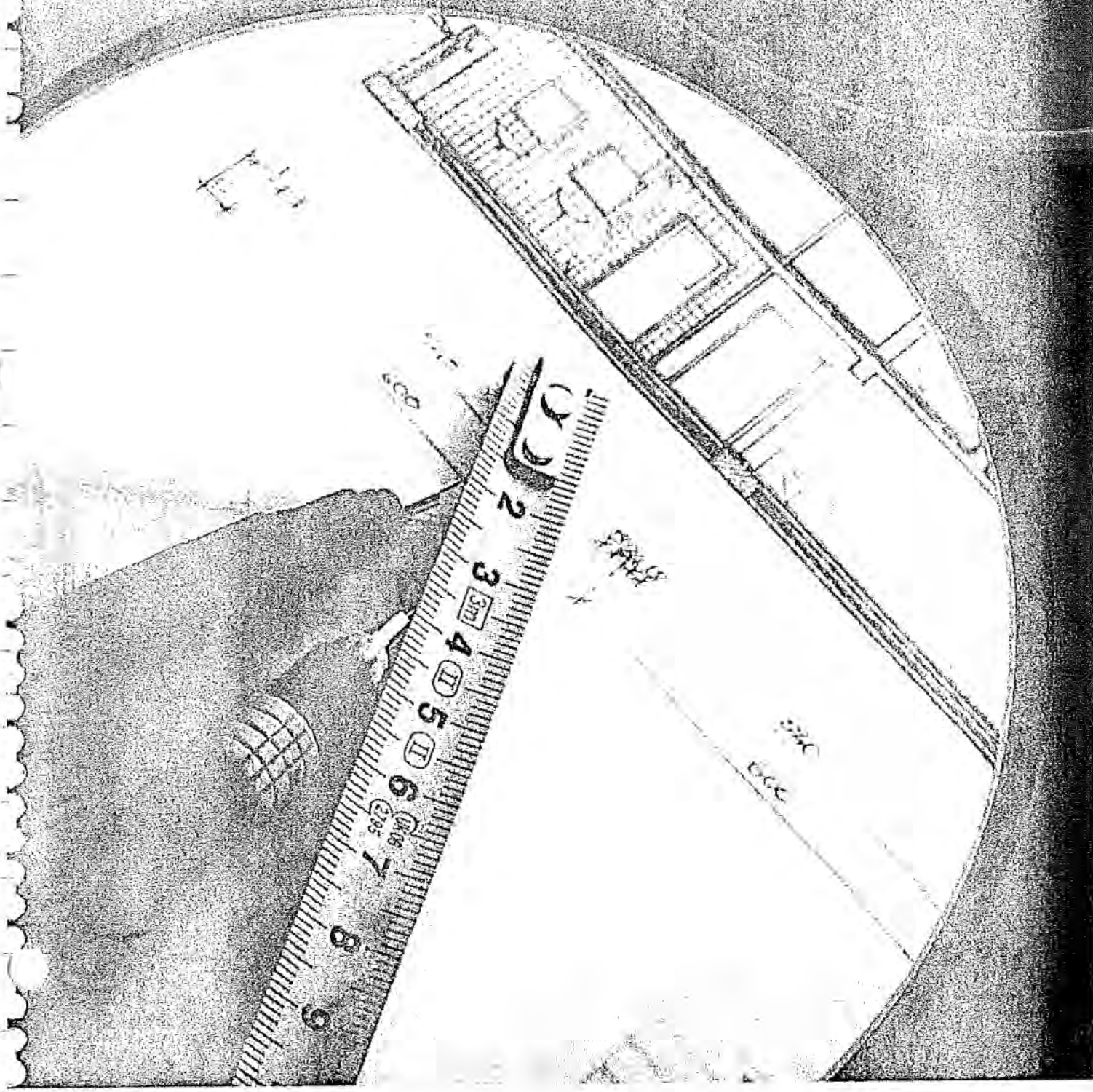


APPLICATION EXAMPLE  
TOYS OR BALLS BLOCKED  
FROM GOING UNDERNEATH



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# PRODUCT SPECIFICATIONS





## **Inflatable Bumper for Furniture Floor Crevices**

### **FIELD OF INVENTION**

The invention relates generally to an inflatable bladder-type device that acts as a bumper for small objects. The objective is to allow users to insert the device in the crevice under furniture such as beds, couches, sofas, etc. The device acts as a barricade and thus prevents objects such as balls and small toys from inadvertently rolling underneath. The device mitigates the chances of such items being placed in difficult-to-retrieve situations, and thus alleviates chiropractic/spinal issues potentially associated with bending over and retrieving such lost items.

### **BACKGROUND OF THE INVENTION**

Present day, owners of pets and caretakers of small children often find themselves in the position of needing to bend over and retrieve small items that inadvertently roll underneath furniture or otherwise become misplaced. Unfortunately, such misplaced items are usually difficult to retrieve. Oftentimes, the retrieving individual must bend over and stretch limbs in uncomfortable positions to recover items. In more extreme circumstances, recovery of items may necessitate the moving of heavy furniture by the individual. Such physical actions can be very uncomfortable, especially if the individual has a history of chiropractic/spinal problems or other musculoskeletal issues. It is therefore an objective of the present invention to introduce a device that users can utilize to overcome such problems, by blocking the path of easily lost items.

In preferred embodiments, the invention takes the form of a black-colored, inflatable bladder with an inflation nozzle at the first end. In prior art, competing products are oftentimes strips of cloth that attach to couches with clips. Unfortunately, pets and especially canines often rip up such cloth strips. In contrast, the invention slides under the furniture's floor crevice easily and is unobtrusive to pets and humans alike.

The invention is aimed at the pet product and home products market, including childcare products. Ideally, the invention would be sold at pet stores and department stores. Target users would be pet owners, and/or new parents with young children.

### SUMMARY OF THE INVENTION

The presented invention includes a tubular, inflatable bladder and inflation nozzle. The bladder is made of plastic or similar airtight, pliable material. Sizes and dimensions of the bladder will vary depending on the embodiment. The inflation nozzle is a plastic nipple that allows inflation of the bladder. The nozzle is placed on the second side of the bladder, in the center of the circular face.

To use the invention, the user wedges the invention into the floor crevice of furniture, blocking access to the underside of the furniture in directions roughly perpendicular to its longitudinal direction. If the furniture's floor crevice is too low to accommodate the invention while the invention is fully inflated, the invention can be partially deflated to fit the available space and still function.

### BRIEF DESCRIPTION OF THE DRAWINGS

FIG. 1 is a front plain view of an inflatable bumper device (3 ft. version).

FIG. 2 is a front plain view of an inflatable bumper device (6 ft. version).

FIG. 3 is a left side view of the invention's first side (the same for either preferred embodiment).

FIG. 4 is a right side view of the invention's second side with blow-up nozzle (the same for either preferred embodiment).

Note: FIG. 3 and FIG. 4 pertain to both the 3 ft. and 6.ft. versions since the diameters are the same in both embodiments; only the lengths differ.



## DETAIL DESCRIPTIONS OF THE INVENTION

All illustrations of the drawings are for the purpose of describing selected versions of the present invention and are not intended to limit the scope of the present invention. Inflatable devices can come in a plurality of forms, including rings, sleeves, squares, and any other manner of inflatable shapes that can be manufactured. The invention requires no power source.

The presented invention comprises of three main components, including a bladder (which is tubular and inflatable), a first side, and a second side. Each main component is comprised of other subcomponents.

Before going into the components in detail, material composition is discussed. The bladder material is comprised of plastic or similar airtight, pliable material. The material should be easy to clean and easy to manufacture. The invention's materials should be sufficiently durable to function in a household environment, and not be exposed to harsh climate elements such as extreme heat.

The first component is the bladder, itself comprised of a first bladder half, second bladder half, a first opening, and a second opening. Overall, the bladder is tubular in shape when inflated. When completely deflated it appears to be a flat rectangle. For the purposes of discussion of components, the bladder is defined as not being capped at either end. (The caps are termed the first side and second side, and discussed as separate components.)

In terms of arrangement and components, the first bladder half and second bladder half are identical rectangles of the aforementioned material. Sizes and dimensions of a bladder half will vary depending on the embodiment. There are two preferred embodiments. Referencing FIG. 1, in the first preferred embodiment, a bladder half is 3 feet in length. Referencing FIG. 2, in the second preferred embodiment, a bladder half is 6 feet in length. In either embodiment the height of a bladder half is 9.03 inches. The first bladder half and second bladder half are joined together; top edge to top edge, bottom edge to bottom edge. These joins can be sewn to be airtight, glued at the seams to be airtight, or sealed in another airtight fashion. Thus, when the first bladder half and second

bladder half are joined in such a manner, and the bladder is inflated, the bladder has circular openings at either end that are  $5 \frac{3}{4}$  inches in diameter. These circular openings are termed the first opening and second opening.

In preferred embodiments, the bladder is capped at either end by the first side and the second side. Specifically, the first side caps the first opening, and the second side caps the second opening. These joins are also done through airtight stitching, glued seams, or other airtight sealing methods. In the preferred embodiments, the first side and second side have equal diameters of  $5 \frac{3}{4}$  inches, the same diameter as the openings.

As seen in FIG. 3, the first side comprises a circle of airtight material. This first side caps the first opening of the bladder, and forms an airtight seal. Unlike the second side, there is no hole or inflation nozzle.

As seen in FIG. 4, the second side comprises a circle of material, a hole, a bladder, and an inflation nozzle. Again, the second side caps the second opening of the bladder, forming an airtight seal. The circle of material comprises of the same material as the bladder. The hole is bored into the center of the circle. The hole is the same diameter as the inflation nozzle. In either preferred embodiment, this nozzle is affixed to the hole in an airtight manner, usually with glue seals, although this is not the only method.

In its preferred embodiments, the bladder, first side, and second side section are colored black, to better blend into the shadows and be unobtrusive in appearance.

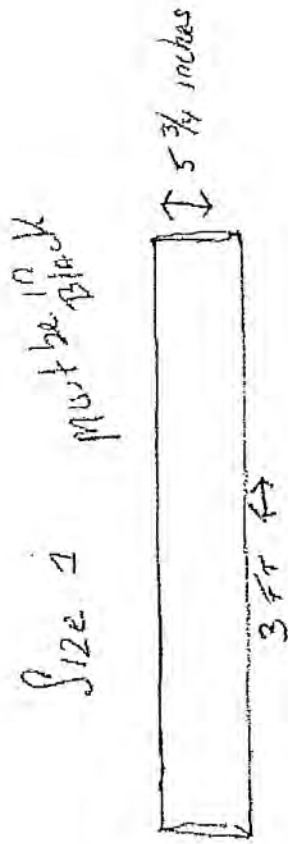
While deflated, for either preferred embodiment, the invention should weigh less than 0.25 pounds. In shipping, the invention should be in deflated form to conserve space.

In usage, the invention is placed under beds, couches or furniture to stop toys and/or balls from going underneath. If the space is smaller, the invention can be deflated to fit the available space.

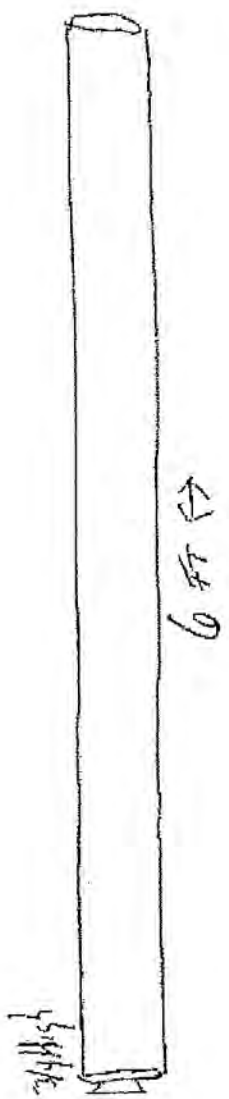
Although the invention has been explained in relation to its preferred embodiment, it is to be understood that many other possible modifications and variations can be made without departing from the spirit and scope of the invention. Obvious changes, modifications, and substitutions may be made by those skilled in the art to achieve the same purpose as the invention. The exemplary embodiments are merely examples and are not intended to limit the scope of the invention. It is intended that the

present invention cover all other embodiments that are within the scope of the descriptions and their equivalents.

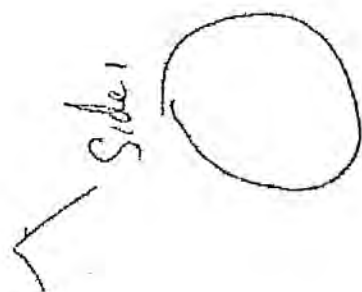




**FIG. 1**

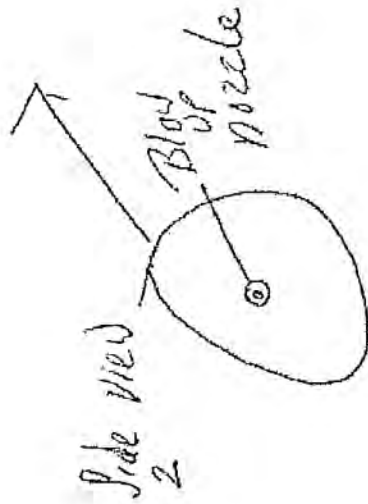


**FIG. 2**



**FIG. 3**





**FIG. 4**

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Patent Marketing



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Comprehensive Patent Search Report

## ABOUT THE PATENT SEARCH REPORT

A patent search report uncovers inventions similar to yours. Each similar invention found is called a "prior art" and are all inventions disclosed before yours. To be granted a patent by the US Patent & Trademark Office (USPTO), Patent Office examiners must determine that your invention meets the three patenting criteria of being *novel*, *non-obvious*, and *useful* when compared to prior art.

Having a patent search report provides you with valuable information. The report will show you prior art that may be used by the USPTO when examining your invention. Using this information, you can make a preliminary assessment towards whether or not the USPTO will consider your invention novel, non-obvious, and useful. You can then decide if you wish to continue to file a patent application. In addition, you can make changes or additions to your invention in order to make it more unique, before submitting a patent application.

## SEARCH OVERVIEW

Inventor Name:	Steven Harris
Invention Title:	Teddy's Bally Bumpers
Docket Number:	TPP19089
Search Type:	Comprehensive
Fields of Search:	US patents & published patents pending European patents & published patents pending International patents within last 30 years

**Disclaimer:** This patent search report represents the best efforts of a professional patent searcher to find relevant prior art. There is no guarantee that all relevant prior art has been identified or that all prior art which may be cited by a US Patent Office patent examiner has been listed. Whether an invention is patentable is a subjective determination based on whether a patent examiner believes the invention is novel and nonobvious when compared to relevant prior art. What is relevant prior art is subjective, therefore it is entirely possible for a patent application to be rejected based on prior art not listed in this patent search report. The opinions in this patent search report are the searcher's professional interpretation for information purposes only and do not guarantee that an invention can or cannot be patented, nor does it constitute legal advice. The ultimate determination of patentability is made by the US Patent & Trademark Office.




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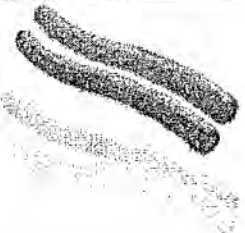
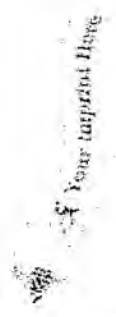
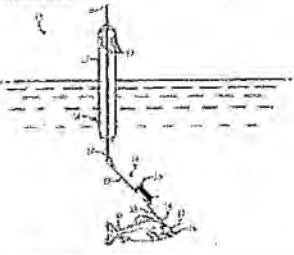
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## PRIOR ART



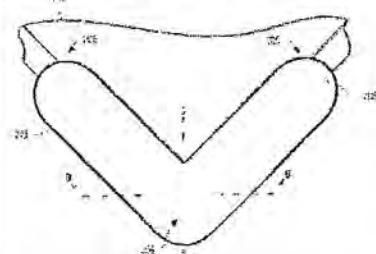
Prior art which is relevant to your invention is listed in the table below. For each prior art, a rank number is assigned which represents how important the particular prior art is to your invention. A smaller rank number represents a prior art that is more relevant than a prior art with a larger rank number. Full copies of the prior art listed are in the Prior Art Portfolio, a separate file or document.

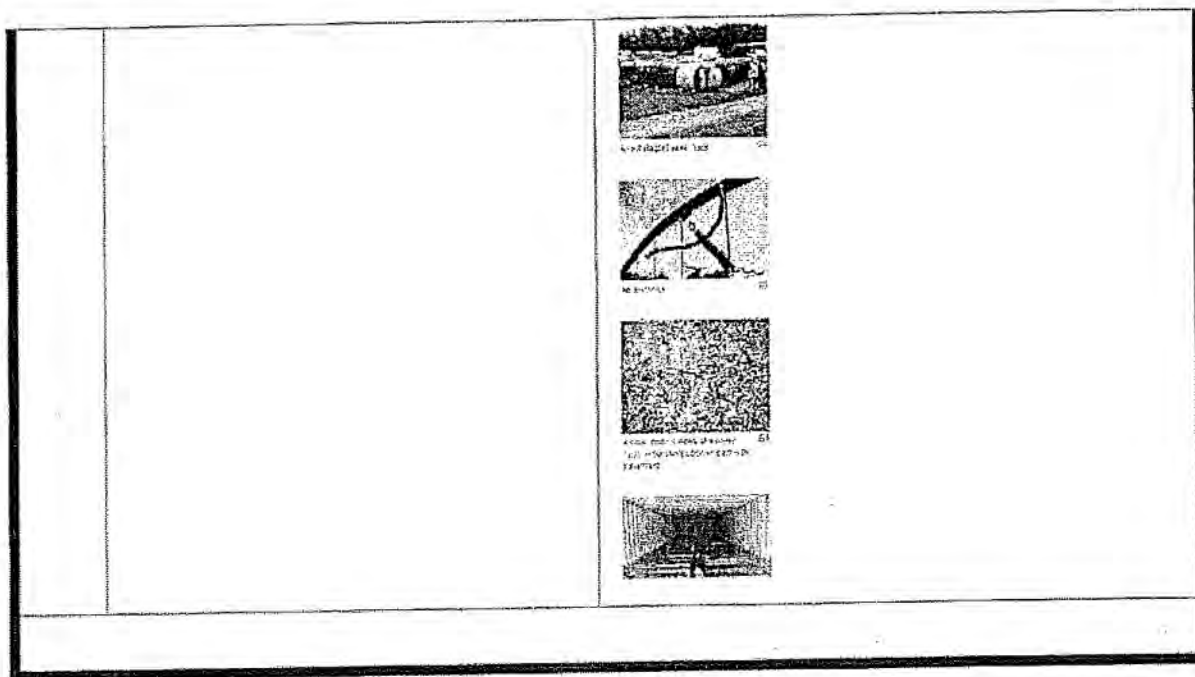
When browsing through the prior art, it will be beneficial to write down how your invention is different and how it may overcome the prior art's shortcomings. Including this information will benefit your patent application.

Rank	Document Number	Invention Title / Similarities Noted & Comments
2	<p>(10) Amazon- WOW Sports Water Pickle Inflatable Pool Noodle</p> <p>URL(s):  <a href="http://www.amazon.com/WOW-Sports-Pickle-Inflatable-Noodle/dp/B00HSU54TC/ref=sr_1_7?ie=UTF8&amp;qid=1403804529&amp;sr=8-7&amp;keywords=inflatable+noodles">http://www.amazon.com/WOW-Sports-Pickle-Inflatable-Noodle/dp/B00HSU54TC/ref=sr_1_7?ie=UTF8&amp;qid=1403804529&amp;sr=8-7&amp;keywords=inflatable+noodles</a>   <a href="http://www.wowwatersports.com/water-pickle.html">http://www.wowwatersports.com/water-pickle.html</a></p>	<p>WOW Sports Water Pickle Inflatable Pool Noodle*</p> <p>This is an inflatable pool noodle. Like your device, it is a long tube filled with air and made of a pliable, airtight material. It is also sealed off at either end. There is also a nozzle at one end of the device.</p> <p>Unlike your invention, the nozzle in this invention is recessed.</p> <p>This invention is used for a pool instead of inside the home. However, in patenting, where an invention is used is not important. The US Patent Office focuses on the components of the invention, how it is put together, as opposed to where the invention is used for. This is an important concept relevant to your invention.</p>  <p>* Any form of public disclosure can be used as prior art, including un-patented inventions, products, and any information found on the World Wide Web.</p>
3	<p>Amazon - INTEX Twisty Tubes Swimming Pool Inflatable Noodle Toy</p> <p>URL(s):  <a href="http://www.amazon.com/Twisty-Swimming-Inflatable-Noodle-56510EP/dp/B00BYAR54E">http://www.amazon.com/Twisty-Swimming-Inflatable-Noodle-56510EP/dp/B00BYAR54E</a></p>	<p>INTEX Twisty Tubes Swimming Pool Inflatable Noodle Toy (4 Pack)   56510EP</p> <p>This is another inflatable pool noodle. Like your device, it is a long tube filled with air and made of a pliable, airtight material. It is also sealed off at either end. There is also a nozzle at one end of the device.</p> <p>Unlike your invention, the arrangement of the bladder section is shaped to be "twisty" and undulating.</p>

		
3	<p><b>Custom Inflatable Spirit Noodle</b></p> <p>URL(s):  <a href="http://www.gamedaynoisemakers.com/Cheer-Stick-Noisemakers/Custom-Inflatable-Spirit-Noodle?pla=1&amp;clid=CICM8o-LmL8CFcm7AodDUYAig">http://www.gamedaynoisemakers.com/Cheer-Stick-Noisemakers/Custom-Inflatable-Spirit-Noodle?pla=1&amp;clid=CICM8o-LmL8CFcm7AodDUYAig</a></p>	<p><b>Custom Inflatable Spirit Noodle</b></p> <p>This is a third inflatable pool noodle. Like your device, it is a long tube filled with air and made of a pliable, airtight material. It is also sealed off at either end. There is also a nozzle at one end of the device.</p> <p>Unlike your invention, and similar to the INTEX Twisty Tubes, the arrangement of the bladder section is shaped to be undulating.</p> 
3	US20140033598A1	<p><b>INFLATABLE FISHING DEVICE</b></p> <p>This is an inflatable fishing device with a component very similar to your invention. The inflatable fishing device may include an inflatable tube.</p> <p>Unlike your invention, entry and exit of air are handled by different components. The invention makes use of a nozzle for inflation, and a separate "release port" for gas venting. Also unlike your invention, the inflatable tube may also include a handle.</p> 



<p>4</p>	<p>Amazon - The Shrinks Sleep Secure Inflatable Bed Rail</p> <p>URL(s):  <a href="http://www.amazon.com/The-Shrinks-Sleep-Secure-Inflatable/dp/B003PGRHRU/ref=sr_1_2?ie=UTF8&amp;qid=1403804923&amp;sr=8-2&amp;keywords=inflatable+bumpers">http://www.amazon.com/The-Shrinks-Sleep-Secure-Inflatable/dp/B003PGRHRU/ref=sr_1_2?ie=UTF8&amp;qid=1403804923&amp;sr=8-2&amp;keywords=inflatable+bumpers</a></p> <p><a href="http://www.diapers.com/p/productname-175526?utm_source=Google&amp;utm_medium=cd&amp;utm_campaign=DynSearchAd&amp;utm_content=Dynamic">http://www.diapers.com/p/productname-175526?utm_source=Google&amp;utm_medium=cd&amp;utm_campaign=DynSearchAd&amp;utm_content=Dynamic</a></p>	<p><b>The Shrinks Sleep Secure Inflatable Bed Rail</b></p> <p>This is an inflatable bed rail. The arrangement is different, as the bladder is shaped more like a long triangular prism. Also, instead of a nozzle for inflation-by-mouth, this invention utilizes a foot pump.</p> <p>Perspective view:</p>  <p>Rear view with pump:</p> 
<p>5</p>	<p>US20090200445A1</p>	<p><b>INFLATABLE TODDLER BUMPERS</b></p> <p>This is an inflatable, toddler bumper to prevent injury to a toddler from contact with a corner of a wall or a table. The arrangement of this invention is different from yours in the sense that the bladder is L-shaped to fit around a corner. Like your invention, it has a nozzle (which it calls an "inflation point") at the end of the bladder.</p> 
<p>9</p>	<p>List of inflatable manufactured goods - Wikipedia, the free encyclopedia</p> <p>URL(s):  <a href="http://en.wikipedia.org/wiki/List_of_inflatable_manufactured_goods">http://en.wikipedia.org/wiki/List_of_inflatable_manufactured_goods</a></p>	<p>List of inflatable manufactured goods</p> <p>This is a Wiki article listing a variety of inflatable manufactured goods that have been produced over the years. It is not directly related to the components or arrangements of your invention in particular, but it is a good reference to see what inflatable devices have been made in the past.</p>



## UNIQUE ASPECTS OF YOUR INVENTION

*These are components or aspects of your invention which are unique when compared to the prior art. These will be used to argue approval of a patent application. Ensure that unique aspects of your invention are clearly explained in detail. It is beneficial to have as many unique aspects as possible. You may be able to improve on the similarities in the table at the top of the page and convert them into a unique aspect for your invention.*

- Smaller size than traditional inflatable pool noodles.
- Black coloring. Device is explicitly colored black.
- Your invention used as a furniture bumper (what the invention is used for)

## UTILITY AND/OR DESIGN SUITABILITY

*Utility patents and design patents work in parallel with each other. One is not a replacement for the other. Utility patent protects functionality whereas design patent protects only the exterior shape of a product. For example, Apple has utility patents to protect the iPhone's function but also has design patents to protect the iPhone's exterior body shape. Below is whether your invention is suitable for utility patent and design patent. If suitable for both, you can decide to file both to protect the function (utility) and exterior shape (design).*

### SUITABLE FOR UTILITY PATENT

### SUITABLE FOR DESIGN PATENT

*Protects the functionality, components, and how it works.*

*Protects the exterior shape. Does not protect functionality.*

Yes

Yes



### CHANCES OF APPROVAL FOR UTILITY PATENT

*Our opinion as to the likelihood your invention will pass each of the three patentability criteria if submitted to the US Patent Office as a non-provisional utility patent application.*

NOVEL	NON-OBVIOUS	USEFUL
Low	Fair	Good

### OVERALL CHANCE OF UTILITY APPROVAL

Based on our review if an objection of your patent application were to arise it may be overcome or avoided with more detailed novelty disclosure and patent drafting strategy.

## ANALYSIS & RECOMMENDATIONS

*Our analysis as to the patentability of your invention along with any recommendations to increase the chances of patent application approval.*

Based on the patent search, we are able to learn valuable information regarding the patentability of your invention along with possible strategies to increase the chances of eventual patent success. During our search we have found several inventions related to the inflatable furniture bumper you have presented to us.

The invention we have found that is most similar to the invention you have disclosed to us is the "WOW Sports Water Pickle Inflatable Pool Noodle." This is an inflatable pool noodle. Like your device, it is a long tube filled with air and made of a pliable, airtight material. It is also sealed off at either end. There is also a nozzle at one end of the device. Unlike your invention, the nozzle in this invention is recessed.

In terms of components, your invention and the "WOW Sports Water Pickle Inflatable Pool Noodle" are identical. However, the arrangement is slightly different; in the Water Pickle, the nozzle is recessed and does not protrude from the body of the bladder.

More details on the "WOW Sports Water Pickle Inflatable Pool Noodle" can be found in the URL link included in the prior art table above.

One notable prior art is "The Shrinks Sleep Secure Inflatable Bed Rail." This is an inflatable bed rail. The arrangement is different, as the bladder is shaped more like a long triangular prism. Also, instead of a nozzle for inflation-by-mouth, this invention utilizes a foot pump. When deflated for shipping the device weighs 1.3 pounds.

Another notable prior art is US20140033598A1, "INFLATABLE FISHING DEVICE." This is an inflatable fishing device with a component very similar to your invention. The inflatable fishing device may include an inflatable tube. Unlike your invention, entry and exit of air are handled by different components. The invention makes use of a nozzle for inflation, and a separate "release port" for gas venting. Also unlike your invention, the inflatable tube may also include a handle.

The remainder of the prior art is generally unremarkable. They are essentially variations of inflatable pool noodles, have different inflation methods, or are shaped somewhat differently.

The patent office looks to three criteria when judging an invention's patent application for approval: novelty, usefulness, and non-obviousness. We have evaluated your invention based on the same three criteria to give our best estimation as to what a patent examiner would say after reviewing your disclosure.



In terms of novelty, a patent examiner looks at all the components of the prior art and compares it with the components of your invention. If there is a unique component of your invention that the prior art does not have, then your invention can possibly be considered novel.

The usefulness of your invention is clearly good! The ability to mitigate the chances of balls and toys from rolling under furniture is clearly a benefit to pet owners and guardians of young children. It relieves the burden of bending down into uncomfortable and potentially health-hazardous positions to retrieve small objects. As you mentioned, this is particularly useful for those with chiropractic/spinal issues.

The concept of non-obviousness, however, is a more subjective concept compared to the other two criteria. This criterion pertains to whether or not an invention can be considered as easily anticipated in light of previous inventions, or if the functionality, components and arrangement of components could similarly be easily foreseen. The patent examiner will ask themselves, "would a mechanical engineer, pet store owner, or childcare professional consider this device obvious? Could it have been foreseen based on the capabilities of such devices? Would it be obvious to place an inflatable under a sofa's floor crevice to keep small toys from rolling under? While it's possible for someone to see that the invention may be used in such a way, the ultimate decision will be on the patent examiner in charge of your application.

Our evaluation for non-obviousness is fair. On one hand, wedging an object under the sofa to block entrance of small objects is not a particularly complicated concept. On the other hand, your approach to the problem is different from furniture makers, even if the actual apparatus is similar to existing devices. As you had stated in your disclosure to us, many sofa skirts are attached by clips, and are made of cloth. These can be ugly and easily torn by pets. Wedging an inflatable device under the sofa as an alternative form of ball deterrent may not necessarily be obvious to the creators of sofa skirts. As mentioned, the ultimate decision regarding non-obviousness depends on the patent examiner.



In considering the three criteria discussed above, we believe that your method would be considered to have a fair chance of being approved for a patent by the patent office. Notably, if you were to elaborate more upon the technical processes behind your invention, the better your chances of patentability. The more detailed, the better.

If you believe that your invention may be considered to be obvious in light of the prior art there are several steps that can be taken to increase the uniqueness of your invention. First, take a look at the prior art. Knowledge of the unique aspects in prior inventions allows you to possibly incorporate them into your design or simply just work around them. Brainstorm any additional functions or components you would like to include with your invention. The more unique aspects an invention can be considered to have, the greater the chance of patentability of that invention. Remember to try to include all these aspects in your design before filing. Once you file your invention's application for approval, the application cannot be changed or amended unless you repeat the application process over.

Also, to help you on your way, remember that concepts cannot be patented, only components and arrangement (for physical apparatus), and methods and processes. Just because there are inflatable-tubes-with-nozzles, doesn't mean you cannot patent a different one! The patent holders of the prior art do NOT have a monopoly on such inflatable devices. All you need are a few additional novel and non-obvious components to an existing invention to have a brand new patent. (Usefulness is not an issue since we agree your invention is quite useful.)

To aid you in your revisions, we have some suggestions that directly pertain to your invention. Some questions you may wish to consider:

You may wish to include a handle or grip of some kind for the device, as seen in US20140033598A1 "INFLATABLE FISHING DEVICE." Because the invention is wedged underneath heavy furniture, adding a handle for easy retrieval would be very helpful. This would also help prevent the invention from suffering the same problem as the balls it is supposed to block.

You may wish to consider including a recessed nozzle, as in the "WOW Sports Water Pickle Inflatable Pool Noodle." This would protect the nozzle from being easily torn or grabbed by a curious pet. Perhaps you can add a cover flap of some kind as well.

It may be helpful to include an exterior "bite bag" to hold the bladder device. This can be a tough material like canvas, burlap, denim, or thick plastic. One possible option is a fine wire mesh similar to chain mail, this would be very puncture-resistant yet flexible. This way if a dog or other pet manages to grab hold of the invention with its teeth, the bite bag will offer some degree of protection against penetration of the bladder. This would be useful because if the bladder is punctured and deflated, there does not seem to be any way to fix it easily.

In terms of a design patent, if you modify the shape of your invention's bladder, it may be possible for you to apply for a design patent. In the above prior art, the "twisty" inflatable noodles have design-patent eligible forms. For example, if you design your invention in the form of a pencil, or shape it in the form of your family crest, it may be applicable for a design patent.

As you revise your invention, please recall that you can still create an inflatable furniture bumper – the technology that you use simply has to be different from the existing technology that is out there.

Once you have concluded that you have maximized the uniqueness of your invention in light of the concepts mentioned above, let your invention consultant know you are ready to proceed forward with a patent application.





**BAYLOR UNIVERSITY  
INNOVATION EVALUATION**

**Steven Harris**  
World Patent Marketing  
Teddy's Bally Bumper

Our initial evaluation of your innovation has been completed. Thirty-three (33) areas of concern for new product introduction are grouped into five (5) major factors.

The completion phrase(s) given for each of the thirty-three (33) areas of concern correspond to the judgment of several evaluators.

Their responses have been averaged by the computer and the appropriate completion phrase(s) to each area of concern is printed below.

If two phrases are printed for an area of concern, then the score for your innovation falls between the two possible completion phrases.

The preliminary evaluation should provide you with some indication of the marketability and probable success of your innovation.

### **SOCIETAL FACTORS**

1. **LEGALITY:** In terms of applicable laws (particularly product liability), regulations, product standards, this idea/invention/new product might:

**Might require minor changes**

2. **SAFETY:** Considering potential hazards and side effects, the use will be:

**Safe when used as intended, with no foreseeable hazards**

3. **ENVIRONMENTAL IMPACT:** In terms of pollution, litter, misuse of natural resources, etc., use might:

**Have no effect on the environment**

4. **SOCIETAL IMPACT CRITERION:** In terms of the impact (benefit) upon the general welfare of society, use might...

**Have no effect on society**

### **COMMENTS:**

**none**

### BUSINESS RISK FACTORS

5. FUNCTIONAL FEASIBILITY: In terms of intended functions, will it actually do what it is intended to do?

**It will work but minor changes might be needed**

6. PRODUCTION FEASIBILITY: With regard to technical processes or equipment required for production, this invention will...

**Have only minor problems**

7. STAGE OF DEVELOPMENT: Based on the available information, there is:

**A rough prototype which demonstrates the concept but is not fully developed and**

8. INVESTMENT COSTS: The amount of capital and other costs necessary for development to the market-ready stage would be:

**Moderate - recoverable in five years**

9. PAYBACK PERIOD: The expected payback period (time required to recover initial investment) is likely to be:

**1 to 3 years**

10. PROFITABILITY: Profitability is defined as the extent to which anticipated revenues will cover the relevant costs (direct, indirect, and capital). Anticipated revenues might:

**Might cover direct and indirect costs and meet minimum capital costs (ROI)**

11. MARKETING RESEARCH: The marketing research required to develop a market-ready product is estimated to be:

**Relatively easy and simple**

12. RESEARCH AND DEVELOPMENT: The research and development required to reach the production-ready stage is likely to be:

**Relatively easy and simple**

COMMENTS:

**none**



**DEMAND ANALYSIS FACTORS**

13. POTENTIAL MARKET: The total market for products of this type might be:

**Medium - limited national market**

14. POTENTIAL SALES: Expected sales of this product might be:

**Small**

15. TREND OF DEMAND: The market demand for products of this type appears to be:

**Growing slowly**

16. STABILITY OF DEMAND: The fluctuation in demand is likely to be:

**Predictable**

17. PRODUCT LIFE CYCLE: The product life cycle is likely to be:

**Eight to ten years**

18. PRODUCT LINE POTENTIAL: The potential for additional products, multiple styles, qualities, price ranges, etc. is likely to be:

**Limited to minor modifications only**

**COMMENTS**

**none**

**MARKET ACCEPTANCE FACTORS**

19. COMPATIBILITY: Compatibility with existing attitudes and methods of use is likely to be:

**Moderate - no negative effects**

20. LEARNING: The amount of learning required for correct use is:

**Low - minimal instructions needed**

21. NEED: The level of need filled or utility provided by this innovation is:

**Low - would only superficially fulfill psychological non-essential needs**

22. DEPENDENCE: The degree to which the sale or use of this product is dependent upon other products, processes or systems is:

**Low - strong market control**

23. VISIBILITY: The advantages and benefits are:

**Moderately visible - requires some explanation**

24. PROMOTION: The costs and effort required to promote the advantages, features, and benefits are likely to be:

**Moderate - commensurate with expected sales**

25. DISTRIBUTION: The cost and difficulty of establishing distribution channels are likely to be:

**Moderate - commensurate with expected sales**

26. SERVICE: The cost and difficulty associated with providing product service is likely to be:

**Low - need for service and parts will be infrequent**

**COMMENTS**

**none**

**COMPETITIVE FACTORS**

27. APPEARANCE: Relative to competition and/or substitutes, appearance is likely to be perceived as:

**Superior - has customer appeal**

28. FUNCTION: Relative to competing and/or substitute products, services or processes, the function performed might be perceived as:

**Similar - not noticeably better**

29. DURABILITY: Relative to competition and/or substitutes, durability of this product will likely be perceived as:

**Similar - not noticeably better**

30. PRICE: Relative to competition and/or substitute products, the selling price is likely to be:

**About the same**

31. EXISTING COMPETITION: Existing competition for this innovation appears to be:

**Low - a significant market share can be gained**

32. NEW COMPETITION: Competition from new entrants or competitive action is expected to be:

**Low - product lead will be relatively long**

33. PROTECTION: Considering patents (or copyrights), technical difficulty, and secrecy, the prospects for protection appear to be:

**May be patented, copyrighted, and/or short run secrecy possible**

**COMMENTS:**

**none**



**BAYLOR UNIVERSITY  
INNOVATION EVALUATION**

**CRITICAL VALUE SCORE**

80

**AGGREGATE VALUE SCORE**

70

**ESTIMATE OF SUCCESS SCORE**

71

Likelihood Question: Likelihood estimate as shown above is in our opinion, the likelihood of this idea, process or product being successful in the marketplace. (see chart below)

Definitely Not Successful (0 - 19)	
Probably Not Successful (20 - 39)	
May be Successful (40 - 59)	
Probably Successful (60 - 79)	71
Definitely Successful (80 - 100)	

NOTE: This estimate should be interpreted as an overall summary, based on the 33 criteria of the likelihood of chance of success for your invention or new product idea. If this information seems to contradict some of the written responses for the criteria, it is because the estimate reflects the varying degrees of importance and the interrelationships of the 33 criteria. Consequently, you should place greater emphasis on this information than any specific criterion contained in your evaluation report.



**WORLD**  
Patent Marketing

# MARKET DEMOGRAPHIC PSYCHOGRAPHIC REPORT





## Pet Industry Market Size &amp; Ownership Statistics

## U.S. Pet Industry Spending Figures &amp; Future Outlook

Total U.S. Pet Industry Expenditures

Year	Billion
2014	\$58.51 Estimated
2013	\$55.72 Actual
2012	\$53.33
2011	\$50.96
2010	\$48.35
2009	\$45.5
2008	\$43.2
2007	\$41.2
2006	\$38.5
2005	\$36.3
2004	\$34.4
2003	\$32.4
2002	\$29.5
2001	\$28.5
1998	\$23
1996	\$21
1994	\$17

Estimated 2014 Sales within the U.S. Market

For 2014, it estimated that \$58.51 billion will be spent on our pets in the U.S.

Estimated Breakdown:	
Food	\$22.62 billion
Supplies/OTC Medicine	\$13.72 billion
Vet Care	\$15.25 billion
live animal purchases	\$2.19 billion
Pet Services: grooming & boarding	\$4.73 billion



**Actual Sales within the U.S. Market in 2013**

In 2013, \$55.72 billion was spent on our pets in the U.S.

Breakdown:	
Food	\$21.57 billion
Supplies/OTC Medicine	\$13.14 billion
Vet Care	\$14.37 billion
Live animal purchases	\$2.23 billion
Pet Services: grooming & boarding	\$4.41 billion

**2013-2014 APPA National Pet Owners Survey Statistics: Pet Ownership & Annual Expenses**

- According to the 2013-2014 APPA National Pet Owners Survey, 68% of U.S. households own a pet, which equates to 82.5 million homes
- In 1988, the first year the survey was conducted, 56% of U.S. households owned a pet.

**Breakdown of pet ownership in the U.S. according to the 2013-2014 APPA National Pet Owners Survey****Number of U.S. Households that Own a Pet (millions)**

Bird	6.9
Cat	45.3
Dog	56.7
Horse	2.8
Freshwater Fish	14.3
Saltwater Fish	1.8
Reptile	5.6
Small Animal	6.9

**Total Number of Pets Owned in the U.S. (millions)**

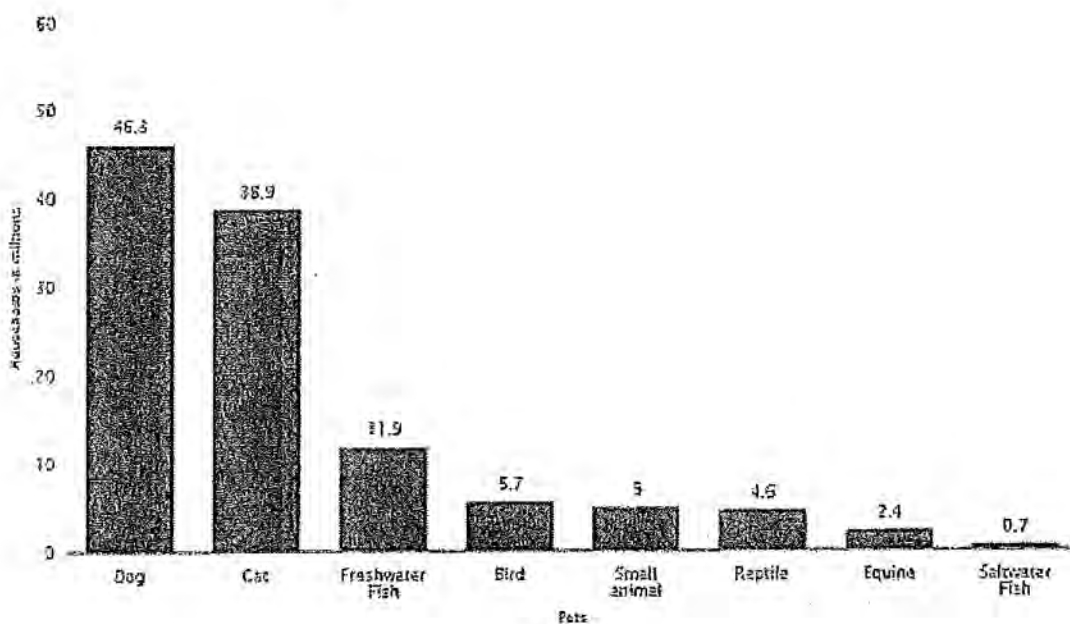
Bird	20.6
Cat	95.6
Dog	83.3
Horse	8.3
Freshwater Fish	145.0
Saltwater Fish	13.6

Reptile 11.5  
 Small Animal 18.1

According to the 2013-2014 APPA National Pet Owners Survey, basic annual expenses for dog and cat owners in dollars include:

Dogs	Cats
Surgical Vet Visits	\$621 \$382
Routine Vet	\$231 \$193
Food	\$239 \$203
Food Treats	\$65 \$36
Kennel Boarding	\$327 \$337
Vitamins	\$64 \$77
Groomer/Grooming Aids	\$61 \$20
Toys	\$41 \$23

American households owning a pet in 2012, by species (in millions)



Is your pet business stoked for the industry trends of 2014 and beyond? If you own a pet store or another pet-related enterprise, chances are your business concerns are similar to those of most pet operations across the United States.

You most likely belong to a group of small, independently owned pet businesses with either none or fewer than four employees. This is the case for 92.2 percent of all U.S. pet operations. Just 7.8 percent of pet-related businesses have more than 20 employees.

### Spending Snapshot: Overall U.S. Pet Industry

Year	Expenditures*	Growth
2008	\$43.2	
2009	\$45.5	5.3%
2010	\$48.4	6.4%
2011	\$51.0	5.4%
2012E	\$52.9	3.7%
2013E	\$55.0	4.0%

\*in billions

A number of different types of retail operations exist in the pet industry. These most often sell pets, pet foods and pet supplies, and provide pet grooming and boarding services. Other closely related industries are veterinarian services, which also occasionally retail pet foods and supplies, as well as pet insurance. The two national retail chains, PetSmart and PetCo, account for more than half of the industry revenue, with smaller stores and franchises accounting for the remainder.

A variety of specialized pet services and products have also emerged, largely the result of a "pet parenting" attitude among owners. This trend has been increasing for a number of years, but according to Moldway it reached a tipping point in 2005 and 2006 as increasing numbers of people are rewarding pets in human terms. Premium diets have become a mainstay for many pet owners.

Today there is a large demand in specialized diets for dogs, cats, birds and even reptiles, as well as specialized treats and supplements for a number of different household pets. Demand has also increased for specialized pet services such as dog walking and training. Premium services such as pet therapy sessions, full-service boarding in doggy hotels and even pet-only airplane flights have been increasing in popularity as well.

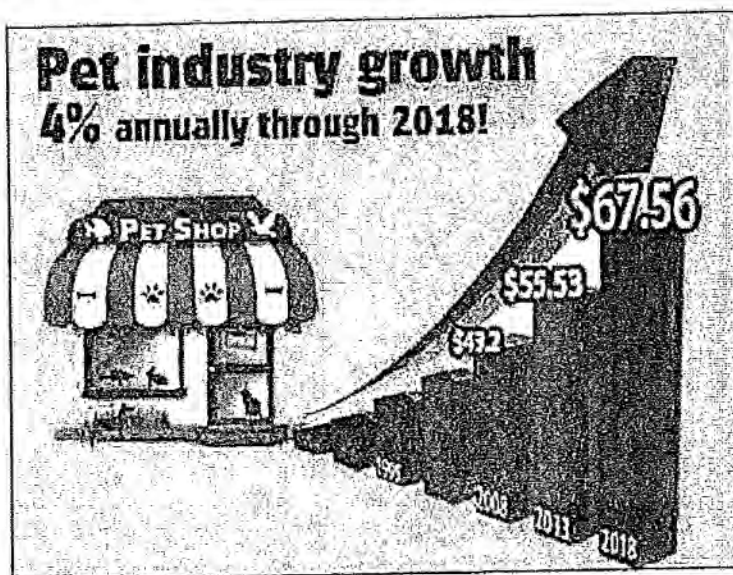


The majority of pet businesses are independently owned and operated, and being small heightens their sensitivity to external market pressures. During the past five years, fluctuations in the economy have affected the buying decisions of pet owners. The demand for standard pet products stayed flat or decreased, while specialty pet products and services increased, pushing the industry revenues up overall, to an average of 3.4 percent annually.

With the economic downturn of the past five years followed by a slow recovery, it helps if you understand where the pet industry has been and where it is heading. Here's a brief overview of the past trends, where we are now and the future outlook. As a pet industry player you will quickly learn how you and your business can prosper.

#### Past Trends Leading into 2013

the overall economy has been shaky, but the pet industry was less affected by the recent recession than other retail sectors. The IBISWorld Industry Report shows that for 2008-13, the industry has averaged an overall 3.4 percent annual growth. The total U.S. pet industry expenditures for 2008 was \$43.2 billion while it is estimated at \$55.53 billion for 2013.



