

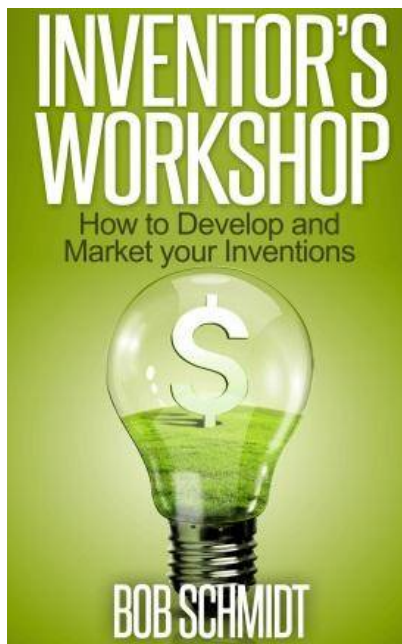
# INVENTORS BLUEPRINT FOR SUCCESS

Includes:

- Ebook
- Training Slides
- 1 hr Training Video link

**BOB SCHMIDT**

**SPECIAL PACKAGE CONTENTS:** This package is the “trifecta” for inventors. It includes my 53 page eBook, 103 supporting presentation slides with additional support material, and a link to 1hr video where I explain the slides. The first is the eBook:



### **Inventor's Workshop – How to Develop and Market your Inventions:**

Practical guide showing inventors how to develop, prototype, protect and market their inventions. Bob is an engineer with over 25 years experience developing and marketing products. He used his corporate and entrepreneurial experience to develop this step by step guide to help fellow inventors develop their products using a “boot strapping” approach. This helps inventors to successfully develop and market their inventions without breaking the bank. It includes several inventors resources as well as details on

companies looking for new products. Inventor's Workshop is a “take action” guide to turning your ideas into successful products.



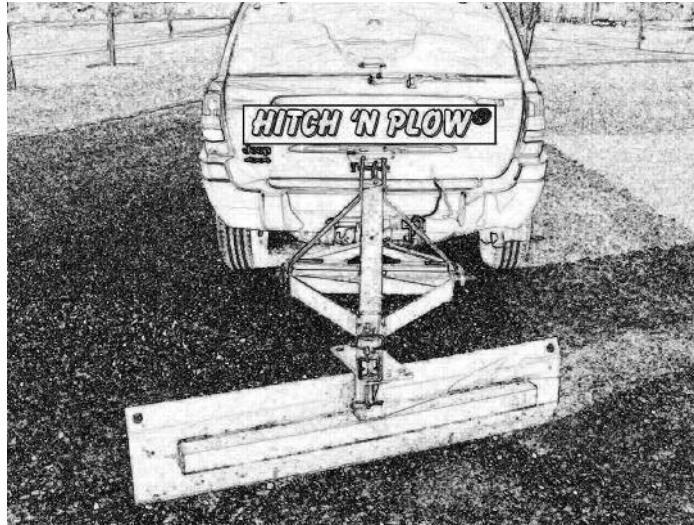
### **Inventor's Workshop Presentation Slides and Training VIDEO:**

Video version of the Inventor's Workshop eBook that walks through 103 presentation slides which are included in this “Special Package”

eBook. Length of video is approximately 1 hr and can be viewed via the Google Docs link contained in the link on slide 2 of the presentation slides. In 1 hr you will have all the info you need to develop and make money on your inventions as well as several helpful links to aid in the process.