Although the industry did expand, growth had slowed significantly from earlier years. Surveys conducted in 2010 by Pet Business report a reduction in pet supply spending from 2008-10. During the past five years only supermarkets, mass merchandisers and large retailers benefited from the slowing economy, as they could offer discounted prices and the convenience of one-stop shops. Unfortunately, these tough times forced some smaller specialty retailers to exit the industry. In the five years preceding 2013, the number of pet industry operators contracted at an average annual rate of 0.9 percent to an estimated 13,470 companies.

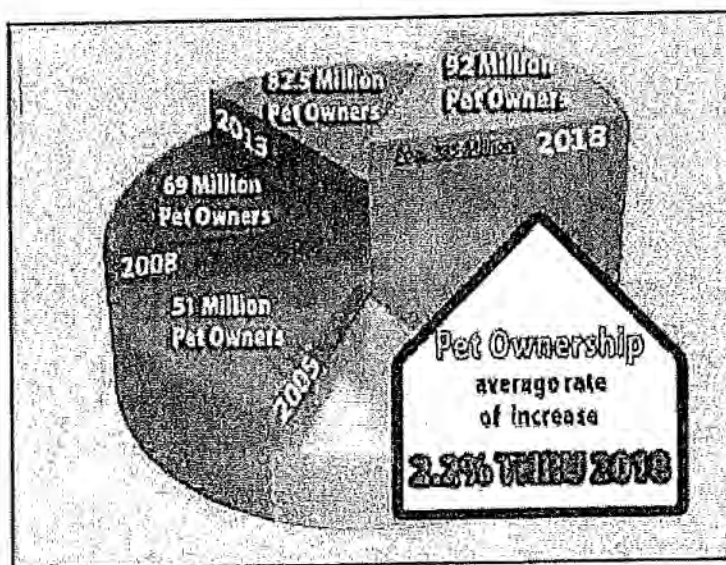
On a positive note, the downturn prompted about 22 percent of small pet businesses to offset the decline in their retail product sales by adding other specialty pet services. Overall, the industry has continued to expand and is considered to be in the growth stage of its life cycle.

A consistent average growth (since 2008) is attributed to an increase in the number of pet owners along with an emerging trend of the humanization of pets. Owners more often see themselves as "pet parents," considering their pets as family members. This has increased demand for premium pet products and services. Consumers are indulging in all-natural and organic pet foods and treats and there is an increased demand for boarding, daycare, training, socialization services and more.



### Pet Trends into 2014 and Beyond

Going forward, growth in the pet industry is projected to be 4 percent annually through 2018. In the next five years, pet operations are projected to maintain strong growth. The number of households owning pets is expected to continue to increase along with an increase in discretionary income as the economic recovery takes hold. These two factors combined will continue to bolster the demand for premium products, foods and pet services.



Pet ownership is the key to increased growth in the industry. Ownership has been on the rise in the United States for the last two decades. The demand for pets, especially cats and dogs, is expected to continue to rise through 2018 and probably beyond. For the next five years, it is projected that the majority of new entrants into the pet-keeping hobby will be single-person households and the aging population.

The IBISWorld report estimates that the average rate of pet ownership will increase at 2.2 percent annually. According to studies by the APPA, in 1998 about 51 million households owned at least one pet, and by 2005 that number had reached 69 million. The most recent APPA study, the 2013-2014 APPA National Pet Owners Survey, estimates 82.5 million or 68 percent of American households are now pet owners.

Pet sales are normally a one-time purchase, so it represents only a small portion of the industry revenue. For 2013, IBISWorld tags the live-animal segment at about 5.6 percent of total industry revenue. The large retailers generally only sell fish and some small animals, and then partner with local pet adoption programs to provide dogs and cats. The independent, small retailers often sell all types of animals. These can include fish, birds, rabbits, a variety of small animals, a variety of reptiles and invertebrates, and cats and dogs.

Two other factors besides an increase in pet ownership are expected to influence an increase in business for independent retailers.

1. The recovering economy. This will provide consumers with more discretionary income.
2. The ongoing trend of pet humanization. This will spur demand for premium foods, upscale products, and more specialty services.



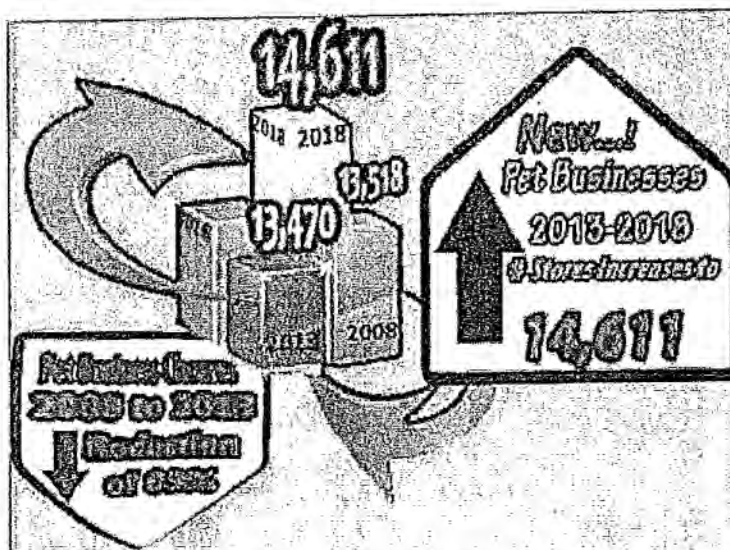
Competition will continue from supermarkets and grocery stores that offer one-stop convenience. But consumers will also be seeking pet supply options based on factors other than low prices and return to smaller operators.

Specialty pet services have been the fastest growing segment in the industry. This segment will continue to grow as more pet owners consider animals to be valued members of their families. The IBISWorld report forecasts that the number of pet-related operations will also expand. The number of companies is projected to increase at an average annual rate of 1.6 percent. The number of businesses is expected to reach about 14,611 by 2018, well above the 13,470 in operation today.

### Worldwide Pet Industry Trends

Both the United States and the United Kingdom have long been the leaders of the world pet market. But today a number of other countries are emerging as global pet industry forces.

The majority of the pet operations in the United States are small businesses that operate within a local or regional scope. The IBISWorld Industry Report states that globalization will not have an impact on the retail segment. However, at the manufacturing level, pet supplies are increasingly being imported and exported, and then sold in the domestic market.



The IBISWorld Industry Report states that globalization will not have an impact on the retail segment. However, at the manufacturing level, pet supplies are increasingly being imported and exported, and then sold in the domestic market.

A London-based market research firm, Euromonitor International, reports that the trend in world pet markets has increased exponentially within the last five years. According to the article, The World Pet Market Booms, Countries that are Experiencing Unprecedented Growth by Alissa Wolf, the industry insiders attribute this growth to global humanization of pets. Other cultures are also increasingly regarding companion animals as family members.

Wolf indicates that a boom in the world pet markets can be seen in a number of emerging countries. Not only have they experienced growth in their pet industries, some have also begun to schedule their first "Pet Expo"-type conventions. Some of these up and coming countries include:

- China, where ongoing economic improvement is providing more and more people with disposable income. It has begun to really take off within the last five years here.
- India too is growing, although the majority of the retailers are "mom and pop"-type outlets, and this country has been slow to adopt commercial pet foods. It has a long



history of feeding pets homemade fare, but with an increase in two-income families and hectic lifestyles, it is expected to experience large growth in coming years.

- Russia has experienced a huge growth in the realm of commercial pet foods, notably in 2010-11.
- Other up-and-coming world pet markets include Japan, Vietnam and Latin America — where Brazil and Mexico are two of the upcoming superstars.

### **Pet Industry Future Outlook**


The future looks bright in the pet industry. The economic downturn of the past five years is now being followed by a slow recovery, which is quite promising. For the small stores, the impact of competition from supermarkets and mass merchandisers has been strong and will continue. These outlets offer a range of pet products and foods in a moderate price range.

Larger pet retailers like PetSmart and PetCo will also continue to have a strong showing. They offer a broad range of pet foods, pet supplies and pet services ranging in quality and price. They can also buy in bulk, private label these items and subsequently sell them for a lower price, which helps give them an advantage.

Heading into 2014 and beyond, customers will continue to pamper their pets. And as they experience an increase in disposable income they will also be looking for more than low prices. Small business will benefit the most from this shift. Independent operators tend to be the most knowledgeable and experienced in the industry and are able to offer expert advice on a variety of pet-related issues.

As a small business, you need to look at incorporating specialty foods, products and services. You can outshine the competition in your ability to offer personalized customer services. You are more adaptable and can readily offer pet products, foods and services to meet the specific needs of your customers.

### United States: pet ownership in relation to disposable income per capita from 2007 to 2012

Search:  Records:  

Year	Per capita disposable income (in U.S. dollars)	Cats and dogs owned as pets (in millions)
2007	32,713	163
2008	33,197	165
2009	32,143	171
2010	32,446	175
2011	32,595	180
2012*	32,856	184

Pet ownership in the U.S. has more than tripled from the 1970s, when approximately 67 million households had pets, to 2012, when there were 164 million owned pets.

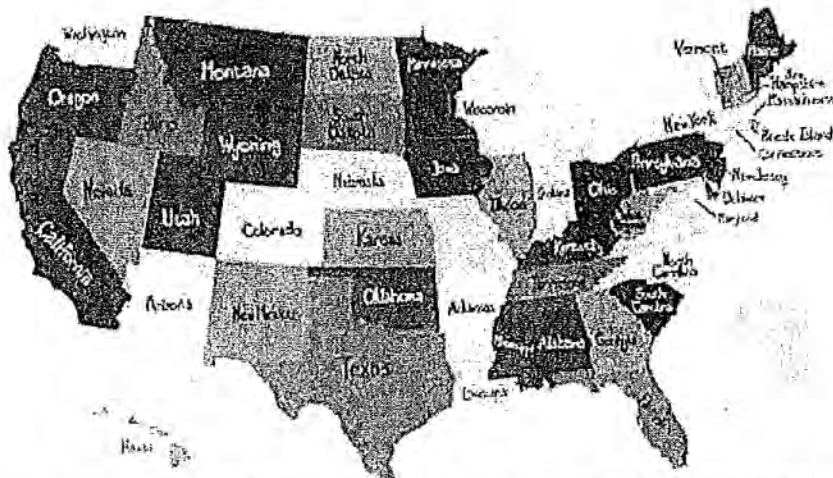
In other words, in 2012, 62 percent of American households included at least one pet.

That same year, according to the American Pet Products Association, Americans spent more than \$50 billion on their beloved cats, dogs, and other animal companions.

#### U.S. pet-ownership estimates from the APPA for 2012

- 83.3 million—Number of owned dogs
- 47 percent—Percentage of households that own at least one dog
- 70 percent—Percentage of owners with one dog
- 20 percent—Percentage of owners with two dogs
- 10 percent—Percentage of owners with three or more dogs
- 1.47—Average number of owned dogs per household
- 20 percent—Percentage of owned dogs who were adopted from animal shelters
- \$231—Average annual amount spent by dog owners on routine veterinary visits
- 83 percent—Percentage of owned dogs who are spayed or neutered
- Even—Proportion of male to female owned dogs





- According to the U.S. Pet Ownership & Demographics Sourcebook by the American Veterinary Medical Association (AVMA), the state of Arkansas has the highest percentage of households that own a dog and Vermont the highest that own a cat. States that own the fewest dogs and cats are also named.
- The study was conducted in 2012, but is based on numbers from December 31, 2011; results are drawn from a survey of more than 50,000 households in the United States.

Top 10 pet-owning states (percentage of households that owned a pet):	The 10 states with the fewest pet-owning households (percentage of households that owned a pet):
1. Vermont: 70.8%	1. Rhode Island 53%
2. New Mexico: 67.6%	2. Minnesota: 53%
3. South Dakota: 65.6%	3. California: 52.9%
4. Oregon: 63.6%	4. Maryland: 52.3%
5. Maine: 62.9%	5. Illinois: 51.8%
6. Washington: 62.7%	6. Nebraska: 51.3%
7. Arkansas: 62.4%	7. Utah: 51.2%
8. West Virginia: 62.1%	8. New Jersey: 50.7%
9. Idaho: 62%	9. New York: 50.6%
10. Wyoming: 61.8%	10. Massachusetts: 50.4%

• Note: The District of Columbia's pet ownership rate was the lowest at 21.9 percent.

States with the most dog owners (percentage of households that owned a dog):	States with the fewest dog owners (percentage of households that owned a dog):
1. Arkansas: 47.9%	1. Illinois: 32.4%
2. New Mexico: 46%	2. New Jersey: 32.4%



3. Kentucky: 45.9%	3. Minnesota: 31.9%
4. Missouri: 45.9%	4. Maryland: 30.8%
5. West Virginia: 45.8%	5. New Hampshire: 30.3%
6. Mississippi: 45.2%	6. Utah: 29.4%
7. Alabama: 44.1%	7. Rhode Island: 29.3%
8. Tennessee: 44.1%	8. New York: 29%
9. Texas: 44%	9. Connecticut: 28.3%
10. Oklahoma: 43.2%	10. Massachusetts: 23.6%

- *Note: The District of Columbia's dog ownership rate was the lowest at 13.1 percent.*

States with the most cat owners (percentage of households that owned a cat):	States with the fewest cat owners (percentage of households that owned a cat):
1. Vermont: 49.5%	1. California: 28.3%
2. Maine: 46.4%	2. South Carolina: 27.8%
3. Oregon: 40.2%	3. Rhode Island: 27.6
4. South Dakota: 39.1%	4. Alabama: 27.4%
5. Washington: 39%	5. Florida: 27.3%
6. West Virginia: 38.1%	6. Georgia: 27.3%
7. Kentucky: 36.8%	7. Illinois: 26.3%
8. Idaho: 34.6%	8. Louisiana: 25.9%
9. Indiana: 34.4%	9. New Jersey: 25.3%
10. New Hampshire: 34.2%	10. Utah: 24.6%

- *Note: The District of Columbia cat ownership rate was the lowest at 11.6 percent.*

Pet supply sales are expected to grow steadily in the coming years. To boost sales and stave off competition from private label and nontraditional marketers, companies must combat concerns regarding product safety, improve pet owner engagement, harness the power of the Millennial mom, and develop lifestyle products that resonate with pet owners.

"Amazon.com emerges as the top website among consumers who purchased pet products online within the last 12 months, at **39%**, with Walmart at **12%**"

(Packaged Facts, U.S. Pet Market Outlook, 2012-2013)

## Pet Accessories Market UK 2013-2017

Pet accessories are part of the overall UK pet market which was valued at £4.8 billion at RSP in 2012. The pet accessories market accounts for an estimated 16% of this overall market, valued at approximately £779 million at RSP in 2012.

Dogs and cats are key to the pet accessories market performance, accounting for an estimated 30-35% share of the market respectively. Fish & reptiles continue to gain share on these established sectors, accounting for an estimated 12-16% share.

Pet accessories includes toys (accounting for around 30-35% of the market), care products (40-45%), housing, bedding & feeding (15-20%) and collars, leads & utility products (5-10%) and others' accounting for the remaining 1-2%.

Toys remain an important product sector the pet accessories market, with dog toys being the largest sector at around 38% of the market. This sector has benefited in recent years by the growing interest in marine systems and aquascaping, with demand for coral helping to increase sector share.

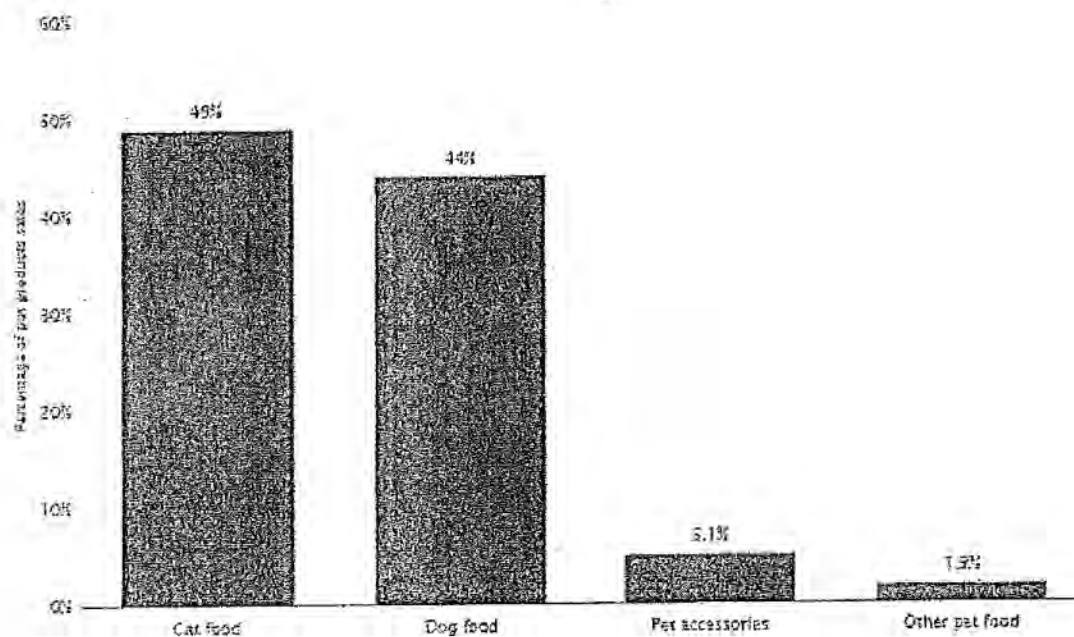
Housing, bedding and feeding equipment accounts for around 15-20% of the overall market and sector has seen differing performances of its sub-sectors during the recession, with aquariums (particularly marine systems) performing better than hutches and dog crates for example. The collars, leads and utilities products sector has lost share in recent years as the generally better quality product these days allows pet owners to defer replacing these items.

The pet accessories market is highly fragmented in terms of suppliers, product ranges and distribution structures. Imports continue to be a feature of the market, particularly in the bedding and toys sector.

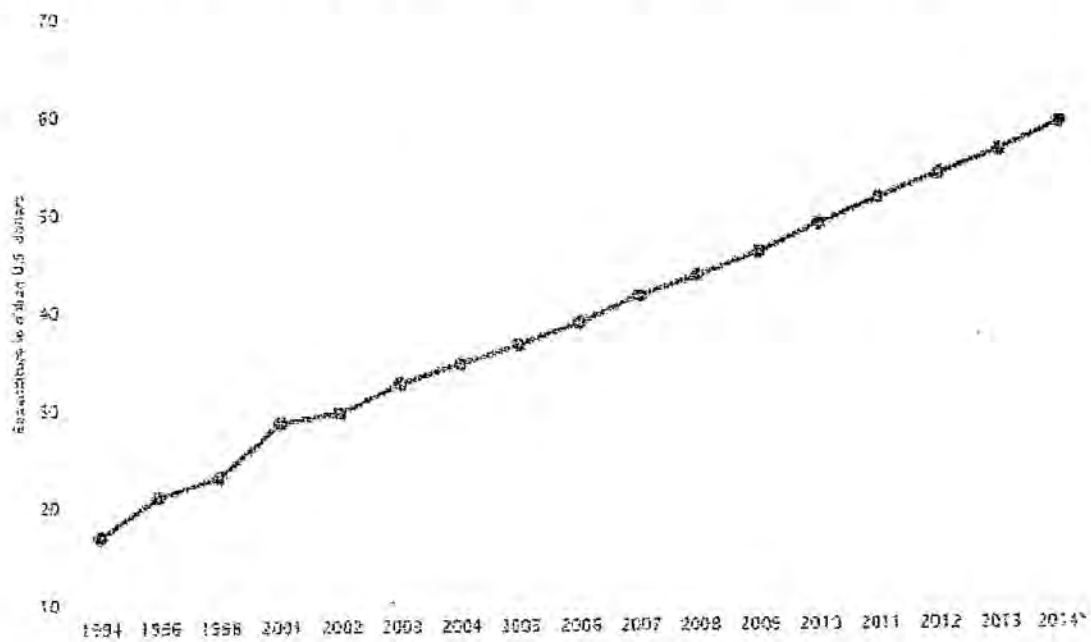
Pet superstores continue to be the key distribution channel, accounting for around 35-38% share of the market, benefiting from Pets at Home continued network expansion. Independent pet stores are also important distributors, although their share has declined in recent years. Growing channels include the grocery multiples and the Internet, with the latter being a buying platform as well as an important source of communication between manufactures, suppliers and pet owners.



Market share of sales value for pet food and accessories in the United Kingdom (UK) in 2013, by category

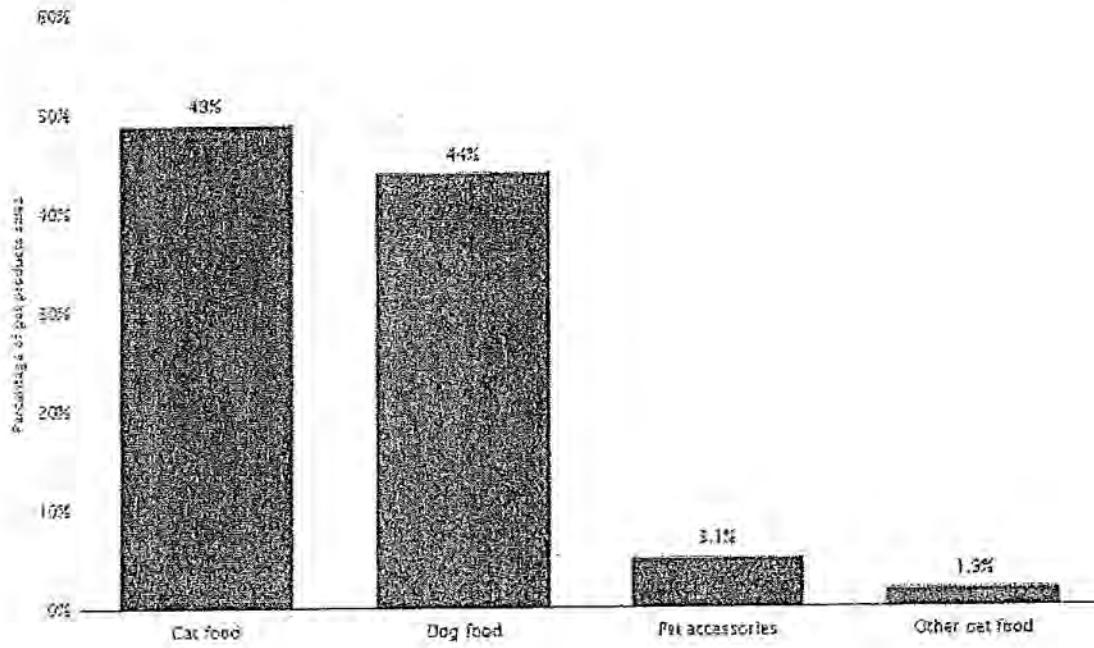


Pet industry expenditure in the United States from 1994 to 2014 (in billion U.S. dollars)



The timeline depicts the pet industry expenditure in the United States from 1994 to 2013 and provides a forecast for 2014. U.S. consumers spent 48.35 billion U.S. dollars on the pet industry in 2010. Expenditure are projected to climb to 58.51 billion U.S. dollars by 2014.

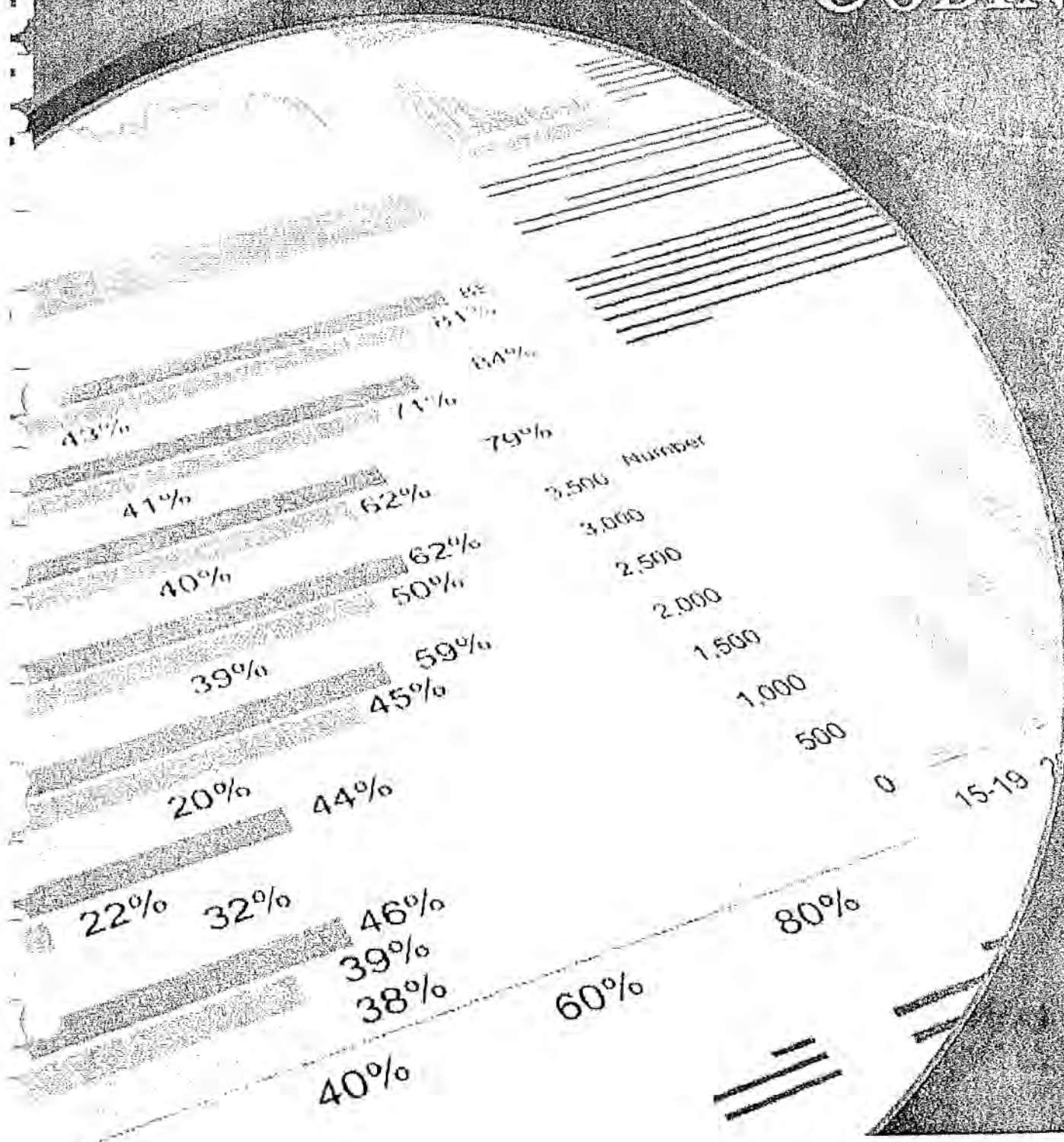
Market share of sales value for pet food and accessories in the United Kingdom (UK) in 2013, by category





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# SIC & NAICS CODING



Number  
3,500  
3,000  
2,500  
2,000  
1,500  
1,000  
500  
0

15-19 2



## Pet Products Manufacturing

SIC Codes: 2499 3131  
NAICS Codes: 316998

### **AFCO Distribution -**

11016 E. Montgomery Ave Phone: (509) 455-7471  
Spokane Valley, WA Fax: (509) 455-5635  
Contact: **Lloyd Campbell** Web: [www.afcodistribution.com](http://www.afcodistribution.com)

### **Alaska Naturals Pet Product -**

400 W Orchard Driver Phone: (360) 740-7816  
Bellingham, WA 98225 Fax: (360) 740-7819  
Contact: **Jon Wooner** Email: [info@alaskanaturalspet.com](mailto:info@alaskanaturalspet.com)  
Web: [www.alaskanaturalspet.com](http://www.alaskanaturalspet.com)

### **American Distribution & Manufacturing Company -**

7900 97th Street South Phone: (651) 451-1349  
Cottage Grove, MN Fax: (651) 451-0708  
Contact: **Jon Duclos** Email: [info@admcmn.com](mailto:info@admcmn.com)  
Web: [www.admcmn.com](http://www.admcmn.com)

### **Animal Supply Company -**

32001 32nd Ave., S, Suite 420 Phone: (253) 237-0400  
Federal Way, WA 98001 Fax: (253) 874-5700  
Contact: **Jeff Sutherland** Email: [products@animalsupply.com](mailto:products@animalsupply.com)  
Web: [www.animalsupply.com](http://www.animalsupply.com)

### **Animal Supply Company Stockton -**

1111 Runway Drive Phone: (209) 944-1118  
Stockton, CA 95206 Fax: (209) 944-7775  
Contact: **Andrey Legkiy** Email: [products@animalsupply.com](mailto:products@animalsupply.com)

### **Animal Supply-SCA -**

8550 Chette Ave, Suite A Phone: (562) 236-8440  
Whittier, CA 90606 Fax: (323) 346-0771  
Contact: **Robert Johnson**

## Pet Products Manufacturing

SIC Codes: 2499 3131

NAICS Codes: 316998

### **AVEEVA PET INC. -**

905 Cross Keys Drive  
Doylestown, PA 18902

Contact: **William Ephraim**

Phone: (215) 489-2550

Fax: (215) 489-2599

### **Ferrera Farms Naturals -**

800 Dillon Drive  
Wood Dale, IL 60191

Contact: **Charles Ferreira**

Phone: (630) 595-4925

Fax: (630) 595-9635

Email: [sales@ferrerafarmsnaturals.com](mailto:sales@ferrerafarmsnaturals.com)

Web: [www.ferrerafarmsnaturals.com](http://www.ferrerafarmsnaturals.com)

### **Freshpet -**

400 Plaza Dr.  
Secaucus, NJ 7094

Contact: **Cathal Walsh**

Phone: (201) 520-4076

Fax: (201) 348-1909

Web: [www.freshpet.net](http://www.freshpet.net)

### **Fromm Family Foods LLC -**

13145 N. Green Bay Road  
P O Box 365  
Mequon, WI 53092

Contact: **Thomas Nieman**

Phone: (262) 242-2200

Fax: (262) 242-3571

Web: [www.frommfamily.com](http://www.frommfamily.com)

### **Frontier Distributing, Inc. -**

P.O. Box 458  
201 E. Drahn Road  
Oxford, MI 48371

Contact: **Mark Smith**

Phone: (248) 969-2000

Fax: (248) 969-2005

Email: [info@frontierdistributing.com](mailto:info@frontierdistributing.com)

Web: [www.frontierdistributing.com](http://www.frontierdistributing.com)



## Pet Products Manufacturing

SIC Codes: 2499 3131

NAICS Codes: 316998

### **Gardner Distributing Co. -**

7225 Entry Way Drive Phone: (406) 656-5000  
Billings, MT 59101 Fax: (406) 656-9817  
Contact: **Rob Chouinard** Web: [www.gardnerdistributing.com](http://www.gardnerdistributing.com)

### **Garmon Corp./NaturVet -**

27461 Via Industria Phone: (951) 296-6308  
Temecula, CA 92590 Fax: (951) 296-6329  
Contact: **Scott Garmon** Email: [naturvet@naturvet.com](mailto:naturvet@naturvet.com)  
Web: [www.naturvet.com](http://www.naturvet.com)

### **General Pet Supply, Inc. -**

7711 N. 81st St. Phone: (414) 365-3400  
PO Box 245031 Fax: (414) 365-2667  
Milwaukee, WI Web: [www.generalpef.com](http://www.generalpef.com)  
Contact: **Bob Merar**

### **General Pet Supply, Inc. (MN) -**

12155 Nicollet Ave. Phone: (952) 890-2300  
Burnsville, MN 55337  
Contact: **Dan Elliott**

### **Glo-Marr Products -**

400 Lincoln Street Phone: (502) 839-6996  
Lawrenceburg, KY 40342 Fax: (502) 839-6440  
Contact: **Dawn Duncan** Web: [www.glomarr.com](http://www.glomarr.com)

### **Grizzly Pet Products, LLC. -**

19600-144th Avenue NE Phone: (425) 481-1110  
Woodinville, WA 98072 Fax: (425) 481-4271  
Contact: **Harald Fisker** Email: [info@grizzlypetproducts.com](mailto:info@grizzlypetproducts.com)  
Web: [www.grizzlypetproducts.com](http://www.grizzlypetproducts.com)

## Pet Products Manufacturing

SIC Codes: 2499 3131

NAICS Codes: 316998

### **Hartz Mountain Corp. -**

400 Plaza Drive Phone: (201) 271-4800  
Secaucus, NJ Fax: (201) 271-0326  
Contact: **David Picataggio** Web: [www.hartz.com](http://www.hartz.com)

### **HEALTHYPETS, INC. -**

34501 Seventh Street Phone: (800) 306-7910  
Union City, CA 94587 Fax: (800) 320-6107  
Contact: **Bob Singh**

### **Kong Company -**

16191 Table Mountain Pkwy Phone: (303) 216-2626  
Golden, CO 80403 Fax: (303) 216-2627  
Contact: **Brenda Dolan** Email: [kong@kongcompany.com](mailto:kong@kongcompany.com)  
Web: [www.kongcompany.com](http://www.kongcompany.com)

### **Kordon LLC -**

2242 Davis Court Phone: (510) 782-4058  
Hayward, CA 94545 Fax: (510) 784-0945  
Contact: **David Langtry** Email: [info@kordon.com](mailto:info@kordon.com)  
Web: [www.kordon.com](http://www.kordon.com)

### **Marshall Pet - Pet Wholesaler**

5740 Limekiln Road Phone: (315) 594-1760  
Wolcott, NY 14590 Fax: (315) 594-1956  
Contact: **Peter Reid** Web: [www.marshallpet.com](http://www.marshallpet.com)

### **Marshall Pet Products -**

5740 Limekiln Rd. Phone: (315) 594-1760  
Wolcott, NY 14590 Fax: (315) 594-1956  
Contact: **Peter Reid** Web: [www.marshallpet.com](http://www.marshallpet.com)

## Pet Products Manufacturing

SIC Codes: 2499 3131

NAICS Codes: 316998

### **Merrick Pet Care -**

PO Box 9800 Phone: (806) 322-2800  
Amarillo, TX 79105 Fax: (806) 322-2854  
Contact: **Donald Young** Web: [www.merrickpetcare.com](http://www.merrickpetcare.com)

### **Midwest Homes For Pets -**

P.O. Box 1031 Phone: (765) 287-3119  
Muncie, IN 47308 Fax: (765) 289-6524  
Contact: **Brad Cantwell** Web: [www.midwesthomes4pets.com](http://www.midwesthomes4pets.com)

### **MiracleCorp Products (Gimborn) -**

2425 W. Dorothy Lane Phone: (937) 293-9994  
Dayton, OH 45439 Fax: (937) 293-9995  
Contact: **Bill Sherk** Email: [info@miraclecorp.com](mailto:info@miraclecorp.com)  
Web: [www.miraclecorp.com](http://www.miraclecorp.com)

### **Monarch Pet Products, LLC -**

11400 E. 51st. Ave. Phone: (303) 297-3812  
Denver, CO 80239 Fax: (866) 782-7158  
Contact: **Jeff Flora**

### **Nestle Purina Pet Care -**

Checkerboard Square 5C Phone: (314) 982-1030  
Saint Louis, MO Fax: (314) 982-5440  
Contact: **Randy Spaeth** Web: [www.purina.com](http://www.purina.com)



# **EXHIBIT E**

# WORLD

## Patent Marketing

### 10 POINT PATENT PROTECTION & PUBLICITY COMMITMENT



PATENT PROTECTION



TRADE SHOWS



INVENTION RENDERING



3D VIRTUAL MODEL



INVENTION BROCHURE



MEDIA DEPARTMENT PRESS RELEASES



PERSONAL PRODUCT WEB PAGE



INTERNET TELEVISION COMMERCIAL



INTERNATIONAL INVENTION ROUNDTABLE



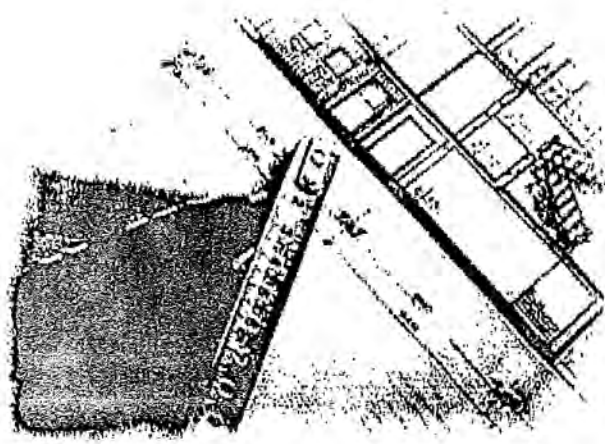
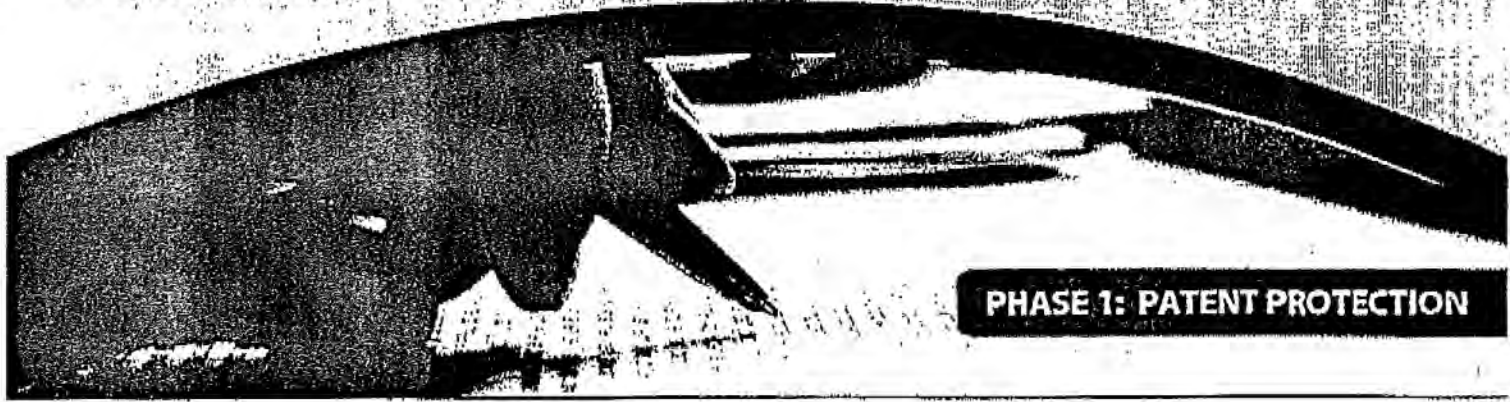
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### UTILITY PATENT APPLICATION

( US PROTECTION ONLY)

Issued for the invention of a new and useful process, machine, manufacture, or composition of matter, or a new and useful improvement thereof, it generally permits its owner to exclude others from making, using or selling the invention for a period of up to twenty years from the date of patent application filing. Approximately 90% of the patent documents issued by the USPTO in recent years have been utility patents, also referred to as "patents for invention".

### DESIGN PATENT APPLICATION

( US PROTECTION ONLY)

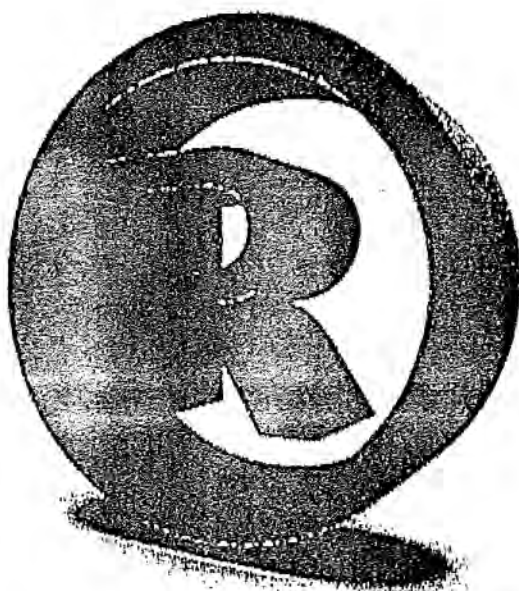
In the United States, a design patent is a form of legal protection granted to the ornamental design of a functional item. Design patents are a type of industrial design right. Ornamental designs of jewelry, furniture, beverage containers (see Fig. 1) and computer icons are examples of objects that are covered by design patents.



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## TRADEMARK APPLICATION

( US PROTECTION ONLY)

A trademark is a word, phrase, symbol or design, or a combination of words, phrases, symbols or designs, that identifies and distinguishes the source of the goods of one party from those of others.

## COPYRIGHT APPLICATION

( US PROTECTION ONLY)

Copyright is a legal concept, enacted by most governments that grants the creator of an original work exclusive rights to its use and distribution, usually for a limited time, with the intention of enabling the creator of intellectual wealth (e.g. the photographer of a photograph or the author of a book) to receive compensation for their work and be able to financially support themselves.



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**PHASE 1: PATENT PROTECTION CONT'D**



## EUROPEAN UNION PATENT APPLICATION

(EUROPEAN UNION ONLY)

The European Patent Convention makes it possible to obtain patent protection in about 40 European countries on the basis of a single application. The applicant selects the countries in which they want protection. European patents are granted by the European Patent Office in a centralized and thus cost-effective and time-saving procedure conducted in either, English, French or German, its three official languages. They have the same legal effects as national patents in each country for which they are granted. Every European patent undergoes substantive examination and can be obtained for countries which otherwise have "registration-only" systems, thus providing strong protection. The term, scope of protection, binding text and grounds for revocation of European patents are the same for all contracting states to the European Patent Convention



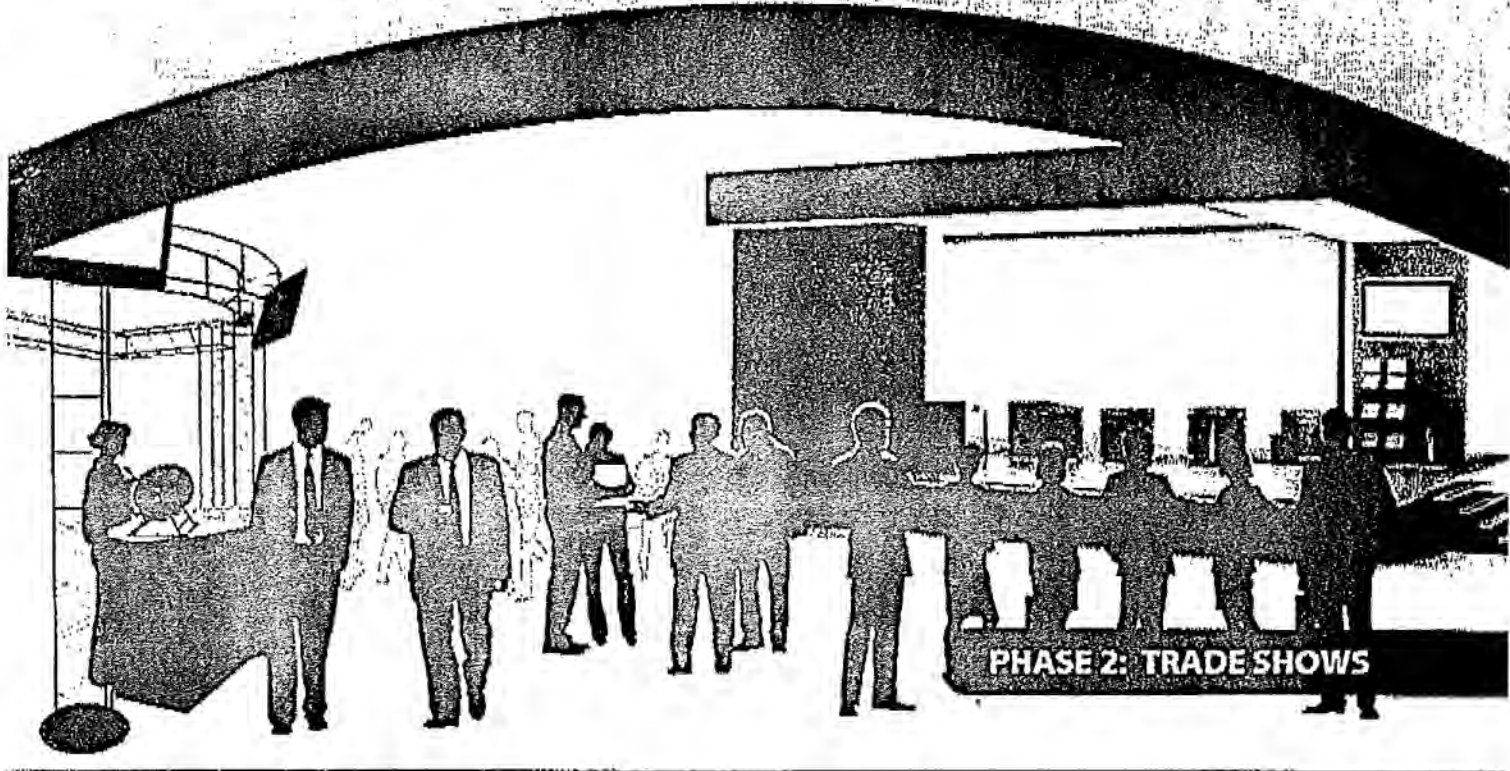
## PATENT COOPERATION TREATY (PCT) APPLICATION

The PCT is an international treaty, administered by the World Intellectual Property Organization (WIPO), between more than 140 Paris Convention countries. The PCT makes it possible to seek patent protection for an invention simultaneously in each of a large number of countries by filing a single "international" patent application instead of filing several separate national or regional patent applications. The granting of patents remains under the control of the national or regional patent offices in what is called the "national phase".



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# TRADE SHOWS

Each year, World Patent Marketing attends a variety of industry tradeshows in order to cultivate relationships with companies interested in new products. These trade shows cover a wide variety of product categories and are recommended because they provide a positive environment for new product introductions.







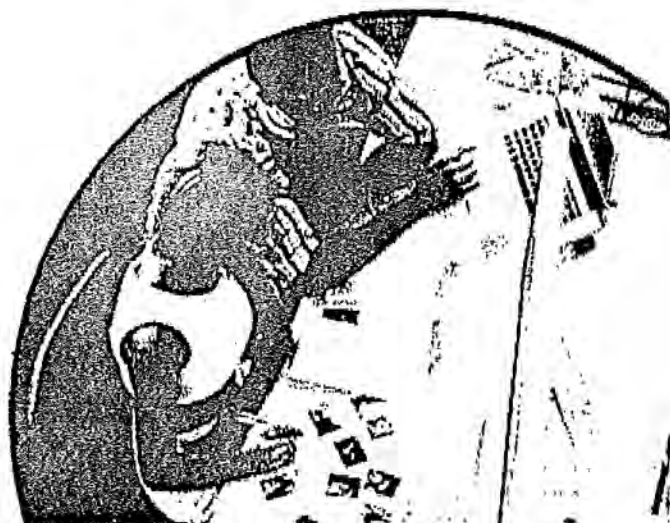
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# INVENTION RENDERING

The product designer assigned to the project sculpts the invention or models it in 3-D CAD. This stage is exciting to visually see a model of your invention and have a hands-on approach to modifications and refinement. It's also a chance for potential investors to see the concept and the benefits of your invention without having to invest too much or commit to it early on. This is your chance to prove the value of your invention and what it is capable of.