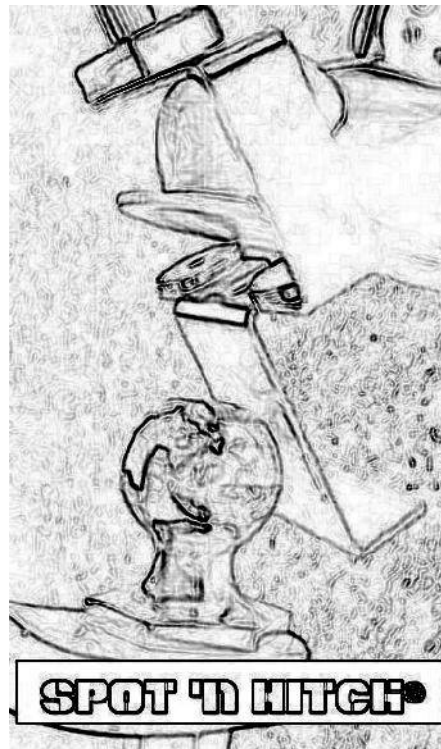
# BONUS MATERIAL ADDED

## Invention Examples



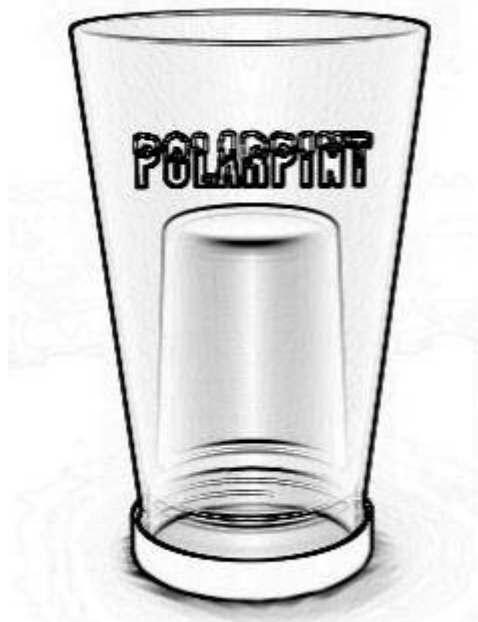
### **Invention #1 – Hitch ‘N Plow**

- Utility patent application
- Granted utility patent
- Provision patent application for design enhancements.
- Utility patent application for design enhancements (wasn't granted because I should have used a patent attorney).
- Marketing presentation.



## Invention #2 – Spot ‘N Hitch<sup>1</sup>

- Provisional patent application for original design.
- Utility patent application for original design. I used a patent attorney and this patent was not granted.
- Provisional patent application for new design.
- Design patent application because I didn't think the new design utility patent would be granted.
- Office response (new drawings).
- Granted design patent.
- Marketing presentation.



### **Invention #3: PolarPint<sup>1</sup>**

- Provisional patent application.
- Marketing presentation I put together to send to potential licensee's to help market this invention.
- Design Patent application.
- Granted Design Patent.

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- Inventor's Workshop **Webinar Video link**. [Page 180](#)
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    - Utility patent application [Pages 182-196](#)
    - Granted utility patent [Pages 197-202](#)
    - Provision patent application for design enhancements. [Pages 203-211](#)
    - Utility patent application for design enhancements (wasn't granted because I should have used a patent attorney). [Pages 212-233](#)
    - Marketing presentation. [Pages 234-245](#)
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# INVENTOR'S WORKSHOP

How to Develop and  
Market your Inventions



BOB SCHMIDT



# **Inventor's Workshop-How to Develop and Market your Inventions**

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# Why Take Advice from me? My background

I decided to put together an ebook to outline what I have learned in over 25 years as an engineer and inventor to help other inventors make money from their inventions. I am an engineer but you don't have to be an engineer to be a great inventor. My inventions are very simple and did not require advanced skills to design, prototype and market. Most inventions are simple solutions to everyday problems.

Now for some history of my education and work experience to give you some background on how this ties into the inventing process. I went to Lawrence Technological University in Southfield, MI for three years for my Bachelor of Science in Mechanical Engineering (BSME) in the early 80's. I ran out of money after my third year and hired into a fuel system company (Walbro) as a technician. They had a tuition reimbursement program so I finished my BSME degree in two and a half years and was promoted to engineer.

This actually worked to my advantage because the US was in a recession in the mid 80's and if I would have completed my engineering degree in 4 years, there weren't many companies hiring engineers. You had to have an excellent GPA (believe it or not I graduated with a GPA of 2.6) or co-op work experience. I had neither, so getting into a good company like Walbro at a lower level was actually a blessing. Walbro was also within a 30 minute drive from my home so I didn't have to move. And once I got my degree I was promoted to engineer.

While at Walbro, I worked on automotive programs including throttle bodies with integrated mass air flow sensor, plastic intake manifolds, and fuel pumps. As a technician I worked in the automotive development group, and my responsibility was air flow testing throttle bodies with integrated mass air flow sensors. This experience helped me understand the process of making prototypes and testing impact of design changes. It also showed me how to record data and write test reports.

After I completed my BSME and was promoted to engineer, I transferred to their fuel pump division and worked on new fuel pump development programs. I was lucky to work with one of the biggest inventors at Walbro. A man who had over 100 patents on fuel system products and he didn't even have an engineering degree! He just had lots of practical knowledge on how things worked. While working in the fuel pump group I helped launch a new fuel pump which gave me experience on validating a new product and working with suppliers to get components produced. It also gave me experience working in a cross functional team (quality, manufacturing, engineering, and purchasing) to insure a great product went out the door.