## **GLOBAL PATENT SEARCH AND OPINION**

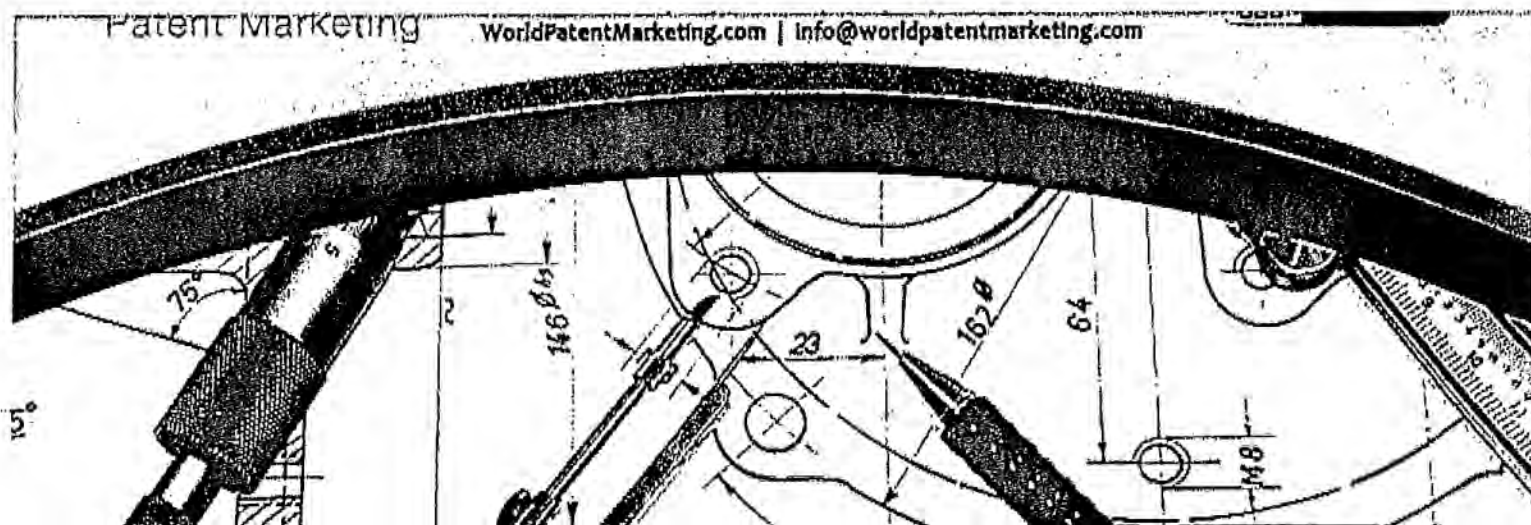
A patent search report uncovers existing inventions similar to yours that are already patented. Having this knowledge will give you a better idea of if your invention is novel and therefore able to receive a patent. This information is valuable towards deciding if you should proceed with a patent application and which part of your invention to focus on.



## **ACCREDITED UNIVERSITY MARKETABILITY STUDY**

- ⊗ An unbiased team analyzes the commercial potential of an inventor's new product or idea through the expertise of in-house experts in marketing, manufacturing, finance and other fields. The invention or idea is evaluated according to 33 different criteria.
- ⊗ The data is analyzed by a specially designed computer program and processed to give three different scores. These scores are compared to the scores received by earlier innovations that were successfully introduced into the marketplace.
- ⊗ The program gives the inventor objective data on the product's strengths and weaknesses, which may be used to determine the likelihood of commercial success before committing capital to fully develop and market the product. A good score could help secure a development loan by increasing credibility with banks, as well as encouraging an inventor to pursue the invention with a business plan and patent. A low score could warn an inventor to reconsider any further investment.
- ⊗ A 1988 survey found that the program's users find the evaluations very helpful. Over eighty percent of respondents considered the evaluation most beneficial as they decided how to proceed with their products or ideas. Whether an inventor's product or idea was judged to be commercially viable did not affect his appraisal of the program. The program's purpose is to stimulate and encourage creativity and innovation. This survey confirmed that the program has a positive effect on further innovative activity, as sixty-four percent of respondents said that evaluations encouraged them to continue in their pursuit of new product development





### **DETAILED PRODUCT SPECIFICATION**

Part of a patent application, the specification is where the inventor specifies, describes, illustrates, and discloses the invention in so much detail that an experienced\* person could understand and use that invention. The description, together with the claims is often referred to as the specification. As this word suggests, these are the sections of the patent application where you specify what your machine or process is and how it differs from previous patents and technology. A specification is an important part of your patent application and (later if granted) part of the legal definition of your patent. The specification must be described using clear details with full disclosures about the invention. Professional Patent Drawings are included in the specification when required.

\* An electrical engineer would be considered an experienced person regarding electronics.



### **PRELIMINARY PATENT DRAWINGS**

The applicant for a patent is required to furnish a set of patent illustrations of a new invention. This is true for objects of manufacture as well as processes and plants. The drawings must show every feature of the invention specified in the claims. The patent drawings are required to be in a special form. Patent illustrations are printed and published in a uniform style in the official record. The drawings must be such that they can be readily understood by persons using the patent descriptions.

The requirements relating to drawings are strictly enforced. Patent applicants are advised to employ competent patent illustrators to make their drawings. USPTOs Draftspersons review all originally filed drawings. Additionally, Patent Examiners will review the draftings for compliance with the regulations. The USPTOs Drawing Review Branch, issues a Notice of Draftspersons Patent Drawing Review. The Review contains over fifty common mistakes made by none professionals, leading to an objection to the drawings. This is why it is a good idea to hire a professional, skilled





## **MARKET DEMOGRAPHICS & PSYCHOGRAPHICS**

World Patent Marketing offers the best market segmentation research, psychographic and demographic solutions available on the market today. We also offer psychographics for profiling consumer brand preferences and spending habits of a population or area.

Answer key questions about your market and customers, including:

- 🌐 How big is the total opportunity market?
- 🌐 What is my revenue potential?
- 🌐 Who is my current and future competition and how much am I losing to them?
- 🌐 Where are the untapped market opportunities?
- 🌐 How can I increase Return on Investment on my campaigns?
- 🌐 Which of my customers are profitable and how do I find more just like them?
- 🌐 How can I best reach and keep my customers?
- 🌐 Which customers are most likely to purchase from me?



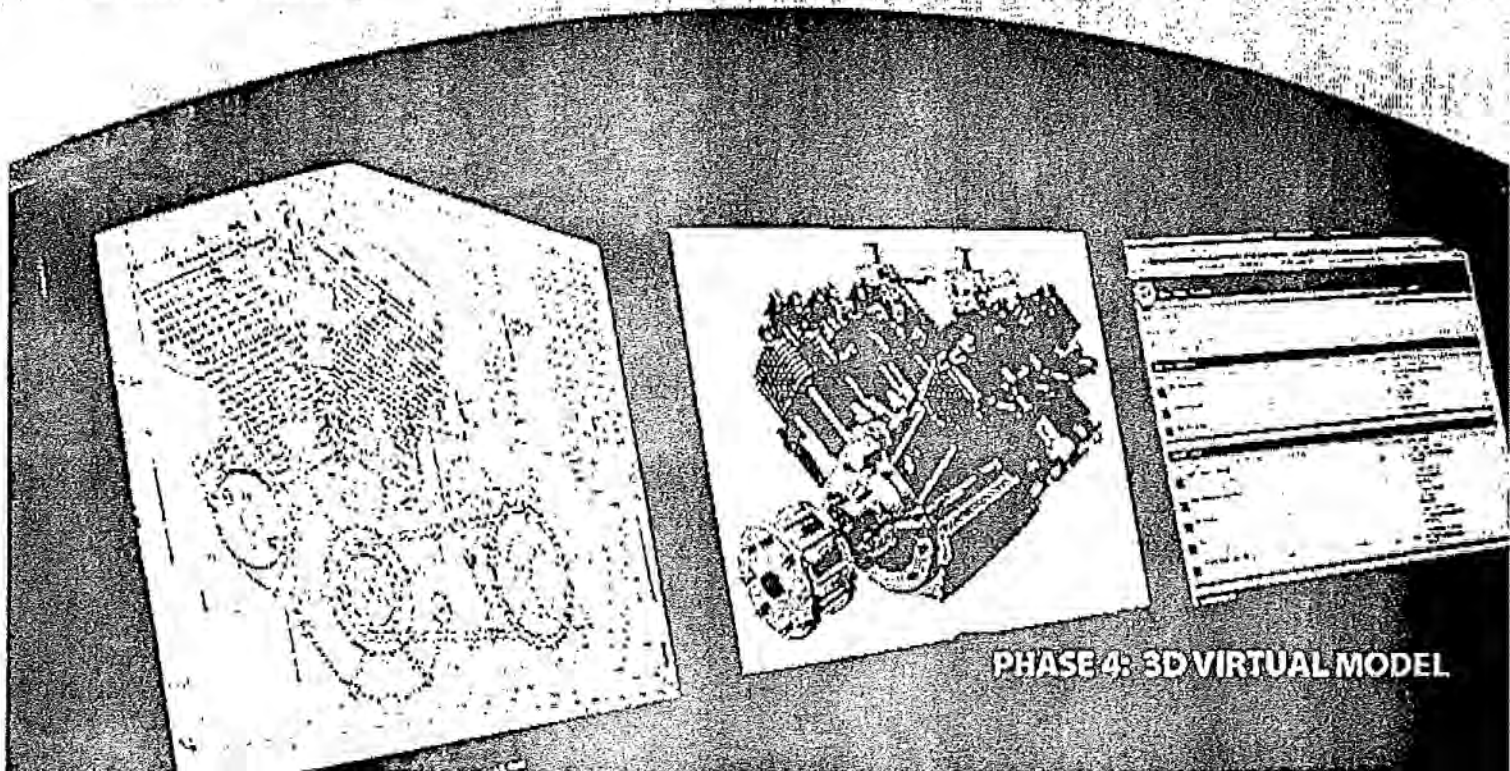
## **SIC AND NAICS CODING**

- 🌐 Search the entire SIC and NAICS Directory of Business
- 🌐 Promote your business and products to the world





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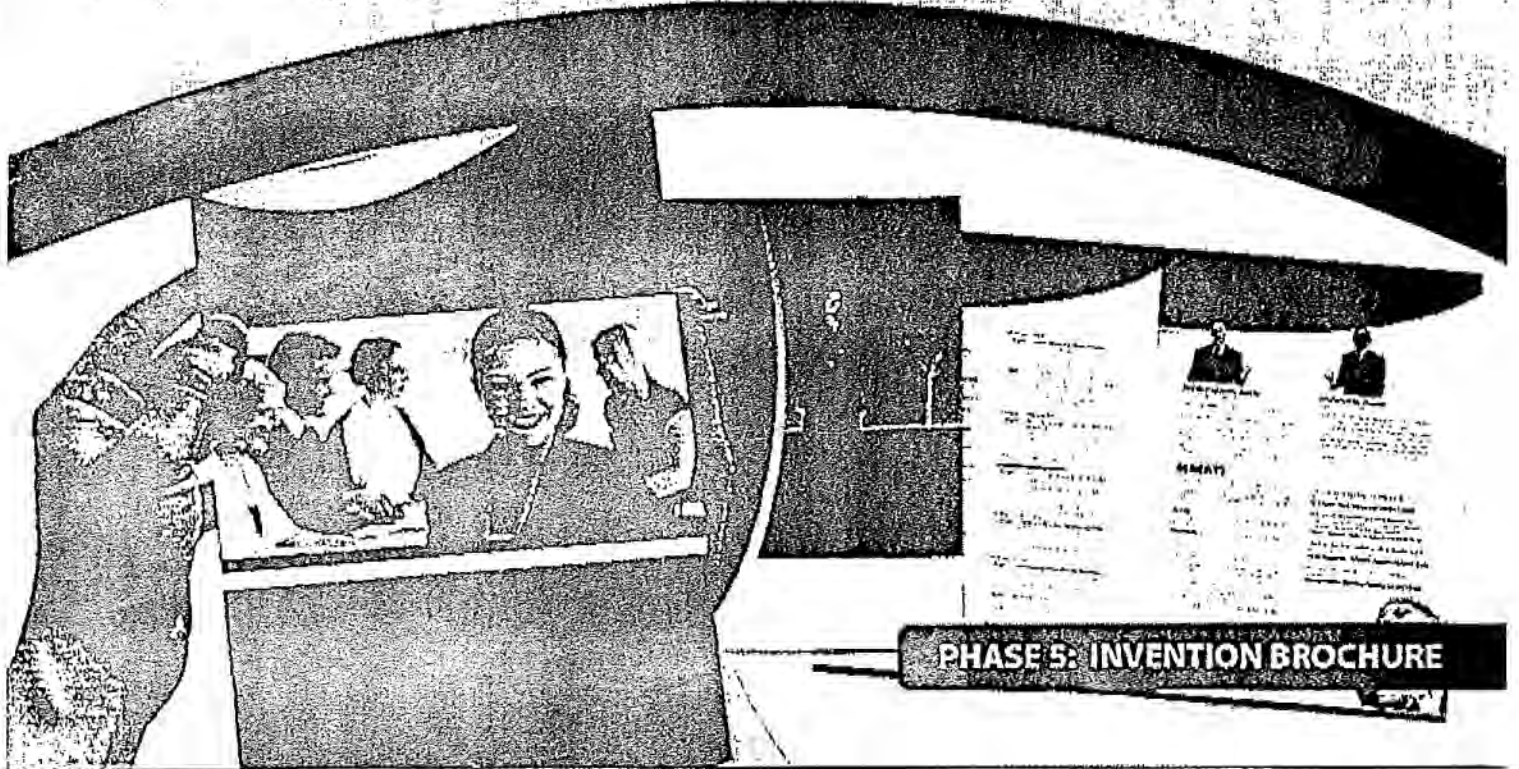
## 3D VIRTUAL MODEL

Virtual prototypes are a popular choice for visualizing new ideas. These 3D digital models are relatively inexpensive to produce and can usually be easily modified to accommodate new features or design choices. 3D computer models are a digital wireframe mesh with a surface and texture applied to make the model appear solid. Think of a model as a tomato cage wrapped with plastic. By creating a digital prototype early in the invention process, inventors can avoid making costly mistakes in the engineering and production phases. Virtual prototypes can reveal potential clearance issues in moving parts, or bring attention to an undesirable design when viewed from a certain angle.



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# INVENTION BROCHURE

Flyers and brochures are the most common form of advertising and can be pretty cost effective considering how much face-to-face time they get with your potential customers. They're great educational tools. Although they're not typically sales pieces, they whet someone's thirst for more information on your product or company. The main objective is a call to action. You want to drive people to visit a website or to call a number to order your products.







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## MEDIA DEPARTMENT & PRESS RELEASES

We send your news to major search engines like Google, Yahoo! and Bing. We send it to journalists and bloggers. We deliver it to opt-in news subscribers. And we host your news release on Worldpatentmarketing.com which receives many visitors each month. World Patent Marketing will reach out to local, regional, national press and prospects on your behalf. With world patent marketing your news will be sent within the US and around the world. So, in addition to getting your information picked up by news outlets, you can also align it to the industries and regions that matter most to your invention.

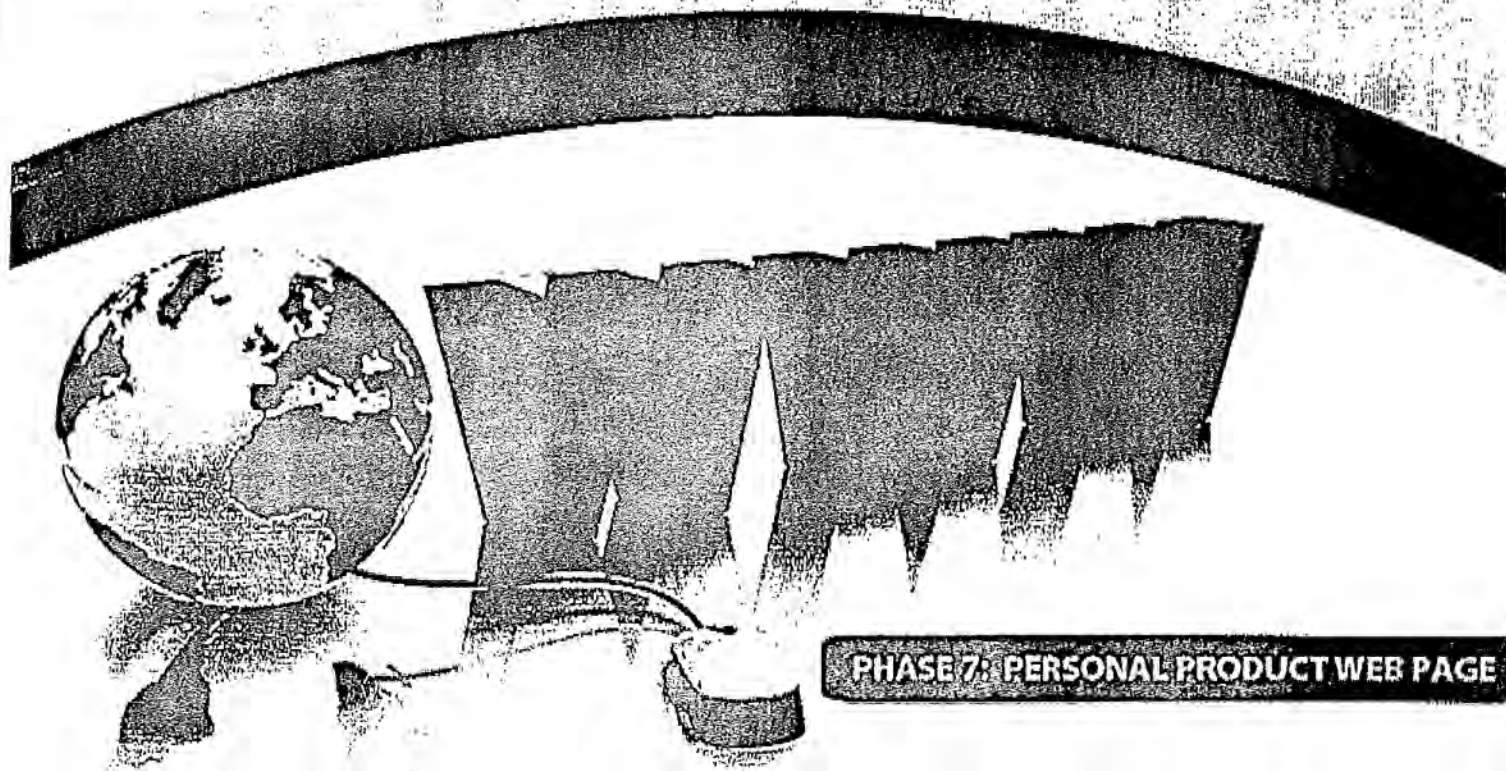
World Patent Marketing is committed to staying current with search marketing best practices so your news can reach a wider audience. Your release will be submitted to search engines and is equipped with social sharing features to help your news spread across the social web.

Go Social, go viral, go far. World Patent Marketing can help get your news into social networks where customers are looking about the businesses they buy from. World Patent Marketing is your first stop for generating extra reach and going viral through social media.



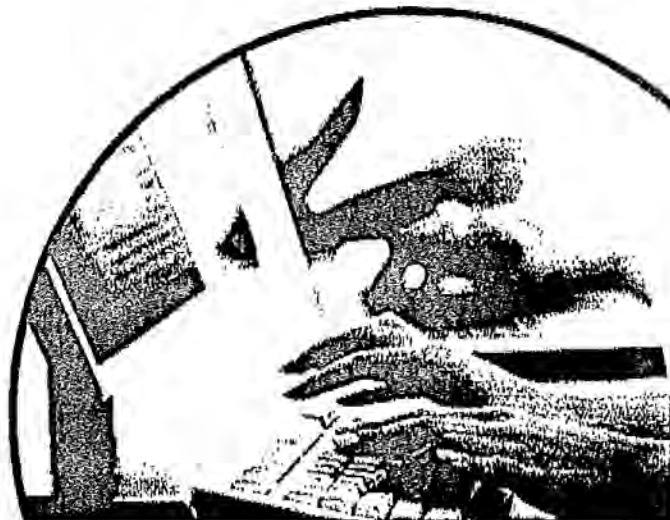


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# PERSONAL PRODUCT WEB PAGE

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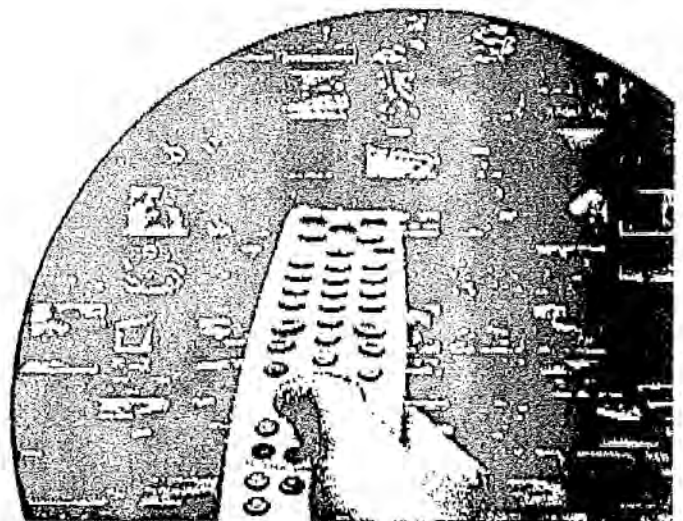


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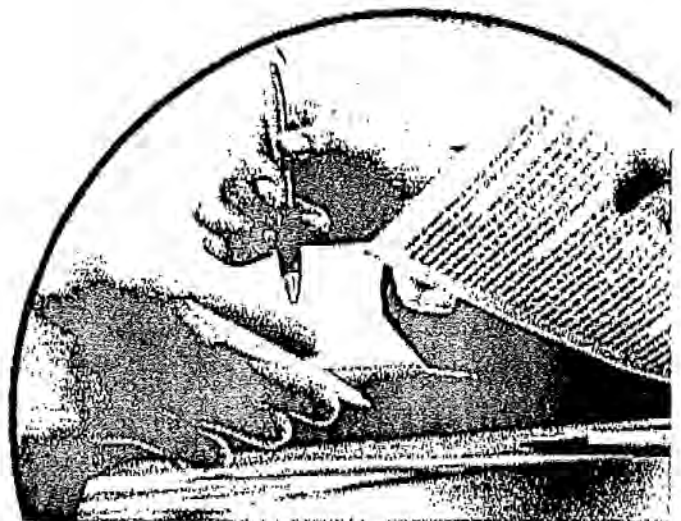


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### EXHIBIT A

**DESIGN PATENT APPLICATION**

\$7,995.00

**PATENT COOPERATION TREATY APPLICATION**

\$17,895.00

**TRADEMARK APPLICATION**

\$1,495.00

**COPYRIGHT APPLICATION**

\$995

**MOBILE APP DEVELOPMENT**

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\*\*Add on product - must be combined with a patent application.

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I acknowledge that the origination of ACH transactions to my account must comply with the provisions of U.S. law. I certify that I am an authorized user of this credit card or bank account, and that I will not dispute the payment with my Credit Card Company or Bank, so long as the transaction corresponds to the terms indicated in this web form.

Authorized Signature (Inventor):





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## PATENT PROTECTION AND PUBLICITY COMMITMENT

THIS AGREEMENT, entered into and effective as of the day of \_\_\_\_\_ ("Effective Date") by and between DESA INDUSTRIES, INC. D/B/A WORLD PATENT MARKETING, a Delaware Corporation (hereinafter, "WPM") and STEVEN HARRIS located at 355 N AVENIDA CASALLEROS # 16 Palm Springs, CA 92262

INVENTOR represents that he is the inventor and further represents that he is the exclusive owner of all rights, titles and interests to said invention, the Teddys Ballie Buffer (hereinafter, "Invention"); and

WPM operates a business specializing in patent protection assistance services and WPM refers all patent work to Independent patent attorneys and/or agents. All direct communication with the United States Patent and Trademark Office, whether written, verbal, electronic, digital, and any other form, is performed through an independent registered patent attorney and/or agent INVENTOR wishes to obtain patent protection assistance and WPM wishes to provide INVENTOR with patent protection assistance services for the Invention as set forth herein; and in consideration of the mutual promises agreements as set forth herein and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties intending to be legally bound, do hereby agree. That the foregoing Agreements are incorporated herein by reference and made a part hereof as though set forth at length throughout this Agreement and do further agree as follows:

### 1. Appointment of WPM.

Inventor hereby engages WPM to provide the patent protection assistance for the Invention. WPM provides six (6) Patent Protection Plans more particularly described on Exhibit A. In addition, WPM provides development services also described on Exhibit A.

### 2. Disclosure

WPM has provided the INVENTOR with all of the disclosures as required by the American Inventors Protection Act of 1999, as stated in the Global Invention Royalty Analysis previously signed by INVENTOR.

### 3. Registration

When a registration number is issued by the US Patent and Trademark Office pursuant to U.S. 35 U.S.C. §§ 1 et seq the transaction is complete & WPM has fulfilled its obligation under this agreement.

### 4. Plan Fee.

INVENTOR hereby agrees to make payments to WPM in accordance with the Program Selected on Exhibit A

**THE INVENTOR WILL NOT BE HELD RESPONSIBLE FOR ANY ADDITIONAL EXPENSES INCURRED OR ASSESSED BY WORLD PATENT MARKETING, OTHER THAN THOSE DEFINED WITHIN THE SCOPE OF THIS AGREEMENT.**

 intl.





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## **5. Title.**

Title to the Inventions will be and shall remain vested with the Inventor.

## **6. Warranty and Indemnity**

Inventor shall indemnify and hold harmless WPM and any third party subcontractor and each of their owners, officers, and directors, from and against any claim of Intellectual Property (copyright, trademark and patent) infringement by the Inventions as a result of the use contemplated herein of the Inventions, in the form submitted by Inventor to WPM Inventor shall indemnify and hold harmless WPM, and any third party sublicense, and each of their owners, officers, and directors against all claims obligations or liabilities including court costs and attorney's fees, arising out of the Inventor's tortious or unauthorized acts, misrepresentations, omissions, failure to perform his/her obligations hereunder, or any acts not expressly authorized in writing, related to or beyond the scope of this Agreement.

## **7. Confidentiality.**

Each party agrees that during the term of this Agreement and thereafter (a) it will use Confidential Information belonging to the other party solely for the purpose(s) for which it was disclosed hereunder and (b) it will not disclose Confidential Information belonging to the other party to any third party (other than its employees and/or professional advisors on a need-to-know basis who are bound by obligations of nondisclosure and limited use at least as stringent as those contained herein). The parties further agree that except as necessary to perform their respective obligations hereunder or otherwise expressly required by law, they will not publicly announce or otherwise disclose any of the terms and conditions of this Agreement. In the event either party is requested or ordered by a court of competent jurisdiction to disclose Confidential information belonging to the other party, such party will give the other party immediate notice of such request or order and, at the other party's request and expense, resist such a request or order to the fullest extent permitted by law. Each party will promptly (i) return to the other upon request any or all Confidential Information of the other then in its possession or under its control and (ii) erase or otherwise destroy all computer entries containing any Confidential Information of the other then in its possession or under its control and provide the other with written certification of such erasure or destruction. The provisions of this Paragraph will survive any termination of this Agreement.

## **8. Relationship of Parties.**

This Agreement and the relations established hereby between Inventor and WPM do not constitute a partnership, joint venture, agency, or similar endeavor between Inventor and WPM nor does it constitute an Agreement of employment. Each party will act under this Agreement as an independent party and independent contractor and not as the employee of the other party and that each party retains sole and absolute discretion in the manner and means of carrying out the services described herein. This Agreement shall not be construed as a partnership or joint venture and neither party hereto shall be liable for any obligations incurred by the other party except as expressly provided herein.

A handwritten signature in black ink, appearing to be "Intl.", written over a horizontal line.

Intl.





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**9. Amendments and Waivers.**

None of the provisions of this Agreement may be amended or waived except by a writing signed by Inventor and WPM. Any waiver by either party of any breach of this Agreement by the other party is not to be deemed a continuing waiver of other breaches of the same nature or of any other provisions of this Agreement.

**10. Successors and Assigns.**

This Agreement will be binding upon, and serve to the benefit of, the parties and their respective successors and permitted assigns.

**11. Notices.**

Any notice, waiver, demand or other communication required or permitted by this Agreement must be in writing and shall be deemed to have been given and received if delivered by messenger, or, if mailed, on the third business day after deposit in the United States mail, certified or registered postage prepaid, return receipt requested, or if faxed, telexed or telegraphed, six hours after being dispatched by fax telegram in every case addressed to the party to be notified as follows:

**TO WPM:**  
**DESA INDUSTRIES, INC. D/B/A WORLD PATENT MARKETING**  
228 Park Avenue South, Suite 35652  
New York, New York 10003

**TO INVENTOR:**  
As Stated Above

**12. Remedies.**

It is understood and agreed that all provisions of this Agreement are fundamental and essential for the protection of WPM's legitimate business interests, and in the event of any breach or threatened breach of the provisions of this Agreement by Inventor, WPM will suffer irreparable harm and its remedies at law will be inadequate. Accordingly, in the event of a breach or attempted breach of this Agreement by Inventor, WPM will be entitled, in addition to all other rights or remedies which may be available to WPM, to seek injunctive and other equitable relief, without any showing of irreparable harm or damage. In the event WPM seeks such Relief, it shall not be required to post a bond or provide other security. All remedies available for breach of this Agreement are cumulative and may be exercised concurrently or separately. The exercise of one remedy will not be deemed an election of such remedy to the exclusion of other remedies.

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### **13. Termination.**

In the event of a violation of any term or condition of this Agreement by the INVENTOR, WPM may terminate this Agreement at any time. The termination of this Agreement shall not prejudice any rights or remedies which shall have accrued to WPM prior to the date of such termination.

### **14. Further Assurances.**

The parties agree to execute such other documents and provide such further assurances, if any as may be reasonably required from time to time to give effect to the provisions of this Agreement.

### **15. Limitation of Liability**

In no event shall WPM be liable to inventor for any indirect, special, incidental, consequential or punitive damages, including without limitations, loss of profit, revenue, data or use or for similar costs, whether in an action, in contract or tort or based on warranty or other claim, even if WPM has been advised of the possibility of such damages. WPM shall be liable only for its own willful misfeasance and bad faith and no one not a party to this Agreement shall have any rights whatsoever under this Agreement against WPM for any action taken or not taken by him. During the Term, and continuing Offer the expiration or termination of this Agreement, the Parties shall indemnify WPM, and each of its affiliates and shall hold him harmless from any loss, liability, damage, cost or expense arising out of any claims or suits which may be brought or made against the Parties, or any of its affiliates, by reason of (i) any breach of the covenants and undertakings hereunder, and (ii) WPM's noncompliance with any applicable federal, state or local laws or with any other applicable regulations.

### **16. Definitions.**

For purposes of this Agreement, the following words and expressions have the following meanings:

- 16.1. "Confidential Information" means, with respect to either party, all information in any written or other form whatsoever, relating directly or indirectly to the present or potential business; operations, corporate or financial condition of such party or to data, know-how, materials, supplier or customer lists or other similar information belonging to such party which is not at the relevant time (i) generally known to the public (through no act or omission in violation of this Agreement), (ii) furnished to the receiving party by a third party having the lawful right to do so or (iii) acquired by the receiving party from a source other than the disclosing party, provided that the receiving party immediately notifies the disclosing party of any such acquisition.
- 16.2. "Inventions" mean (1) the product concept described in the Global Invention Royalty Analysis received by INVENTOR.
- 16.3. "Person" means an individual, a corporation, a partnership, a trust, an unincorporated organization, an entity or a government or any agency or political subdivision thereof.
- 16.4. "US Dollars" means the currency of the United States of America.

A handwritten signature in black ink, appearing to be "M. J. [unclear]".  
intl.



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### **17. Construction.**

To the extent the provisions of this Agreement conflict with the provisions of any other agreements between the parties, the provisions of this Agreement shall govern.

### **18. Truth of Agreements**

The agreements and/or preamble contained on page 1 of this Agreement are true and correct and are hereby incorporated into this Agreement.

### **19. Gender.**

Wherever the context shall so require, all words herein in any gender shall be deemed to include the masculine, feminine or neuter gender; all singular words shall include the plural, and all plural words shall include the singular.

### **20. No-Waivers**

The waiver by any party of any other party's breach of any provision of this Agreement shall not operate nor be construed as a waiver of any subsequent breach, and the waiver by any party, liwer4.4e any right or remedy shall not operate nor be construed as a waiver or bar to the exercise of such right or remedy t. 1150'11 the occurrence of any subsequent breach. No action on the part of either party to this Agreement shall be interpreted as waiver unless such action shall be in writing.

### **21. Headings.**

Headings in this Agreement are for convenience only and shall not be used to interpret or construe its provisions.

### **22. Governing Law.**

This Agreement shall be governed by the laws of the State of New York (without regard to the laws that might be applicable under principles of conflicts of law) as to all matters, including , but not limited to , matters of validity, construction, effect and performance.

### **23. Counterparts.**

This Agreement may be executed in two or more parts each of which shall be deemed an original but all of which together shall be one and the same instrument.

### **24. Facsimile Copy.**

A facsimile copy of this Agreement and any signatures affixed hereto shall be considered for all purposes as originals.

A handwritten signature in black ink, appearing to be "M. Intl.", written over a horizontal line.





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## ***25. Mediation and Arbitration***

Any disputes between the parties hereto, whether arising under this agreement or otherwise, which the parties cannot resolve between themselves using good faith shall be

- 25.1. Referred to a court certified mediator of the Circuit Court in New York and any mediation shall be held in New York. The parties shall share equally the cost of said mediation,
- 25.2. In the event that said dispute is not resolved in mediation, the parties shall submit the dispute to a neutral arbitrator residing in New York. The arbitration shall be held in New York. The prevailing party shall recover all fees and costs of said arbitration. The parties further agree that full discovery shall be allowed to each party to the arbitration and a written award entered forthwith. Any and all types of relief that would otherwise be available in Court shall be available to both parties in the arbitration. The decision of the arbitrator shall be final and binding. Arbitration shall be the exclusive legal remedy of the parties. Judgment upon the award may be entered in any court of competent jurisdiction.
- 25.3. If either party refuses to comply with a ruling or decision of the arbitrator and a Lawsuit is brought to enforce said ruling or decision, it is agreed that the party not complying with the ruling or decision of the arbitrator shall pay the court costs and reasonable attorney's fees (including Trial and Appellate attorney's fees) incurred in enforcing the ruling or decision of the arbitrator.
- 25.4 Any rights of injunctive relief shall be in addition to and not in derogation or limitation of any other legal rights.
- 25.5. The parties hereby covenant and agree that they will use their best efforts to settle all disputes amicably Prior to initiating any formal proceed

## ***26. Interpretation of Agreement.***

The parties acknowledge that this Agreement is the product of mutual efforts by the parties and their respective agents. The Agreement shall be interpreted neither more favorable in favor of one party, nor less favorably in favor of another party.

## ***27. Entire Agreement.***

This Agreement constitutes the entire understanding of the parties and supersedes all prior discussions, negotiations, and understandings, whether oral or written, with respect to its subject matter.

A handwritten signature in black ink, appearing to be "M. Intl.", written over a horizontal line.

intl.



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**28. Modification.**

No change or modification of this Agreement shall be valid unless it is in writing and signed by all the parties who are bound by the terms of the Agreement.

**29. Attorney's fees; Costs**

In any arbitration or litigation arising out of this Agreement, the prevailing party in such litigation shall be entitled to recover reasonable attorney's fees and costs at the hearing, trial and appellate levels.

**30. Severability.**

If any provision of this Agreement is held invalid, unenforceable, or void by a court of competent jurisdiction, this Agreement shall be considered divisible as to such provision, and the remainder of the Agreement shall be valid and binding as though such provision were not included in this Agreement.

**31. Benefits; Binding Effects.**

This Agreement shall be binding upon and shall operate for the benefit of the parties hereto and their respective heirs, personal representative, administrators, successors, and assigns.

**32. Venue and Jurisdiction.**

Should a lawsuit be necessary to enforce this Agreement the parties agree that jurisdiction and venue are waived and suit shall be brought in New York.

**33. Further Cooperation.**

From and after the date of this Agreement, each of the parties hereto agrees to execute whatever additional documentation or instruments are necessary to carry out the intent and purposes of this Agreement,

**Agreed & Accepted**

World Patent Marketing

Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Date: \_\_\_\_\_

Inventor

Signature: *[Handwritten Signature]*

Name: STEVEN HARRIS

Date: 7/17/2014



# **EXHIBIT F1**





**Baby Seat Monitoring System**

*Prepared Exclusively for*

Crystal Carlson  
*Coolidge, Arizona*

*On*

July 09, 2015

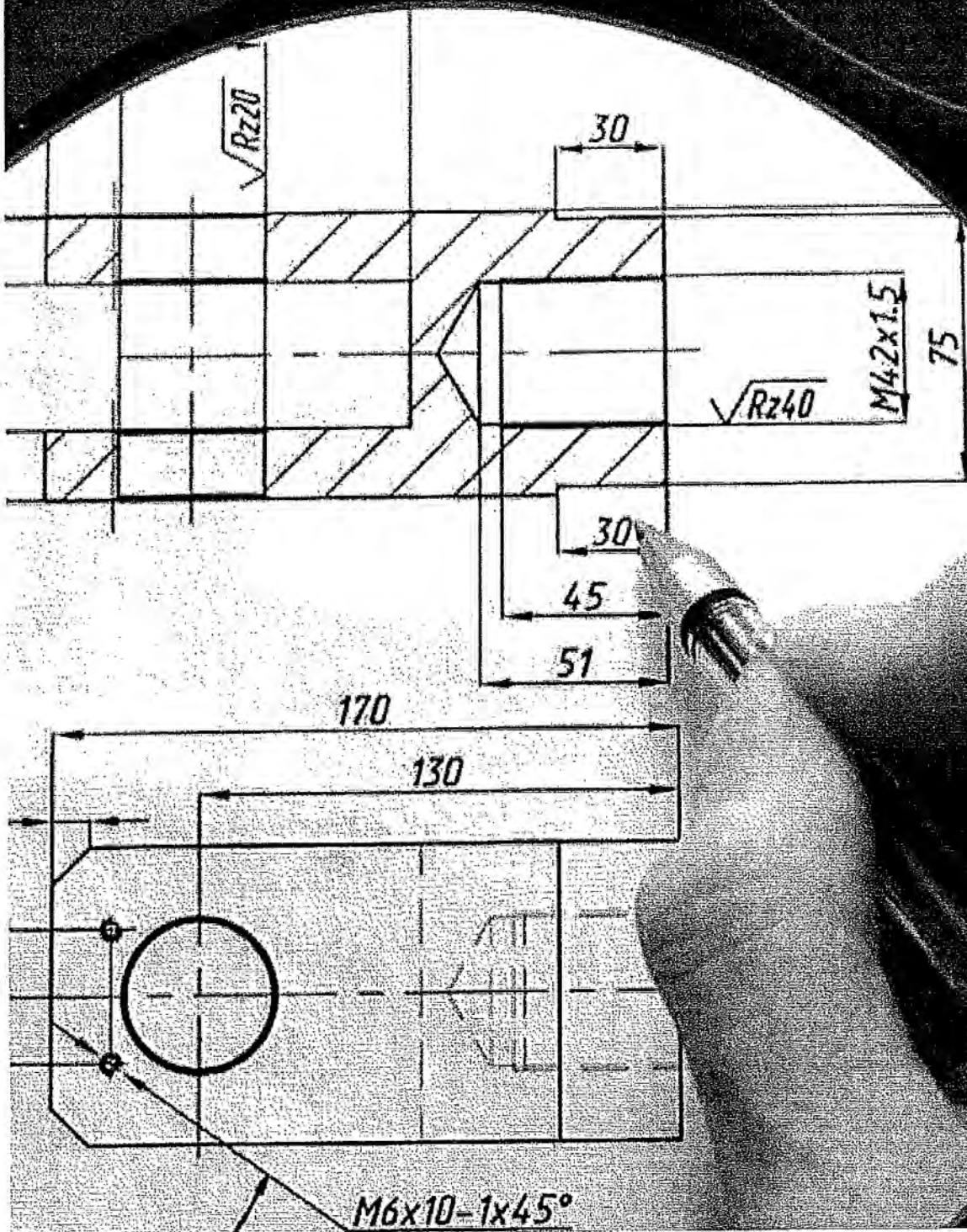
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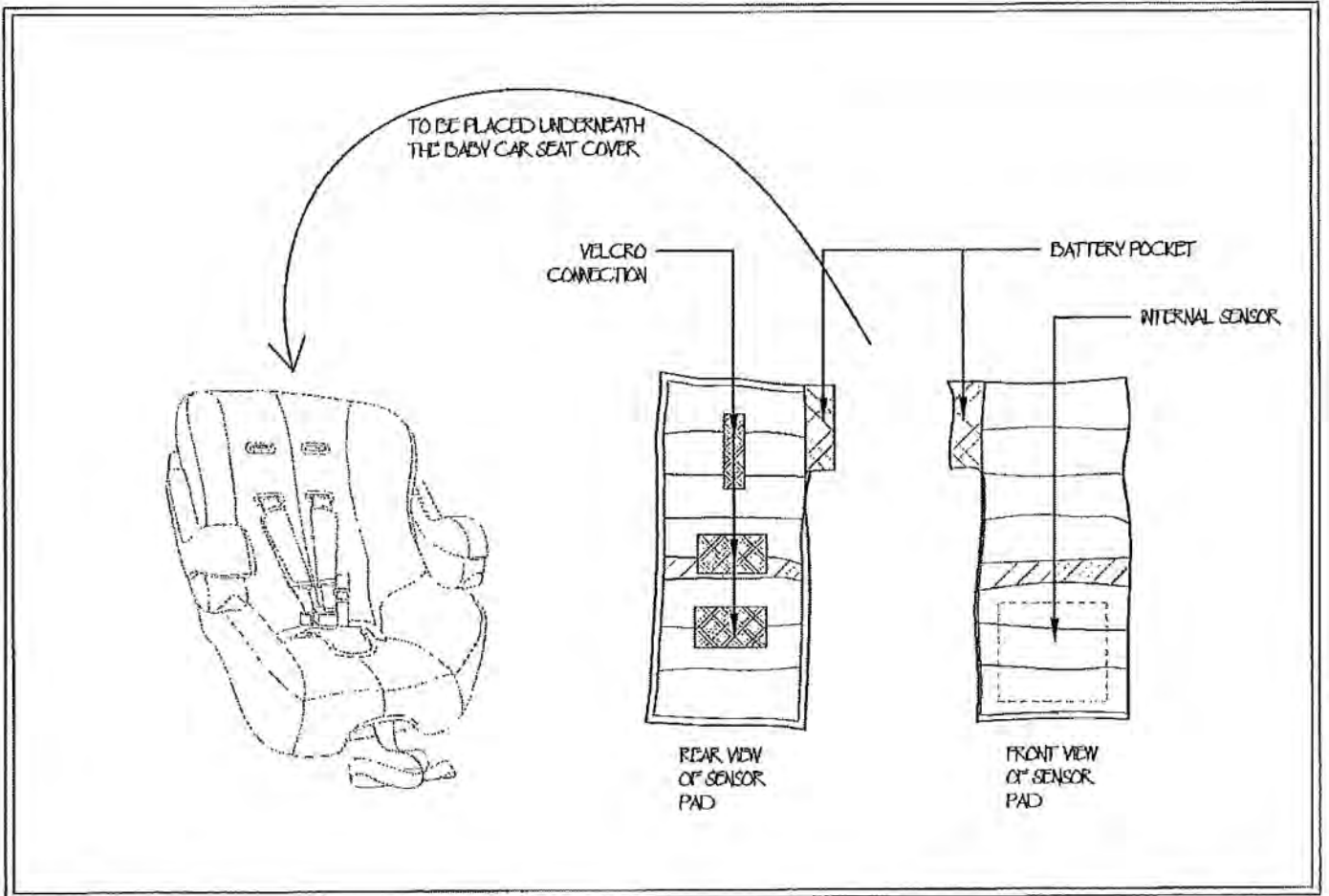


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# PRELIMINARY PATENT DRAWING







# WORLD

Patent Marketing



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Comprehensive Patent Search Report



## ABOUT THE PATENT SEARCH REPORT

A patent search report uncovers inventions similar to yours. Each similar invention found is called a "prior art" and are all inventions disclosed before yours. To be granted a patent by the US Patent & Trademark Office (USPTO), Patent Office examiners must determine that your invention meets the three patenting criteria of being *novel, non-obvious, and useful* when compared to prior art.

Having a patent search report provides you with valuable information. The report will show you prior art that may be used by the USPTO when examining your invention. Using this information, you can make a preliminary assessment towards whether or not the USPTO will consider your invention novel, non-obvious, and useful. You can then decide if you wish to continue to file a patent application. In addition, you can make changes or additions to your invention in order to make it more unique, before submitting a patent application.

## SEARCH OVERVIEW

<b>Inventor Name:</b>	Crystal Carlson
<b>Invention Title:</b>	Baby Seat Monitoring System
<b>Search Type:</b>	Comprehensive
<b>Fields of Search:</b>	US patents & published patents pending European patents & published patents pending International patents within last 30 years

**Disclaimer:** This patent search report represents the best efforts of a professional patent searcher to find relevant prior art. There is no guarantee that all relevant prior art has been identified or that all prior art which may be cited by a US Patent Office patent examiner has been listed. Whether an invention is patentable is a subjective determination based on whether a patent examiner believes the invention is novel and nonobvious when compared to relevant prior art. What is relevant prior art is subjective, therefore it is entirely possible for a patent application to be rejected based on prior art not listed in this patent search report. The opinions in this patent search report is the searcher's professional interpretation for information purposes only and do not guarantee that an invention can or cannot be patented, nor does it constitute legal advice. The ultimate determination of patentability is made by the US Patent & Trademark Office.

## PRIOR ART

Prior art which is relevant to your invention is listed in the table below. For each prior art, a rank number is assigned which represents how important the particular prior art is to your invention. A smaller rank number represents a prior art that is more relevant than a prior art with a larger rank number. Full copies of the prior art listed are in the Prior Art Portfolio, a separate file or document.

When browsing through the prior art, it will be beneficial to write down how your invention is different and how it may overcome the prior art's shortcomings. Including this information will benefit your patent application.

Rank	Document	Invention Title / Similarities Noted & Comments
1.	US 20140266662 A1	<p><b>Portable Baby Car Seat Occupancy Alarm Device</b></p> <p>A portable child car seat alarm system for notifying a driver, parent or guardian when a child is left unattended in the child safety car seat. The portable security device includes an alarm module, a weight sensor and a 12-volt adapter. The system detects if a child is in the car seat via the weight sensor. The portable security device, connected to the vehicle's electrical system via the 12-volt adapter, detects when the ignition of the vehicle is turned off. The alarm module is activated when the ignition of the vehicle is turned off. Should a child remain in the seat when the driver's turns off the ignition, the alarm system notifies the driver that a child is sitting in the safety seat. The invention is small enough to be installed under any generally available child safety car seat and permits ease of portability from one car to another.</p> <p>The prior art embodies similar features to the current invention like: Both inventions provide weight sensors for detecting the presence of child on the child car seat.</p>
2.	US 6922147 B1	<p><b>Warning system sensing child left behind in infant seat in vehicle</b></p> <p>This document discloses various systems and methods for reducing the likelihood of leaving an unattended child behind in an infant/child seat in a vehicle.</p> <p>The prior art embodies similar features to the current invention like: Both inventions provide a warning system for notifying the presence of unattended child in the car.</p>
3.	US 7994906 B2	<p><b>Pressure-responsive vehicle alarm pad</b></p> <p>Disclosed is a pressure-responsive vehicle alarm pad for a vehicle seat to remind a presence of an object inside a vehicle to an occupant of the vehicle seat. The pressure-responsive vehicle alarm pad comprises a pressure sensor pad, a control circuitry, and alarm speakers. The pressure sensor pad is disposed on the vehicle seat to detect a pressure of the occupant. The control circuitry is electrically coupled to the pressure sensor pad to receive the detected pressure from the pressure sensor pad.</p> <p>The prior art embodies similar features to the current invention like: Both inventions provide a safety device which works with the help of pressure sensor.</p>



<p>4.</p>	<p>US 8477024 B2</p>	<p><b>Systems and methods for indicating the presence of a child in a vehicle</b></p> <p>Systems and methods which provide for an alarm or notification that a child is in a car seat. The systems generally determine if a child is in the seat and that the seat, and therefore the vehicle, is not in motion. Upon detecting both situations, the notification or alarm is activated.</p> <p>The prior art embodies similar features to the current invention like: Both inventions provide an audible alarm system for notify the parents if they forget their kid in vehicle.</p>
<p>5.</p>	<p>20140253314 A1</p>	<p><b>Child safety seat mobile alarm and method therefor</b></p> <p>The instant disclosure provides a child safety seat alarm to notify the driver of a vehicle that an infant is in its carrier inside of the vehicle when a personal electronic device carried by the driver is moved a great distance from the carrier. The instant disclosure provides a computer application for notification of user selected contacts via SMS messaging, e-mail messaging, or social media alerts.</p> <p>The prior art embodies similar features to the current invention like: Both inventions provide an alarm system for child safety in the car.</p>



## UNIQUE ASPECTS OF YOUR INVENTION

*These are components or aspects of your invention which are unique when compared to the prior art. These will be used to argue approval of a patent application. Ensure that unique aspects of your invention are clearly explained in detail. It is beneficial to have as many unique aspects as possible. You may be able to improve on the similarities in the table at the top of the page and convert them into a unique aspect for your invention.*

1. Weight Sensor for detecting the presence of child.
2. Weight sensor in water proof covering.
3. Alarm system for safety of children.

### CHANCES OF APPROVAL FOR UTILITY PATENT

*Our opinion as to the likelihood your invention will pass each of the three patentability criteria if submitted to the US Patent Office as a non-provisional utility patent application.*

NOVEL	NON-OBVIOUS	USEFUL
FAIR	FAIR	GOOD

#### OVERALL CHANCE OF UTILITY APPROVAL

Based on our review if an objection of your patent application were to arise it may be overcome or avoided with more detailed novelty disclosure and patent drafting strategy

FAIR

## ANALYSIS & RECOMMENDATIONS

*Our analysis as to the patentability of your invention along with any recommendations to increase the chances of patent application approval.*

Based on the patent search, we are able to learn valuable information regarding the patentability of your invention along with possible strategies to increase the chances of eventual patent success. During our search we have found various inventions related to the one that you have presented to us.

Conceptually, similar to your invention is the Patent no. **US 20140266662 A1, "Portable Baby Car Seat Occupancy Alarm Device"** is in the field of transportation safety devices intended to be used for child transportation inside automobiles and detection of unattended children within a vehicle. Specifically, the invention is an alarm system used in conjunction with a children's safety car seat to alert when a child has been left inside a vehicle after the vehicle's ignition is turned off. Unlike the former the present invention provides a weight sensor in water proof covering for preventing the weight sensor from moisture.

Another Prior art no. **US 6922147 B1, "Warning system sensing child left behind in infant seat in vehicle"** relates generally to a warning system for detecting the presence of an occupant in a vehicle, and particularly, but not by way of limitation, to a warning system for sensing a child left in an infant seat in a vehicle. Unlike the former the present invention provides an alarm system which can be controlled and monitored through a cell phone application.

Another prior art no. **US 7994906 B2, "Pressure-responsive vehicle alarm pad"** relates to vehicle alarms, and more particularly to a vehicle alarm pad secured on a vehicle seat for reminding a presence of an object, such as a child and a pet, inside a vehicle. Unlike the former the present invention provides an alarm system which is connected through Bluetooth technology from sensors.

Another prior art no. **US 8477024 B2, "Systems and methods for indicating the presence of a child in a vehicle"** relates to the field of safety devices for detection of unattended children within a vehicle. The systems generally determine if a child is in the seat and that the seat, and therefore the vehicle, is not in motion. Upon detecting both situations, the notification or alarm is activated. Unlike the former the present invention provides an alarm system which can be installed easily on the child car seat.



Another prior art no. **US 20140253314 A1**, "Child safety seat mobile alarm and method therefor" relates to a child safety seat with alarm for use in connection with transporting infants in vehicles. The child safety seat with alarm has particular utility in connection with notifying the driver of a vehicle that an infant is in its carrier inside of the vehicle when the driver moves away from the vehicle. Unlike the former the present invention provides an alarm system which provides more safety to the children as comparing to other available alarm system for cars.

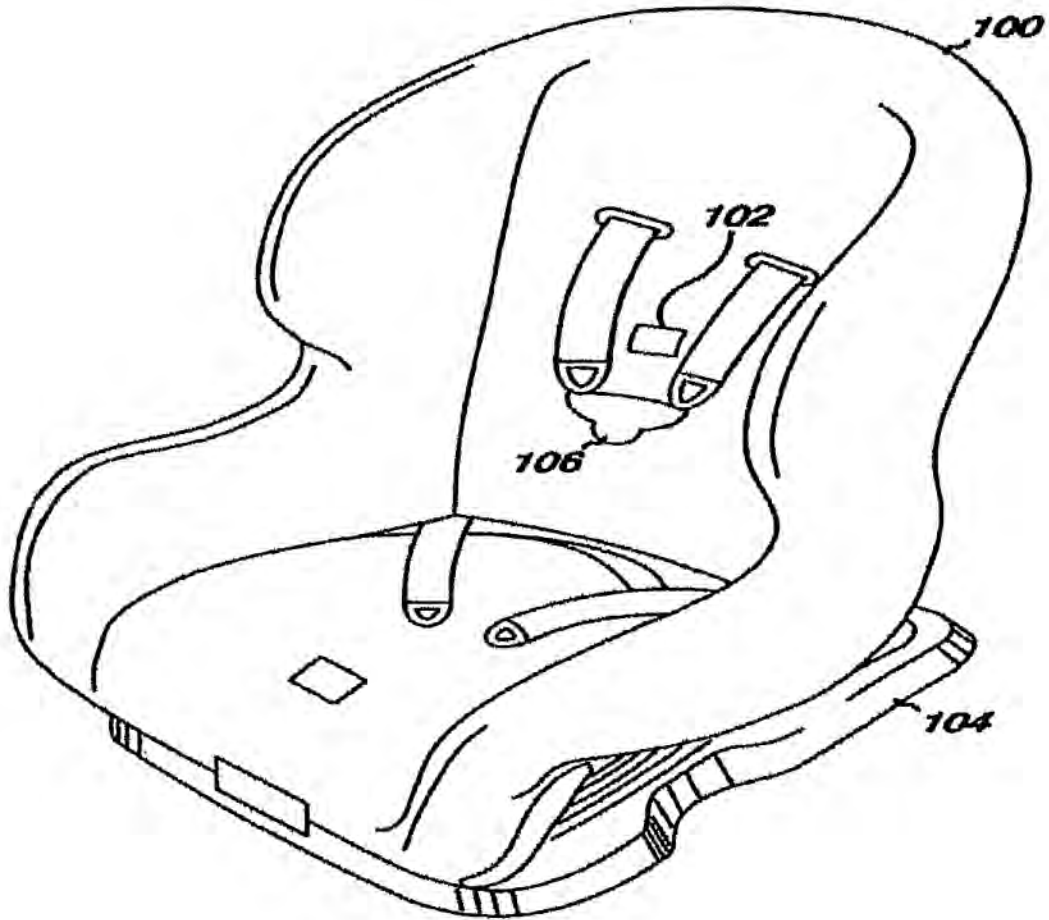
The patent office looks to three criteria while judging an invention's application for approval: novelty, non-obviousness and utility. The usefulness of your invention is clearly to provide an alarm system for notifying the parents about their unattended child in the vehicles.

Novelty of the invention is that it provides a weight sensor which is covered under the water proof covering. The alarm system can be operated from mobile application. The alarm system is simple in structure, highly reliable, easy in use, and inexpensive. These unique features may make it non-obvious for a person skilled in the art to derive upon the current invention.

It is highly recommended to extract out further unique and novel features of the invention to make it superior over prior arts and authenticate its patentability.

If you believe that your invention is ready for patentability we always recommend that you review your invention one more time before submitting your invention. First, take a look at the prior art. Knowledge of the unique aspects in the prior inventions allows you to possibly incorporate them into your design or simply just work around them. Brainstorm any additional functions or components you would like to include in your invention. The more unique aspects an invention can be considered to have, the greater the chance of patentability. Remember to try to include all these aspects in your design before filing. Once you file your invention's application for approval, the application cannot be changed or amended unless you repeat the application process over. Once you have concluded that you have maximized the uniqueness of your invention in light of the prior art concepts that I have mentioned above, let your invention consultant know you are ready to proceed forward with the patent application.

PRIOR ART FIGURES FOR PATENTABILITY REPORT



*Fig. 1*

FIG-1  
US 6922147 B1

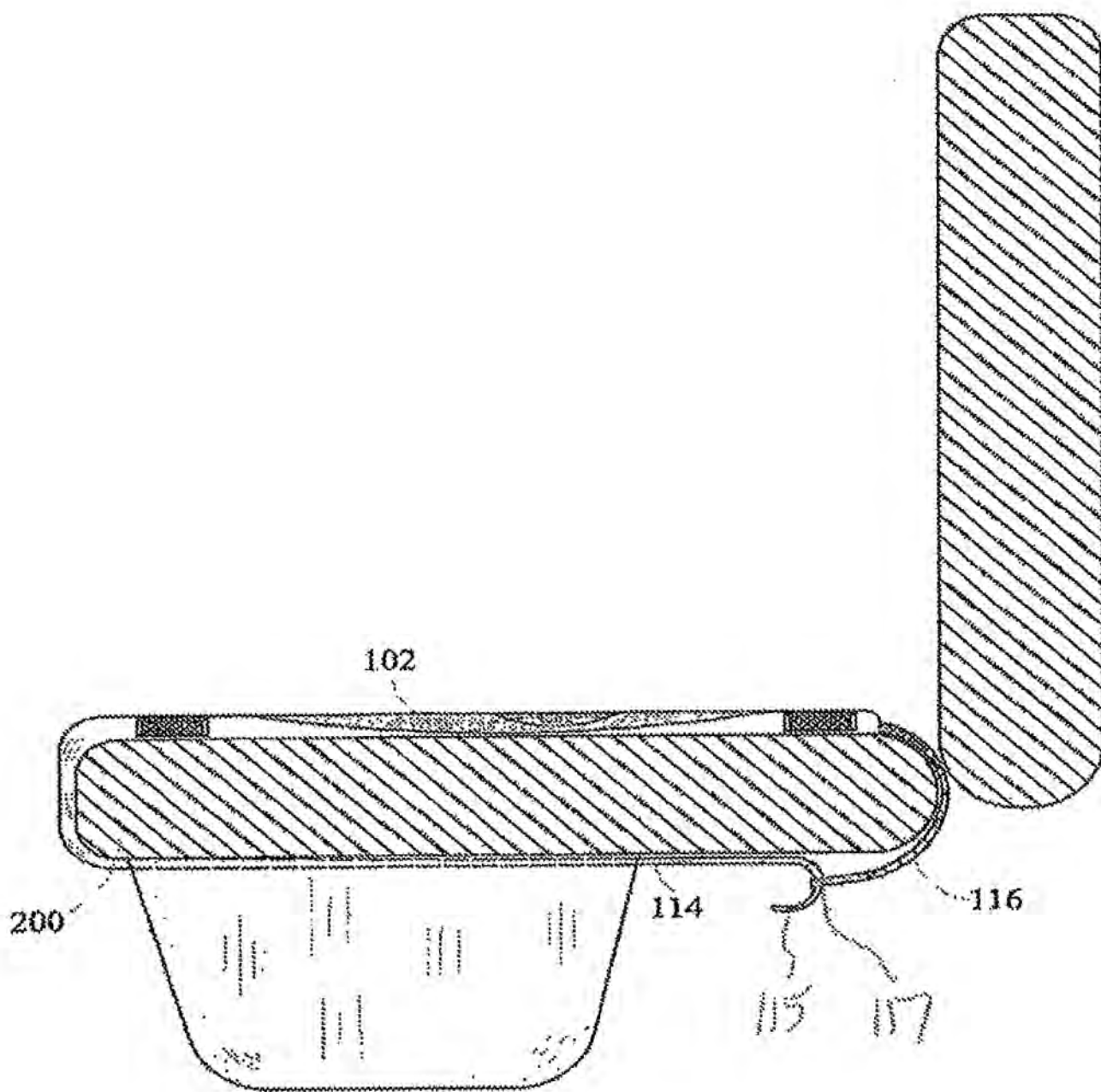
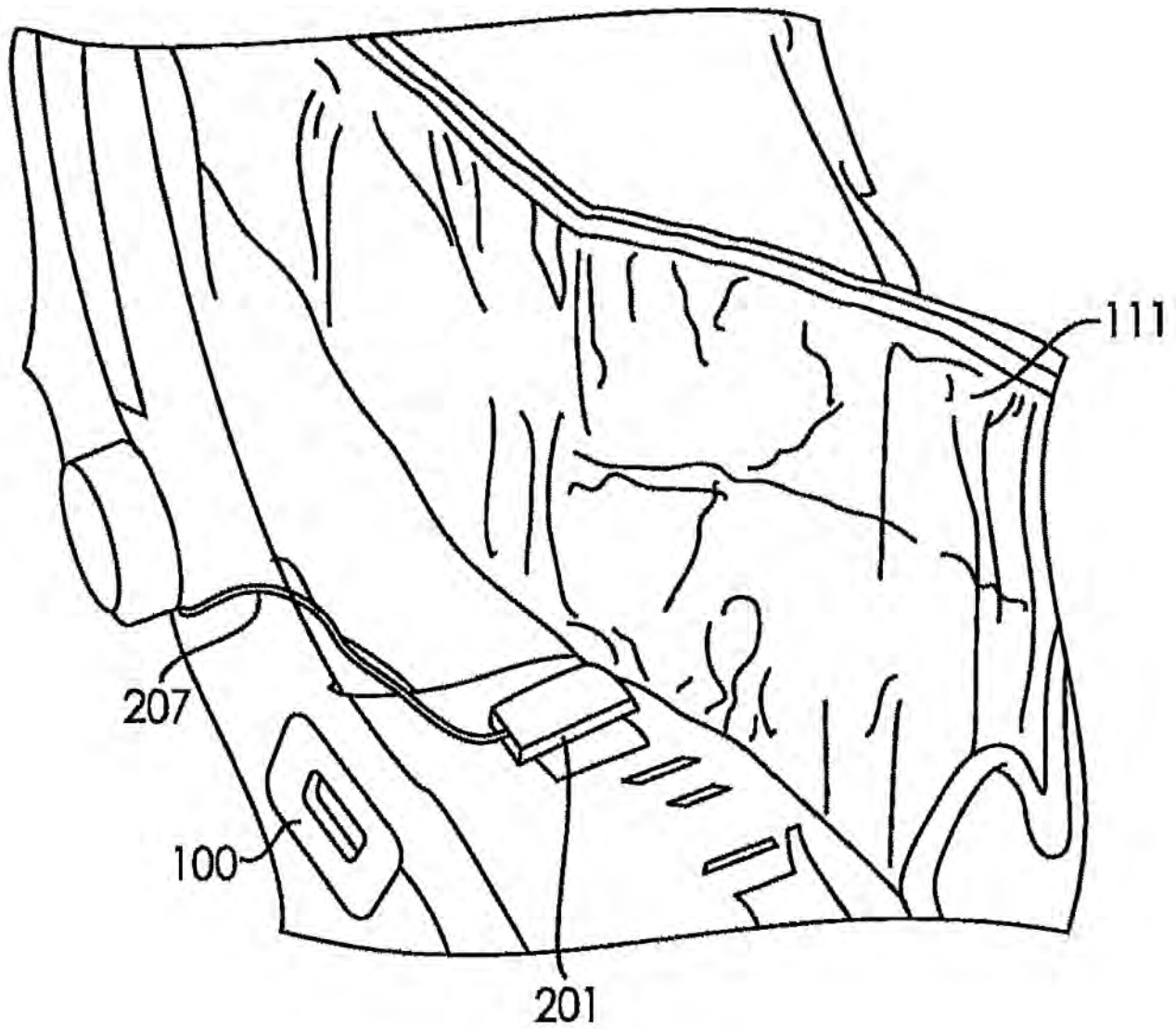


FIG- 2  
US 7994906 B2





**Fig. 3**

FIG-3  
US 8477024 B2

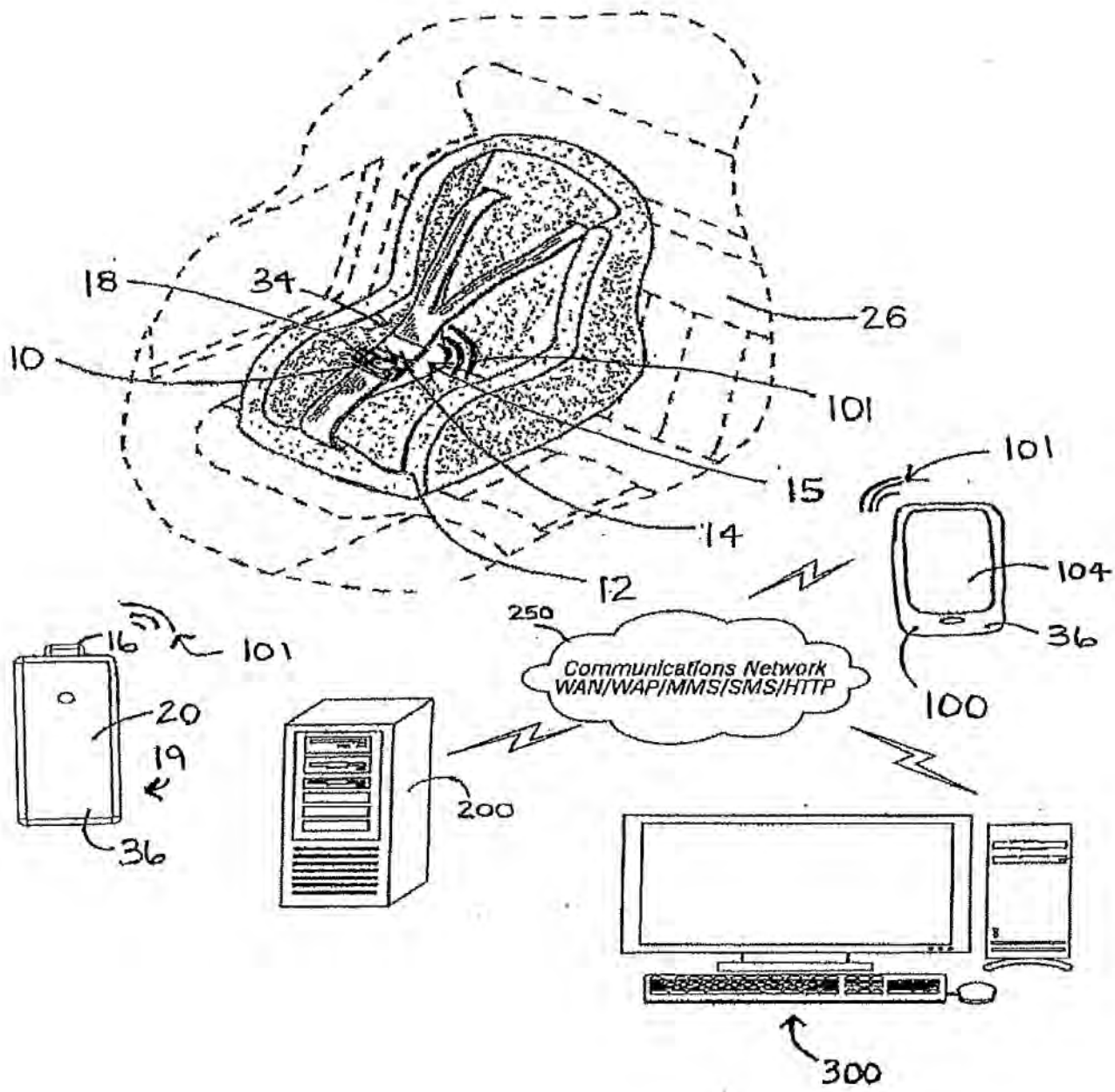
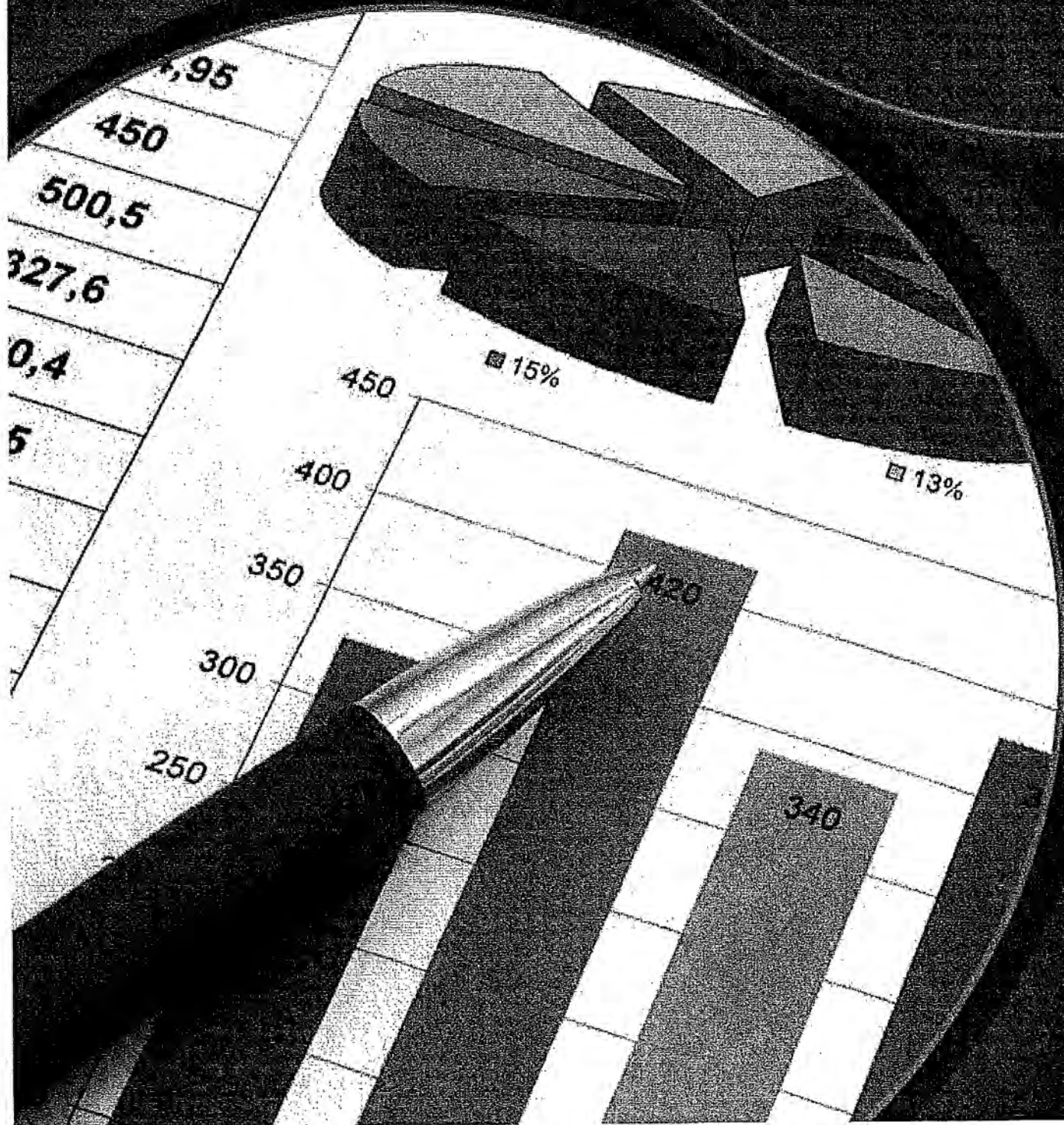


FIG-4  
US 20140253314 A1



**WORLD**  
Patent Marketing

# MARKET DEMOGRAPHIC PSYCHOGRAPHIC REPORT





Security Products Manufacturing

5.18.2015

NAICS CODES: 334290

SIC CODES: 3669

**Industry Overview**

Companies in this industry manufacture electronic security and safety communications equipment such as fire and security alarms, intercoms, and vehicle and pedestrian signaling systems. Major companies include McCain and divisions of GE, Honeywell, and United Technologies (all based in the US), as well as Nippon Signal (Japan), and divisions of Siemens (Germany) and Tyco (Switzerland).

Global demand for security equipment is forecast to rise 7 percent per year and reach annual sales of \$117 billion in 2016, according to the Freedonia Group. While the US and Western Europe are the largest markets, China and India are expected to see the fastest growth.

The US security products industry includes about 380 companies with combined annual revenue of about \$5 billion.

Manufacturers of automatic fire sprinkler systems are not included in this industry.

**Competitive Landscape**

Demand is driven by residential, office, and commercial construction, as well as construction spending for highway, street, and railroad infrastructure. Profitability depends on efficient manufacturing and effective marketing. Large companies compete through advantages in economies of scale and by offering a wide spectrum of products. Small companies can compete by specializing in niche products and through superior customer service. The US industry is highly concentrated: the 50 largest companies account for more than 80 percent of industry revenue.

**Products, Operations & Technology**

Major products include alarm systems (40 percent of industry revenue), vehicle and pedestrian traffic control equipment (30 percent), and intercom systems (10 percent). Other products include carbon monoxide and smoke detectors, motion detectors, remote control units (consumer electronics, garage doors), sirens, and theft prevention signaling devices. Alarm systems include central alarm monitoring equipment, burglar and car alarms, and fire detectors and alarms.

Alarm systems for detecting intruders vary greatly in design and application, but most operate on simple electrical circuits. In such systems, the act of opening a door or opening or breaking a window either completes or breaks an electrical circuit, which triggers the alarm. Motion detectors typically use radar waves, focused light (usually a laser), or passive infrared (PIR) to detect motion. Radar motion detectors sound the alarm when the reflection pattern of the radar wave is disrupted. Focused light detection systems typically aim a light beam at a sensor. The alarm is triggered when an intruder steps between the focused light source and the sensor.

Passive infrared systems can detect the body heat of an intruder and sound the alarm. Alarm systems of varying complexity may use one or many of these various techniques to detect an intrusion. Most security systems are operated through a control box that arms and disarms the system, usually by entering a passcode. Alarms usually

feature sirens and flashing lights to warn of intrusion, and some include cameras and telephone auto-dialers that can notify police, the property owner, and/or a security company.

**Fire and smoke alarms** are primarily for warning building occupants that a fire has been detected. Commercial systems typically feature smoke detectors and manual switches, and may be integrated with burglar/intruder alarms and/or automatic fire sprinkler systems. Residences typically use smoke detectors which may be either battery-powered or hard-wired to the dwelling's electrical system. Hard-wired detectors usually feature a battery back-up in case of power outage.

Traffic and pedestrian signals consist of three basic components: the traffic light signal with housings; supporting poles, arms, or cables; and the electric controller. **The controller** is typically mounted in a weatherproof box located at or near the intersection. Advanced signals may have **electromagnetic sensors** buried in the roadway that detect and control traffic flow. **Railway signals** are similar to traffic signals. However, the railway crossing signal is usually only activated when a train is approaching. This is usually done by electrifying a section of steel track well ahead of the crossing intersection. When the train crosses the electrified portion of track, the train's steel wheels and axle complete a circuit which activates the signal.

Raw materials for fire and burglar alarms include plastics, metals, electronic components, and wiring. Traffic and railway signal raw materials include aluminum, galvanized steel, fiberglass, plastics, electronics, wiring, and steel cable. Traffic controllers also use electronic components such as switches, relays, and timers. Some alarm and traffic signal subassemblies such as control electronics may be purchased from suppliers.

#### Technology

Intruder alarms have become more technologically advanced in recent years. **"Plug & play"** alarm systems for residential use are wireless, making sensor installation on doors and windows simple for the consumer. Such systems can be monitored by the user's smartphone, and feature options such as cameras and motion sensors. Similar but more elaborate systems are available for commercial and institutional applications.

Information technology is helping to bring similar advancements to traffic signals. Traditional traffic signal systems operate on a pre-determined and programmed fixed-length, time-of-day basis. In the event of an accident or other traffic obstruction, such systems offer very little flexibility. Next-generation, or **"smart" traffic signals**, will be adaptive in their ability to react to traffic conditions. In such a system, self-adaptive algorithms will integrate the position, speed, and other data received from sensors and transmitters in vehicles and infrastructure, make calculations and predictions and continually adjust traffic controls in response to conditions. Cost has been the chief barrier to adoption of adaptive traffic control systems.

#### Sales & Marketing

Typical customers for fire and intrusion alarm systems include **consumers**, businesses, governments, and institutions, as well as security providers such as ADT that sell and install security systems and offer monitoring services. Traffic, rail, and pedestrian signals are primarily sold to states, **municipalities**, and/or regional transit authorities. Residential smoke detectors and carbon monoxide detectors are typically sold through discount department stores like Target and Wal-Mart, hardware stores, and home centers.

Manufacturers of complete security systems may sell to distributors, retailers, or directly to residential and business customers. For large commercial fire detection systems on new construction projects, manufacturers



may collaborate with architectural or engineering firms to ensure optimal system efficiency and design. For large security systems installed in new buildings, security system manufacturers may install systems just prior to tenant move-in.

**Commercial marketing** usually consists of a direct sales force that calls on owners and operators of commercial buildings. Contracts to wire and monitor large buildings are usually awarded after a bidding process. Additionally, most manufacturers and monitoring companies sell products and services through a large network of **independent dealers** who perform the installations. Residential marketing is often conducted by security service firms and usually includes advertising, telemarketing, dealer programs, and a commissioned sales force.

Plug & play security systems may also be sold through Internet retailers such as Amazon, and the websites of electronics retailers like Best Buy. Other security products including carbon monoxide and smoke detectors, motion detectors, remote control units (consumer electronics, garage doors), sirens, and theft prevention signaling devices are readily available for purchase via the Internet.

Prices for security products vary greatly. A simple **battery-powered smoke detector** for residential use may only cost about \$15. An institutional, integrated fire and security system for a hospital, university, or large commercial office building may cost hundreds of thousands of dollars or more.

#### **Finance & Regulation**

Raw material costs can be high, and average about 40 percent of sales. Gross margins average about 30 percent; net margins are typically under 10 percent. **Accounts receivable** average about 60 days sales. Companies may carry a significant amount of inventory (finished goods, works-in-progress, and raw materials); inventories average about 15 percent of sales. The industry is capital-intensive: average annual revenue per employee in the US is about \$350,000.

Aside from local ordinances that may govern the response of police departments to alarms, the alarm system industry is largely unregulated in the US. **General Federal Trade Commission (FTC)** regulations govern the sales of equipment and monitoring contracts. The Federal Communications Commission (FCC) and state public utilities regulate the use of telephone and radio frequencies. Lawsuits about faulty equipment or monitoring are fairly common. Use of **smoke detectors** is regulated on the state level; state regulations vary and chiefly concern detector placement and power sources. Installation and maintenance standards for traffic signals are regulated by the US Federal Highway Administration (FHWA).

#### **International Insights**

Global demand for security equipment is forecast to rise 7 percent per year and reach annual sales of \$117 billion in 2016, according to the Freedonia Group. Leading manufacturers based outside the US include Nippon Signal (Japan) and divisions of Siemens (Germany) and Tyco (Switzerland).

Asia, Eastern Europe, Africa, and the Middle East are expected to see the most rapid growth in security equipment demand compared to more developed markets in Western Europe and North America. **Economic growth, rising middle classes and increased urbanization, new business formations, and foreign investment** are expected to drive demand for security equipment in developing markets.

Due to rapid GDP growth and construction activity, **China and India** are forecast to experience the greatest increases in demand for security equipment; both countries should see annual growth of more than 10 percent

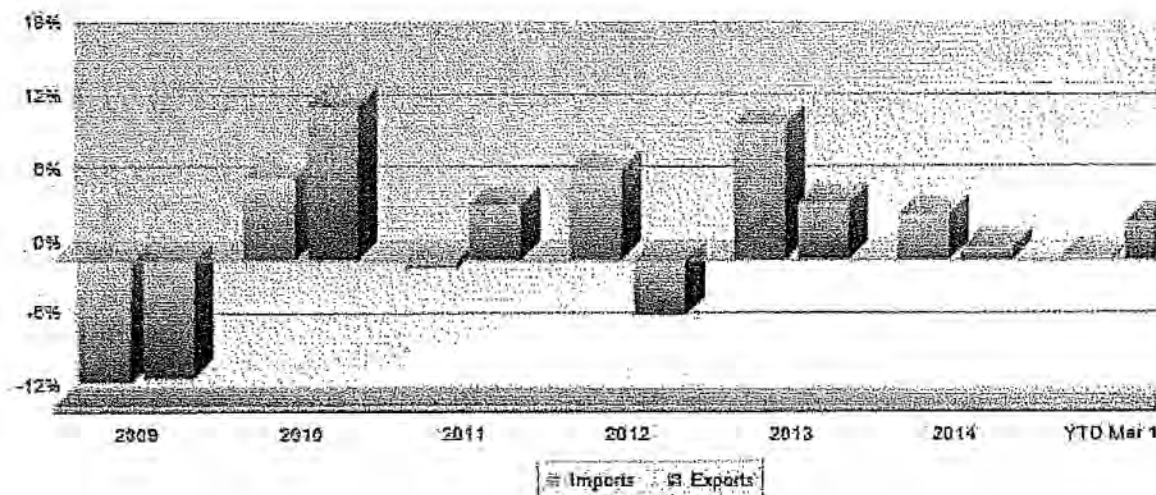
through 2016. China became the world's largest market for security equipment in 2011, but per-capita spending for security products still lags the US and Western Europe. Although China currently spends about half as much on security products (on a per-capita basis) than Western markets do, China is forecast to account for 25 percent of global gains in security equipment sales through 2016.

North American demand for security equipment is expected to increase more than 6 percent per year through 2016, lagging somewhat behind the global average. However, spending is improving compared to the pace set over the previous several years as construction continues to recover and GDP and consumer incomes rise. Rising investment in Mexico combined with relatively low market penetration there will help drive overall North American demand for security equipment. Western Europe and Japan are expected to experience more muted demand for security products as higher GDP and concerns about crime are somewhat offset by the overall maturity of those markets.

**Change in Dollar Value of US Trade - US International Trade Commission**

Imports of other communications equipment to the US come primarily from China, Mexico, Canada, Taiwan, and UK. Major export markets for US other communications equipment include Canada, Mexico, Australia, UK, and Hong Kong.

**334290 OTHER COMMUNICATIONS EQUIPMENT**



**Regional Highlights**

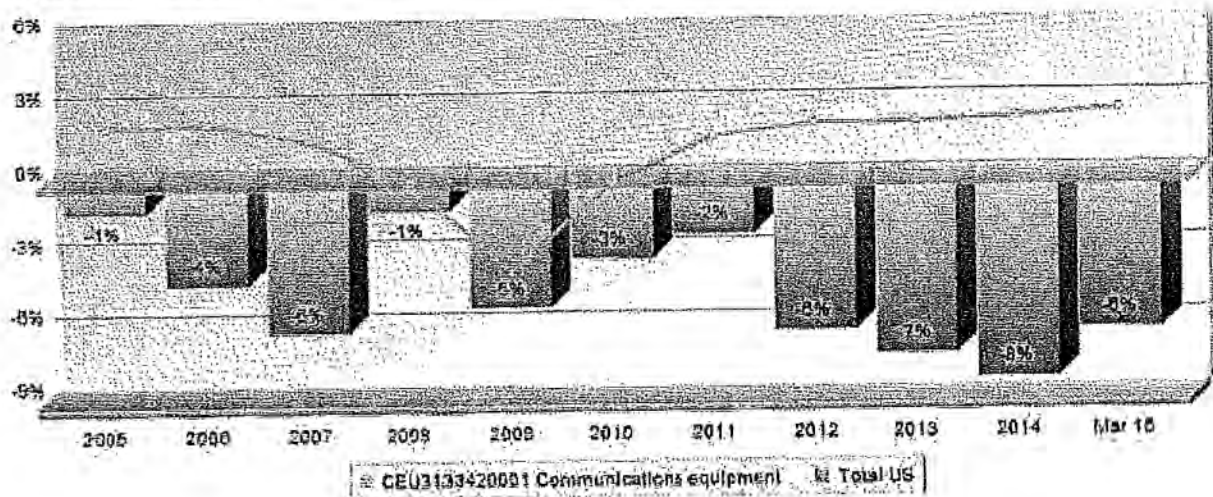
In the US, the states with the highest concentration of security products manufacturers, as measured by total value of shipments, are Illinois, California, Missouri, New Jersey, New York, and Minnesota. Demand for burglar and car alarms tends to be higher in urban areas, especially ones with real or perceived high rates of crime. In 2013, large US cities with the highest crime rates included Detroit, Baltimore, Memphis, Philadelphia, and Washington DC, according to an analysis of FBI crime data by CQ Press.

**Human Resources**



Workers in the communications equipment manufacturing industry, which includes security products, often need special skills in engineering or in operating advanced manufacturing machinery. Industry wages are therefore moderately higher than the national average. The industry's industry rate is about 40 percent lower than the national average.

**Industry Employment Growth**  
Bureau of Labor Statistics



**Average Hourly Earnings & Annual Wage Increase**  
Bureau of Labor Statistics



\$34

\$32

\$11

\$10

\$8

\$6

CGU3123420008 Communications equipment National Average

**Industry Growth Rating**



Demand: driven by construction spending.  
 Need efficient operations, effective marketing.  
 Risk: volatile prices for key materials.

**Industry Indicators**

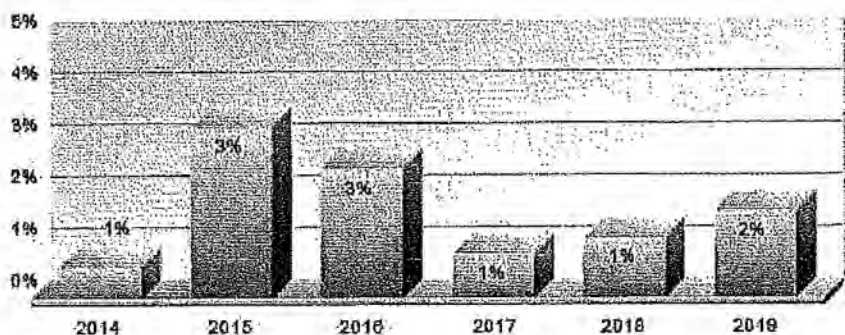
The value of US nonresidential construction spending, a driver for security system demand, rose 4.4% year-to-date in March 2015 compared to the same period in 2014.

US personal income, which drives consumer spending on security systems, rose 3.8% in March 2015 compared to the same month in 2014.

The value of US residential construction spending, an indicator of security products demand, rose 1.1% year-to-date in March 2015 compared to the same period in 2014.

**Industry Forecast**

Revenue (in current dollars) for US security products manufacturing is forecast to grow at an annual compounded rate of 2 percent between 2015 and 2019, based on changes in physical volume and unit prices. Data Published: February 2015



First Research forecasts are based on INFORUM forecasts that are licensed from the Interindustry Economic Research Fund, Inc. (IERF) in College Park, MD. INFORUM's "interindustry-macro" approach to modeling the economy captures the links between industries and the aggregate economy. Forecast FAQs

#### Companies

Company	Country	Value
G4S PLC	England	\$10,636.31M
Tyco International Ltd.	Switzerland	\$10,340.00M
Assa Abloy AB	Sweden	\$7,480.62M
The ADT Corporation	United States	\$3,408.00M
Allegion Public Limited Company	Ireland	\$2,046.60M
Brady Corporation	United States	\$1,225.03M
Niscayah Group AB	Sweden	\$976.42M
NOHMI BOSAI LTD.	Japan	\$909.92M
Simplexgrinnell LP	United States	\$750.10M
ASSA ABLOY INC.	United States	\$700.50M
China Security & Surveillance Technology, Inc	China	\$684.70M
CHECKPOINT SYSTEMS, INC.	United States	\$662.04M
HOCHIKI CORPORATION	Japan	\$657.35M
Morphotrust Usa, LLC	United States	\$400.00M
SLOMIN'S, INC.	United States	\$234.40M
OI ELECTRIC CO., LTD.	Japan	\$223.27M
STANLEY SECURITY SOLUTIONS, INC.	United States	\$201.00M
SECURIDEV	France	\$191.93M
System Sensor, Ltd.	United States	\$164.50M
LOJACK CORPORATION	United States	\$133.57M
3M Cogent, Inc.	United States	\$129.58M
DEFENDER SECURITY COMPANY	United States	\$117.60M



March Networks Corporation	Canada	\$108.16M
HID GLOBAL CORPORATION	United States	\$106.40M
AROTECH CORPORATION	United States	\$103.56M
OPSEC SECURITY GROUP PLC	England	\$92.43M
GUARDIAN PROTECTION SERVICES, INC.	United States	\$85.50M
Rapiscan Systems, Inc.	United States	\$82.30M
SARGENT MANUFACTURING COMPANY	United States	\$80.40M
E.J. BROOKS COMPANY	United States	\$79.30M

#### Industry Drivers

Changes in the economic environment that may positively or negatively affect Industry growth.

Data provided by First Research analysts and reviewed annually



**Construction Spending** Change in the overall level of commercial and residential construction spending

#### Critical Issues

**Demand Depends on Construction Spending** - Demand for fire and intruder alarm security systems depends on construction spending for residential, commercial, office, and institutional buildings. Similarly, demand for vehicle and pedestrian traffic signals relies on population growth, particularly in urban areas. Between 2007 and 2010, overall US construction spending declined 30 percent. Residential construction spending fell 50 percent; nonresidential spending dropped about 15 percent. In the wake of the late-2000s recession, the construction sector as a whole didn't begin to rebound until 2012.

**Volatile Raw Materials Prices** - Raw materials and purchased subassemblies costs represent as much as 40 percent of annual sales, and fluctuations in materials costs can affect profitability. Common materials for security system and traffic signal manufacture include aluminum, steel, copper wire, electronics, plastics, and fiberglass. Prices for plastics and resins, which are subject to fluctuations in crude oil prices, can rise nearly 20 percent in a year. Copper wire prices can rise more than 20 percent in a year.

#### Business Challenges

**Perceptions of Alarm Ineffectiveness** - Homeowners are more aware that they may be buying a false sense of security by installing a security system. The high rate of false alarms has slowed police response. Shoddy installation and service give many homeowners more headaches than the "peace of mind" security companies promise. Some security experts contend that the minimal protection afforded by most systems isn't worth the high cost.

**Long Traffic Light Replacement Cycles** - A typical traffic light has an expected lifecycle of about 25 years. Slow replacement cycles leave companies relying on build-out of new residential and commercial developments, which is dependent on economic cycles. During periods of slow economic growth, municipalities may delay traffic light replacement efforts due to budget constraints; replacing all the traffic signals in a large US city can cost hundreds of millions of dollars. A weak economy also mutes investment in new residential and commercial real estate development, which also hinders demand for traffic signals.

### **Business Trends**

**"Plug & Play" Alarm Systems** - Plug & play alarm systems are enabled by wireless technologies like Bluetooth and don't require wiring and cables to be routed through walls in a home or business. Complete plug & play alarm systems can be purchased and easily installed by the home or business owner for a few hundred dollars. Such systems eliminate the need for a monthly monitoring fee, and instead are monitored by the user's smartphone or computer. The monitoring apps for plug & play alarm systems can also operate a home or business' thermostat, send email alerts, and display cloud-based digital IP security camera footage.

**Adaptive Traffic Signals** - Next-generation, or "smart" traffic signals, are adaptive in their ability to react to traffic conditions. Currently available technology uses cameras and radar to "learn" about traffic patterns and adapt to changing conditions to keep traffic flowing more smoothly. Cost has been the chief barrier to adoption of adaptive traffic control systems.

### **Industry Opportunities**

**Construction Sector Recovery** - Demand for fire and intruder alarm systems, as well as traffic signals, could be buoyed by the recovery of the US construction sector, which was hit hard by the economic downturn of the late 2000s. Since hitting bottom in 2011, overall US construction spending has increased 15 percent. Spending for surface transportation projects is forecast to rise 7 percent in 2014 and grow even more in the coming years, according to consulting firm FMI. Surface transportation could create demand for new traffic signals and upgrades. Other construction segments that are expected to see spending rises include housing, commercial, and lodging.

**Health Care Security Systems** - Growing security and safety concerns have increased health care companies' investment in specialized high-tech security systems. About 60 percent of private industry workplace assaults occur in the health care and social assistance industries. In addition to workers and patients, medical centers must safeguard medical records and controlled substances. The latest health care security systems typically include multiple video cameras and monitors, access-control systems with automatic door locks, employee and patient identification software, baby-matching systems, and virtual fencing.

**Demographics Favor Security Growth** - Senior citizens and dual-income families are proving to be attractive target demographics for security companies. As more seniors remain at home later in life, they are increasingly using systems that monitor health and safety, in addition to security. Dual-income families are more willing to pay for monitoring, especially when both breadwinners are away from home daily.

### **Call Prep Questions**

#### **Conversation Starters**

**How does the company plan for cyclical shifts in demand?**

Demand for fire and intruder alarm security systems depends on construction spending for residential, commercial, office, and institutional buildings.

**To what extent is the company affected by fluctuations in raw material commodity prices?**

Raw materials and purchased subassemblies costs represent as much as 40 percent of annual sales, and fluctuations in materials costs can affect profitability.

**If a maker of security alarms, how does the company counter skepticism regarding alarm effectiveness?**

Homeowners are more aware that they may be buying a false sense of security by installing a security system.



**How is the company affected by shifting trends in construction spending?**

Demand for fire and intruder alarm systems, as well as traffic signals, could be buoyed by the recovery of the US construction sector, which was hit hard by the economic downturn of the late 2000s.

**If a maker of security alarms, to what extent does the company target the health care market?**

Growing security and safety concerns have increased health care companies' investment in specialized high-tech security systems.

**What, if any, demographic trends might affect demand for the company's security products?**

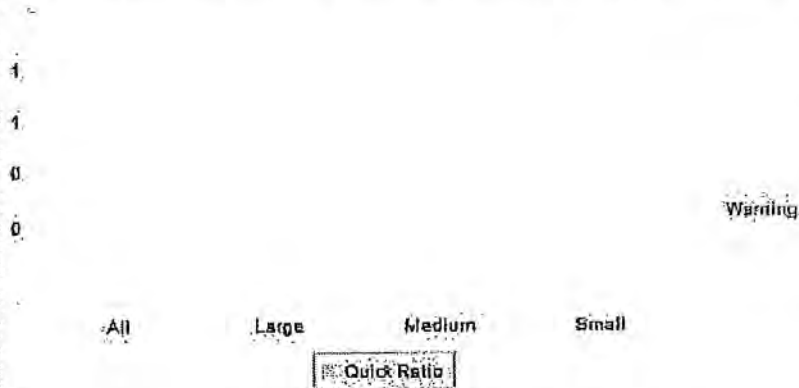
Senior citizens and dual-income families are proving to be attractive target demographics for security companies.

**Financial Information**

**COMPANY BENCHMARK TRENDS**

**Quick Ratio by Company Size**

The quick ratio, also known as the acid test ratio, measures a company's ability to meet short-term obligations with liquid assets. The higher the ratio, the better; a number below 1 signals financial distress. Use the quick ratio to determine if companies in an industry are typically able to pay off their current liabilities.