During my career working on fuel pumps, I continued my education at Central Michigan University and obtained a Master of Science in Administration (MSA). My goal was to be a

career engineer and eventually become an engineering manager. I was at Walbro for 11 years and was an engineering manager. I even did a short stint as an expatriate at Walbro's joint venture facility in France.

My experience at Walbro (now owned by TI Automotive) helped me to understand the design, development, validation and production of high volume automotive components. I also learned the patent process, because for my final project for my MSA degree, I completed a patent application for an automatic fire extinguisher invention. More info on this invention will be covered later in this book. I completed the paperwork and was granted a patent on this invention by the US Patent and Trademark office. I had received two patents for products I helped develop at Walbro but the automatic fire extinguisher patent was my first patent that I owned (not the company I worked for). I did this without an attorney (which I don't recommend) and was granted a patent.

I later left Walbro for greener pastures to go work at VDO (now Continental AG) to help them set up a fuel systems engineering group in the Detroit area. They were just starting to get some German transplant business in the US and were also going after some US automotive manufacturing business for their fuel delivery modules. I helped them select a facility and helped them win a 1.2 million vehicle fuel delivery module order. I was there for 3 years and at the time I left I had 15 engineers and designers working for me. My experience with VDO helped me learn how to set up a new facility, hire people and gave me more experience in the sales and marketing aspect of this market.

After VDO I did a short stint back at Walbro (now TI Automotive) and after 6 months I took a job with Orbital Australia Pty Ltd as their US head of business development. They were marketing a unique gasoline direct injection system in the US and they needed someone in the Detroit area to help manage their US business. We were doing lots of automotive work so they wanted someone based in MI to support this new business.

I had to be a jack of all trades with Orbital and gained more experience in sales and marketing. All engineering was being done at their headquarters in Australia. This gave me more customer contact and sales experience. They are also a public company so I had to deal with shareholder calls and gained additional product experience outside of automotive because their fuel system was used on recreational products to reduce emissions on 2-strokes. These included outboards, PWC, snowmobile, ATV, and even defense products.

I started working for Orbital in 2000 and I still support Orbital today but I do this through my own manufacturer's representative business, Schmidt Products, LLC. In 2007 I went from employee to contractor with Orbital and at the same time I started representing Hirth Motors out of Germany. I now represent four companies (three from Germany and one from Australia) and am focused mainly on selling products into the defense industry for unmanned aerial vehicles

(drones). These include propulsion systems (Orbital and Hirth), servos (Volz) and rescue/recovery parachutes (Skygraphics).

My work experience over the last 25+ years helps me when I have a new idea for a new invention of my own. I used to be very introverted but now have no problem striking up a conversation with someone at a trade show or even cold calling someone to try to sell my products or solutions. I started my career doing more engineering type work (design, testing, validating, launching, producing and supporting production) but over the last 10+ years I have done more sales and marketing which is sometimes the more difficult aspect of getting your inventions on the shelf.

The quote “build a better mousetrap and they will beat down your doors to get it” isn’t necessarily true. You still need to convince companies of the benefits of your product and it can be difficult because some companies have the “not invented here” syndrome and don’t like licensing new products. The good news is there are several companies that are looking for new products and companies are leaner than they were in the past and their engineering organizations can’t think of everything. For these companies to continuously launch new products and be competitive in their market means they need to look outside the organization sometimes to get new products. This is good news for inventors.

# My Inventions

Before I get into the details on how to develop and market your inventions, I wanted to give you some more info on some of my inventions. I am detailing four inventions in this summary. My automatic fire extinguisher which was originally developed to extinguish a Christmas tree if it catches fire in your home. Hitch 'N Plow<sup>®</sup> is a three point hitch adapter for trucks and SUV's that allows you to plow or grade your driveway. Spot 'N Hitch<sup>®</sup> is a trailer hitch alignment device that makes it easy to align your trailer to your vehicle and PolarPint<sup>®</sup> is a pint glass that keeps your beverage cold without diluting with ice. These are all simple inventions that could have been developed by anyone.

Lots of people have ideas for new products, but you have to take action to transfer these ideas into working prototypes that you can protect (through patents/trademarks) and either sell on your own or license with a manufacturer. I have used my education, work experience and inventing experience to make my ideas into saleable products. I am detailing these inventions to highlight some of the things I have learned during this process that I can pass on to fellow inventors. There are some things I have done right and some that I have not. So I can pass along the good, the bad and the ugly so you don't make the same mistakes. More details on these inventions are shown on the next page. Don't skip this section, because there are lessons learned even within my invention summary.