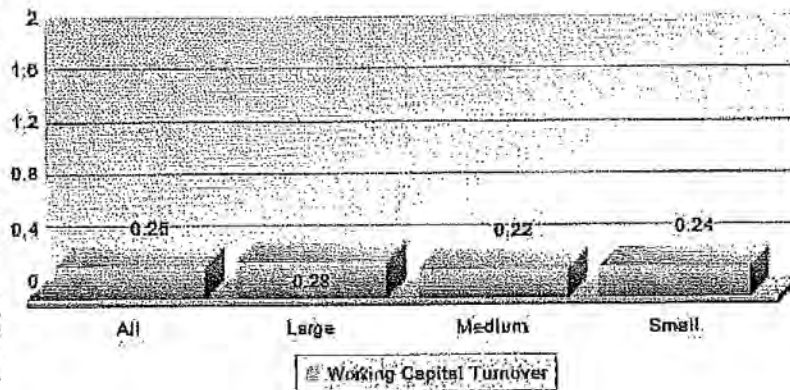


Financial industry data provided by MicroBilt Corporation collected from 32 different data sources and represents financial performance of over 4.5 million privately held businesses and detailed industry financial benchmarks of companies in over 900 industries (SIC and NAICS). More data available by subscription or single report purchase at [www.microbilt.com/firstresearch](http://www.microbilt.com/firstresearch).

**Working Capital Turnover by Company Size**

The working capital turnover ratio, also known as working capital to sales, is a measure of how efficiently a company uses its capital to generate sales. Companies should be compared to others in their industry.

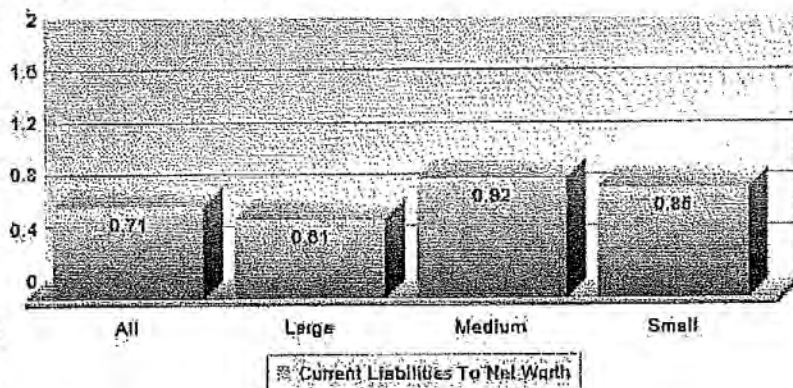




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**Current Liabilities to Net Worth by Company Size**

The ratio of current liabilities to net worth, also called current liabilities to equity, indicates the amount due creditors within a year as a percentage of stockholders' equity in a company. A high ratio (above 80 percent) can indicate trouble.



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**COMPANY BENCHMARK INFORMATION**

NAICS: 334290

Data Period: 2013

Last Update April 2015



## Table Data Format

Mean

Company Size	All	Large	Medium	Small
Size by Revenue		Over \$50M	\$5M - \$50M	Under \$5M
Company Count	207	5	26	176

Net Sales	100%	100%	100%	100%
Gross Margin	31.9%	31.4%	32.9%	32.3%
Officer Compensation	1.6%	1.5%	1.8%	2.2%
Advertising & Sales	0.8%	0.8%	0.9%	0.8%
Other Operating Expenses	26.7%	26.0%	28.1%	26.8%
Operating Expenses	29.1%	28.2%	30.7%	29.7%
Operating Income	2.8%	3.2%	2.1%	2.5%
Net Income	2.8%	3.1%	2.1%	2.7%

Cash	16.7%	15.9%	18.1%	17.6%
Accounts Receivable	29.0%	29.3%	28.6%	28.6%
Inventory	15.3%	15.9%	13.6%	16.2%
Total Current Assets	67.4%	67.5%	66.7%	69.5%
Property, Plant & Equipment	8.7%	8.9%	8.4%	8.2%
Other Non-Current Assets	23.9%	23.7%	24.9%	22.3%
Total Assets	100.0%	100.0%	100.0%	100.0%
Accounts Payable	9.5%	9.0%	10.0%	10.8%
Total Current Liabilities	32.7%	30.7%	36.5%	35.1%
Total Long Term Liabilities	21.0%	19.2%	23.9%	23.5%
Net Worth	46.3%	50.1%	39.6%	41.4%

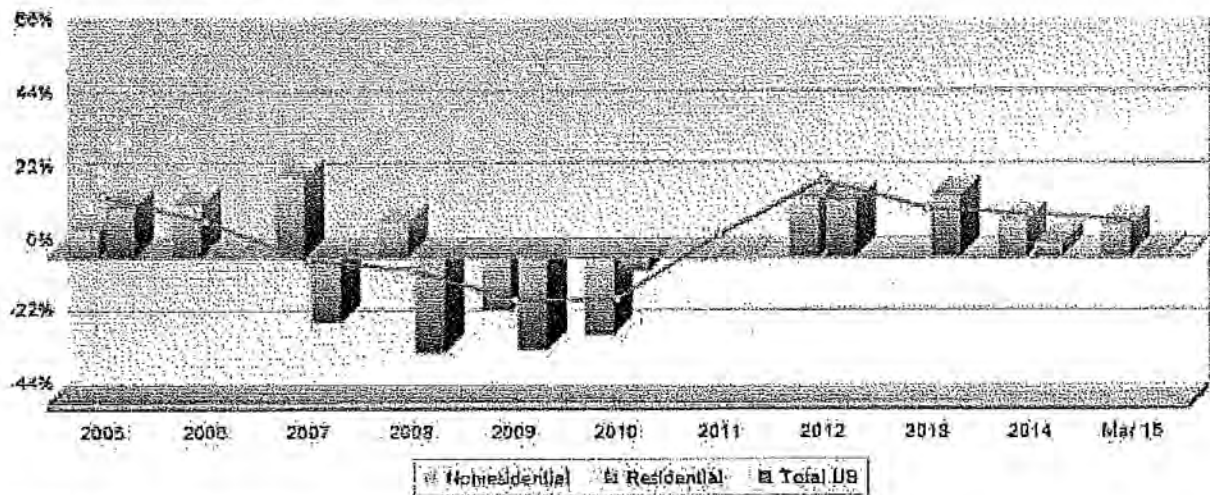
Quick Ratio	1.49	1.57	1.35	1.42
Current Ratio	2.06	2.20	1.83	1.98
Current Liabilities to Net Worth	70.7%	61.2%	92.0%	84.8%
Current Liabilities to Inventory	x2.15	x1.93	x2.69	x2.17

<b>Total Debt to Net Worth</b>	x1.16	x1.00	x1.52	x1.42
<b>Fixed Assets to Net Worth</b>	x0.19	x0.18	x0.21	x0.20
<b>Days Accounts Receivable</b>	77	79	74	73
<b>Inventory Turnover</b>	x6.15	x5.84	x7.02	x6.01
<b>Total Assets to Sales</b>	73.3%	74.9%	71.2%	70.2%
<b>Working Capital to Sales</b>	25.5%	27.6%	21.5%	24.1%
<b>Accounts Payable to Sales</b>	6.8%	6.6%	7.0%	7.4%
<b>Pre-Tax Return on Sales</b>	4.5%	5.0%	3.4%	4.3%
<b>Pre-Tax Return on Assets</b>	6.1%	6.7%	4.7%	6.2%
<b>Pre-Tax Return on Net Worth</b>	13.2%	13.4%	11.9%	15.0%
<b>Interest Coverage</b>	x27.90	x24.23	x35.50	x42.00
<b>EBITDA to Sales</b>	5.8%	6.3%	5.1%	5.5%
<b>Capital Expenditures to Sales</b>	3.1%	3.2%	3.0%	2.9%

Financial industry data provided by MicroBilt Corporation collected from 32 different data sources and represents financial performance of over 4.5 million privately held businesses and detailed industry financial benchmarks of companies in over 900 industries (SIC and NAICS). More data available by subscription or single report purchase at [www.microbilt.com/firstresearch](http://www.microbilt.com/firstresearch).

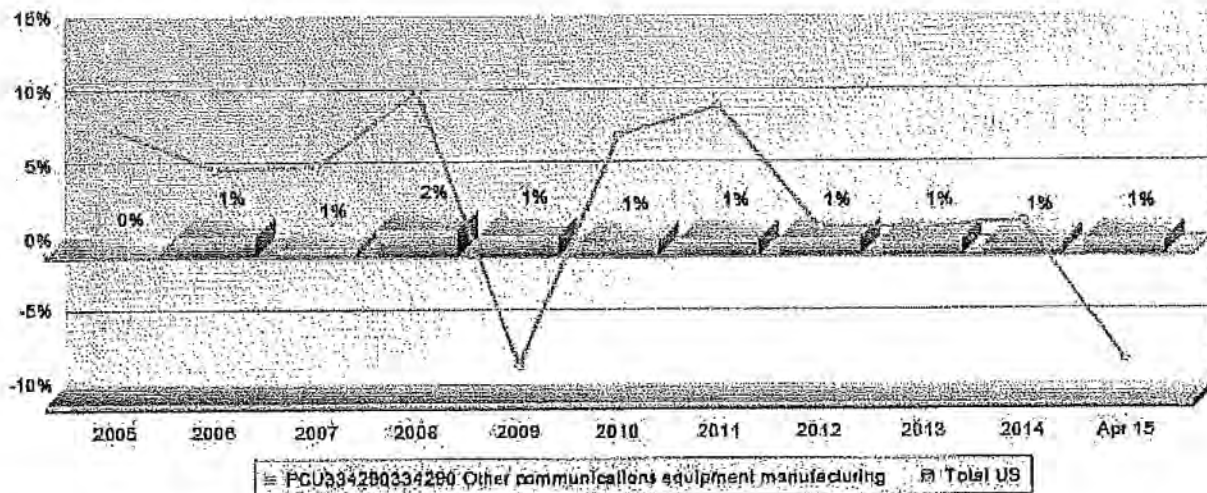
**ECONOMIC STATISTICS AND INFORMATION**

**Annual Construction put into place - Census Bureau**



**Change in Producer Prices - Bureau of Labor Statistics**





**VALUATION MULTIPLES**

No valuation multiples available for this industry.

**Industry Websites**

Canadian Security Association

Industry information, news, and events.

**Federal Highway Administration**

Traffic signal system management publications and technical assistance.

**Federal Railroad Administration**

Regulations and compliance issues for signal and train control.

**Hi-Tech Security Solutions**

Industry journal, product news.

**International Municipal Signal Association**

Certifications and compliance information.

**National Fire Protection Association**

Smoke alarm reports and statistics.

**Security Industry Association**

Directories and news.

**Security Systems News**

Industry news and blogs.

*Automobile Parts Manufacturing*

4.13.2015

NAICS CODES: 3363

SIC CODES: 3714

**Industry Overview**

Companies in this industry manufacture automobile parts, including transmission and power train components, engines and engine parts, body parts and trim, electronics, braking systems, and steering and suspension components. Major companies include BorgWarner, Dana, Lear, Tenneco, TRW Automotive, Visteon, and the automotive division of Johnson Controls (all based in the US), along with Robert Bosch and Continental (Germany); Delphi Automotive PLC (UK), DENSO and Aisin Seiki (Japan); Faurecia (France); and Magna International (Canada).

Economic expansion in emerging markets is expected to drive healthy growth in the auto manufacturing sector over the next several years, which should bolster demand for auto parts.

The US auto parts manufacturing industry consists of about 4,400 companies with combined annual revenue of about \$214 billion.

**Competitive Landscape**

Demand for auto parts is driven by new car sales, which are strongly affected by interest rates, and by the replacement market. Company profitability depends partly on the difficulty of manufacturing products and partly on demand volume, since many costs are fixed. Small companies can compete successfully by focusing on a small number of products or some highly technical ones. The US industry is concentrated: the 50 largest companies account for more than half of industry revenue.

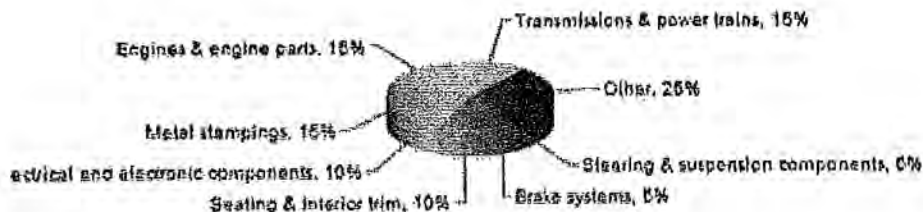
The structure of the industry is complex. Most smaller companies (referred to as "tier 2" and "tier 3" suppliers) sell parts to larger suppliers (referred to as "tier 1" suppliers), which in turn sell component assemblies or modules to car and truck assemblers such as GM and Ford, which are known as original equipment manufacturers or OEMs.

**Products, Operations & Technology**

Major product categories for the US industry are transmission and power train components, engines and engine parts, and metal stamping of body parts and trim, each of which accounts for about 15 percent of industry revenue. Other products include electrical and electronic equipment (10 percent); seating and interior trim (10 percent); brake systems (5 percent); and steering and suspension components (5 percent), as well as air conditioning systems and carburetors, pistons, and valves. Parts manufacturing plants are often located close to the assembly plants of the car companies, usually within 100 miles.

Revenue by Product - US Census Bureau





Because car and truck companies focus increasingly on design, assembly, and marketing operations (and less on actual manufacturing), the parts industry produces virtually everything that goes into a car or truck.

**Tier 1 suppliers** usually concentrate in one or two distinct industry segments such as axles, power trains, brakes, exhaust systems, suspensions, electrical components, seating, engine parts, or accessories. OEMs still build most of their own engines.

The **production process** depends on the types of parts a manufacturer produces. Companies may buy components from suppliers or make products from scratch by working raw materials like metals and plastics. Companies may own one or several production plants and may have large inventories of raw and finished materials.

Companies often own the tooling needed to manufacture parts, but tooling may also be owned by the customer the product is being made for. Tooling used for simple production processes may be bought from other manufacturers; companies may also develop their own special tooling for making proprietary products or components.

International trade is greatest with Canada and Mexico, where both part manufacturing plants and vehicle assembly plants are located to take advantage of NAFTA. Many foreign car makers have built US assembly plants and use a large number of US-made parts.

### Technology

**Engineering and quality assurance** are important in the manufacturing process, both for producing parts to the specifications required by the customer, and for achieving cost efficiencies. Industrial engineering technology is a rapidly evolving field. **Computer systems** are extensively used for designing parts and for process control and inventory management. Many suppliers are integrating supply chain systems with customers to support "just-in-time" (JIT) delivery of parts to assembly operations. Big car companies are requiring suppliers to upgrade their electronic data interchange (EDI) capabilities to increase supply chain efficiency.

Automakers and their suppliers are investing in technologies that can improve vehicle safety, performance, and efficiency. Car companies have been working to seamlessly integrate consumers' smartphones, tablets, and other electronic devices with their vehicles' information and entertainment systems. Suppliers of **automotive infotainment systems** are increasingly offering 4G LTE Wi-Fi hotspot options. Car companies and their suppliers are also working with Google and Apple to offer vehicles that are more compatible with Apple's iOS and Google's Android operating systems. Suppliers of automotive infotainment systems are also working to ensure system safety by offering hands-free features that reduce the potential for distracted driving.

Another innovation, **vehicle-to-vehicle communication (V2V)**, could reduce accidents. In a typical V2V application, vehicles would send wireless signals to other cars communicating vehicle location, speed, and direction. V2V communications would help cars maintain a safe distance between each other, and even initialize evasive maneuvers such as braking and steering to prevent accidents. A complementary technology, **vehicle-to-infrastructure (V2I)**, would allow vehicles to receive road conditions and safety information from road signs, signal lights, or other roadway infrastructure.

**Self-driving cars** are another area where automakers and technology companies are working together. Google has developed a self-driving car that has undergone 200,000 miles of testing on public highways and roads. Using lasers, radars, and cameras, Google's self-driving prototype can perceive and process information about the car's surroundings much faster than a human driver. However, experts believe commercial viability of self-driving cars, let alone their widespread adoption, are at least a decade away.

#### **Sales & Marketing**

The operations of most parts manufacturers are determined by the **production cycle** of autos, which are often substantially redesigned every few years. As part of the product development process, tier 1 suppliers are consulted by the OEMs about the manufacturing feasibility and cost of individual components, and are given contracts to produce them. Tier 1 companies in turn award contracts to smaller suppliers based on their ability to produce a part and the cost. Once chosen as the component supplier for a particular car or truck platform, a parts manufacturer can count on a continuing flow of business from that line for several years, even producing replacement parts after the vehicle is no longer made. But because OEMs and big suppliers buy "as needed" from smaller ones, **long-term contracts** don't necessarily guarantee stable sales.

**Sales and marketing** is usually handled by senior managers, since relations with a few large customers are crucial to company revenues.

Many suppliers sell both to OEMs and the higher-margin aftermarket, which includes retail auto parts chains like AutoZone, auto and truck dealers, repair shops; and about 20,000 traditional parts distributors ("jobbers") like NAPA, which sell to installers. Although big chains concentrate mainly on the consumer market, some also have a large commercial business that competes with jobbers.

#### **Finance & Regulation**

Auto parts manufacturers incur substantial **design and capital costs** before they earn any revenue. The industry is **capital-intensive**; average annual revenue per employee in the US is about \$400,000. Capital investments in new equipment are frequent and typically amount to about 3 to 5 percent of revenue in a given year. Depending on the part to be manufactured, machinery may have to be acquired or modified, a production line set up, and workers trained. The revenue trail for a particular part may last years, so **cash flow** for a particular part will often be uneven.



Inventories of raw materials, work in process, and finished product may be high, especially because tier 1 companies and the car companies want to use **just-in-time manufacturing** methods and, therefore, push inventories back up the supply chain. **Receivables** are often highly concentrated in one or a few large customers. Typical receivables are about 50 days' sales.

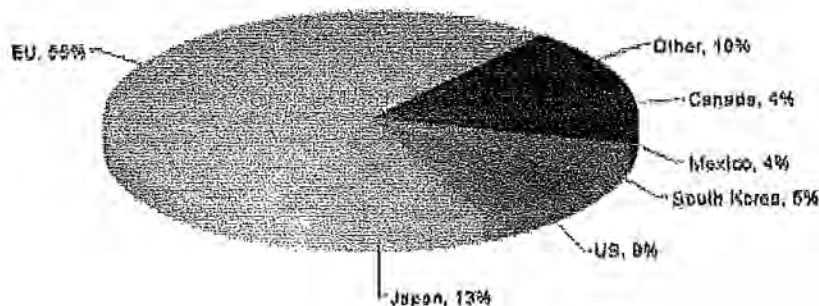
Auto parts makers are subject to the usual **government regulations** that apply to manufacturing industries, mainly workplace safety regulations administered by OSHA, and environmental regulations administered by EPA and state agencies. Because manufacturing operations can involve toxic metals and solvents, air and water pollution are often issues manufacturers must address, and waste disposal practices can be costly.

#### International Insights

Economic expansion in emerging markets is expected to drive **healthy growth** in the auto manufacturing sector over the next several years, which should bolster auto parts demand. Leading auto parts manufacturers based outside the US include Robert Bosch and Continental (Germany), Delphi Automotive PLC (UK), DENSO and Aisin Seiki (Japan), Faurecia (France), and Magna International (Canada).

Generally auto parts makers concentrate operations in **major automotive manufacturing regions**. Based on revenue, Germany, Japan, and the US are the top producers of automobiles; other leading auto-producing countries include the China, South Korea, India, and Brazil. Mexico and Taiwan, both major centers of outsourced manufacturing services, also produce large amounts of auto parts.

#### Auto Product Export Leaders - WTO, 2009



Auto parts makers are targeting countries with burgeoning economies such as Brazil, China, and India for growth. **Developing countries** in Africa, the Middle East, and Eastern Europe also hold greater growth potential than the saturated markets of North America and Western Europe.

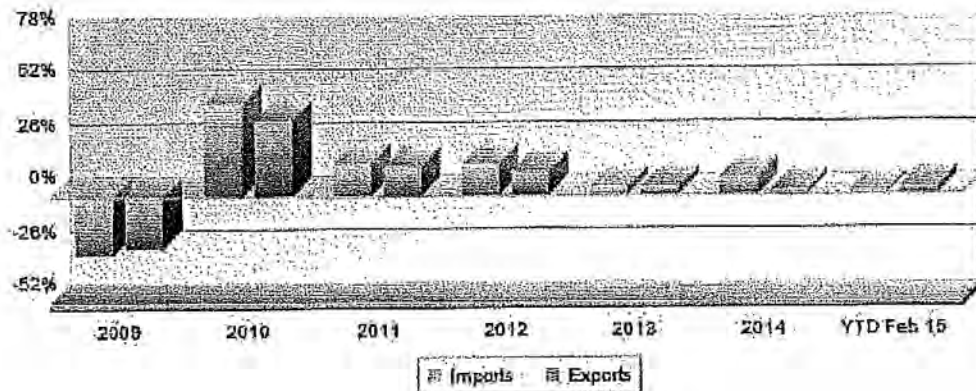
Lower **labor and transportation costs** in developing nations also make them attractive to automakers as manufacturing bases. To take full advantage of the cost-saving opportunities, automakers require local suppliers. Consequently, the geographic reach of auto parts makers is becoming an increasingly important factor for winning business with carmakers.

While global expansion affords auto parts makers new opportunities, it also exposes them to more **government regulation**. Companies must adhere to laws governing labor policies, safety regulations, and environmental standards, all of which can vary greatly from market to market. International trade agreements can also have a significant impact on the sale of auto parts in foreign markets. Parts suppliers may be subject to tariffs that effectively prohibit sales in a given country.

**Change in Dollar Value of US Trade - US International Trade Commission**

Imports of automobile parts to the US come primarily from Mexico, Canada, Japan, China, and Korea. Major export markets for US automobile parts include Canada, Mexico, China, Australia, and Japan.

**3363 MOTOR VEHICLE PARTS**



**Regional Highlights**

In the US, parts manufacturing plants are typically clustered around car assembly plants. States with the most parts plants are Michigan, California, Ohio, and Indiana, followed by Illinois, Texas, and Tennessee. Based on value of shipments, about half of US auto parts manufacturing occurs in Michigan, Ohio, and Indiana. However, in recent years auto assembly plants and parts suppliers have tended to move away from the Midwest in favor of the southern US, where labor unions are less influential and average wages tend to be lower.

**Human Resources**

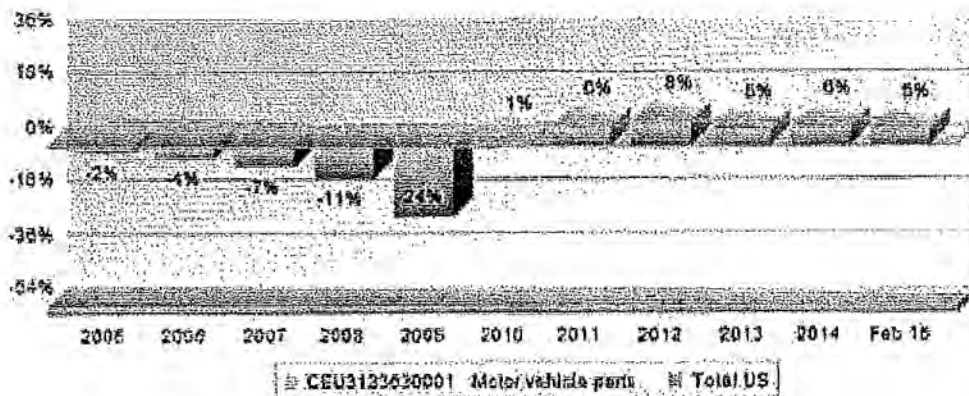
Production jobs in auto parts manufacturing typically involve operating complex machinery. Average pay for the industry in the US is about the same as the national average.

The safety record of the industry has improved rapidly in the past decade, but injury rates are still much higher than the national average.

**Industry Employment Growth**

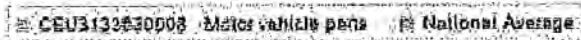
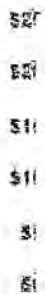
Bureau of Labor Statistics





**Average Hourly Earnings & Annual Wage Increase**

Bureau of Labor Statistics



**Industry Growth Rating**



Demand: Tied to new vehicle sales and the large after-market

Need strong technical expertise

Risk: Greater import competition

**Quarterly Industry Update**

4.13.2015

**Challenge: US Sales Slow for Light Vehicles** - US new light vehicle sales, a demand indicator for automobile parts, cooled in March 2015 compared to a year earlier, according to Autodata. Total vehicle sales rose less than 1 percent, and major car makers including General Motors, Ford, Volkswagen, and Honda saw slight, year-over-year drops in sales. Toyota was the only major automaker to buck the trend; its March sales were up 5 percent and industry analysts are predicting a strong showing in 2015 for the Japanese giant. Despite overall tepid US sales in March, Autodata expects US 2015 US auto sales to be on track for the best year in more than 10 years. March sales of light trucks and SUVs kept sales from dipping negative, as truck sales grew more than 5 percent; car sales dropped more than 4 percent.

**Industry Impact** - Automotive parts makers may have to make adjustments to production schedules if overall US light vehicle sales continue to soften. If gasoline prices remain low, parts makers may dedicate more production resources toward light truck and SUV parts production.

**1.19.2015**

**Opportunity: Light Vehicle Sales to Rise in 2015** - US sales and leasing of cars and trucks, a leading demand indicator for automobile parts, are expected to rise to 16.9 million units in 2015 compared to 16.4 million in 2014, according to a recent forecast by the National Automobile Dealers Association (NADA). Continued economic growth, including a full percentage point of growth in US gross domestic product, is expected to fuel ongoing demand for light vehicles in 2015. Employment and wages are also expected to increase, with a moderate 2.5 percent rise in disposable income. The Federal Reserve is likely to increase interest rates in 2014, but the NADA forecast assumes any rate increases will be small. Inflation is expected to be minimal in 2015, and low gasoline prices should free up some of consumers' disposable income.

**Industry Impact** - Amid continued positive economic trends, auto parts manufacturers that serve the OEM market may adjust their production and staffing strategies to meet ongoing robust demand.

**10.20.2014**

**Challenge: Japanese Suppliers Seek Broader Customer Base** - Japan's auto parts suppliers are being forced to expand their customer bases amid the increasingly global nature of the automotive industry, according to a recent report by *Automotive News*. In some cases, large Japanese suppliers may derive more than two-thirds of revenue from a single Japanese carmaker. For decades many of Japan's large auto parts suppliers benefited from close relationships with carmakers such as Toyota, Honda, and Nissan. This *keiretsu* system of tightly-knit cooperation between car companies and their suppliers (which often involves Japanese car companies holding equity stakes in suppliers) is coming under pressure as the Japanese auto industry has ceased expansion at home and instead looks overseas for growth. As Japanese carmakers have expanded assembly operations globally, they've expected their Japanese suppliers to follow or lose the business to local competitors. Smaller suppliers often cannot afford such investments, and *keiretsu*-inspired bid sharing arrangements popular in Japan have alerted regulators in North America and Europe.

**Industry Impact** - Japanese auto parts suppliers may seek acquisitions, mergers, or joint ventures to establish a broader base of customers and extend their geographic reach to reduce their reliance on the big Japanese automakers.

**7.28.2014**

**Challenge: Auto Recalls Prompt Liability Concerns** - Amid recalls by GM, Toyota, and other manufacturers, attorneys have been hard at work with automakers and their suppliers to limit manufacturer liability, according



to *Automotive News*. Companies want to remove potentially harmful language from documents, identify risks, and brace for the possibility of increased regulation. As of July 2014 GM's recalls have affected nearly 29 million vehicles. Among the most serious is an ignition switch recall that has been linked to at least 13 deaths. GM was fined \$35 million by the US Department of Transportation, and the company is facing a criminal investigation and several civil lawsuits related to the ignition switch problems.

**Industry Impact** - Auto parts suppliers may seek to implement across-the-board retraining of employees to mitigate the possibility of civil liability or criminal prosecution.

**Industry Indicators**

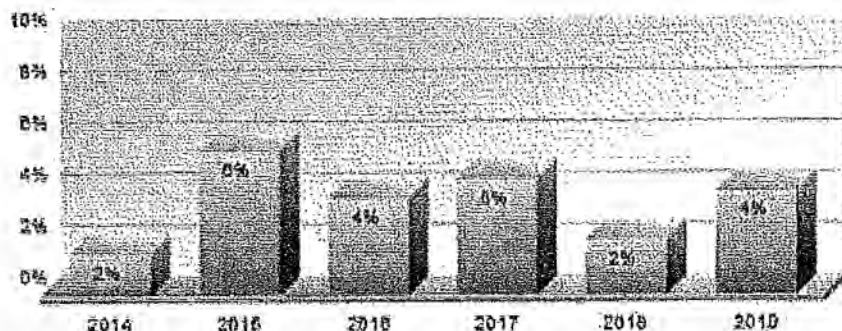
US consumer spending on durable goods, an indicator of retail auto part sales, fell 2.6 percent in February 2015 compared to the same month in 2014.

US durable goods manufacturers' shipments of motor vehicles and parts, an indicator of automobile parts and accessories production, rose 4.2 percent year-to-date in February 2015 compared to the same period in 2014.

US steel mill product prices, an indicator of commodity steel costs for auto parts manufacturing, fell 4.8 percent in March 2015 compared to the same month in 2014.

**Industry Forecast**

Revenue (in current dollars) for US motor vehicle parts manufacturing is forecast to grow at an annual compounded rate of 4 percent between 2015 and 2019, based on changes in physical volume and unit prices. Data Published: February 2015



First Research forecasts are based on INFORUM forecasts that are licensed from the Interindustry Economic Research Fund, Inc. (IERF) in College Park, MD. INFORUM's "interindustry-macro" approach to modeling the economy captures the links between industries and the aggregate economy. [Forecast FAQs](#)

**Companies**

<b>Robert Bosch Gesellschaft mit beschränkter Haftung</b>	Germany	\$63,417.21M
<b>Continental AG</b>	Germany	\$45,883.45M
<b>JOHNSON CONTROLS, INC.</b>	United States	\$42,828.00M

<b><u>DENSO CORPORATION</u></b>	Japan	\$39,750.95M
<b><u>Magna International Inc</u></b>	Canada	\$36,641.00M
<b><u>Jardine Strategic Holdings Limited</u></b>	Bermuda	\$32,236.00M
<b><u>HYUNDAI MOBIS CO.,LTD.</u></b>	South Korea	\$32,163.78M
<b><u>AISIN SEIKI CO., LTD.</u></b>	Japan	\$27,389.60M
<b><u>SUMITOMO ELECTRIC INDUSTRIES, LTD.</u></b>	Japan	\$24,930.00M
<b><u>FAURECIA</u></b>	France	\$24,818.17M
<b><u>ZF FRIEDRICHSHAFEN AG</u></b>	Germany	\$23,177.81M
<b><u>Cummins Inc.</u></b>	United States	\$19,221.00M
<b><u>Lear Corporation</u></b>	United States	\$17,727.30M
<b><u>TRW AUTOMOTIVE HOLDINGS CORP.</u></b>	United States	\$17,539.00M
<b><u>DELPHI AUTOMOTIVE PLC</u></b>	England	\$17,023.00M
<b><u>VALEO</u></b>	France	\$16,670.63M
<b><u>JTEKT CORPORATION</u></b>	Japan	\$12,230.16M
<b><u>TOYOTA BOSHOKU CORPORATION</u></b>	Japan	\$11,824.56M
<b><u>GKN PLC</u></b>	England	\$11,765.84M
<b><u>ROBERT BOSCH LLC</u></b>	United States	\$9,800.00M
<b><u>Weichai Power Co., Ltd.</u></b>	China	\$9,539.80M
<b><u>Autoliv, Inc.</u></b>	United States	\$9,240.50M
<b><u>CALSONIC KANSEI CORPORATION</u></b>	Japan	\$8,915.87M
<b><u>TENNECO INC.</u></b>	United States	\$8,420.00M
<b><u>BORGWARNER INC.</u></b>	United States	\$8,305.10M
<b><u>VISTEON CORPORATION</u></b>	United States	\$7,509.00M
<b><u>FEDERAL-MOGUL CORPORATION</u></b>	United States	\$7,317.00M
<b><u>YAZAKI CORPORATION</u></b>	Japan	\$7,293.85M
<b><u>Heila KGaA Hueck &amp; Co.</u></b>	Germany	\$7,282.42M
<b><u>COMPAGNIE PLASTIC OMNIUM</u></b>	France	\$7,054.45M

***Industry Drivers***

Changes in the economic environment that may positively or negatively affect industry growth.

Data provided by First Research analysts and reviewed annually



**Energy Prices** Change in crude oil and related energy prices



**Interest Rates** Change in prime and related interest rates





**Consumer Spending** Change in overall level of consumer spending on goods and services



**Technology Innovation** Advances in science and technology, including information technology



**Government Regulations** Changes in federal, state, or local government regulations or business-related policies



**Commodity Prices** Changes in prices for commodities, such as crops, metals, and other raw materials

#### ***Critical Issues***

**Customer Concentration** - Consolidation of car companies and demand for larger and more complicated component assemblies have created larger, but fewer, auto part suppliers. To cut costs, auto manufacturers have been awarding a larger share of business to a smaller number of large tier 1 auto parts suppliers. As large suppliers become the de facto manufacturing arms of car companies, they gain greater power over smaller suppliers. Many tier 2 and tier 3 suppliers depend financially on a few large contracts.

**International Competition** - The largest importers to the US are Canada, Mexico, and Japan; imported car parts account for more than 35 percent of the US market. Many US suppliers reduce costs by moving production to lower-cost countries or by investing capital in more efficient facilities and equipment.

#### ***Business Challenges***

**Cyclical Demand** - The auto industry depends on a favorable economy, relying on personal income and employment levels. Amid an economic slowdown, US annual vehicle sales fell by nearly 3 million units in 2009. The industry has since rebounded, but as of 2013, US light vehicle sales volumes still had not reached pre-recessionary levels. Due to the scale of operations and often far-flung supply chains, it is difficult for automakers and their suppliers to adjust to sudden and dramatic shifts in consumer demand.

**Steel Price Volatility** - The price of steel, a primary raw material used in car part manufacturing, can rise or fall by more than 30 percent from year to year. With little ability to raise prices, part makers often have to absorb cost increases or lose business. Because of a glut of worldwide steelmaking capacity, foreign steel is often cheaper than US. More US auto part production facilities are moving to foreign locations where steel supplies and prices remain steadier than in the US.

**More Engineering Expertise Required** - The increasing sophistication of car components forces suppliers to upgrade product lines with more engineering and research and better coordination with customers. Today's vehicles are sophisticated, computer-driven machines requiring technicians who can work with cutting-edge, high-tech tools.

**Competition from Counterfeit Parts** - Auto parts counterfeiting results in lost sales of over \$12 billion worldwide for the auto industry, according to the FTC. Parts counterfeiters sell aftermarket parts packaged as if they're directly from automakers, but which rarely meet performance standards.

**Government Regulation** - Because of the nature of the work and raw materials used, production of auto parts can be hazardous and produce toxic pollutants. For example, auto part manufacturers that work with or near metalworking fluids can be at risk for serious respiratory illnesses. Some manufacturing plants struggle to meet OSHA and EPA standards.

**Competition from Used Parts** - To cut costs, insurance companies are urging greater use of used and refurbished parts in car repair, cutting into new auto parts sales. Today's junkyards, known as auto recycling centers, have become sophisticated auto parts providers equipped with high-tech equipment. Recycled parts cost an average of 50 percent less than new ones, and many now come with warranties.

#### ***Business Trends***

**Globalization** - To compete globally, auto part companies are merging and forming partnerships and joint ventures with worldwide auto companies. Partnerships are often created for the mutual exchange of ideas. Big suppliers have expanded operations overseas, wherever US or foreign OEMs assemble cars. To keep or add business, smaller suppliers have followed suit, either by manufacturing abroad or expanding their international distribution system.

**More Older Vehicles Operating** - Demand for auto parts is increasing due to Americans owning more vehicles and keeping vehicles longer. The average light vehicle on the road is more than 11 years old, according to IHS Automotive. Older vehicles require more maintenance and repairs than newer ones.

**R&D Shifts to Suppliers** - As big car companies concentrate on styling, marketing, and engines, part suppliers are advancing technology in many car components. Just as anti-lock brakes are now standard on many cars, parts companies believe that the computer-controlled, electronically operated systems they're developing will be popular for transmissions, suspensions, safety systems, and steering.

**Quality Control** - Many manufacturers require their suppliers to comply with QS9000 (quality control certification), a manufacturing standard guide. QS9000 demands evidence of continuous quality improvement, and is, therefore, more stringent than the better-known ISO9000.

**Improving Fuel Efficiency** - Amid consumer demand and increasing government regulation, automotive OEMs and their suppliers are working to develop new technologies to improve fuel efficiency and reduce vehicle emissions. Emerging powertrain trends include smaller, turbocharged engines; alternative fuels (including electric drivetrains); and advanced combustion modes. Replacing steel components with lighter materials -- such as aluminum, manganese, and composites -- is also expected to increase as OEMs seek to reduce overall vehicle weight. North American aluminum use in light vehicles is expected to increase 28 percent in 2015 compared to 2012 levels, according to Ducker Worldwide.

#### ***Industry Opportunities***

**Telematics** - Integration of automotive telematics, technology that provides in-car access to communication networks, is expected to increase in the coming years. Employing computers and wireless communication networks, automotive telematic applications range from vehicle tracking and navigation systems to mobile



television and email access. Growing interest in Internet-enabled automotive features could provide growth opportunities for parts and accessory manufacturers.

**Green Technologies** - Growing concern over climate change and energy dependency in the US has accelerated the development of environmentally friendly and alternative energy technologies. Demand for hybrid electric and alternative fuel-powered cars is growing, along with consumer expectations about the use of renewable, non-toxic materials. Some parts suppliers have created environmental initiatives to guide their product development and manufacturing practices.

**China: Growing Market** - With growing vehicle and parts sales and the WTO agreement opening the market, China has become a growing target market for motor vehicle parts and products, according to the Motor and Equipment Manufacturers Association (MEMA). Between 2003 and 2013, US exports of auto parts to China increased more than 300 percent.

**Motorsports Affiliation** - The auto aftermarket and motorsports have teamed for mutual benefit. Auto part manufacturers provide parts, participants, and sponsorships on the racetrack in exchange for marketing, merchandising, and parts testing. More people attend NASCAR races than NFL, NHL, or baseball, making it a perfect venue for marketing directly to consumers.

#### *Call Prep Questions*

##### *Conversation Starters*

**How is customer consolidation impacting the company's pricing strategies?**

Consolidation of car companies and demand for larger and more complicated component assemblies have created larger, but fewer, auto part suppliers.

**How is increased foreign competition in the US auto market affecting the company?**

The largest importers to the US are Canada, Mexico, and Japan; imported car parts account for more than 35 percent of the US market.

**How does the company compete during times of lower demand?**

The auto industry depends on a favorable economy, relying on personal income and employment levels.

**How is the company positioning itself to take advantage of growing demand for electronic technology in auto parts?**

Integration of automotive telematics, technology that provides in-car access to communication networks, is expected to increase in the coming years.

**What product segments is the company targeting for R&D investment?**

Growing concern over climate change and energy dependency in the US has accelerated the development of environmentally friendly and alternative energy technologies.

**Which overseas markets has the company identified as growth opportunities?**

With growing vehicle and parts sales and the WTO agreement opening the market, China has become a growing target market for motor vehicle parts and products, according to the Motor and Equipment Manufacturers Association (MEMA).

***Quarterly Industry Update***

**What is the company's outlook for US light vehicle demand for the remainder of 2015?**

US new light vehicle sales, a demand indicator for automobile parts, cooled in March 2015 compared to a year earlier, according to Autodata.

***Operations, Products, and Facilities***

**How many plants does the company operate?**

Most suppliers have just one manufacturing plant.

**In what product segments does the company participate?**

Major product categories are transmission and power train components (20 percent of industry revenue); engines and engine parts (15 percent); and metal stamping of body parts and trim (15 percent); electrical and electronic equipment (10 percent); seating and interior trim (10 percent); brake systems (5 percent); and steering and suspension components (5 percent).

**Is the company a tier 1, tier 2, or tier 3 supplier?**

Tier 1 suppliers sell to OEMs; tier 2 and tier 3 suppliers sell mainly to tier 1 companies.

**Does the company fabricate parts from raw materials or primarily purchase components?**

Companies may buy components from suppliers or make products from scratch by working raw materials like metals and plastics.

**What is the ownership status of the company's tooling operations?**

Companies often own the tooling needed to manufacture parts, but tooling may also be owned by the customer for whom the product is being made.

**How has just-in-time (JIT) manufacturing affected company operations?**

With JIT manufacturing, automakers and suppliers don't keep large inventories of raw materials and components on hand, and the entire manufacturing process can come to a stop if one component is in short supply.

**What alternative shipping arrangements does the company utilize if its main routes are interrupted?**

The auto sector is especially at risk during shipping interruptions, since it relies on JIT delivery of parts and components. Manufacturers can't produce finished products without raw materials or components.

***Customers, Marketing, Pricing, Competition***

**What percentage of sales is to the aftermarket (where margins are often higher)?**

Some suppliers sell both to OEMs and the higher-margin aftermarket.

**What percentage of sales is domestic versus export?**

Many auto parts companies, once limited to a few OEMs, now have the opportunity to sell to foreign OEMs that have plants in the US. Many tier 2 suppliers now ship parts across borders.

**How many large customers does the company have? Is there a dominant customer?**

Customer concentration is common.



**How does the company defend itself from part counterfeiters?**

Auto part counterfeiting results in lost sales of more than \$12 billion worldwide for the auto industry, according to the FTC. Part counterfeiters sell parts that are packaged as if they're directly from the automakers, but rarely meet performance standards.

**Has the company invested in motorsports marketing programs?**

The automotive aftermarket and motorsports have teamed for mutual benefit. Auto part manufacturers provide parts, participants, and sponsorships on the racetrack in exchange for marketing, merchandising, and parts testing.

***Regulations, R&D, Imports and Exports***

**Which product segments receive the most R&D funding from the company?**

Increased electronic content, including telematics, are a key area of emphasis; improved fuel efficiency through the use of lighter weight materials is also an important area of research.

**Is the company QS9000- or ISO9000-certified?**

To sell to certain manufacturers, suppliers must comply with QS9000 (quality control certification), a manufacturing standard guide. QS9000 demands evidence of continuous quality improvement, and is, therefore, more stringent than the better-known ISO9000.

**What challenges has the company faced complying with environmental regulations?**

Because manufacturing auto parts produces toxic wastes, many suppliers have to deal with past pollution problems at contaminated sites.

**Which international markets has the company targeted?**

US auto parts exports to China have grown rapidly in the last decade. With the US market fairly mature, aftermarket part manufacturers are looking for new growth opportunities.

***Organization and Management***

**What trend is the company seeing in employee wages?**

Production jobs in auto parts manufacture typically involve operating complex machinery and are generally well-paid.

**How much employee turnover has the company experienced?**

The high pay and benefits generally keep turnover low.

***Financial Analysis***

**What is the company's strategy for weathering demand slumps?**

The industry goes through cycles of prosperity.

**How does the company manage uneven cash flow?**

First and fourth quarters are typically slow in the auto industry.

**How much annual variability in inventories does the company experience?**

Part manufacturers often hold large inventories.

**How much of sales and receivables is due to the largest customer?**

Many small part manufacturers depend on a single large customer.

**How have accounts receivables and inventory changed in the past few years?**

Big customers often require smaller producers to hold larger inventories for just-in-time delivery, and to accept later payment.

***Business and Technology Strategies***

**What is the company's demand forecast for the next few years?**

US car sales are notoriously cyclical.

**What opportunities does the company see in selling to foreign car companies that manufacture in the US?**

In recent years, more foreign carmakers have established North American assembly operations to be closer to the US market.

**How does the company expect consolidation to affect the auto parts industry?**

To compete globally, auto part companies are merging and forming partnerships and joint ventures.

**What are the company's electronic data interchange (EDI) capabilities?**

Big car companies are requiring suppliers to upgrade their EDI capabilities to increase supply chain efficiency.

***Executive Insight***

***Chief Executive Officer - CEO***

**Reducing Manufacturing Costs**

Parts suppliers have been pressured by US car companies for lower prices. To comply, parts suppliers have had to cut costs, often by moving production to low labor cost countries to avoid paying US union labor costs. Mexico is the largest supplier of US car part imports.

**Negotiating Contracts with Major Customers**

Many auto parts suppliers depend on a few large customers for the majority of business. Supply contracts are often awarded several years before the start of production.

***Chief Financial Officer - CFO***

**Arranging Working Capital and Equipment Financing**

Parts manufacturers need large amounts of capital and often have large amounts of debt. The larger manufacturers may issue secured notes; smaller companies rely more heavily on bank financing.

**Negotiating Contracts with Suppliers**

The large parts manufacturers buy components from smaller manufacturers or raw material suppliers. Under price pressure from customers, large manufacturers in turn expect cost savings from suppliers. Supply contracts often call for progressive cost decreases in exchange for higher production volume.

***Chief Information Officer - CIO***

**Implementing Manufacturing Automation Systems**

Aside from outsourcing to low-cost countries, parts manufacturers have been able to cut costs through greater



automation. In many processes, the labor input is limited to supplying automated machinery with raw materials. Industry labor productivity increased nearly 40 percent in the last decade.

#### **Streamlining Logistics Systems**

Because auto parts components are made by a large number of manufacturers, arranging for timely supply is difficult. Manufacturers also wish to minimize inventories of parts and finished products. To ensure appropriate shipment scheduling, part makers may integrate their computer systems with those of their suppliers and customers.

#### **Human Resources - HR**

##### **Training Production Workers**

Greater manufacturing automation requires that workers receive training in computer systems and other aspects of production control. Many auto parts have also become more complicated to manufacture. Continual worker training is critical in an industry that has cut employment even as production has risen.

##### **Coordinating International HR Issues**

When parts manufacturers move production to foreign locations, new HR issues arise, including pay and benefits for foreign employees and for expatriate American employees, local labor laws, and local working conditions. Large manufacturers may have operations in several countries.

#### **VP Sales/Marketing - Sales**

##### **Exploring Non-Automotive Markets**

The skills and equipment used to make auto parts can also be applied to make non-automotive products. Injection-molding of plastic auto parts, for example, can equally be applied to consumer goods. Some manufacturers also make parts for the aircraft industry. The level of future demand from US car makers is uncertain, pushing parts makers to diversify their customer base.

##### **Expanding Aftermarket Sales**

Some auto part makers focus on serving OEMs. However, sales to the aftermarket are generally more stable than sales that go into new cars.

#### **Executive Conversation Starters**

##### **Chief Executive Officer - CEO**

**How is the company reducing production costs?**

Parts makers are pressured to cut costs, often by moving production to low-labor-cost countries to avoid paying US union labor costs.

**How far ahead of the production start date is the company negotiating new manufacturing contracts?**

Supply contracts are often awarded several years before the start of production.

##### **Chief Financial Officer - CFO**

**How does the company finance new equipment and working capital?**

Larger manufacturers may issue secured notes; smaller companies rely more heavily on bank financing.

**What strategies does the company use to negotiate the best prices with suppliers?**

Supply contracts often call for progressive cost decreases in exchange for higher production volume.

**Chief Information Officer - CIO**

**What types of new automated equipment could the company invest in to improve productivity?**

Parts manufacturers have been able to cut costs through greater production automation.

**What types of new computerized systems could the company invest in to improve logistics?**

Manufacturers try to minimize inventories of parts and finished products, and to schedule timely shipments.

**Human Resources - HR**

**What ongoing technical training programs does the company provide employees?**

Continual worker training is critical in an industry that has cut employment even as production has risen.

**What HR challenges has the company faced in expanding to other countries?**

Large manufacturers may have operations in several countries.

**VP Sales/Marketing - Sales**

**What challenges does the company face in expanding into non-automotive parts?**

The level of future demand from US car makers is uncertain, pushing parts makers to diversify their customer base.

**How could selling aftermarket parts benefit the company?**

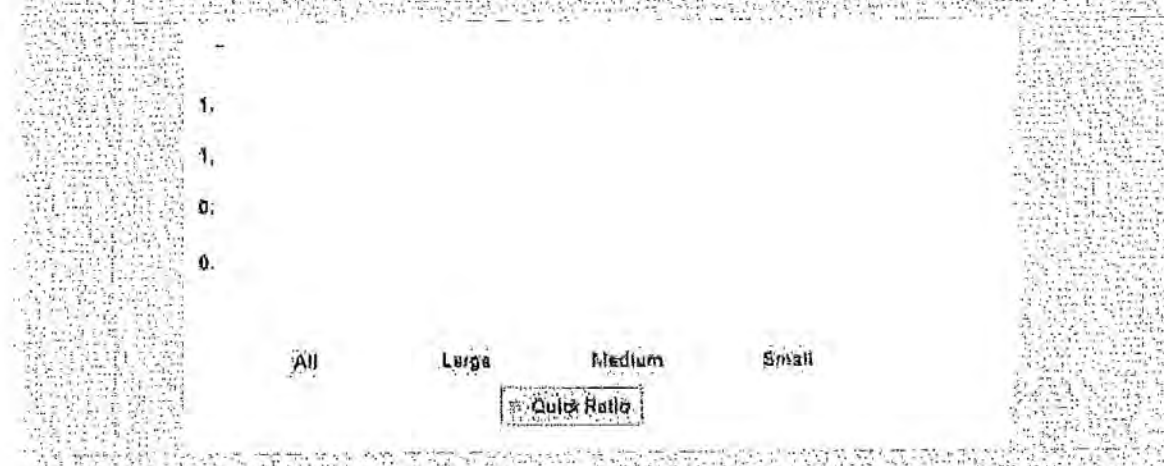
Sales to the aftermarket are generally more stable than sales that go into new cars.

**Financial Information**

**COMPANY BENCHMARK TRENDS**

**Quick Ratio by Company Size**

The quick ratio, also known as the acid test ratio, measures a company's ability to meet short-term obligations with liquid assets. The higher the ratio, the better; a number below 1 signals financial distress. Use the quick ratio to determine if companies in an industry are typically able to pay off their current liabilities.



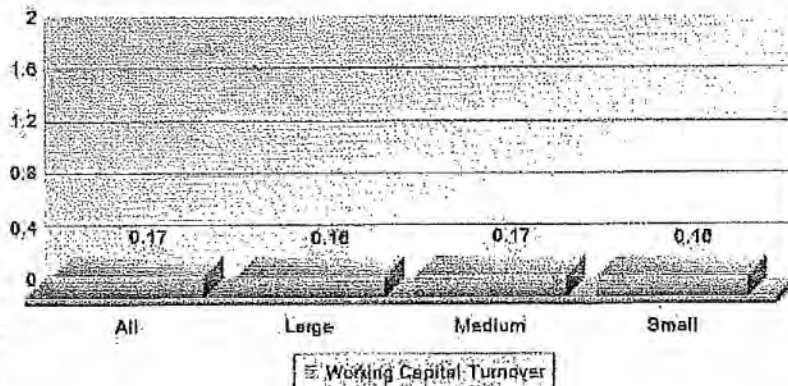
Financial Industry data provided by MicroBilt Corporation collected from 32 different data sources and represents financial performance of over 4.5 million privately held businesses and detailed industry financial benchmarks of



companies in over 900 industries (SIC and NAICS). More data available by subscription or single report purchase at [www.microbilt.com/firstresearch](http://www.microbilt.com/firstresearch).

**Working Capital Turnover by Company Size**

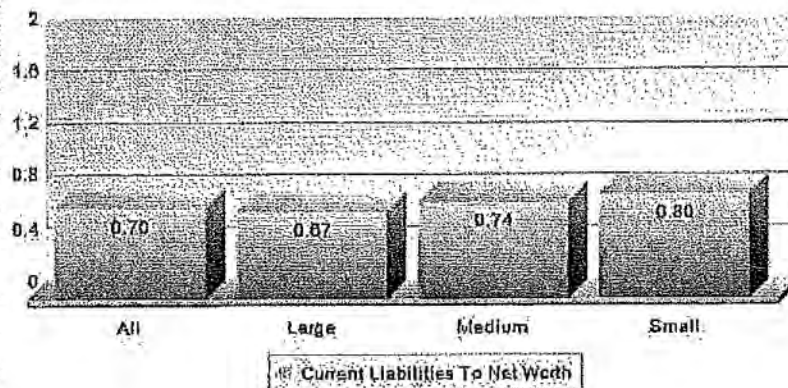
The working capital turnover ratio, also known as working capital to sales, is a measure of how efficiently a company uses its capital to generate sales. Companies should be compared to others in their industry.



Financial industry data provided by MicroBilt Corporation collected from 32 different data sources and represents financial performance of over 4.5 million privately held businesses and detailed industry financial benchmarks of companies in over 900 industries (SIC and NAICS). More data available by subscription or single report purchase at [www.microbilt.com/firstresearch](http://www.microbilt.com/firstresearch).

**Current Liabilities to Net Worth by Company Size**

The ratio of current liabilities to net worth, also called current liabilities to equity, indicates the amount due creditors within a year as a percentage of stockholders' equity in a company. A high ratio (above 80 percent) can indicate trouble.



Financial industry data provided by MicroBilt Corporation collected from 32 different data sources and represents financial performance of over 4.5 million privately held businesses and detailed industry financial benchmarks of companies in over 900 industries (SIC and NAICS). More data available by subscription or single report purchase at [www.microbilt.com/firstresearch](http://www.microbilt.com/firstresearch).

**COMPANY BENCHMARK INFORMATION**

NAICS: 3363

Data Period: 2013

Last Update April 2015

Table Data Format

Mean

Company Size	All	Large	Medium	Small
Size by Revenue		Over \$50M	\$5M - \$50M	Under \$5M
Company Count	6326	128	797	5401

Net Sales	100%	100%	100%	100%
Gross Margin	22.7%	22.6%	22.0%	25.0%
Officer Compensation	1.7%	1.3%	1.8%	3.3%
Advertising & Sales	0.4%	0.4%	0.4%	0.5%
Other Operating Expenses	18.8%	19.2%	17.8%	19.5%
Operating Expenses	20.9%	20.9%	20.0%	23.2%
Operating Income	1.8%	1.6%	2.0%	1.8%
Net Income	0.7%	0.6%	0.8%	0.7%

Cash	7.3%	7.1%	7.4%	7.8%
Accounts Receivable	25.3%	25.6%	24.8%	25.5%
Inventory	25.3%	24.6%	26.6%	25.8%
Total Current Assets	62.8%	62.2%	63.6%	63.9%
Property, Plant & Equipment	21.1%	21.4%	21.2%	19.7%
Other Non-Current Assets	16.0%	16.4%	15.2%	16.4%
Total Assets	100.0%	100.0%	100.0%	100.0%
Accounts Payable	15.2%	15.2%	15.3%	15.3%
Total Current Liabilities	33.5%	33.2%	33.7%	34.4%
Total Long Term Liabilities	19.0%	17.5%	20.7%	22.5%
Net Worth	47.5%	49.4%	45.6%	43.1%

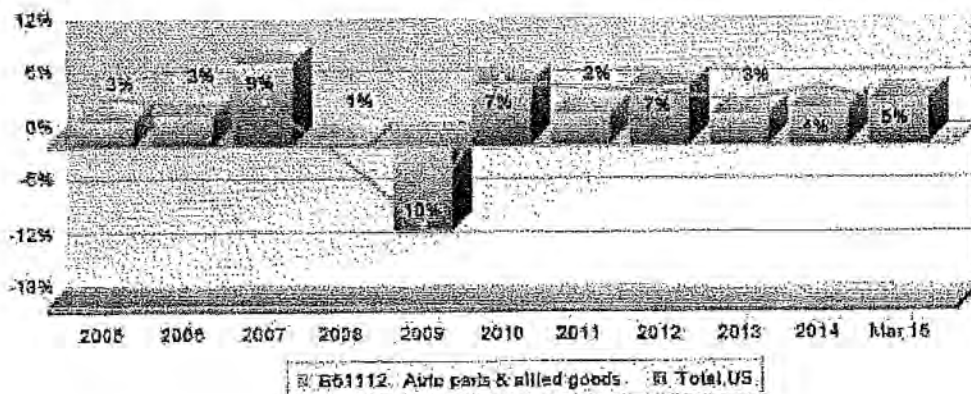


<b>Quick Ratio</b>	0.99	1.00	0.98	0.99
<b>Current Ratio</b>	1.88	1.87	1.89	1.86
<b>Current Liabilities to Net Worth</b>	70.4%	67.2%	73.7%	79.8%
<b>Current Liabilities to Inventory</b>	x1.32	x1.35	x1.27	x1.34
<b>Total Debt to Net Worth</b>	x1.10	x1.03	x1.19	x1.32
<b>Fixed Assets to Net Worth</b>	x0.44	x0.43	x0.46	x0.46
<b>Days Accounts Receivable</b>	51	52	50	50
<b>Inventory Turnover</b>	x5.54	x5.71	x5.27	x5.46
<b>Total Assets to Sales</b>	56.3%	56.3%	57.0%	54.5%
<b>Working Capital to Sales</b>	16.5%	16.3%	17.1%	16.1%
<b>Accounts Payable to Sales</b>	8.3%	8.3%	8.5%	8.1%
<b>Pre-Tax Return on Sales</b>	1.1%	1.0%	1.3%	1.1%
<b>Pre-Tax Return on Assets</b>	2.0%	1.8%	2.2%	2.1%
<b>Pre-Tax Return on Net Worth</b>	4.2%	3.7%	4.9%	4.8%
<b>Interest Coverage</b>	x2.05	x1.93	x2.19	x2.06
<b>EBITDA to Sales</b>	6.0%	6.0%	5.9%	5.8%
<b>Capital Expenditures to Sales</b>	4.8%	4.9%	4.6%	4.5%

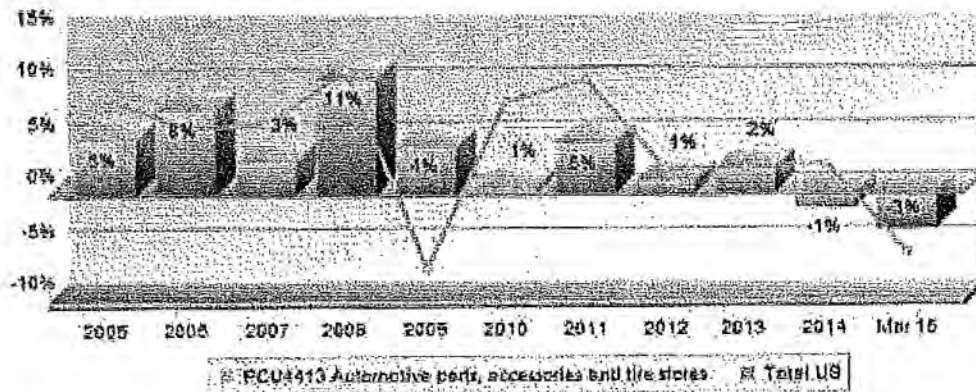
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**ECONOMIC STATISTICS AND INFORMATION**

**Index of Industrial Production - Federal Reserve Board**



**Change in Producer Prices - Bureau of Labor Statistics**



**VALUATION MULTIPLES**

**Automobile Parts Manufacturing**

Acquisition multiples below are calculated using at least 5 US private, middle-market (valued at less than \$1 billion) industry asset transactions completed between 4/2005 and 3/2013. Data updated annually. Last updated: November 2014.

Valuation Multiple	0.6	1.5	8.2	5.7
Median Value				

**MVIC (Market Value of Invested Capital)** = Also known as the selling price, the MVIC is the total consideration paid to the seller and includes any cash, notes and/or securities that were used as a form of payment plus any interest-bearing liabilities assumed by the buyer.

**Net Sales** = Annual Gross Sales, net of returns and discounts allowed, if any.

**Gross Profit** = Net Sales - Cost of Goods Sold

**EBIT** = Operating Profit



# **EXHIBIT F2**

EBITDA = Operating Profit + Noncash Charges



SOURCE: Pratt's Stats, 2014 (Portland, OR: Business Valuation Resources, LLC). Used with permission. Pratt's Stats is available at <https://www.bvresources.com/prattsstats>

**Industry Websites**

**Alliance of Automobile Manufacturers**

Industry public relations group, addressing public policy issues.

**Assembly Magazine**

Industry news, product news, links.

**Automotive Aftermarket Industry Association (AAIA)**

Segment news, facts, trade shows, news and events.

**Automotive Body Parts Association**

Technical information, industry description, publications, and conventions.

**Automotive Industries Association of Canada**

News and links.

**Automotive News**

News. Subscription required.

**Automotive Parts Manufacturers' Association (Canada)**

News, links, and publications.

**Motor & Equipment Manufacturers Association (MEMA)**

Industry News

**The Auto Channel**

Industry news.

**Glossary of Acronyms**

EDI - electronic data interchange

JIT - just-in-time

MEMA - Motor & Equipment Manufacturer Association

NADA - National Automobile Dealers Association

OEM - original equipment manufacturers



**Automotive Parts & Accessories Stores**

4.6.2015

NAICS CODES: 44131

SIC CODES: 5015, 5531

**Industry Overview**

Companies in this industry operate physical retail establishments that sell sell automobile parts, supplies, batteries, and lubricants. Major companies include Advance Auto Parts, AutoZone, O'Reilly Automotive, and The Pep Boys (all based in the US), as well as ATU Auto-Teile-Unger (Germany); AUTOBACS SEVEN and Yellow Hat (Japan); Halfords Group (UK); and Super Cheap Auto (Australia).

The global automotive industry is expected to experience healthy growth over the next several years, due largely to economic expansion in emerging markets. While the largest markets for auto parts retailers are the countries that have traditionally had the most automobiles, mature economies in North America and Europe will likely grow at a much slower pace.

The US automobile parts retail industry includes about 40,000 establishments (single-location companies and units of multi-location companies) with combined annual revenue of about \$50 billion.

The industry includes retailers of new and used automobile parts. Some large retailers also distribute auto parts. Tire wholesalers and tire dealers, which are not part of the industry, are covered in separate profiles.

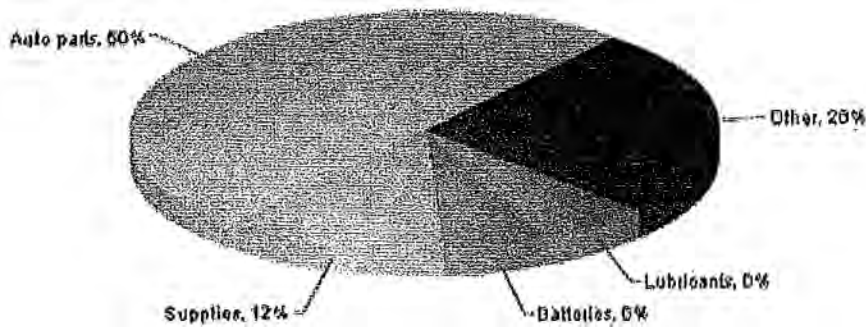
**Competitive Landscape**

Demand for automobile parts is driven by the age and mileage of vehicles in use and generally increases when fewer new cars are sold and older cars are kept on the road longer. The profitability of individual companies depends largely on inventory management and marketing. Large companies have economies of scale in purchasing and distribution. Small companies can compete effectively by carrying specialized parts or providing extra services such as fast delivery. The US industry is concentrated: the 50 largest companies generate about half of industry revenue.

**Products, Operations & Technology**

Auto parts account for about 50 percent of retail sales; auto supplies 12 percent; and auto batteries and auto lubricants, about 6 percent each. Because products are used on vehicles after their original sale, the industry is considered part of the motor vehicle aftermarket. Products are sold to two main groups of customers. Do-it-yourself (DIY) customers are consumers who work on their own cars; do-it-for-me (DIFM) customers include commercial installers such as auto repair shops, gas stations, fleet operators, and car dealer service departments. Parts sellers who provide installation and repair services may also categorize customers of those services as DIFM.

**Product Segmentation by Revenue - Census Bureau**



Products include "hard parts" like brakes, mufflers, batteries, starters, alternator, and pumps; maintenance items like oil, oil filters, lubricants, additives, spark plugs, fuel injectors, lights, wipers, paints, waxes, and hoses; tools like wrenches and diagnostic equipment; and accessories like trim, wheel covers, and audio systems.

Big retailers tend to operate their own distribution networks. Some retailers sell both to consumers and local repair shops; some retailers operate their own repair departments. Many retailers operate their own delivery trucks.

Supply and inventory management are crucial to retail operations. A retailer may carry 40,000 SKUs onsite in a 10,000 square foot store. Parts are bought from the large auto parts manufacturers, from thousands of smaller manufacturers that make parts for the auto companies under new vehicle programs, and from manufacturers that make replacement parts specifically for the aftermarket. Long-term supply contracts are rare, and in most cases, several suppliers are available for any particular product. Large repair assemblies like entire doors or fenders are usually available only from a single source or used parts suppliers.

**Computer technology** is essential to auto parts retailers because they deal with large inventories of many items, bought from many suppliers, and with numerous small orders from customers, many of whom buy on account. Computerized catalogs that allow customers to find the correct parts based on auto year and make are common, and some companies sell parts online. Point-of-sale and bar code scanning systems are used to manage parts for different makes, models, and years; manage inventory levels, and gather information about buying patterns.

#### **Sales & Marketing**

Sales and marketing initiatives center on the type of customer a company is trying to serve. Retailers use typical advertising outlets such as newspapers, direct mail, and websites. Large retailers also advertise on TV and radio. Some retailers focus on sponsoring sporting events to raise their profiles with target markets. Social media is also playing a growing role in auto parts retail marketing. Platforms such as Facebook and Twitter can be used to connect with technicians and do-it-yourselfers, and some parts makers use YouTube to share videos with product promotions and installation guides.



Some retailers belong to program distribution organizations, similar to franchise networks, that buy in bulk and provide marketing services for members. Among the largest are the National Automotive Parts Association (NAPA), Automotive Distribution Network, and CARQUEST.

Large retail auto parts chains are increasingly selling over the Internet, targeting both commercial installers and do-it-yourself (DIY) customers. Having an e-commerce channel allows them to make a much wider range of parts accessible, and customers can arrange for in-store pickup if additional service is required.

#### **Finance & Regulation**

The finances of auto parts retailers revolve around their large inventories and the capital required to open new locations. Cash flow is slightly seasonal, with higher sales during spring and summer. Receivables are typically less than 10 percent of sales for retail stores because many sales are made using cash or credit cards. The industry is labor-intensive: average annual revenue per employee in the US is about \$140,000.

Inventories are the largest asset, often equal to 40 percent of annual sales, because quick availability of a large number of parts is a key selling point for retailers. Payables are also often high, as suppliers and wholesalers essentially provide inventory financing.

Aside from investment in inventory, capital costs associated with warehouses or retail stores are fairly high because of requirements for efficient inventory storage and retrieval systems, computer systems, and desirable property locations. Including property costs, a new store typically requires an investment of more than \$1 million; costs associated with a leased location are significantly less.

Auto parts retailers are regulated by various state and federal laws to ensure fair trade and employment practices. They may handle hazardous materials including automotive fluids, lubricants, and batteries that require special handling and disposal of damaged or unsalable items.

#### **International Insights**

Major auto parts retailers based outside the US include ATU Auto-Telle-Unger (Germany), AUTOBACS SEVEN and Yellow Hat (Japan), Halfords Group (UK), and Super Cheap Auto (Australia). Economic expansion in emerging markets is expected to drive healthy growth in the global automotive industry over the next several years, though mature economies in North America and Europe will likely grow at a much slower pace.

The largest markets for auto parts retailers are the countries that have traditionally had the most automobiles. Countries in North America and the EU import the most cars, but emerging markets in Asia offer greater growth potential. China surpassed the US to become the world's largest car market in 2009, and car sales in Brazil, India, and Russia also are expected to expand. The market potential in China has already attracted investments from auto parts retailers based in Japan, some of which are also targeting countries in the Middle East.

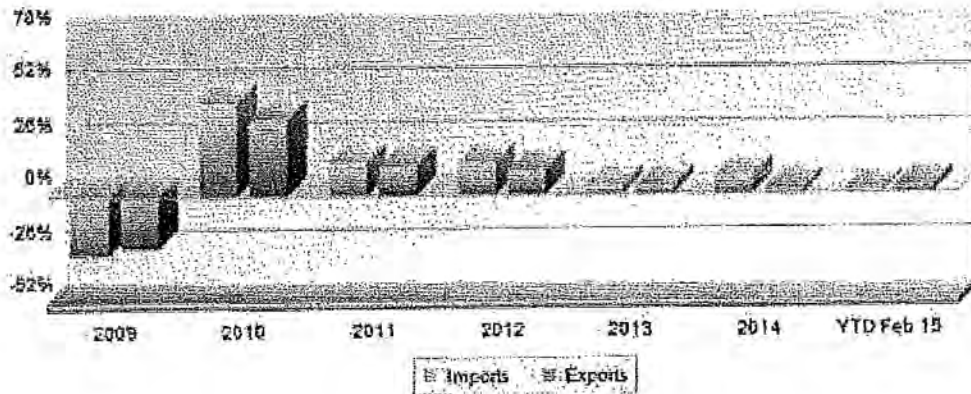
International expansion by European auto parts stores is typically limited to neighboring or nearby countries, and international business in the North American market is even less common. Major US-based parts stores have virtually no presence outside the continent, and entering North America has proven difficult for companies based overseas. Developing retail and distribution infrastructure on the scale necessary to compete with established chains in a foreign market requires significant capital investments.

#### **Change in Dollar Value of US Trade - US International Trade Commission**

Imports of automobile parts to the US come primarily from Mexico, Canada, Japan, China, and Korea.

Major export markets for US automobile parts include Canada, Mexico, China, Japan, and Germany.

**3363 MOTOR VEHICLE PARTS**



**Regional Highlights**

In the US, auto parts retailers tend to be concentrated in states with the highest population. Retailers that operate their own distribution networks position their warehouses in geographically dispersed locations to provide all stores with rapid inventory replenishment. When selecting new locations, parts retailers consider factors including population density, economic growth patterns, and the number of registered vehicles in a region.

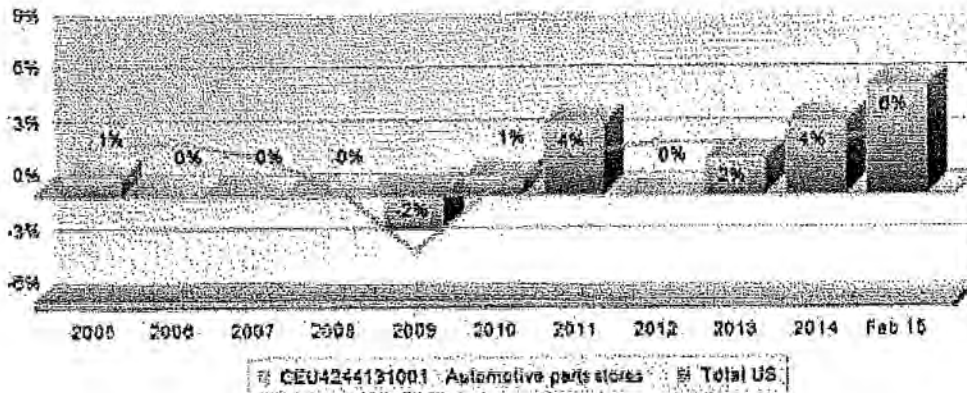
**Human Resources**

The average hourly wage in the auto parts retail industry is moderately lower than the national average. Special training about car parts and computerized catalogs is necessary. The injury rate is significantly higher than the national average.

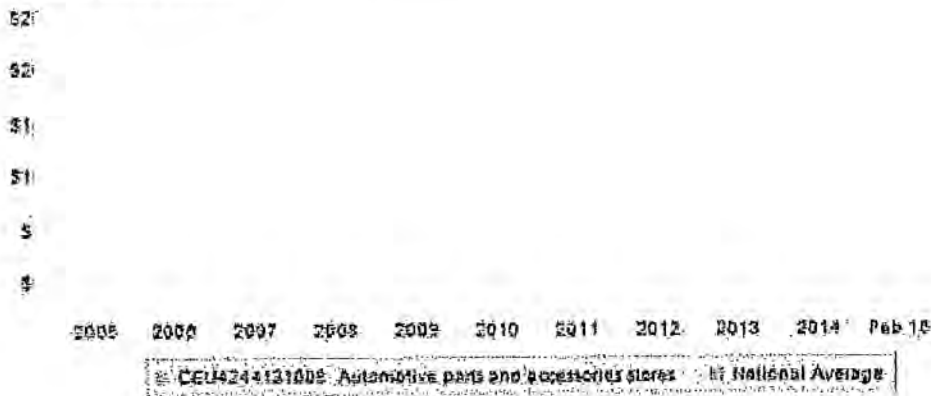
**Industry Employment Growth**

Bureau of Labor Statistics





**Average Hourly Earnings & Annual Wage Increase**  
Bureau of Labor Statistics



**Industry Growth Rating**



- Demand: Large repair market
- Need good inventory management and marketing
- Risk: New vehicle technologies result in less frequent repairs

**Quarterly Industry Update**

4.6.2015

**Opportunity: Florida Chain Goes National with Revamped Website** - taking on the national chains with a newly revamped website. Launched in March 2015, BennettAuto.com uses vivid imagery, a sleek design layout, and smart search capabilities to promote the family-owned business with 30-plus stores to retail and wholesale customers. The new site, which offers more than 50,000 parts online, is one of the most intuitive and easy-to-use experiences in the auto parts industry, according to Aftermarket Business World. The company's new tagline is the focus of the new site: Do it yourself, but not alone. Bennett's efforts underscore the growth in e-commerce sales in the auto parts industry. Demand for auto parts is growing faster online than it is in stores, including at giant AutoZone.

**Industry Impact** - Regional auto parts and accessories stores seeking to extend their retail reach and compete with national chains will want to invest in state-of-the-art online capabilities.

**1.12.2015**

**Opportunity: Lower Gas Prices, Cold Weather Fueling Auto Parts Sales** - Retailers of automotive parts and accessories are reaping the twin benefits of cold weather and lower gasoline prices. With gas prices on track to fall to their lowest levels in 11 years, people are driving more, increasing demand for maintenance services and replacement parts. Also, winter temperatures are driving sales of car batteries, antifreeze, windshield wipers, and oil and brake fluids, which can freeze. Auto parts retailer AutoZone credited its strong financial performance in the quarter ended November 2014 in part to lower gas prices, as well as inventory improvements.

**Industry Impact** - Auto parts and accessories stores will want to stock plenty of maintenance and replacement parts, as well as winter-related products, to meet increased demand.

**10.13.2014**

**Opportunity: Online Sales Up for Aftermarket Parts** - Reflecting the continued importance of digital sales, the North American market for online parts grew 11 percent from 2012 to 2013, reaching \$5.1 billion, according to Frost and Sullivan. Players in the space include pure play auto online retailers (50 to 60 percent), auto retailers with online sales (20 to 25 percent), online marketplaces such as Amazon.com and eBay Motors (15 percent), and manufacturers direct sales (1 percent). Of all automotive aftermarket sales, e-tailing accounted for 4 percent of sales. In the DIY segment, e-commerce penetration was higher at 7 percent. Traditional auto part retailers have room to grow in the online marketplace. AutoZone increased its e-commerce sales by 60 percent in 2013 mainly through acquisitions, while Pep Boys boosted its online business by close to 100 percent in 2013.

**Industry Impact** - Omnichannel sales will play a larger role for brick-and-mortar auto part stores as consumers increasingly expect convenient shopping through in-store, mobile, and online channels.

**7.21.2014**

**Opportunity: US Vehicle Fleet Expanding, Aging** - The average age of US vehicles, an indicator of auto parts demand, remained at a record-high 11.4 years as of January 2014, according to IHS Automotive. The market analytics firm expects the average age to remain at 11.4 years through 2015, and then rise to 11.5 years by 2017 and 11.7 years by 2019. IHS also found that the total number of light vehicles in operation in the US has increased to record levels, with new vehicle registrations outpacing scrappage rates by more than 24 percent. Because the quality of vehicles continues to improve and consumers are holding onto their cars and trucks longer, IHS expects the number of vehicles that are 12 years or older to increase by 15 percent by 2019.



**Industry Impact** - Auto parts and accessories stores will want to closely monitor trends related to the size and average age of US vehicles in operation to optimize inventory levels. An increasing vehicle base and rising average age of vehicles bodes well for overall aftermarket parts demand.

**Industry Indicators**

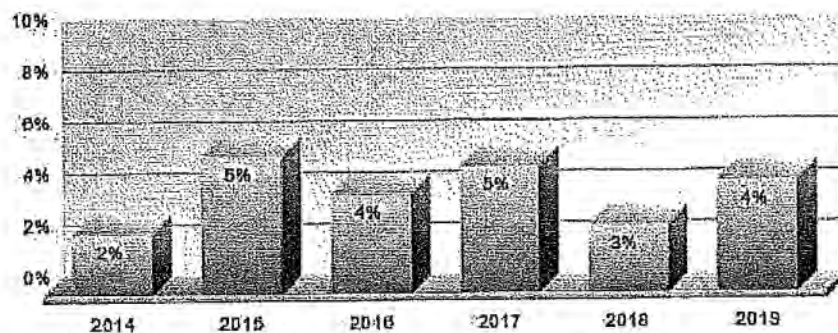
The average US retail price for diesel and regular gas, which influences consumers' use and wear of their automobiles, fell 30.3 percent and 34 percent, respectively, in the week ending April 13, 2015, compared to the same week in 2014.

US retail sales for motor vehicle and parts dealers, a potential measure of demand for auto parts, increased 7.2 percent in the first three months of 2015 compared to the same period in 2014.

Total US wholesale sales of durable goods, a potential measure of auto parts demand, rose 3.2 percent in February 2015 compared to the same month in 2014.

**Industry Forecast**

Domestic demand for motor vehicle parts is forecast to grow at an annual compounded rate of 4 percent between 2015 and 2019. Data Published: February 2015



First Research forecasts are based on INFORUM forecasts that are licensed from the Interindustry Economic Research Fund, Inc. (IERF) in College Park, MD. INFORUM's "interindustry-macro" approach to modeling the economy captures the links between industries and the aggregate economy. [Forecast FAQs](#)

**Companies**

<u>GENUINE PARTS COMPANY</u>	United States	\$15,341.65M
<u>ADVANCE AUTO PARTS, INC.</u>	United States	\$9,843.86M
<u>AUTOZONE, INC.</u>	United States	\$9,475.31M
<u>O'REILLY AUTOMOTIVE, INC.</u>	United States	\$7,216.08M
<u>GENERAL PARTS INTERNATIONAL, INC.</u>	United States	\$3,000.00M
<u>AUTOBACS SEVEN CO., LTD.</u>	Japan	\$2,248.62M
<u>The Pep Boys - Manny Moe &amp; Jack</u>	United States	\$2,066.57M

<u>SUPER RETAIL GROUP LIMITED</u>	Australia	\$1,988.33M
<u>Uni-Select Inc</u>	Canada	\$1,784.36M
<u>HALFORDS GROUP PLC</u>	England	\$1,564.32M
<u>EURO CAR PARTS LIMITED</u>	England	\$967.66M
<u>GPC ASIA PACIFIC (AUST) HOLDINGS PTY LTD</u>	Australia	\$781.37M
<u>DORMAN PRODUCTS, INC.</u>	United States	\$751.48M
<u>ENCHO CO., LTD.</u>	Japan	\$461.92M
<u>UAP Inc</u>	Canada	\$460.63M
<u>Truckpro, LLC</u>	United States	\$301.20M
<u>U.S. AUTO PARTS NETWORK, INC.</u>	United States	\$283.51M
<u>SOMERSET TIRE SERVICE, INC.</u>	United States	\$214.94M
<u>FLEETPRIDE, INC.</u>	United States	\$210.30M
<u>FISHER AUTO PARTS, INC.</u>	United States	\$209.30M
<u>UNI-Select Usa, Inc.</u>	United States	\$202.60M
<u>TIRE CENTERS, LLC</u>	United States	\$170.40M
<u>Keystone Automotive Operations, Inc.</u>	United States	\$164.00M
<u>Tbc Retail Group, Inc.</u>	United States	\$163.50M
<u>WINGFOOT COMMERCIAL TIRE SYSTEMS LLC</u>	United States	\$154.50M
<u>DISCOUNT TIRE CO., INC.</u>	United States	\$125.70M

#### *Industry Drivers*

Changes in the economic environment that may positively or negatively affect industry growth.

Data provided by First Research analysts and reviewed annually



**Consumer Spending** Change in overall level of consumer spending on goods and services

#### *Critical Issues*

**Auto Parts Spending Driven by Economy** - Because auto parts sales depend on how much people drive, demand decreases during recessions. During economic downturns, tourists and business people travel less, and car owners delay maintenance and repairs.

**Competition from Mass Merchants Pressures Prices** - Retail auto parts stores face greater competition from large retailers such as Wal-Mart, Costco, Sears, and supermarket chains. These retailers are large enough to buy items directly from manufacturers and compete aggressively on prices charged to consumers. Mass merchants carry high-volume items such as oil, additives, lubricants, cleaners, mats, and wipers.

#### *Business Challenges*

**Online Competition** - An increase in Internet-based sales of auto parts poses a competitive threat to smaller and medium-sized parts retailers. Revenue from online sales of auto parts and accessories is expected to increase from \$4.6 billion in 2012 to \$16.56 billion in 2020, according to a forecast from Frost and Sullivan. Lower prices and consumers' growing comfort with digital platforms are driving the shift to online sales, which are expected to



account for 10 percent of aftermarket parts revenue by 2020. Smaller auto parts stores, which typically have a limited Internet presence, stand to lose the most business to consumers who want to shop for auto parts online, either for delivery or in-store pickup.

**Slow Industry Growth** - Although the number of motor vehicles in the US generally grows each year, because of better technology new cars need fewer repairs and less maintenance. Many car manufacturers now recommend oil changes only every 10,000 miles. The decline in the number of motor vehicle crashes has decreased demand for replacement body and interior parts.

**Big Chains Squeeze Smaller Retailers** - Big retail chains often operate their own distribution networks and buy directly from manufacturers, giving them lower costs than independent retailers. Due to industry consolidation, a shrinking number of large chains control a large percentage of all auto parts stores.

**High Technology Investments Required** - Because they must stock so many parts, retailers must make large investments in computerized inventory and catalog systems. The greatly increased productivity of the industry in the last decade is due to the automation of inventory systems. Such systems are expensive, and must be maintained and periodically updated.

**High Capital Costs** - Because retail auto parts stores aim to be in high-traffic locations and need to carry large inventories, the cost to open a new retail outlet is very high. Retailers tend to carry a lot of debt and have high interest expense.

#### ***Business Trends***

**Retail Chains Seeking Commercial Sales** - Retail auto parts stores, which once focused solely on DIY (do-it-yourself) customers, are aiming for DIFM (do-it-for-me) revenue as well. Sales growth has been faster in the DIFM segment of the auto parts industry. Retail stores are targeting businesses that serve DIFM customers by offering parts delivery and technical support.

**More Generic Parts for Collision Repair** - Because of the rise in collision repair costs, insurers are pressing repair shops to make greater use of generic replacement parts. While exterior parts typically still come from the original manufacturer, many interior parts have generic replacements that often cost much less than original parts. Some auto manufacturers have begun patenting certain parts as a way to generate revenue, which could crimp profits for independent repair shops.

**Efficiency, Productivity Gains** - Computer technology and greater warehouse automation have allowed parts dealers to keep prices low by using less labor. Distribution management system equipment includes carousels, robotic picking, radio frequency technology, voice technology, and automated sorting systems. Larger, more efficient stores have become common; most use real-time inventory tracking.

**Environmental Sustainability** - Facing increasing pressure from consumers and lawmakers, retailers are taking steps to reduce their carbon footprint. Auto parts stores, which have long played a major role in recycling lead-acid batteries and used oil, are taking additional measures to reduce waste and lower emissions. Initiatives include recycling cardboard packaging and upgrading truck fleets with fuel-efficient or alternative fuel vehicles.

***Industry Opportunities***

**DIFM Customer Sales Growing** - The largest growth is coming from the do-it-for-me (DIFM) segment, which is the least price-sensitive because costs are passed to consumers. New cars are too complicated for most owners to fix or maintain themselves, providing more business for repair shops and dealer service departments. Serving DIFM customers requires faster delivery of a larger selection of parts compared to serving the overall retail market.

**Retailers Offer Auto Services** - More retailers combine parts sales with installation services for such products as audio and video components; communication and navigation systems; exhaust pipes; rims and wheels; and trim. Some large retailers also offer full maintenance and repair services. Others lend tools and have diagnostic equipment to check electrical and other vehicle systems.

**Advanced Inventory Systems** - Computerized inventory systems can balance the cost of carrying too much inventory with the cost of missed sales due to having too little. By integrating actual sales data with delivery costs and inventory availability, such systems can determine the correct overall level of inventory and its spread across a store or warehouse network.

***Call Prep Questions***

***Conversation Starters***

**How does the company adjust its inventory levels during periods of lower demand?**

Because auto parts sales depend on how much people drive, demand decreases during recessions.

**How has the company been impacted by mass merchants like Wal-Mart taking more market share for oil and car cleaning products?**

Retail auto parts stores face greater competition from large retailers such as Wal-Mart, Costco, Sears, and supermarket chains.

**What is the company's strategy for competing against online parts retailers?**

An increase in Internet-based sales of auto parts poses a competitive threat to smaller and medium-sized parts retailers.

**How does the company plan to expand its service business?**

The largest growth is coming from the do-it-for-me (DIFM) segment, which is the least price-sensitive because costs are passed to consumers.

**What types of installation services does the company offer, if any?**

More retailers combine parts sales with installation services for such products as audio and video components; communication and navigation systems; exhaust pipes; rims and wheels; and trim.

**How has inventory management software or other technology helped the company better manage stock levels?**

Computerized inventory systems can balance the cost of carrying too much inventory with the cost of missed sales due to having too little.



***Quarterly Industry Update***

**What digital initiatives is the company taking to grow its market?**

Bennett Auto Supply has launched a new website to extend its retail presence beyond Florida and capture a bigger share of the growing online market for auto parts.

***Operations, Products, and Facilities***

**Is the company a wholesale distributor, a retailer, or both?**

Many companies operate in more than one segment of the industry.

**What types of parts does the firm sell?**

The industry distinguishes between hard parts (brakes and mufflers); maintenance parts (filters and spark plugs); accessories (trim parts and audio systems); and rebuilt parts.

**How many distribution centers or retail stores does the firm have?**

Large companies can have hundreds of retail stores or dozens of distribution centers.

**What type of installation or repair services does the company offer in addition to selling parts?**

Some auto parts retailers offer repair, installation, and maintenance services for the do-it-for-me (DIFM) customer.

**How many suppliers does the company buy parts from?**

Parts are bought from the large auto parts manufacturers, from thousands of smaller manufacturers that make parts for the auto companies under new vehicle programs, and from manufacturers that make replacement parts specifically for the aftermarket.

**To what extent does the company sell to commercial installers?**

Retail stores are adding delivery programs to participate in do-it-for-me segment growth.

***Customers, Marketing, Pricing, Competition***

**What marketing initiatives is the company using to attract customers to its stores?**

Radio, TV, and print ads are often used to draw traffic.

**What percentage of sales come from rebuilt parts, if any?**

Rebuilt parts are bought from auto recyclers.

**What kind of warranty on parts sold does the company offer?**

Some retail chains offer customers a separate parts warranty, better than the one offered by the manufacturer.

**What special services does the business offer to compete with larger companies?**

Examples include specialty machining, multiple daily deliveries, and technical assistance.

***Regulations, R&D, Imports and Exports***

**How does the company manage environmental and hazardous waste issues?**

Site contamination from handling hazardous materials can be a concern.

**What plans for international expansion has the company considered?**

International growth of auto sales continues to outpace US growth.

**What percentage of sales comes from imported parts?**

Although many parts for foreign car brands are made in the US, a large number of parts are still imported.

***Organization and Management***

**What sort of training does the company provide?**

Special training about car parts and computerized catalogs is necessary.

**How could technician certification help company profitability?**

Multiple technician certification programs exist in the industry.

***Financial Analysis***

**What level of seasonal sales swings does the company experience?**

Many firms report parts sales are higher May through October.

**How sensitive is the company to interest rate changes?**

Retailers with many stores may have large amounts of debt.

**What type of investments has the company made in computer technology?**

Sophisticated computer inventory systems are essential to retailers.

***Business and Technology Strategies***

**What key areas is the company focused on to improve profitability?**

The largest growth is coming from the do-it-for-me (DIFM) segment, which is the least price-sensitive because costs are passed to consumers.

**How much business is the company losing to mass merchants?**

Wal-Mart and Target carry auto supplies and accessories.

**What types of future investments in computer technology are likely?**

Retail companies are installing technology to make parts easier for customers to locate.

**What new services is the company planning to add?**

Many companies are adding services for the commercial installer.

***Executive Insight***

***Chief Executive Officer - CEO***

**Selecting Merchandise Mix**

Because of the huge number of car parts and accessories, retailers can stock only a selection. Computer systems can identify the most popular and profitable items, but a merchant must also offer a wide selection to attract customers. Competition from mass merchants has reduced the profitability of many maintenance items like oil, additives, and cleaners.

**Determining Inventory Levels**

To quickly fill customer orders, parts dealers must have inventory on hand, but keeping high inventory levels of all products is expensive. Dealers have to balance the cost of maintaining inventory against the cost of losing customer orders. Demand for parts typically increases in the summer, requiring inventory adjustments.



***Chief Financial Officer - CFO***

**Negotiating Payment Terms**

Because manufacturers make auto parts in long production runs, they're often willing to offer generous payment terms to avoid holding large inventories. Similarly, wholesalers may negotiate favorable payment terms with large retail customers.

**Providing Inventory Financing**

The cost of maintaining inventory is substantial because inventory is the largest asset of a dealer and often amounts to more than 90 days sales. Because most companies are too small to issue short-term securities, inventory is financed through accounts payable and revolving bank debt.

***Chief Information Officer - CIO***

**Maintaining Inventory Systems**

Efficient management of inventory is crucial to auto parts retailers. Sophisticated computer systems can optimize inventory levels and reorder products from suppliers automatically in response to customer purchases. Automated warehouses may use radio frequency identification (RFID) tags to track merchandise.

**Operating Internet Ordering Sites**

Internet sites that allow commercial and retail customers to order auto parts online have become common. Such sites are typically expensive to create because they must be integrated with the company's inventory system. Repair shops and other customers that require same-day delivery still prefer to use the telephone.

***Human Resources - HR***

**Providing Technical Training**

Because of the large number of auto parts, customers rely on retailers to tell them which parts they need. Workers must be able to find the correct parts and explain technical differences between similar products. Because new parts are added each year, continuous training is needed.

**Hiring and Training Seasonal Workers**

Seasonal sales of auto parts may require extra workers at retail stores. Sales in the spring and summer can be as much as 25 percent higher than in the winter. New workers must quickly become familiar with the large number of products.

***VP Sales/Marketing - Sales***

**Locating New Retail Sites**

Economies of scale in purchasing and marketing have encouraged the growth of retail chains through expansion. Site location is the crucial factor for retail auto parts stores because many customers buy nonspecialty items that any parts store would have, and therefore will visit the most convenient location.

**Expediting Commercial Customer Orders**

The speed and accuracy with which orders are filled and delivered are crucial in gaining and retaining commercial customers. Many commercial customers can easily turn to other retailers. Computer systems allow managers to track order fulfillment statistics for individual customers.

**Executive Conversation Starters**

**Chief Executive Officer - CEO**

**What strategies does the company use to maximize profitability with its merchandise mix?**

Competition from mass merchants has reduced the profitability of many maintenance items like oil, additives, and cleaners.

**How does the company calculate the most cost-effective inventory levels?**

Dealers have to balance the cost of maintaining inventory against the cost of losing customer orders.

**Chief Financial Officer - CFO**

**How does the company negotiate the most profitable payment terms for long-term contracts?**

Customers might offer more generous payment terms for long-term contracts that help them manage inventory costs.

**How does the company finance inventories?**

Inventory is often financed through accounts payable and revolving bank debt.

**Chief Information Officer - CIO**

**What types of inventory management systems could help the company maximize inventory or minimize operational costs?**

Sophisticated computer systems can optimize inventory levels and issue inventory orders automatically.

**How much have online customer orders grown over the last year?**

E-commerce sites are typically expensive to create because they must be integrated with the company's inventory system.

**Human Resources - HR**

**What types of employee technical training have been the most successful in improving customer service?**

Workers must be able to find the correct parts and explain technical differences among similar products.

**How seasonal are the company's labor needs?**

Seasonal sales of auto parts may require extra workers at retail stores.

**VP Sales/Marketing - Sales**

**What are the critical factors that the company considers in picking a new location?**

Site location is the crucial factor, because many auto parts customers highly value convenience.

**What strategies does the company use to expedite customer order fulfillment?**

Computer systems allow managers to track order fulfillment statistics for individual customers.

**Financial Information**

**COMPANY BENCHMARK TRENDS**

**Quick Ratio by Company Size**

The quick ratio, also known as the acid test ratio, measures a company's ability to meet short-term obligations with



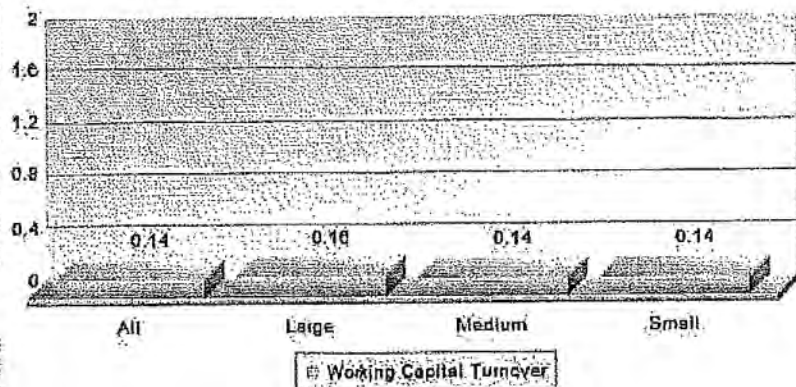
liquid assets. The higher the ratio, the better; a number below 1 signals financial distress. Use the quick ratio to determine if companies in an industry are typically able to pay off their current liabilities.



Financial Industry data provided by MicroBilt Corporation collected from 32 different data sources and represents financial performance of over 4.5 million privately held businesses and detailed industry financial benchmarks of companies in over 900 industries (SIC and NAICS). More data available by subscription or single report purchase at [www.microbilt.com/firstresearch](http://www.microbilt.com/firstresearch).

#### Working Capital Turnover by Company Size

The working capital turnover ratio, also known as working capital to sales, is a measure of how efficiently a company uses its capital to generate sales. Companies should be compared to others in their industry.