# About The Author



Bob Schmidt has a BSME from Lawrence Technological University, an MSA from Central Michigan University, and has over 25 years experience in development, sales and marketing of fuel & propulsion systems for powersports, automotive and military applications. He currently uses this experience to represent several companies to market their products and services in the US and Europe under Schmidt Products, LLC. Bob also develops new consumer products and has five patents, several patents pending and three trademarks. Products developed by Bob include: Hitch 'N Plow<sup>®</sup>, Spot 'N Hitch<sup>®</sup>, and PolarPint<sup>®</sup>.

Questions or comments? E-mail me at [bob@schmidtproducts.com](mailto:bob@schmidtproducts.com) find me on the following social networks:

Linked In: <http://www.linkedin.com/in/schmidtproducts>

YouTube: <http://www.youtube.com/schmidtproducts>

Twitter: <http://www.twitter.com/schmidtproducts>

You can also check out these websites for more info on my inventions as well as additional inventors resources:

[www.hitch-n-plow.com](http://www.hitch-n-plow.com)

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

[www.inventorsworkshop.us](http://www.inventorsworkshop.us)

# One Last Thing

When you turn the page, Kindle will give you the opportunity to rate this book and share your thoughts on Facebook and Twitter. If you believe the book is worth sharing, please would you take a few seconds to let your friends know about it? If it turns out to make a difference in their lives, they'll be forever grateful to you, as will I.

Also, I would appreciate your help in making improvements to this eBook. If you notice any links that don't work, typos or you would like to make some comments on the content presented, please email me at [bob@schmidtproducts.com](mailto:bob@schmidtproducts.com).

All the best,

Bob Schmidt





**INVENTOR'S WORKSHOP**

# **INVENTOR'S WORKSHOP**

*How to develop and market your inventions*





# INVENTOR'S WORKSHOP

## Free Video Link



- Click on link for ~1hr video that explains the upcoming slides.
- **LINK NOT SHOWN IN SAMPLE**



# INVENTOR'S WORKSHOP

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# INVENTOR'S WORKSHOP

## Credentials of Bob Schmidt



- BS in Mechanical Engineering – Lawrence Tech University
- MS in Administration – Central Michigan University
- Over 25 years experience developing & marketing fuel system products for automotive, recreational and military markets:



- 11 years at Walbro Automotive Corporation – USA (Engineering Manager)



- 3 years at VDO – USA (Engineering Manager)

- 12 years at Orbital Corporation – Australia (Director of Business Development)



- (2) patents at Walbro
  - Barrel valve for intake manifold, Brushless coolant pump
- (3) patents on my own – did all paperwork w/o an attorney.
  - Portable automotive fire extinguisher, 3-point hitch adapter for trucks & SUV's, PolarPint



- (5) patents pending – various inventions.
- (3) Trademarks





# INVENTOR'S WORKSHOP

## My Inventions



# INVENTOR'S WORKSHOP

## Invention #1 - Automatic Trigger Mechanism for Portable Fire Extinguisher

US005771977A

**United States Patent** [19] (11) **Patent Number:** 5,771,977  
 Schmidt [45] **Date of Patent:** Jun. 30, 1998

[54] **AUTOMATIC TRIGGER MECHANISM FOR PORTABLE FIRE EXTINGUISHERS**

[75] **Inventor:** Robert A. Schmidt, 3335 North Branch Rd., North Branch, Mich. 49461

[73] **Assignee:** Robert A. Schmidt, Lapeer, Mich.

[21] **Appl. No.:** 767,302

[22] **Filed:** Dec. 16, 1996

[51] **Int. Cl.:** A62C 13/76

[52] **U.S. Cl.:** 169/26, 169/89

[58] **Field of Search:** 169/26, 89, 42, 169/85

**References Cited**  
**U.S. PATENT DOCUMENTS**

2,139,634	12/1938	Higley	169/26
2,529,350	8/1950	Cabrane	169/26
3,255,974	5/1967	Challa	169/26
3,536,130	10/1970	Boat et al.	169/26

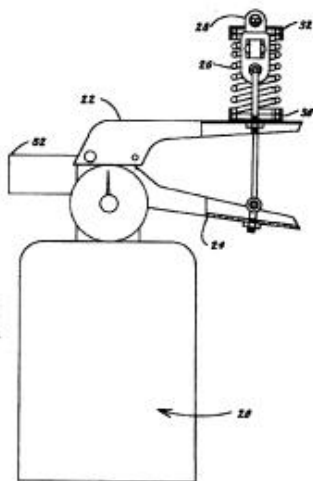
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 5,207,038 3/1994 North  
 5,456,201 10/1995 Bray

**Primary Examiner—Gary C. Hogg**

[57] **ABSTRACT**

An adapter is mountable to a trigger mechanism of a conventional fire extinguisher to form a portable automatic fire extinguisher. The adapter comprises a compression spring held in place with a heat release fusible link. If fire occurs in the vicinity of the adapter, the fusible link separates allowing the compression spring to depress the fire extinguisher trigger mechanism.