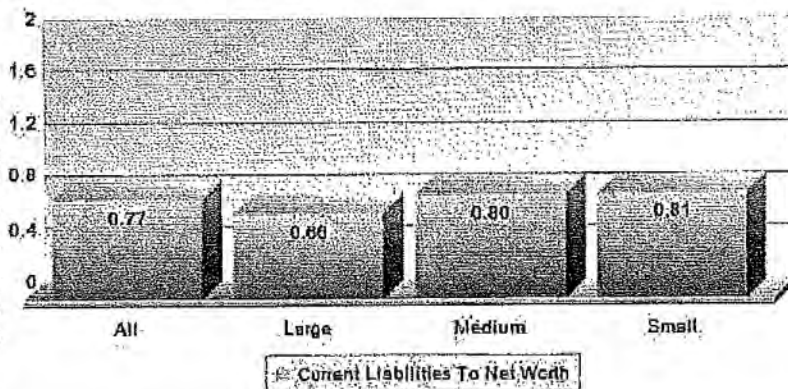


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**Current Liabilities to Net Worth by Company Size**

The ratio of current liabilities to net worth, also called current liabilities to equity, indicates the amount due creditors within a year as a percentage of stockholders' equity in a company. A high ratio (above 80 percent) can indicate trouble.



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**COMPANY BENCHMARK INFORMATION**

NAICS: 44131

Data Period: 2013

Last Update April 2015

Table Data Format

Mean

Company Size	All	Large	Medium	Small
Size by Revenue		Over \$50M	\$5M - \$50M	Under \$5M
Company Count	20919	43	690	20186

Net Sales	100%	100%	100%	100%
Gross Margin	27.0%	26.8%	26.3%	27.3%
Officer Compensation	1.9%	1.0%	1.1%	2.5%
Advertising & Sales	1.1%	1.1%	1.1%	1.1%
Other Operating Expenses	21.6%	22.4%	21.4%	21.3%
Operating Expenses	24.5%	24.5%	23.6%	24.9%
Operating Income	2.5%	2.3%	2.7%	2.4%



Net Income	1.2%	1.2%	1.4%	1.2%
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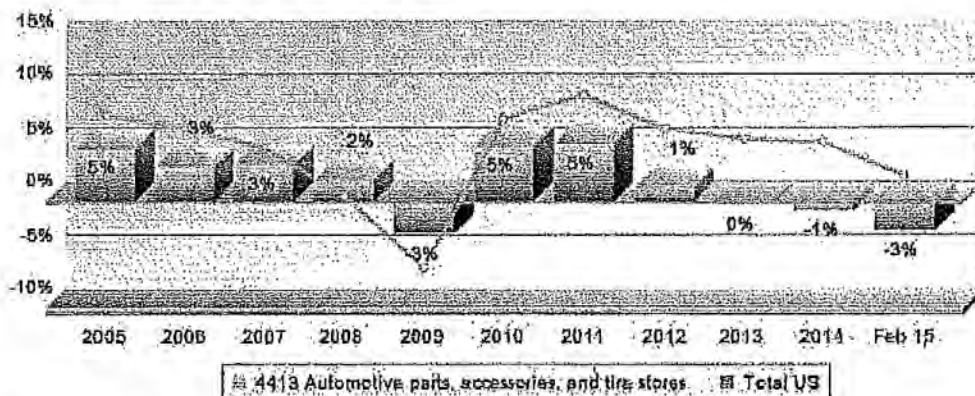
Cash	7.3%	7.6%	7.1%	7.3%
Accounts Receivable	12.9%	12.3%	13.4%	13.0%
Inventory	45.0%	45.6%	43.5%	45.5%
Total Current Assets	68.8%	68.8%	67.5%	69.5%
Property, Plant & Equipment	20.0%	20.1%	21.3%	19.3%
Other Non-Current Assets	11.2%	11.1%	11.2%	11.2%
Total Assets	100.0%	100.0%	100.0%	100.0%
Accounts Payable	14.2%	12.9%	15.4%	14.1%
Total Current Liabilities	35.0%	33.9%	36.2%	34.9%
Total Long Term Liabilities	19.3%	14.6%	18.4%	21.7%
Net Worth	45.7%	51.5%	45.4%	43.4%

<u>Quick Ratio</u>	0.60	0.61	0.59	0.61
<u>Current Ratio</u>	1.96	2.03	1.87	1.99
<u>Current Liabilities to Net Worth</u>	76.7%	65.7%	79.7%	80.6%
<u>Current Liabilities to Inventory</u>	x0.78	x0.74	x0.83	x0.77
<u>Total Debt to Net Worth</u>	x1.19	x0.94	x1.20	x1.31
<u>Fixed Assets to Net Worth</u>	x0.44	x0.39	x0.47	x0.44
<u>Days Accounts Receivable</u>	19	20	21	19
<u>Inventory Turnover</u>	x3.94	x3.60	x4.00	x4.05
<u>Total Assets to Sales</u>	42.0%	45.4%	43.2%	40.2%
<u>Working Capital to Sales</u>	14.2%	15.9%	13.5%	13.9%
<u>Accounts Payable to Sales</u>	5.9%	5.7%	6.5%	5.6%
<u>Pre-Tax Return on Sales</u>	2.0%	1.9%	2.2%	1.9%
<u>Pre-Tax Return on Assets</u>	4.7%	4.1%	5.1%	4.7%
<u>Pre-Tax Return on Net Worth</u>	10.3%	8.0%	11.2%	11.0%
<u>Interest Coverage</u>	x3.10	x2.95	x3.33	x3.08
<u>EBITDA to Sales</u>	4.0%	3.9%	4.3%	3.9%
<u>Capital Expenditures to Sales</u>	1.9%	2.1%	2.1%	1.8%

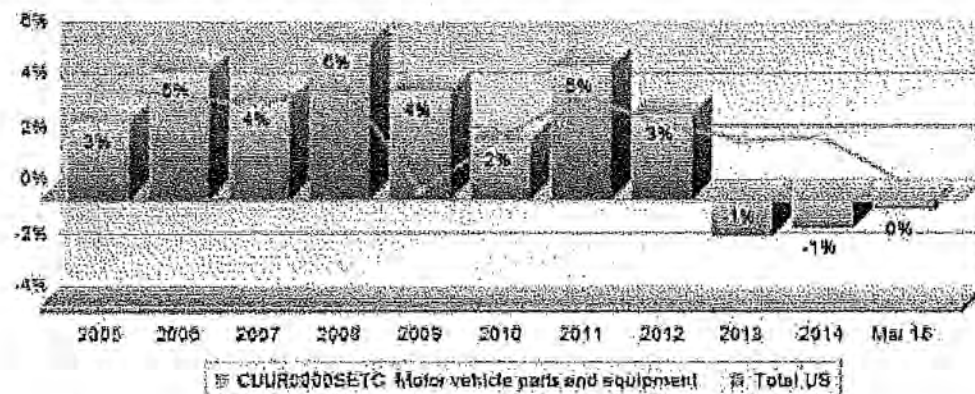
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**ECONOMIC STATISTICS AND INFORMATION**

**Retail Annual Sales Growth - Census Bureau**



**Change in Consumer Prices - Bureau of Labor Statistics**



**VALUATION MULTIPLES**

**Automotive Parts & Accessories Stores**

Acquisition multiples below are calculated using at least 11 US private, middle-market (valued at less than \$1 billion) industry asset transactions completed between 6/2003 and 12/2012. Data updated annually. Last updated: November 2014.

Valuation Multiple				
Median Value	0.5	1.1	5.3	5.1



**MVIC (Market Value of Invested Capital)** = Also known as the selling price, the MVIC is the total consideration paid to the seller and includes any cash, notes and/or securities that were used as a form of payment plus any interest-bearing liabilities assumed by the buyer.

**Net Sales** = Annual Gross Sales, net of returns and discounts allowed, if any.

**Gross Profit** = Net Sales - Cost of Goods Sold

**EBIT** = Operating Profit

**EBITDA** = Operating Profit + Noncash Charges



SOURCE: Pratt's Stats, 2014 (Portland, OR: Business Valuation Resources, LLC). Used with permission. Pratt's Stats is available at <https://www.bvresources.com/prattsstats>

**Industry Websites**

**Aftermarket Business World**

Industry news. Top 100 distributors. Consumer surveys.

**Auto Care Association**

Industry statistics, trends.

**Automotive Industries Association Canada**

News and links.

**Automotive Parts Manufacturers' Association (Canada)**

News, resources, events.

**Automotive Recyclers Association**

Industry news.

**Detroit Free Press**

Industry news.

**National Automotive Parts Association**

Products and resources.

**National Highway Traffic Safety Administration**

Regulatory and safety information.

**Specialty Equipment Market Association**

Statistics for this segment of the industry.

**Wards Auto**

News and auto industry statistics.

**Glossary of Acronyms**

DIFM - do-it-for-me

DIY - do-it-yourself

JIT - just-in-time

SKU - stock-keeping unit

#### Children left in cars and heatstroke

While the full scope of the fatalities of children due to heatstroke in vehicles is not fully known, the National Highway Traffic Safety Administration (NHTSA) and other safety advocates and academic institutions have recognized the safety threat heatstroke poses for young children left in hot cars. Together, the Federal Government, automakers, car seat manufacturers, health and safety advocates, consumer groups, and others are working together to tackle this important safety issue.

#### KEY POINTS and STATISTICS

Heatstroke in vehicles is the leading cause of all non-crash related fatalities involving children 14 and younger, according to NHTSA, representing 61 percent of total non-crash fatalities in this age group.

- SafeKids.com estimates that since 1998, more than 520 children have died as a result of heatstroke, with an average of 38 per year, or one nearly every 10 days.
- In 2011 alone, at least 33 children in the United States lost their lives after being left in unattended motor vehicles—and an unknown number of others were moderately to severely injured.
- States with higher incidences of fatalities for children 3 and younger include Texas, Georgia, Indiana, Oklahoma, Louisiana and Virginia, according to San Francisco State University's Department of Geosciences. Children's bodies overheat easily, and infants and children under 3 years old are at greatest risk for heat-related illness.
- KidsandCars.org shows that 87 percent of children who died from vehicular heatstroke are age 3 and younger.
- A child's body absorbs more heat on a hot day than an adult's does. When left in a hot vehicle, a young child's body temperature may spike three to five times faster than an adult's would.
- High body temperatures can cause permanent injury or even death.
- Heatstroke begins when the core body temperature reaches about 104° and the thermoregulatory system is overwhelmed. A core temperature of about 107° is lethal.
- Symptoms of heatstroke: Warning signs vary, but may include:
  - Red, hot, and moist or dry skin
  - No sweating
  - A strong rapid pulse or a slow weak pulse
  - A throbbing headache
  - Dizziness
  - Nausea
  - Confusion
  - being grouchy or acting strangely

**A vehicle heats up quickly, even with a window rolled down.**

- A review of child heatstroke cases by NHTSA showed that heatstroke fatalities have even occurred in vehicles parked in shaded areas and when the air temperatures were 80° F or less.
- Heatstroke can occur in temperatures as low as 57 degrees.
- On an 80° day, temperatures inside a vehicle can reach deadly levels in just 10 minutes.

It can happen to anyone.

- According to KidsandCars.org, in more than 54 percent of cases, the person responsible for the child's death unknowingly or accidentally left the child in the vehicle.
- In more than 30 percent of cases, a child got into the vehicle on their own in a hot vehicle. When children are in distress due to heat, get them out of the vehicle and cool them as quickly as possible.

So far in 2014 there have been at least twenty-three heatstroke deaths of children in vehicles; nineteen confirmed as heatstroke and four are still pending official findings by the medical examiner. Last year, 2013, there were at least forty-four deaths of children in vehicles; thirty-nine which has been confirmed as heatstroke and five which, based upon the known circumstances, are most likely heatstroke ([2013 list](#)). In 2012 there were 34 deaths



of children due to hyperthermia (heatstroke) after being left in or having gained access to hot cars, trucks, vans and SUV's. Since 1998 there have been at least 629 documented cases of heatstroke deaths of children in vehicles. This data and study shows that these incidents can occur on days with relatively mild (i.e., ~ 70 degrees F) temperatures and that vehicles can reach life-threatening temperatures very rapidly.

There are also far too many "close calls" that, fortunately, do not result in a tragic death.

**STATISTICS**

- Total number of U.S. heatstroke deaths of children left in cars, 2014: 23
- Total number of U.S. heatstroke deaths of children left in cars, 2013: 44
- Total number of U.S. heatstroke deaths of children left in cars, 1998-present: 629
- Average number of U.S. child heatstroke fatalities per year since 1998: 38

**Monthly Statistics**  
Updated through June 30, 2014

	Monthly Totals												Unk	Total	
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec			
1998				2	4	8	9	11	3					1	38
1999			1		2	8	16	4	1						32
2000			1		7	6	7	10	3	1					35
2001			2	1	4	8	10	10	2	1	1				39
2002			1		1	7	9	7	4	2					31
2003				2	4	10	10	12	2	9					48
2004		1	2	5	4	4	9	7	6	1					39
2005					3	9	12	11	10	2					67
2006				2	2	6	6	10			3				29
2007			2		3	6	9	7	8	1					36
2008		1	2	2	2	6	11	12	3	4					43
2009			1	2	3	11	7	6	2			1			33
2010			1	3	6	10	8	15	5	1					49
2011			2		6	9	8	3	3	2					33
2012					4	6	6	12	2		3	1			34
2013					8	9	9	8	9	1					44
2014				3	4	6									13
															<b>Total possible 610</b>
Avg	0	0	1	1	4	8	9	9	4	1	0	0	0	0	38
Max	0	1	2	5	8	11	16	13	10	4	3	1	1	1	49
Min	0	0	0	0	1	4	6	4	0	0	0	0	0	0	29

**Hyperthermia Deaths of Children in Vehicles**  
Deaths per 1 million persons <14 years old  
United States 1998-2012

Department of Geosciences  
University of Arkansas  
Fayetteville, Arkansas

Rank	State	1998-2012 Deaths	Per 1M Persons < 14 yr
1	Arkansas	19	24.9
2	Nevada	11	24.4
3	Arizona	14	20.0
4	Louisiana	20	19.1
5	Florida	61	19.1
6	Tennessee	28	18.6
7	Mississippi	12	18.3
8	New Mexico	8	18.0
9	Oklahoma	14	17.6
10	Hawaii	4	16.7
11	Texas	88	16.7
12	Kentucky	18	16.0
13	South Dakota	8	16.1
14	Kansas	8	12.1
15	Utah	8	12.1
16	North Carolina	30	11.8
17	West Virginia	4	11.0
18	Missouri	14	10.3
19	Georgia	20	10.3
20	Virginia	18	10.2
21	Montana	2	9.4
22	Alabama	9	9.1
23	Iowa	5	8.7
24	Idaho	8	7.3
25	Maine	2	7.1
26	Colorado	7	7.0
27	South Carolina	6	6.9
28	Maryland	8	6.7
29	North Dakota	1	6.5
30	New Jersey	12	6.4
31	Ohio	16	6.1
32	Delaware	1	5.8
33	Indiana	8	5.8
34	Wisconsin	7	5.3
35	Nebraska	2	4.8
36	Illinois	15	4.8
37	California	35	4.2
38	Rhode Island	1	4.1
39	Pennsylvania	10	3.2
40	Minnesota	4	3.1
41	Massachusetts	4	2.9
42	Oregon	2	2.6
43	Connecticut	2	1.8
44	Michigan	8	1.6
45	Washington	3	2.1
46	New York	6	1.0
47	Alaska	0	0.0
48	New Hampshire	0	0.0
49	Vermont	0	0.0
50	Wyoming	0	0.0

Return to Hyperthermia Deaths of Children in Vehicles

Google

**Circumstances**

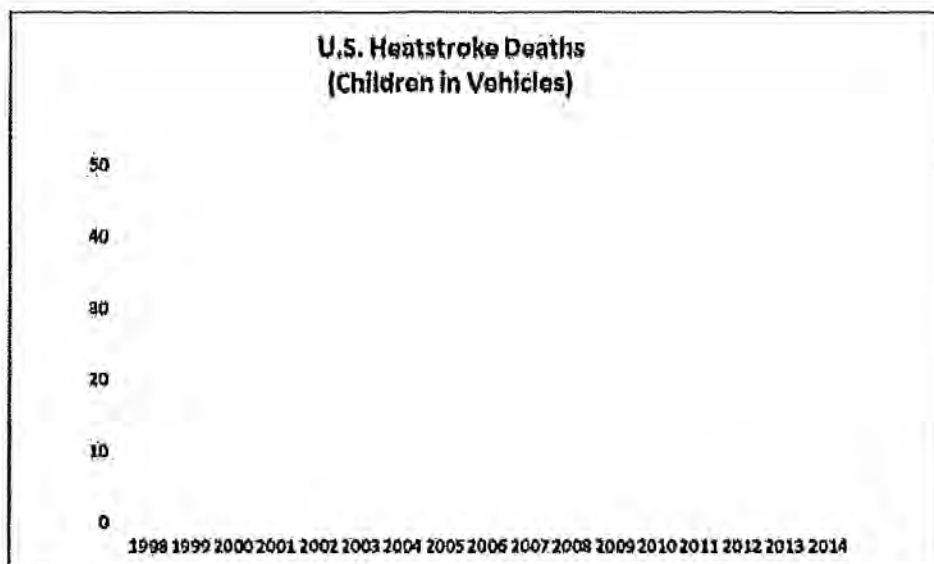
- An examination of media reports about the 606 child vehicular heatstroke deaths for a fourteen year period (1998 through 2013) shows the following circumstances:
  - 51% - child "forgotten" by caregiver (312 Children)
  - 29% - child playing in unattended vehicle (177)
  - 18% - child intentionally left in vehicle by adult (111)
  - 1% - circumstances unknown (6)

**Ages**

The children that have died from vehicular heatstroke in the United States (1998-2013) have ranged in age from 5 days to 14 years. More than half of the deaths are children under 2 years of age. Below are the percentage of total deaths (and the number of deaths) sorted by age.

- Less than 1 year old = 31% (184)
- 1-year old = 22% (134)
- 2-years old = 20% (118)
- 3-years old = 14% (84)
- 4-years old = 6% (36)
- 5-years old = 3% (19)
- 6-years old = 2% (9)
- 7-years old = < 1% (3)
- 8-years old = 1% (3)
- 9-years old = < 1% (2)
- 10-years old = 1% (3)
- 11-years old = < 1% (2)
- 12-years old = < 1% (1)
- 13-years old = < 1% (1)
- 14-years old = < 1% (3)
- Unknown = < 1% (2)





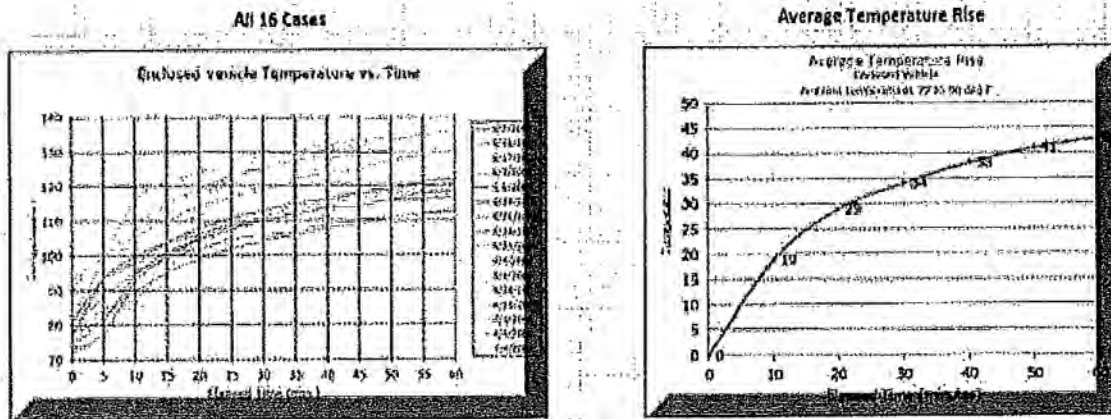
#### VEHICLE HEATING DYNAMICS

The atmosphere and the windows of a car are relatively "transparent" to the sun's shortwave radiation (yellow in figure below) and are warmed little. However this shortwave energy does heat objects that it strikes. For example, a dark dashboard or seat can easily reach temperatures in the range of 180 to over 200 degrees F.

These objects (e.g., dashboard, steering wheel, childseat) heat the adjacent air by conduction and convection and also give off longwave radiation (red) which is very efficient at warming the air trapped inside a vehicle.

#### VEHICLE HEAT STUDY

- Study of temperature rise in enclosed cars on 16 dates between May 16 and Aug. 8, 2002.
- Ambient temperature were between 72 and 96 degrees F.
- Dark Blue mid-side sedan with medium grey interior
- Also tested with windows "cracked"



**Demographics of Persons Responsible for Heatstroke Deaths of Children Forgotten in Vehicles**  
 In the period of 1998 through 2013, a total of 606 infants and children died of heatstroke inside hot motor vehicles. Just over half (51%) of these were accidentally forgotten by a parent or other caregiver. Of these 312 deaths, the number of deaths in which the mother (95) or father (100) were the responsible party are nearly equal. Also, of all responsible persons, the number of males (129) were approximately equal to the number of females (137).

Relation to Child	Forgotten	% of total
Mother	95	30%
Father	100	32%
Both Parents	31	10%
Grandmother	14	4%
Grandfather	8	3%
Both Grandparents	2	1%
Other Female relative	8	3%
Other Male relative	2	1%
Female Childcare	18	6%
Male Childcare	17	5%
Unknown Childcare	1	0%
Other Female	2	1%
Other Male	2	1%
Unknown	12	4%
<b>Total</b>	<b>312</b>	

**BabyCare Industry**

The Mother and BabyCare industry consists of products that address the needs of infants in the age group of 0-4 years and also those of mothers before, during, and after pregnancy. Diapers, baby toiletries, baby accessories,



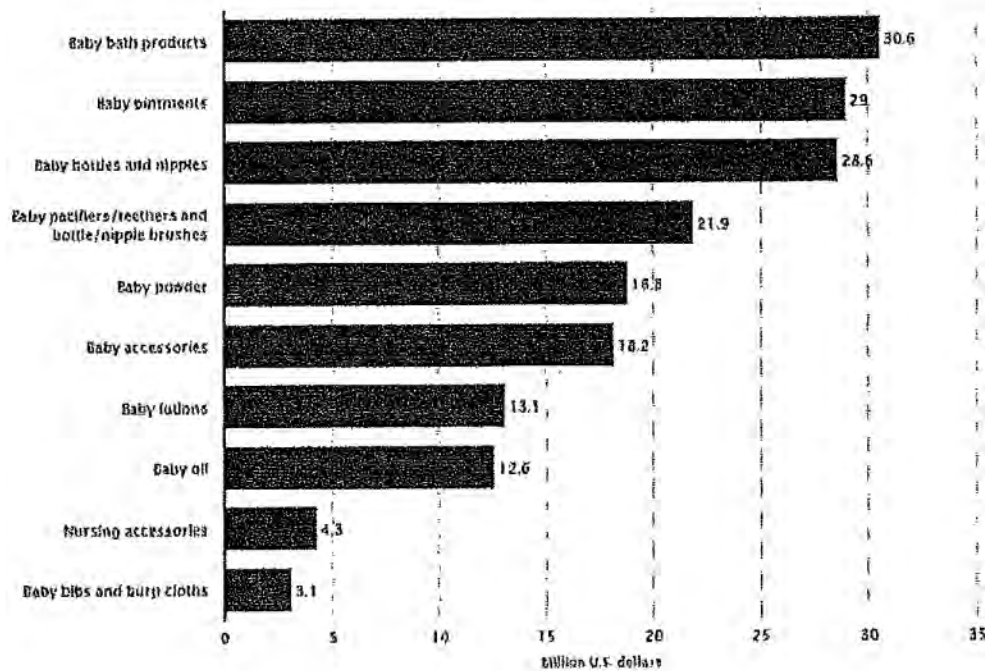
baby bedding, baby care products, baby clothes, baby food, baby shoes, cradles, baby hygiene products, feeding bottles, toys and baby gifts, baby cosmetics, and strollers are a few examples of baby products. Mother care products include maternity clothes, maternity products, and hygiene products for mothers, and nutrition and food supplements for mothers.

Private labeling of mother and baby care products is another key trend in this industry. The number of small regional manufacturers of mother and baby care products is steadily increasing, and they are gradually gaining their space in this emerging industry. Small regional players focus on regional needs and accordingly launch their products. The rapid economic growth and high birth rates in the emerging markets increase the demand for these products to a larger extent as compared to the low birth rate in developed countries.

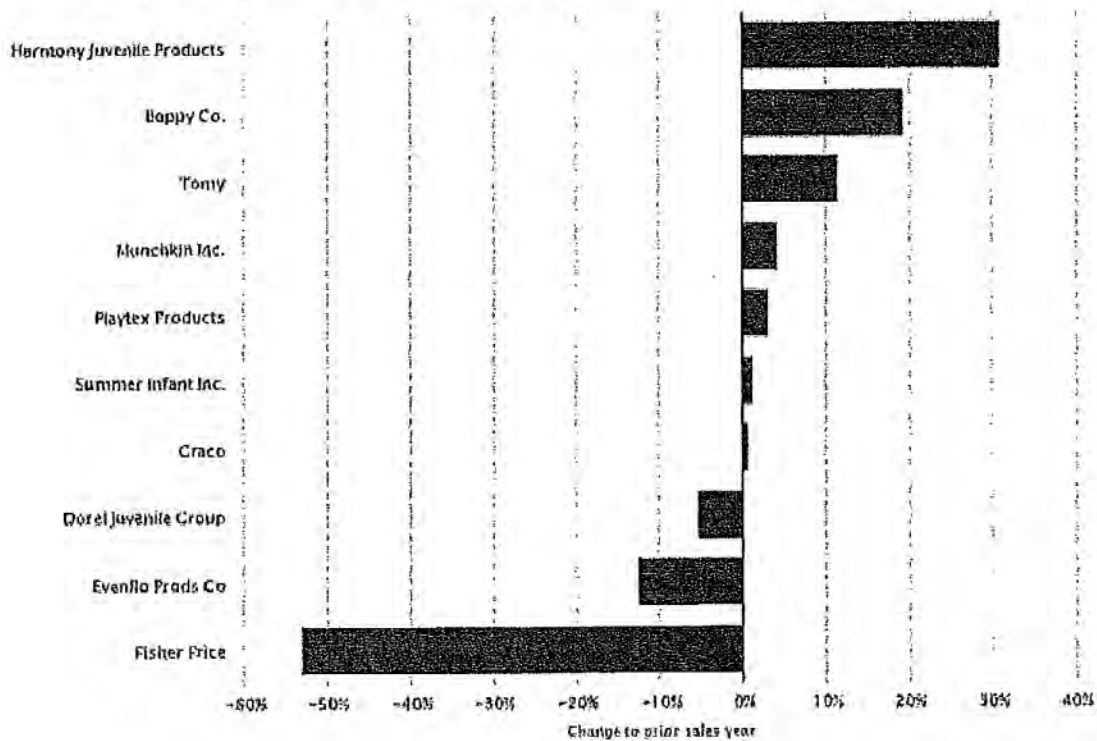
Baby Skin Care Products, Baby Food, Apparel, and Baby Toiletries are a few of the largest segments in the Mother and Baby Care industry. As the demand for mother and baby care products is increasing in the emerging markets, global players as well as small regional manufacturers are focusing on launching new organic baby products and expanding their presence in these markets.

**Baby care Supplies; U.S. Market Trends** report projects that times will continue to be tough for the largest segments of the baby market. Infant formula and diapers will continue to struggle and decline since they are highly dependent on birth rates, and represent a large household expenditure for struggling families. Sales of prepared baby food, wipes and baby personal care are expected to grow at slow rates. Premium-priced products will help drive growth for prepared baby food and baby personal care, while wipes will benefit from their germ-fighting properties. The baby food and baby care supplies market is highly concentrated with the majority of sales coming from a few marketers. Nestle/Gerber, Abbott Laboratories and Mead Johnson Nutrition control nearly 90% of the baby food category. Gerber is dominant in prepared baby food, while Abbott and Mead are dominant in infant formula. Kimberly-Clark and Procter & Gamble control 65% of the baby care supplies category dollar sales due to their strength in diapers and wipes. Johnson & Johnson controls half of the smaller baby personal care segment. The overall market presents huge challenges and opportunities for both marketers and retailers. Parents of infants must buy certain baby products, but they increasingly are buying less, and looking for the best deals on high ticket diapers and infant formula. Larger marketers are entrenched in the market, making it challenging for smaller marketers to compete and succeed. Yet many have done so by innovating and targeting product and marketing efforts.

**Supermarket sales of baby care and safety gear products in the United States in 2012, by category (in million U.S. dollars) Top 10**



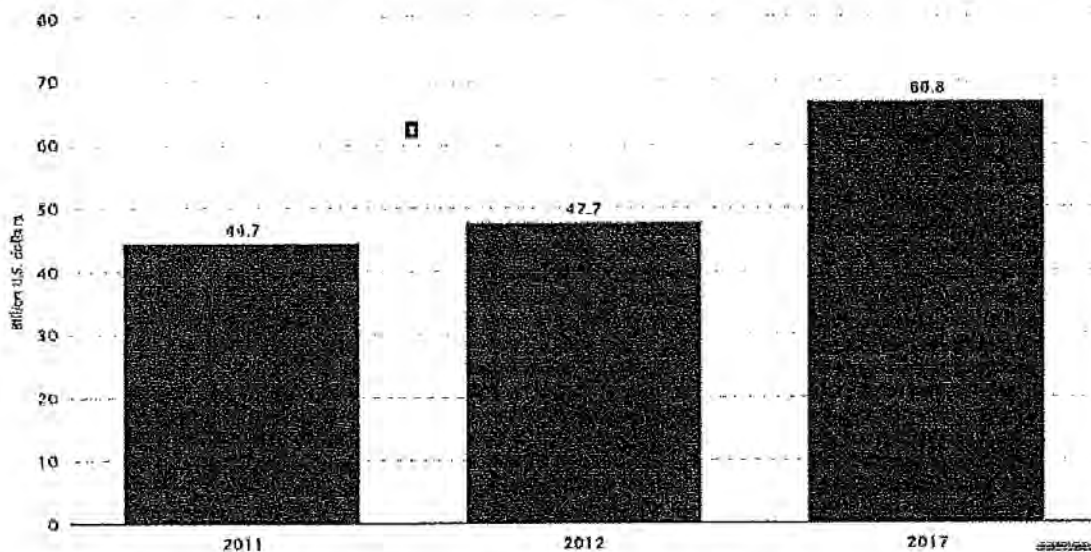
Sales growth of leading baby care and safety accessory vendors in the United States in 2013





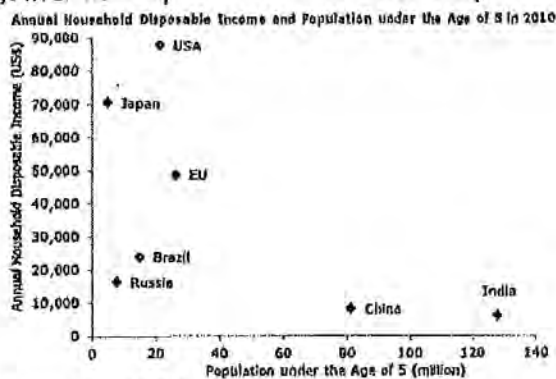
The global baby care product industry caters to around 4 million babies on a yearly basis, generating retail revenue of nearly \$7 billion, according to Packaged Facts. The market encompasses different segments, which can be divided into: toys, feeding accessories, wipes, disposable diapers, body care products and soothers. Demand has grown due to a rising number of babies to be catered to, partly because people are starting families later. Product innovation and development has allowed retailers and manufacturers to widen the market, using new technologies and advanced marketing approaches. Research from firm Key Note points to the contribution of changing lifestyle trends to the market, including mothers returning to work earlier giving rise to greater demand for breastfeeding equipment such as sterilizers and pumps. The market segment comprised of baby safety equipment has benefited from recent changes in social attitudes towards childrearing and government legislation regarding child safety in child-minders' homes. Baby monitors locks, and stair gates are recording particularly

**Baby care market size worldwide in 2011, 2012, and 2017 (in billion U.S. dollars)**



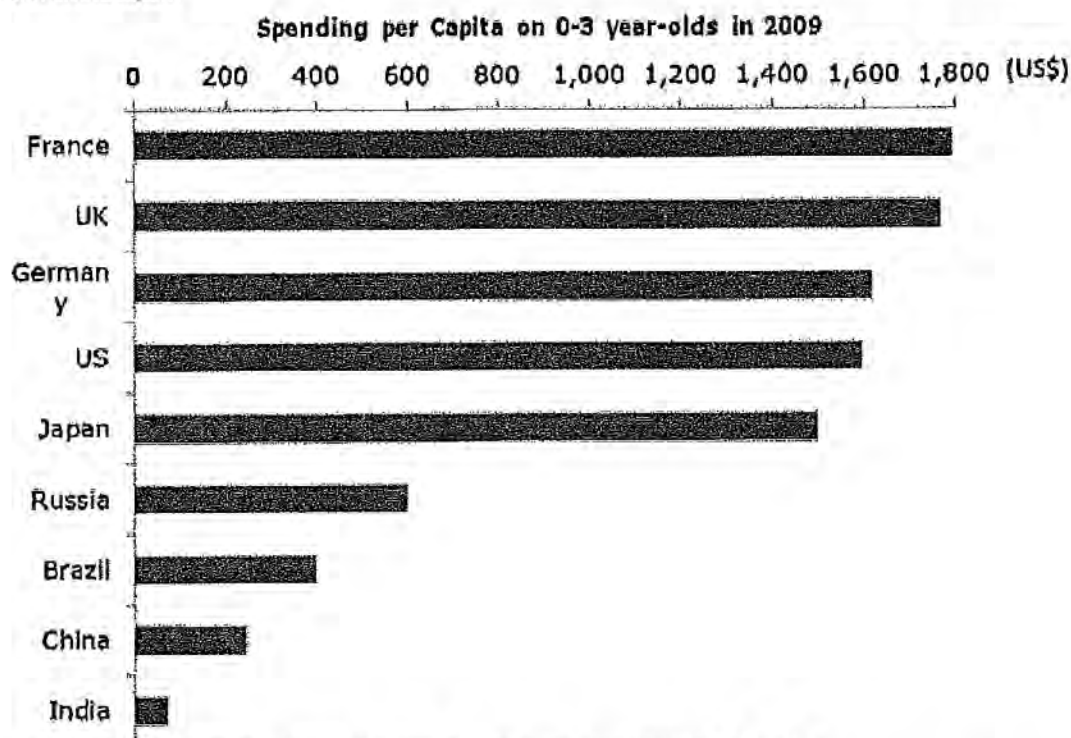
**Spending on babies and children set to boom**

The market for babies' and children's products depends on two major factors – the number of babies and children, and the purchasing power of parents. According to the United Nations, the population under the age of five in developed economies including the United States, European Union and Japan totaled 54 million in 2010. The average household disposable income in these developed economies reached US\$50,000 or above.



In developed economies, although the birth rates are generally in a downtrend, parents are more affluent and can afford to spend more on their children. Even in an economic downturn, parents are willing to buy for their babies

and children. According to Euromonitor International, for instance, spending per child aged 0-3 exceeded US\$1,500 in 2009 in major developed economies. Apparently, parents in Western Europe spent more than those in the United States and Japan.



Source: "The First Age: Birth to Three Years Old", Euromonitor International, July 2010.

For emerging economies, the large customer base is a major attraction despite their lower household disposable incomes. In particular, the BRIC countries (especially for China and India with large populations) have experienced both baby and economic booms in the past decades, offering promise for business targeting babies and children. According to the United Nations, the four countries together had some 233 million babies and children under the age of five in 2010, with China and India being the main contributors, equaling some 75% of the total population in the United States.

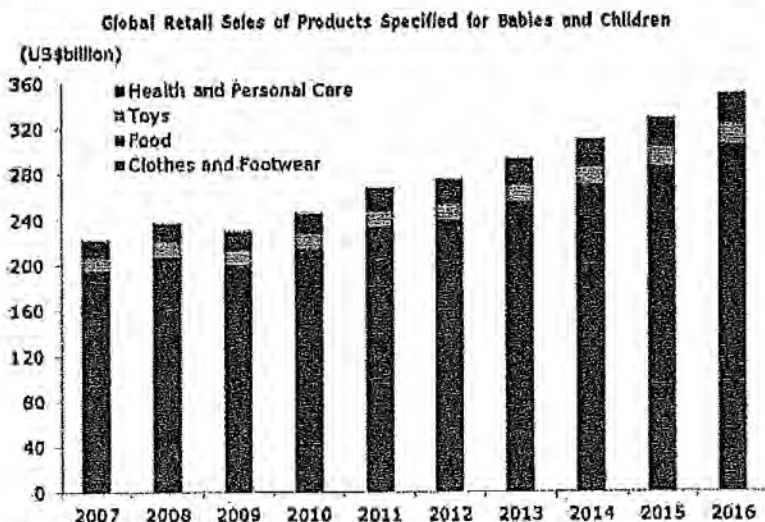
While a sustainable increase in household incomes is positive to spending on babies and children, higher labor force participation of women and trends of urbanization in these emerging markets also stimulate the demand for relevant products. For example, when breastfeeding is not always possible for working mothers, they will need milk formula and baby food as supplements to meet the nutritional needs of their babies. In addition, working parents tend to buy more toys for their children as sort of compensation, especially when the parents have grown up without many material goods.

#### **Small size, big needs**

Raising a child, from newborn to kindergarten-age, requires a long list of items. Items specified for babies and children can be broadly classified into six categories, namely 1) baby food, 2) apparel, footwear and accessories, 3) toys, 4) health and personal care products, 5) furniture, and 6) nursery, monitoring and other accessories. According to Euromonitor International, the value of global retail sales of the first four categories was estimated at



US\$275 billion in 2012 and expected to expand by some 30% in the next four years. On the other hand, there is also high growth potential in babies and children's furniture, and nursery, monitoring and other accessories.



Note: Estimate/forecast from 2012  
Source: Euromonitor International

Although mothers increasingly recognize the benefits of breastfeeding, those who need to resume working quickly still rely on infant formula, which is a major driver of the baby food market. Packaged or canned baby food, such as baby rice and fruit puree, is a convenient substitute or supplement for home-made baby food when infants are weaned. For baby food, a strong emphasis is placed on the functionality and, more importantly, the safety of the product. In this context, nutritional science plays a vital role in building up brand image and health credentials as well as setting apart from other products.

Meanwhile, comfort, safety and ease are the most important considerations when parents buy clothes and footwear for their babies and children. One-piece outfits are popular as they are easy to get on and off, while clothing that has dangling strings, tassels and ribbons are basically avoided. Natural fabrics like cotton are mostly sought. Some fashion-minded parents may look for cute, stylish designs of apparel for their babies and children. Toys are another major category. Toys for infants and toddlers should be bright in colour, washable, non-breakable, not having sharp edges or points, and big enough not to be swallowed or cause suffocation. As infants and toddlers love to put things in their mouth, it is particularly important that the playthings are made of non-toxic materials. For preschoolers, parents may start to look for simple toys or reading materials that can help the development of their children.

Health and personal care products for babies and children, for their part, cover a wide range of needs including hygiene, skin and hair care, wound care, oral health care and so on. As these products have direct contact with infants' skin, which can be prone to rashes and allergies, parents are more willing to pay a premium price for products of established brands or with a doctor's recommendation. Interestingly enough, the demand for these products, to a certain extent, is market specific. In most European countries where parents love to spend the weekend on the beach sunbathing and swimming with their babies and children, chemical-free sunscreens have a bigger demand. For countries with a dry climate, there is a greater need for baby lotion. Over-the-counter medicines such as pain relievers, anti-diarrheal medicines and nasal decongestants also belong to this category.

Other essential baby and children's products include furniture, nursery, monitoring and other equipment. Safety is perhaps the number one concern for children's furniture. According to data from the US Consumer Product Safety Commission, toppling furniture has injured tens of thousands of children and killed scores in recent years. Manufacturers should focus on the design regarding the corners, size and stability. It is also important to limit the level of toxic and harmful substances contained in children's furniture. On the other hand, baby monitors have become increasingly popular, as parents can easily check the status of their babies and children.

#### **Examples of Products Specifically for Babies and Children**

Since safety is a top concern, most countries have stringent requirements on products relating to babies and children, which exporters should be aware of. As far as regulations are concerned, there are usually specific nutritional, packaging and labelling requirements on baby food, including infant formula. For example, in the United States, infant formula is regulated by the Food and Drug Administration. All formulas marketed in the United States must meet federal nutrient requirements. Infant formula manufacturers are required to register with the FDA and provide the agency with notification prior to marketing a new formula.

For toys and children's products, there are usually regulations regarding the physical and mechanical elements, chemical properties, and flammability and hygiene standards as well as labelling requirements. For instance, Europe refuses toy imports exceeding a certain amount of harmful chemical substances. Exporters may employ accredited testing laboratories to carry out pre-shipment inspections and testing, and obtain the necessary certificates of conformity, in order to comply with the importing country's requirements. Besides regulations, exporters should also be aware of any voluntary standards that parents will take into consideration when making their purchasing decisions.



After safety, functionality is the second most important aspect of babies' and children's products. While nutritional science plays a vital role in baby food production, many other products, in recent years, have undergone dramatic design shifts. Manufacturers compete by adding features or using new materials to lure customers. For example, one-handed folding mechanisms have been introduced to strollers. Such a design is brilliant as in a lot of cases mothers have to hold the baby, leaving only one hand to take care of other things. Also, 4-in-1 cribs that can be converted to toddler beds, loveseats, rockers or twin or double beds, are popular due to the flexibility it can provide.

Today, the internet is a valuable resource for mothers. More and more parent's research, discuss, shop, compare, relax and find emotional support from each other online. Manufacturers and traders may gather information and understand the needs of mothers from the relevant channels in their targeted countries. Besides, many new-generation mothers visit popular mom's websites to read articles or post inquiries before making purchases. They may also join discussion groups for moms. There is a large community of mothers in this virtual world exchanging information, including their views on specific products that are a valuable source of information to suppliers too.

With safe and good products to market, manufacturers and traders may consider exploring business opportunities around the world by taking part in major exhibitions. Compared to other industries, it is more important for babies' and children's products suppliers to interact directly with wholesalers, distributors, brand marketers and even retailers of specialty stores to build relationships, as well as to understand market characteristics and import requirements.







INNOVATION EVALUATION

BABY SEAT MONITORING SYSTEM

CRYSTAL CARLSON

Our initial evaluation of your innovation has been completed. Thirty-two (32) areas of concern for new product introduction are grouped into five (5) major factors. The completion phrase(s) given for each of the thirty-two (32) areas of concern correspond to the judgment of several evaluators. Their responses have been averaged by the computer and the appropriate completion phrase(s) to each area of concern is printed below. If two phrases are printed for an area of concern, then the score for your innovation falls between the two possible completion phrases. The preliminary evaluation should provide you with some indication of the marketability and probable success of your innovation.

**1. PROTECTION CRITERION: Considering patents (or copyrights), technical difficulty, and secrecy, the prospects for protection appear to be:**

Legal Protection and/or secrecy possible

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**2. NEW COMPETITION CRITERION: Competition from new entrants or competitive action is expected to be:**

Low - product lead will be relatively long

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**3. EXISTING COMPETITION CRITERION: Existing competition for this innovation appears to be:**

Low - a significant market share can be gained

---

**4. PRICE CRITERION: Relative to competition and/or substitute products, the selling price is likely to be:**

About the same

---

**5. DURABILITY CRITERION: Relative to competition and/or substitutes, durability of the product is likely to be perceived as:**

Similar - noticeably better

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**6. FUNCTION CRITERION: Relative to competing and/or substitute products, services, and processes, the function performed might be perceived as:**

Similar - noticeably better

---

**7. APPEARANCE CRITERION: Relative to competition and/or substitutes, appearance is likely to be perceived as:**

Similar to other products

---

**8. SERVICE CRITERION: The cost and difficulty associated with providing product service is likely to be:**

Very low -will require little or no parts and service

---

**9. DISTRIBUTION CRITERION: The cost and difficulty of establishing distribution channels are likely to be:**

Moderate - commensurate with expected sales

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**10. PROMOTION CRITERION: The costs and effort required to promote the advantages and benefits are likely to be:**

Moderate - commensurate with expected sales

---

**11. VISIBILITY CRITERION: The advantages and benefits are:**

Moderately visible - requires some explanation

---

**12. DEPENDENCE CRITERION: The degree to which the sale or use of this product is dependent upon other products, processes, or systems is:**

Moderate - reasonable market control

---

**13. NEED CRITERION: The level of need filled or utility provided by this innovation is:**

Moderate - fulfills both psychological and physical non-essential needs

---

**14. LEARNING CRITERION: The amount of learning required for correct use is:**

Very low - no instructions needed

---

**15. PRODUCT LINE POTENTIAL CRITERION: The potential for additional products, multiple styles, qualities, price ranges, etc., is:**

Moderate - multiple markets/use potential

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**16. CYCLE CRITERION: The product life cycle is likely to be:**

Five to seven years

---

**17. STABILITY OF DEMAND CRITERION: The fluctuation in demand is likely to be:**

Predictable

---



**18. TREND OF DEMAND CRITERION:** The market demand for products of this type appears to be:

Steady - demand expected to remain constant

---

**19. POTENTIAL SALES CRITERION:** Expected sales of this product might be:

Medium

---

**20. POTENTIAL MARKET CRITERION:** The total market for products of this type may be:

STRONG - INTERNATIONAL

---

**21. RESEARCH AND DEVELOPMENT CRITERION:** The research and development required to reach the production-ready stage will be...

low difficulty

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**22. MARKETING RESEARCH CRITERION:** The marketing research required to develop market-ready product is estimated to be:

Relatively easy and simple

---

**23. PROFITABILITY CRITERION:** Profitability is defined as the extent to which anticipated revenues will cover the relevant costs for a manufacturer or licensee (direct, indirect, and capital). Anticipated revenues: \*\*\* THIS DOES NOT REFER TO THE INVENTOR \*\*\*

Will cover direct and indirect costs and easily exceed capital cost (ROI)

---

**24. PAYBACK PERIOD CRITERION:** The expected payback period (time required to recover initial investment) for a manufacturer or licensee is likely to be... \*\*\* THIS DOES NOT REFER TO THE INVENTOR \*\*\*

LESS THAN 6 MONTHS

---

**25. INVESTMENT COSTS CRITERION:** The manufacturer or licensee's amount of capital and other costs necessary for development to the market-ready stage would be... \*\*\* THIS DOES NOT REFER TO THE INVENTOR \*\*\*

Low - recoverable within two years

---

**26. STAGE OF DEVELOPMENT CRITERION:** Based on available information, there is...

A rough prototype and/or drawings and sketches

---

**27. PRODUCTION FEASIBILITY CRITERION:** With regard to technical processes or equipment

required for production, this invention will...

Have no problems

---

**28. FUNCTIONAL FEASIBILITY CRITERION:** In terms of intended functions, will it actually do what it is intended to do?

It will work - no changes necessary

---

**29. LEGALITY CRITERION:** In terms of applicable laws (particularly product liability), regulations, product standards, this idea/invention/new product:

Meet them without any changes

---

**30. SAFETY CRITERION:** Considering potential hazards and side effects, the use will be:

Very safe under all conditions, including misuse

---

**31. ENVIRONMENTAL IMPACT CRITERION:** In terms of pollution, litter, misuse of natural resources, etc., use might...

Have no effect on the environment

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**32. SOCIETAL IMPACT CRITERION:** In terms of the Impact (benefit) upon the general welfare of society, use might...

Have no effect on society

---

**INNOVATION EVALUATION**

Likelihood Question: Likelihood estimate shown is in our opinion, the likelihood of this idea, process or product being successful in the marketplace. (see chart below)

Definitely Not Successful (0 - 19)	
Probably Not Successful (20 - 39)	
May be Successful (40 - 59)	
Probably Successful (60 - 79)	72
Definitely Successful (80 - 100)	

NOTE: This estimate should be interpreted as an overall summary, based on the 32 criteria of the likelihood of chance of success for your invention or new product idea. If this information seems to contradict some of the written responses for the criteria, it is because the estimate reflects the varying degrees of importance and the interrelationships of the 32 criteria. Consequently, you should place greater emphasis on this information than any specific criterion contained in your evaluation report.



# **EXHIBIT G1**

# WORLD



## Patent Marketing



**PATENT  
PROTECTION**



**TRADE  
SHOWS**



**INVENTION  
RENDERING**



**3D VIRTUAL  
MODEL**



**INVENTION  
BROCHURE**



**MEDIA  
DEPARTMENT  
PRESS RELEASES**



**PERSONAL  
PRODUCT  
WEB PAGE**



**INTERNET  
TELEVISION  
COMMERCIAL**



**INTERNATIONAL  
INVENTION  
ROUNDTABLE**

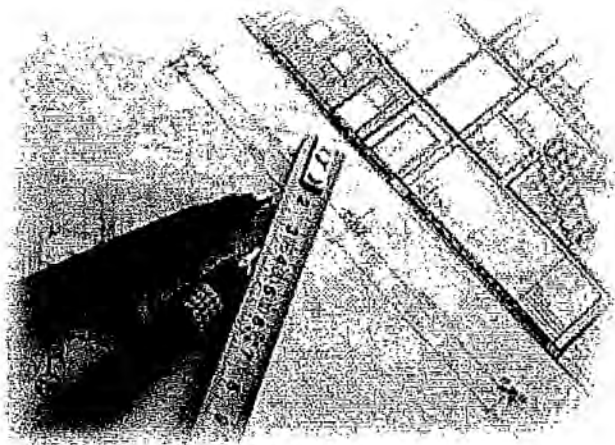


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## UTILITY PATENT APPLICATION

( US PROTECTION ONLY)

Issued for the invention of a new and useful process, machine, manufacture, or composition of matter, or a new and useful improvement thereof, it generally permits its owner to exclude others from making, using or selling the invention for a period of up to twenty years from the date of patent application filing. Approximately 90% of the patent documents issued by the USPTO in recent years have been utility patents, also referred to as "patents for invention".

## DESIGN PATENT APPLICATION

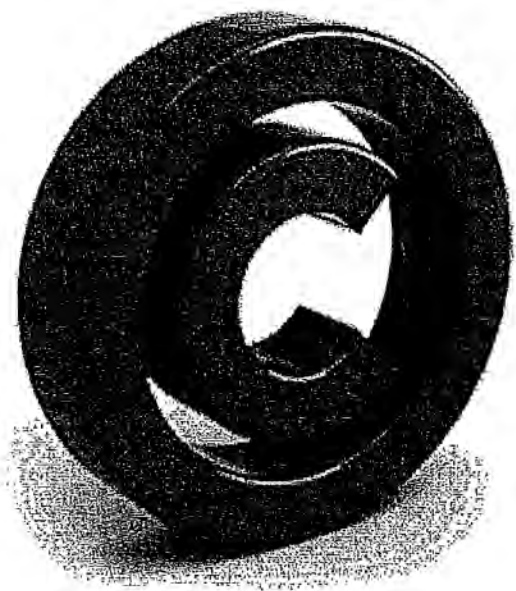
( US PROTECTION ONLY)

In the United States, a design patent is a form of legal protection granted to the ornamental design of a functional item. Design patents are a type of industrial design right. Ornamental designs of jewelry, furniture, beverage containers (see Fig. 1) and computer icons are examples of objects that are covered by design patents.



## TRADEMARK APPLICATION ( US PROTECTION ONLY)

A trademark is a word, phrase, symbol or design, or a combination of words, phrases, symbols or designs, that identifies and distinguishes the source of the goods of one party from those of others.



## COPYRIGHT APPLICATION ( US PROTECTION ONLY)

Copyright is a legal concept, enacted by most governments that grants the creator of an original work exclusive rights to its use and distribution, usually for a limited time, with the intention of enabling the creator of intellectual wealth (e.g. the photographer of a photograph or the author of a book) to receive compensation for their work and be able to financially support themselves.





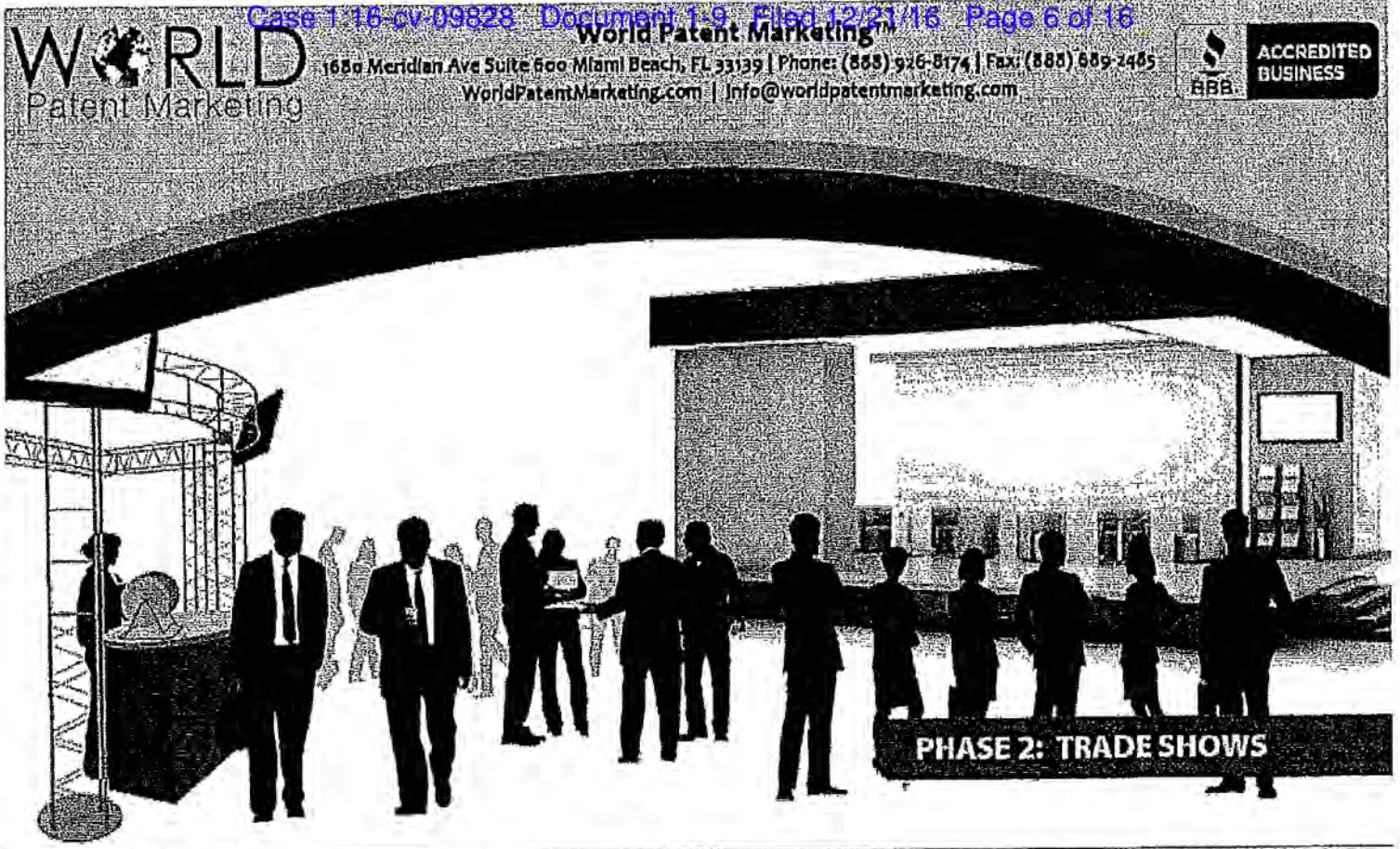
## EUROPEAN UNION PATENT APPLICATION ( EUROPEAN UNION ONLY)

The European Patent Convention makes it possible to obtain patent protection in about 40 European countries on the basis of a single application. The applicant selects the countries in which they want protection. European patents are granted by the European Patent Office in a centralized and thus cost-effective and time-saving procedure conducted in either, English, French or German, its three official languages. They have the same legal effects as national patents in each country for which they are granted. Every European patent undergoes substantive examination and can be obtained for countries which otherwise have "registration-only" systems, thus providing strong protection. The term, scope of protection, binding text and grounds for revocation of European patents are the same for all contracting states to the European Patent Convention

## PATENT COOPERATION TREATY (PCT) APPLICATION

The PCT is an international treaty, administered by the World Intellectual Property Organization (WIPO), between more than 140 Paris Convention countries. The PCT makes it possible to seek patent protection for an invention simultaneously in each of a large number of countries by filing a single "international" patent application instead of filing several separate national or regional patent applications. The granting of patents remains under the control of the national or regional patent offices in what is called the "national phase".





# TRADE SHOWS

Each year, World Patent Marketing attends a variety of industry tradeshows in order to cultivate relationships with companies interested in new products. These trade shows cover a wide variety of product categories and are recommended because they provide a positive environment for new product introductions.

Please note that while World Patent Marketing may occasionally choose to exhibit inventions at shows, we do not guarantee this as a service to our clients. Our main goal when attending tradeshows is to grow our network and increase inventor opportunities overall.





# INVENTION RENDERING

The product designer assigned to the project sculpts the invention or models it in 3-D CAD. This stage is exciting to visually see a model of your invention and have a hands-on approach to modifications and refinement. It's also a chance for potential investors to see the concept and the benefits of your invention without having to invest too much or commit to it early on. This is your chance to prove the value of your invention and what it is capable of.

In today's world, many students in universities do not learn manual drafting techniques because they are not required to do so. The days of hand drawing for final drawings are virtually over. Universities no longer require the use of protractors and compasses to create drawings. Instead there are several classes that focus on the use of CAD software.



## 3D VIRTUAL MODEL

Virtual prototypes are a popular choice for visualizing new ideas. These 3D digital models are relatively inexpensive to produce and can usually be easily modified to accommodate new features or design choices. 3D computer models are a digital wireframe mesh with a surface and texture applied to make the model appear solid. Think of a model as a tomato cage wrapped with plastic. By creating a digital prototype early in the invention process, inventors can avoid making costly mistakes in the engineering and production phases. Virtual prototypes can reveal potential clearance issues in moving parts, or bring attention to an undesirable design when viewed from a certain angle.

Inventors can create these visualizations on their own, but they must be dedicated to learn new software capable of creating 3d geometry. In addition to learning a new program there are also many underlying geometry concepts and good modeling practices new users must grasp before creating useful models.



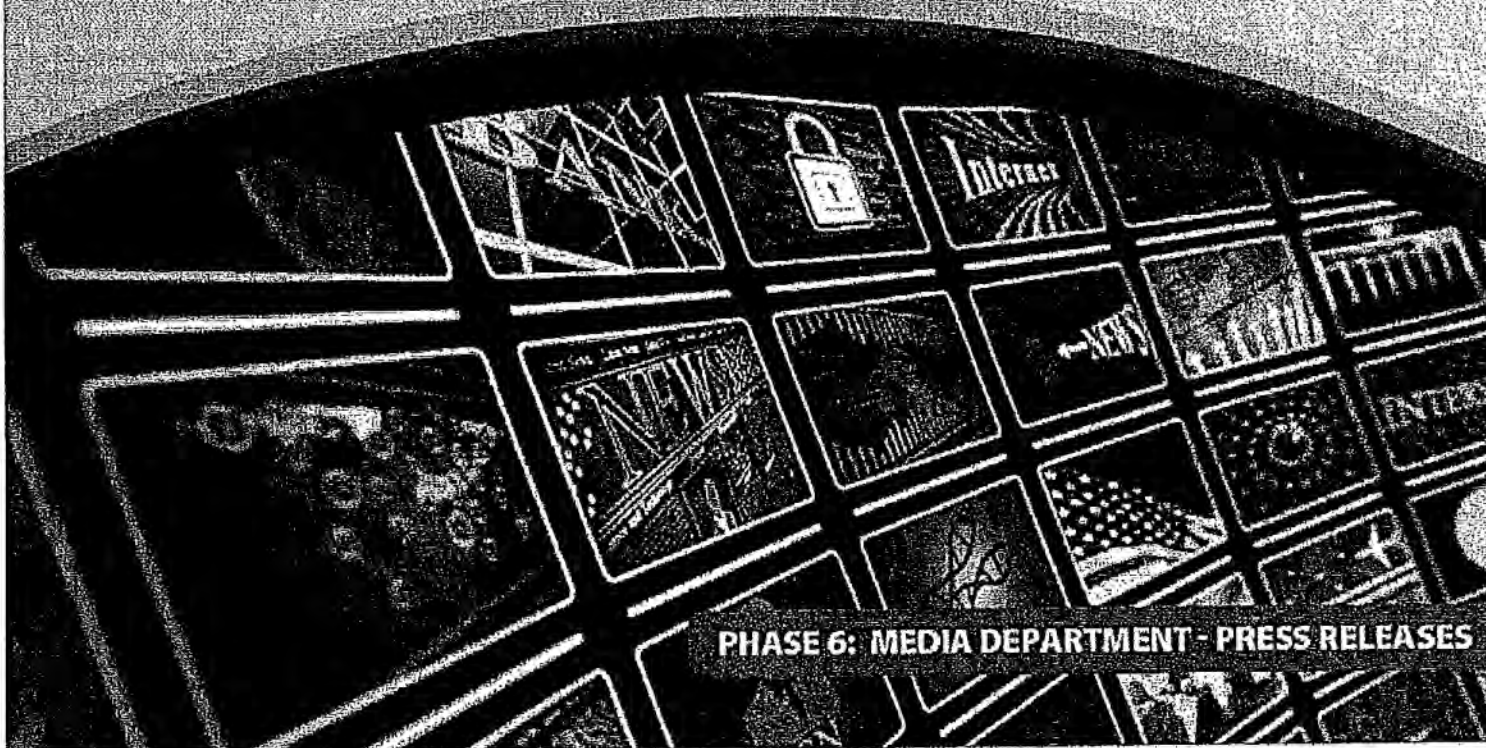


# INVENTION BROCHURE

Flyers and brochures are the most common form of advertising and can be pretty cost effective considering how much face-to-face time they get with your potential customers. They're great educational tools. Although they're not typically sales pieces, they whet someone's thirst for more information on your product or company. The main objective is a call to action. You want to drive people to visit a website or to call a number to order your products.

Keeping your branding in mind while using the same design principles that go into designing all advertising materials (color, typography, composition, photo/ illustration use and the overall style/ concept) will develop your flyers and brochures to proclaim your products as unique, important, breakthrough and interesting. The following basic steps will make sure you don't forget anything.





## MEDIA DEPARTMENT & PRESS RELEASES

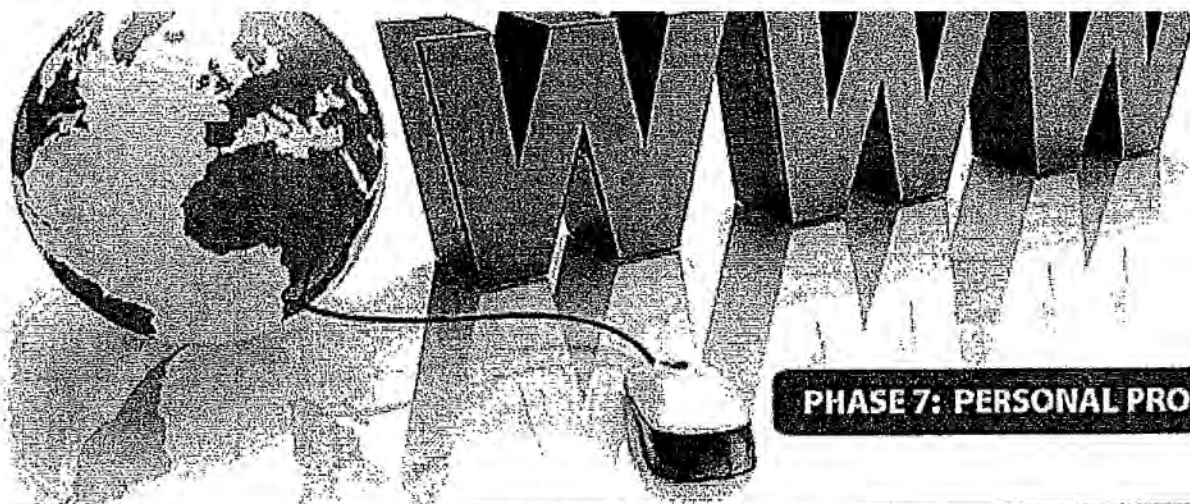
We send your news to major search engines like Google, Yahoo! and Bing. We send it to journalists and bloggers. We deliver it to opt-in news subscribers. And we host your news release on Worldpatentmarketing.com which receives many visitors each month. World Patent Marketing will reach out to local, regional, national press and prospects on your behalf. With world patent marketing your news will be sent within the US and around the world. So, in addition to getting your information picked up by news outlets, you can also align it to the industries and regions that matter most to your invention.

World Patent Marketing is committed to staying current with search marketing best practices so your news can reach a wider audience. Your release will be submitted to search engines and is equipped with social sharing features to help your news spread across the social web.

**Go Social. Go Viral. Go Far.** World Patent Marketing can help get your news onto social networks, where customers share stories about the businesses they buy from. World Patent Marketing is your first stop for generating extra reach and going viral through social media.







## PERSONAL PRODUCT WEB PAGE

At World Patent Marketing, we take a truly integrated approach to your online presence. We help inventors publicize their product ideas by building a personal product web page for each and every inventor. We help you succeed online by taking all of the complicated jargon like SEO, PPC, Social, and HTML, and turning it into comprehensive marketing strategies stamped with personal service. Our dedicated team of experts give every inventor special care and clear reporting of activity to their personal web pages.

We welcome your input! The more input we receive from you the better able we will be able to satisfy your needs and produce a page that will have the desired look and impact that you want to achieve. It's your personal product web page – we want it to look the way you want it.



# INTERNET TELEVISION COMMERCIAL

An Internet Commercial is a TV commercial that plays on your website instead of on TV. The advantage is that it can be played 24hrs/day and broadcast to millions without the high cost of TV advertising. You have the same opportunity to use an Internet video commercial to grow your business and increase sales.

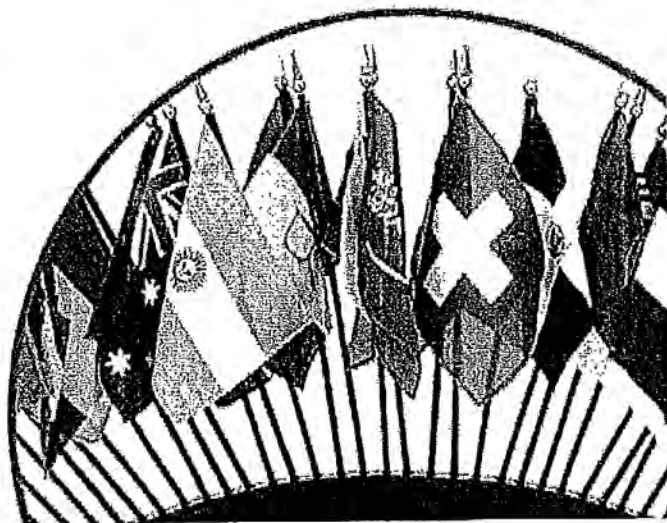
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# INTERNATIONAL INVENTION ROUNDTABLE

World Patent Marketing presents the International Invention Roundtable where we bring millionaire businessmen and women together with the next generation of America's inventors. Only the top 5% of our inventors will have the opportunity to showcase their product ideas to this virtual forum.

Please note that while World Patent Marketing may occasionally choose to exhibit inventions to the International Invention Roundtable, we do not guarantee this as a service to our clients. Our main goal when submitting ideas to the International Invention Roundtable is to grow our network and increase inventor opportunities overall.

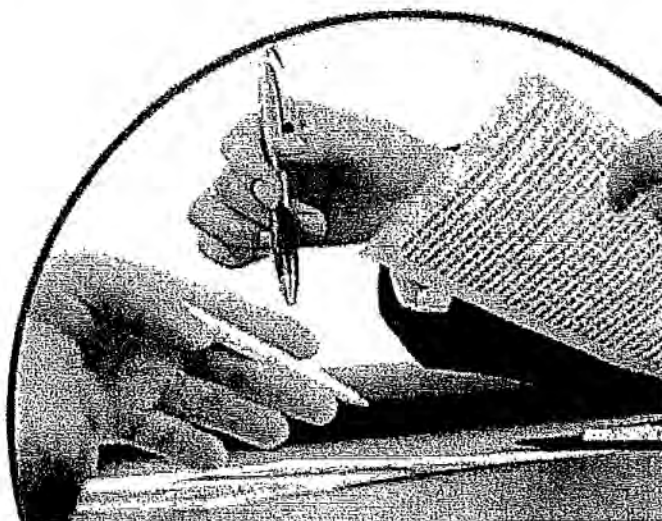


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Through a Brand Representation Licensing Program, World Patent Marketing works with you to enlist manufacturers (licensees) to produce, market, and sell approved products bearing your brand's name and logo. In exchange for the right to leverage your brand, manufacturers pay you a fee - typically a royalty, paid as a percentage of their wholesale revenue. Serving as your exclusive licensing agent, World Patent Marketing works in collaboration with your team to create and manage a customized brand licensing program — one that is tailored specifically to achieve your licensing objectives.

A Brand Representation Licensing Program managed by World Patent Marketing supports your company's marketing communications program by:

- Building your brand
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## EXHIBIT A

### US DESIGN PATENT

\$8,995.00

### US UTILITY PATENT

\$11,995.00

### US BUSINESS METHOD PATENT

\$14,995.00

### US COMBINATION

(US Utility Patent & US design Patent)

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### INTERCONTINENTAL PATENT

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### Payment Form #5 (optional)

I authorize the company named on this web form to debit the bank account or credit card indicated in this web form, for the noted amount on today's date. This payment is for the goods and services noted on the web payment form. I understand that returns, refunds and cancellations are not permitted, however exceptions may be made on a case-by-case basis. I understand that because this is an electronic transaction, these funds may be withdrawn from my account as soon as the above noted transaction date. In the case of an ACH Transaction being rejected for Non Sufficient Funds (NSF) I understand that the company named on this web form may at its discretion attempt to process the charge again within 30 days.

I acknowledge that the origination of ACH transactions to my account must comply with the provisions of U.S. law. I certify that I am an authorized user of this credit card or bank account, and that I will not dispute the payment with my Credit Card Company or Bank, so long as the transaction corresponds to the terms indicated in this web form.

Authorized Signature (Inventor): 

World Patent Marketing agrees to provide customer the following services for the following fee as per Exhibit A

Check By Phone

Account Number: \_\_\_\_\_ Routing Number: \_\_\_\_\_

Bank Name: \_\_\_\_\_ Name On Account: \_\_\_\_\_


I am enclosing my check / money order in the amount of: \$ \_\_\_\_\_

Paypal: Send Payments to [paypal@worldpatentmarketing.com](mailto:paypal@worldpatentmarketing.com)

Wire Transfer: Call 888-926-8174 for instructions

By Debit/Credit Card ( American Express, VISA, Mastercard, Discover )

To pay by credit or debit card securely. Go to [www.worldpatentmarketing.com/payments](http://www.worldpatentmarketing.com/payments)

Authorized Signature (Inventor): 



# **EXHIBIT G2**



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## PATENT PROTECTION AND PUBLICITY COMMITMENT

THIS AGREEMENT, entered into and effective as of the day of 8/1/2015 ("Effective Date") by and between DESA INDUSTRIES, INC. D/B/A WORLD PATENT MARKETING, a Delaware Corporation (hereinafter, "WPM") and Crystal Carlson located at 581 W. Harding Ave, Coolidge, AZ 85128

INVENTOR represents that he is the inventor and further represents that he is the exclusive owner of all rights, titles and interests to said invention, the Baby Seat Monitoring System (hereinafter, "Invention"); and

WPM operates a business specializing in patent protection assistance services and WPM refers all patent work to Independent patent attorneys and/or agents. All direct communication with the United States Patent and Trademark Office, whether written, verbal, electronic, digital, and any other form, is performed through an independent registered patent attorney and/or agent INVENTOR wishes to obtain patent protection assistance and WPM wishes to provide INVENTOR with patent protection assistance services for the Invention as set forth herein; and in consideration of the mutual promises agreements as set forth herein and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties intending to be legally bound, do hereby agree, that the foregoing Agreements are incorporated herein by reference and made a part hereof as though set forth at length throughout this Agreement and do further agree as follows:

### 1. Appointment of WPM.

Inventor hereby engages WPM to provide the patent protection assistance for the Invention. WPM provides six (6) Patent Protection Plans more particularly described on Exhibit A. In addition, WPM provides development services also described on Exhibit A.

### 2. Disclosure

WPM has provided the INVENTOR with all of the disclosures as required by the American Inventors Protection Act of 1999, as stated in the Global Invention Royalty Analysis previously signed by INVENTOR.

### 3. Registration

When a registration number is issued by the US Patent and Trademark Office pursuant to U.S. 35 U.S.C. §§ 1 et seq the transaction is complete & WPM has fulfilled its obligation under this agreement.

### 4. Plan Fee.

INVENTOR hereby agrees to make payments to WPM in accordance with the Program Selected on Exhibit A

**THE INVENTOR WILL NOT BE HELD RESPONSIBLE FOR ANY ADDITIONAL EXPENSES INCURRED OR ASSESSED BY WORLD PATENT MARKETING, OTHER THAN THOSE DEFINED WITHIN THE SCOPE OF THIS AGREEMENT.**





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## 5. Title.

Title to the Inventions will be and shall remain vested with the Inventor.

## 6. Warranty and Indemnity

Inventor shall indemnify and hold harmless WPM and any third party subcontractor and each of their owners, officers, and directors, from and against any claim of Intellectual Property (copyright, trademark and patent) infringement by the Inventions as a result of the use contemplated herein of the Inventions, in the form submitted by Inventor to WPM. Inventor shall indemnify and hold harmless WPM, and any third party sublicense, and each of their owners, officers, and directors against all claims obligations or liabilities including court costs and attorney's fees, arising out of the Inventor's tortious or unauthorized acts, misrepresentations, omissions, failure to perform his/her obligations hereunder, or any acts not expressly authorized in writing, related to or beyond the scope of this Agreement.

## 7. Confidentiality.

Each party agrees that during the term of this Agreement and thereafter (a) it will use Confidential Information belonging to the other party solely for the purpose(s) for which it was disclosed hereunder and (b) it will not disclose Confidential Information belonging to the other party to any third party (other than its employees and/or professional advisors on a need-to-know basis who are bound by obligations of nondisclosure and limited use at least as stringent as those contained herein). The parties further agree that except as necessary to perform their respective obligations hereunder or otherwise expressly required by law, they will not publicly announce or otherwise disclose any of the terms and conditions of this Agreement. In the event either party is requested or ordered by a court of competent jurisdiction to disclose Confidential information belonging to the other party, such party will give the other party immediate notice of such request or order and, at the other party's request and expense, resist such a request or order to the fullest extent permitted by law. Each party will promptly (i) return to the other upon request any or all Confidential Information of the other then in its possession or under its control and (ii) erase or otherwise destroy all computer entries containing any Confidential Information of the other then in its possession or under its control and provide the other with written certification of such erasure or destruction. The provisions of this Paragraph will survive any termination of this Agreement.

## 8. Relationship of Parties.

This Agreement and the relations established hereby between Inventor and WPM do not constitute a partnership, joint venture, agency, or similar endeavor between Inventor and WPM nor does it constitute an Agreement of employment. Each party will act under this Agreement as an independent party and independent contractor and not as the employee of the other party and that each party retains sole and absolute discretion in the manner and means of carrying out the services described herein. This Agreement shall not be construed as a partnership or joint venture and neither party hereto shall be liable for any obligations incurred by the other party except as expressly provided herein.

 intl.





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### 9. Amendments and Waivers.

None of the provisions of this Agreement may be amended or waived except by a writing signed by Inventor and WPM. Any waiver by either party of any breach of this Agreement by the other party is not to be deemed a continuing waiver of other breaches of the same nature or of any other provisions of this Agreement.

### 10. Successors and Assigns.

This Agreement will be binding upon, and serve to the benefit of, the parties and their respective successors and permitted assigns.

### 11. Notices.

Any notice, waiver, demand or other communication required or permitted by this Agreement must be in writing and shall be deemed to have been given and received if delivered by messenger, or, if mailed, on the third business day after deposit in the United States mail, certified or registered postage prepaid, return receipt requested, or if faxed, telexed or telegraphed, six hours after being dispatched by fax telegram in every case addressed to the party to be notified as follows:

TO WPM:  
DESA INDUSTRIES, INC. D/B/A WORLD PATENT MARKETING  
228 Park Avenue South, Suite 35352  
New York, New York 10003

TO INVENTOR:  
As Stated Above

### 12. Remedies.

It is understood and agreed that all provisions of this Agreement are fundamental and essential for the protection of WPM's legitimate business interests, and in the event of any breach or threatened breach of the provisions of this Agreement by Inventor, WPM will suffer irreparable harm and its remedies at law will be inadequate. Accordingly, in the event of a breach or attempted breach of this Agreement by Inventor, WPM will be entitled, in addition to all other rights or remedies which may be available to WPM, to seek injunctive and other equitable relief, without any showing of irreparable harm or damage. In the event WPM seeks such relief, it shall not be required to post a bond or provide other security. All remedies available for breach of this Agreement are cumulative and may be exercised concurrently or separately. The exercise of one remedy will not be deemed an election of such remedy to the exclusion of other remedies.

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### **13. Termination.**

In the event of a violation of any term or condition of this Agreement by the INVENTOR or WPM, WPM or Inventor may terminate this Agreement at any time. The termination of this Agreement shall not prejudice any rights or remedies which shall have accrued to WPM prior to the date of such termination.

### **14. Further Assurances.**

The parties agree to execute such other documents and provide such further assurances, if any as may be reasonably required from time to time to give effect to the provisions of this Agreement.

### **15. Limitation of Liability**

In no event shall WPM be liable to inventor for any indirect, special, incidental, consequential or punitive damages, including without limitation, loss of profit, revenue, data or use or for similar costs, whether in an action, in contract or tort or based on warranty or other claim, even if WPM has been advised of the possibility of such damages. WPM shall be liable only for its own willful misfeasance and bad faith and no one not a party to this Agreement shall have any rights whatsoever under this Agreement against WPM for any action taken or not taken by him. During the Term, and continuing Offer the expiration or termination of this Agreement, the Parties shall indemnify WPM, and each of its affiliates and shall hold him harmless from any loss, liability, damage, cost or expense arising out of any claims or suits which may be brought or made against the Parties, or any of its affiliates, by reason of (i) any breach of the covenants and undertakings hereunder, and (ii) WPM's noncompliance with any applicable federal, state or local laws or with any other applicable regulations.

### **16. Definitions.**

For purposes of this Agreement, the following words and expressions have the following meanings:

- 16.1. "Confidential Information" means, with respect to either party, all information in any written or other form whatsoever, relating directly or indirectly to the present or potential business, operations, corporate or financial condition of such party or to data, know-how, materials, supplier or customer lists or other similar information belonging to such party which is not at the relevant time (i) generally known to the public (through no act or omission in violation of this Agreement), (ii) furnished to the receiving party by a third party having the lawful right to do so or (iii) acquired by the receiving party from a source other than the disclosing party, provided that the receiving party immediately notifies the disclosing party of any such acquisition.
- 16.2. "Inventions" mean (1) the product concept described in the Global Invention Royalty Analysis received by INVENTOR.
- 16.3. "Person" means an individual, a corporation, a partnership, a trust, an unincorporated organization, an entity or a government or any agency or political subdivision thereof.
- 16.4. "US Dollars" means the currency of the United States of America.

# **EXHIBIT H**



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# World Patent Marketing Extortion Scandal – CEO Scott Cooper Fights Back

Oct 7, 2015 By Joanne McKenzie – Leave a Comment

## World Patent Marketing, CEO Scott Cooper Fights Back

As if World Patent Marketing CEO Scott J. Cooper didn't have enough to do. He returned home this week from what was supposed to be a pleasant family yacht trip in the Bahamas. Of course within a few days, Hurricane Joaquin showed up. As the vessel raced to Nassau to avoid the 100 mile per hour winds, an engine failed. Luckily, Captain Kiko was able to navigate the vessel to safe harbor on the single engine. As they waited out Hurricane Joaquin, Cooper's biggest problem that day was a slow internet speed.



**CEO Scott Cooper fights back.**

As he returned home and stepped off the private jet, he was greeted with an email from his attorney that the extortion and blackmail scheme against him and World Patent Marketing is not

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over. Back in August, an ex-employee of Cooper's highly successful mortgage banking business, requested a job at World Patent Marketing. We will call this ex-employee "Rudy." Cooper ignored the request, knowing that Rudy has been in and out of trouble since the collapse of the mortgage industry. Within a few weeks, Rudy demanded \$200,000 in 48 hours or else he would smear the company's reputation on the internet. Cooper initially ignored him, knowing that Rudy had a history of substance abuse and he figured it would pass.

The extortion and blackmail plot then thickened. He started to threaten high ranking members of the World Patent Marketing Advisory Board, including Former US Attorney, Matthew Whitaker, and Former Karate Champion and Director of Security Risk Management Moti Horenstein.

Cooper then called upon famous New York attorney, Eric Creizman. Creizman is known as one of the top ten lawyers in New York and is famous for his courtroom performances. Despite Rudy's tactics to evade being served by Cooper's investigators, the judge ordered an injunction banning Rudy from slandering the company.

Cooper thought the matter was over and he could get back to business. "I figured he would crawl back under the rock he came out of," said Cooper. "I knew the guy had financial problems. His ex-wife told the investigators that he wasn't even paying child support for his children and I knew he was already being investigated for some other nonsense. I figured he was desperate. He is not a worthy opponent. I really didn't need the aggravation though."



**Scott Cooper hired ex-commando Horenstein for security**

Shockingly, Rudy just recently started to carry out his threats. He started posting fake negative reviews pretending to be an unhappy customer. "I understand that this man has issues," said Cooper. "He is extremely disturbed. Recently he has become delusional and desperate. He seems to be totally detached from reality, perhaps due to fear and drug use. His demands have become more bizarre and ludicrous over time. We don't have time to deal with an extortion scandal. At this point, we have no choice but to take hard hitting action, to protect ourselves and our clients."

Cooper and his attorneys will be considering all legal options including contacting law enforcement. "Its an interesting crime that he committed. It's called Cyberstalking and Cyberharrassment. I didn't know much about it. Quite frankly, I am obsessed with keeping my clients happy. I never had to deal with an idiot like this," said Cooper. "But I may actually enjoy putting this guy where he belongs – behind bars."

Chat now





# World Patent Marketing CEO Scott Cooper Keeps Security Force Close

Cooper is no stranger to danger. He has been forced to take measures to protect the World Patent Marketing Staff. The headquarters offices are heavily protected, with bio-metric scanners for entry, extensive video surveillance, and extensive background checks for all individuals admitted into the building. "We work on lots of different ideas. Some of them are potential game changers and threaten the status quo," said Cooper. "We see ideas every day that can change the world in the fields of energy, medicine and communications."

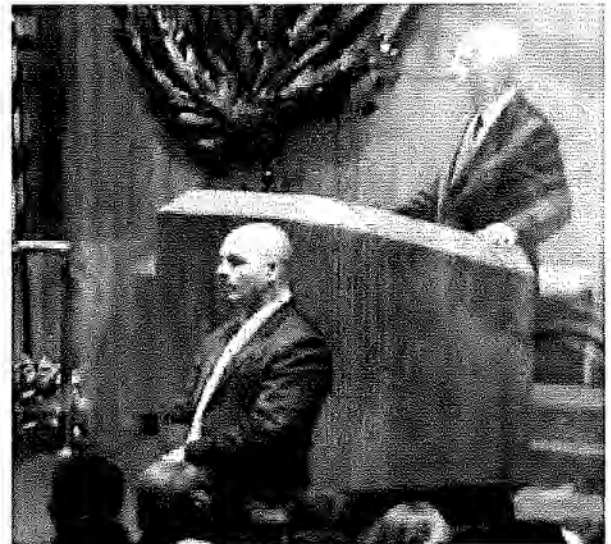
Cooper has even taken the unprecedented step of hiring a World Patent Marketing Security Force, made up of former Israeli commandos that previously protected the Prime Minister of Israel. Led by Moti Horenstein, World Patent Marketing executives all over the world have been forced to surround themselves with security forces 24/7 in order to ensure personal safety from outside threats.

"The time has come to hit back," said Cooper. "This isn't just about a jealous guy bothering me any more. It's more than a simple extortion scandal. He is attacking World Patent Marketing. I'm not going to let a pathetic individual like Rudy stand in the way of our clients' success. It isn't going to happen. This guy just bought himself jail time. We have a formidable team here, and we are going to hit him with everything we have."

Check out [World Patent Marketing on Youtube](#).



**Member of the World Patent Marketing Security  
Team**



**Member of the WPM security team, guarding  
Prime Minister.**

Filed Under: Bonus, Invention, Idea & Patent News

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May 29, 2015 By Scott J. Cooper — [Leave a Comment](#)

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1680 Meridian Avenue, Suite 600

Miami Beach, Florida 33139

Phone: . 888 926 8174

Fax: 888 689 2485

Email: [info@worldpatentmarketing.com](mailto:info@worldpatentmarketing.com)



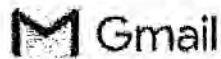
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# **EXHIBIT I**





(b) (6)

## Response to your letter

Scott Cooper <scolt@worldpatentmarketing.com>

Thu, Apr 7, 2016 at 10:19 AM

To: (b) (6)

Cc: advisoryboard@worldpatentmarketing.com, litigation@worldpatentmarketing.com

(b) (6)

I received your letter today. I am a little surprised. It's the first time I have received a letter like this for a product concept that I approved for licensing and manufacturing. I guess I know why I never heard back from you on our offer to participate in our Regional Product Launch this summer. I thought you would be thrilled. First time for everything I guess. I must assume you already got your product licensed and manufactured and that is great news -- or you are getting some really bad advice.

I understand the legal process can at times be confusing and irritating. I am not an attorney and I am not giving you legal advice but the information you put on paper does not seem to be correct. In addition to patent assistance services, we engineer, license manufacture and retail products. I must tell you that you are getting some pretty lousy legal and business advice. Whoever is grouping us in with invention promotion companies does not know the first thing about our vertically integrated business model and potentially cost you a licensing deal -- something most inventors only dream of. It is a shame that your current strategy is not as good as your idea. We happen to have some pretty jealous competitors so I hope you did not fall into that trap. I imagine you are aware of who is on our advisory board. I am sending copies of your email and my response to all of them. Do you think all these powerful and influential people would join forces with me if what you said were true? We have former US Attorneys, members of President Obama's advisory council, military generals, famous doctors. Think about it. Now think about the person who advised you on this letter. I am curious as to their education, qualifications and success in life.

I have over 20 new products set for release before this summer in a nationwide television advertising campaign. It is a shame that yours will not be one of them.

Give me a few days to look over the information you sent. My company's business model is sound and has been blessed by some of the smartest attorneys in the United States. I invite you to file complaints with all those agencies. I can give you a few more names if you want to attempt a more thorough attack on our reputation. If I refund any amount of money, it will be because we made some sort of error on your file and I believe in admitting my mistakes -- not because of your threats. There is a reason we have such a strong reputation in the marketplace. Also please be advised that I do not back down from challenges and respond swiftly and proportionately to threats.

I would be happy to sit down with you and discuss this if you are in Miami or we can have a skype or telephone call. I would like to understand what led us to this point. I must say that this has never happened to me. Do you actually understand what is going on? You were close to the finish line and you just jeopardized your own success. Strange.

Please send me copies of the correspondence so I can review.

Scott J. Cooper

CEO and Creative Director

World Patent Marketing

1680 Meridian Avenue, Suite 600


Miami Beach, Florida 33139

(305) 330-9199 Direct

(888) 926-8174 ext 212

(305) 503-5458 fax

 888 926 8174  888 689 2485

 1680 MERIDIAN AVE, SUITE 600, MIAMI BEACH, FL 33139



WE'VE EARNED YOUR TRUST!





Gmail - (no subject)



(b) (6)

**(no subject)**

3 messages

(b) (6)

Sun, Apr 19, 2015 at 9:10 PM

To: Scott Cooper &lt;scott@worldpatentmarketing.com&gt;

Scott,

Can you please let me know what is going on now? I filled a extension on our taxes because we put this money owed toward your company. We thought by what your guys told me we would have payment back by now. I desperately need to make a move. Either you're a legitimate business or I need to talk to the district Attorney's office. We spoke the other day and you were to call Ken and I should never had spent another \$4,000 for the prototype. Now you claiming so other ideas, I need return of investment. (b) has been in this business for a very long time and he said no way are you that busy to where you can't take care of a customer with the investment I have made. This is my last attempt to make peace with you and world patent marketing. Just because my husband and I have great careers does not mean you have the right to take advantage of us. You have so much money to rent yachts then you can make this happen or refund me immediately. I'm so sick and tired of your excuses and explanations. I am to the point of not believing a damn thing that comes out of your mouth. I called (b) sent you home s information and you said you were going to call but no instead you change the plans again.

(b) (6)

Sent from my iPhone

Scott Cooper &lt;scott@worldpatentmarketing.com&gt;

Mon, Apr 20, 2015 at 2:22 AM

To: (b) (6)

Cc: Bernard Egozi &lt;begozl@egozilaw.com&gt;, Cattya Bella &lt;cattya@worldpatentmarketing.com&gt;

I did not change the plan again - I am happy call him but I had other priorities towards the end of the week

We can talk today but I am getting SICK and TIRED of your bi-polar behavior

I suggest you remove any negative post from the Internet or not only will I stop working on your project, I will initiate a lawsuit against you this week for trying to damage my company reputation through defamation libel and slander

I have also copied our corporate counsel on this email

Scott J. Cooper  
CEO & Creative Director

World Patent Marketing  
1680 Meridian Avenue, Suite 600  
Miami Beach, Florida 33139

305-330-9199 Direct  
888-926-8174 Ext 212  
305-503-5458 Fax

Sent from my iPhone

[Quoted text hidden]



(b) (6)

**Spoken Like A True Professional**  
7 messages

(b) (6)  
To: Scott Cooper <scott@worldpatentmarketing.com>

Mon, Apr 20, 2015 at 10:11 AM

Scott,  
You speak as professional and intelligent as I figured you to be. I have tried to work with you and I no longer want to have any dealings with you or your business. I will only speak the truth about you Scott and World Patent Marketing.

(b) (6)


**Scott Cooper** <scott@worldpatentmarketing.com>  
To: (b) (6)

Mon, Apr 20, 2015 at 10:13 AM

If I do not hear from you in 30 minutes, I am handing the matter over to my attorney. Your patent will be the least of your problems.

Scott J. Cooper  
CEO & Creative Director

(305) 330-9199 Direct  
(888) 926-8174 ext 212  
(305) 503-3458 Fax

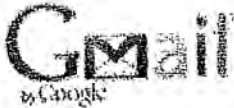
 signature\_default new (Scott Cooper's conflicted copy 2015-01-25)

(b) (6)

Sent: Monday, April 20, 2015 1:11 PM



Gmail - (no subject)



(b) (6)

**(no subject)**

2 messages

(b) (6)

Sun, Apr 19, 2015 at 10:01 PM

To: Scott Cooper &lt;scott@worldpatentmarketing.com&gt;

This is the same exact crap you have been telling me!!! I am just beginning to research you and I will not stop! I AM SO SICK AND TIRED OF THIS BULL! I need to pay my damn taxes and you are renting yachts with my money and whoever else you have ripped off!!!

During the onsite interview, Mr. Cooper was asked to describe a situation where a client was not satisfied with the level of service they received. Mr. Cooper explained that because of their rapid growth his company has struggled with keeping up with the customer service demands, "If we have a customer who is unsatisfied it is usually a customer service issue. The company is growing very very quickly, and sometimes it's hard to keep up with the demand. We're appearing on History Channel this month, we have a lot of media events, and sometimes the phone keeps ringing off the hook and nobody can take it." Mr. Cooper assured us that they are continually hiring people to keep up with the demand, as well as taking initiative it making sure future and current clients are able to have the best experience possible. One way in which they are achieving this is through the implementation of direct contact with Mr. Copper, "one thing that we're working on is putting something on our website that says 'e-mail our president.'" This will give clients an avenue to address their problems immediately within the company. Mr. Cooper informed us that any client who is upset will be dealing directly with him, this option provided on the internet will simply make that interaction easier for the customer.

When asked to comment on complaints posted on Ripoff Report's website Mr. Cooper informed us that he believes the comments are false and were posted by a competitor. He then went on to assure future and current clients that their ideas and money are safe with World Patent Marketing. Mr. Copper believes this can be shown through their many accreditations, "we have a 5 star rating with consumer affairs, of all the companies in our industry we are the only ones to have an A rating with the BBB." Their accreditations also include a five star review rating from Google, Trustpilot, Shopper Approved, Customer Lobby, and Reseller Ratings.

When asked what type of changes they have made to honor their commitment to make things right with the customer per the request of Ripoff Report, Mr. Cooper again stressed the value he places in dealing with customer service complaints through the 'e-mail the president' button.

World Patent Marketing is pleased to be a part of Ripoff Reports Corporate Advocacy Business Remediation and Customer Satisfaction Program. Mr. Cooper further explains by stating, "in today's age our reputation is everything in business especially with the internet. So if you have a bad reputation online—you're done. We work very hard to keep our communication intact. We are going to do whatever we have to do to address our complaints, and show our commitment to customer service."

Scott Cooper <scott@worldpatentmarketing.com>  
To: RN AKA MOM <wmjandgwj@gmail.com>

Mon, Apr 20, 2015 at 2:14 AM

You should think about getting medical attention -I'm serious -

I am the one who said it - of course it's what i told you - it's true

Scott J. Cooper  
CEO & Creative Director

**To:** scott@worldpatentmarketing.com[scott@worldpatentmarketing.com]  
**From:** Matthew Whitaker  
**Sent:** Thur 9/8/2016 10:54:45 PM  
**Subject:** Fwd: New message via your website, from jeffclarke363@yahoo.com

Just forwarding this along. I hope all is well. MGW

----- Original message -----

**From:** info@factdc.org  
**Date:** 9/8/16 3:41 PM (GMT-06:00)  
**To:** Matthew Whitaker <mwhitaker@whgllp.com>  
**Subject:** FWD: New message via your website, from (b)(6)@yahoo.com

This message is not FACT related, but for you.

----- Original Message -----

**Subject:** New message via your website, from (b)(6)@yahoo.com  
**From:** no-reply@parastorage.com  
**Date:** 9/7/16 2:07 pm  
**To:** info@factdc.org

**You have a new message:**

Via: <http://www.factdc.org/>

**Message Details:**

**Name** (b)(6)

**Subject** world patent marketing

**Message** Dear Matthew can you get a message to scoot cooper you are on his advisory board but what you don't know is how many people were scammed by him and how fraudulent they are and how much money they robbed from people I am not happy and would love to meet him in person and show him how upset I am if I was aloud in you country I would find him myself so tell him to find me it would make so happy to drop kick his f#\*king head in and tell him he is a little bitch and this is one person who is not scared of him God and the devil would quiver in fear of me and what I would do to him if I ever get my hands on him no disrespect to you have a good day thank you

**Email** (b)(6)@yahoo.com

**Sent on:** 7 September, 2016

Thank you!