1 Claim, 2 Drawing Sheets





# INVENTOR'S WORKSHOP

## Invention #1 – Portable Automatic Fire Extinguisher

- **Motivation:** Original idea was for a low cost automatic fire extinguisher for natural Christmas trees but it could also be applied to engine departments or other areas that required fire protection.
- **Invention:** Added a spring and heat releasable fuse that separates when it gets above 135F causing the spring to depress the lever expelling the extinguisher's contents.
- **Patent:** I did the patent application on my own to learn the patent process. When you file an application on your own, if they reject your claim, you can ask them to draft an acceptable claim for you to review. This is what I did for this patent. Not the best approach because an attorney will be able to write a broad claim that protects the inventor.
- **Status:** There are other products on the market that utilize a residential type sprinkler head on a fire extinguisher. These are typically used in engine compartments but are pretty pricey. Didn't pursue a licensee and let maintenance fees lapse.



# INVENTOR'S WORKSHOP

## Invention #2: 3-Point Hitch Adapter for Trucks, SUV's and ATV's

US006293351B1

(12) **United States Patent**  
Schmidt

(16) Patent No.: **US 6,293,351 B1**  
(45) Date of Patent: **Sep. 25, 2001**

(54) **REAR MOUNTED THREE POINT HITCH ADAPTER FOR MOTOR VEHICLES**

(75) Inventor: Robert A. Schmidt, 389 W. Hunter Creek Rd., Lapeer, MI (US) 48446

(73) Assignee: Robert A. Schmidt, Lapeer, MI (US)

(\* ) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 0 days.

(21) Appl. No.: 09/769,807  
(22) Filed: **Jan. 24, 2001**

(51) Int. Cl. 7: B60H 5/06  
(52) U.S. CL: 172/439; 172/443; 172/445.1; 172/579; 172/604.5; 37/208  
(58) Field of Search: 172/439, 443, 172/445.1, 677, 679, 684.5; 37/208, 232

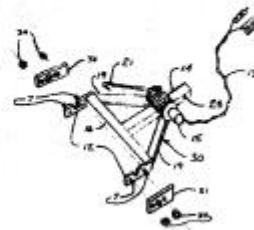
(56) **References Cited**  
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4,479,452 \* 9/1983 Biscoe ..... 37/253  
5,395,037 \* 1/1997 Biscoe ..... 37/266

\* cited by examiner  
Primary Examiner—Christopher J. Novosad

(57) **ABSTRACT**  
A motor vehicle trailer hitch adapter that mates with a motor vehicle trailer hitch receptacle and provides attachment of standard agricultural category one three point hitch implements such as scraper blades, landscaping rakes or box blades. The adapter comprises of a tube that interfaces with the motor vehicle hitch receptacle, a bracket that interfaces with the category one implement's two pivot point attachment points, and a winch that interfaces with the category one implement's upper attachment point for raising and lowering the implement. The electric winch contains a wire harness that is routed into the vehicle for power attachment and vehicle operator control of the winch. The motor vehicle battery powers the winch through an interface such as a cigarette lighter socket.

1 Claim, 3 Drawing Sheets



### HITCH 'N PLOW™



SUV Version



ATV/Tractor KIT



ATV/Tractor Version







# INVENTOR'S WORKSHOP

## Invention #2 – Hitch 'N Plow®

- **Motivation:** I was looking for a low cost means of plowing snow from my driveway. This basically turns any SUV into a compact tractor by allowing the attachment of 3-pt. hitch farm implements.
- **Invention:** Frame that slides into a 2" hitch receiver and allows the attachment of category 1 farm implements such as blades and landscape rakes. It utilizes a winch to raise and lower the implement.
- **Patent:** I also did this patent on my own for the base SUV/Truck version but should have utilized an attorney for the ATV/Lawn tractor version because my claims for that version were denied.
- **Status:** Licensed to Behlen Mfg. They are selling through their US distributors and Amazon. They produce 3 pt. implements.



# INVENTOR'S WORKSHOP

## Invention #3 - Trailer Hitch Alignment Device – Patent Pending



## SPOT 'N HITCH® Operating Instructions



*Spot 'N Hitch attaches to the underside of the trailer tongue with magnets and is centered over the ball interface. The driver uses the mast and yellow ball to aid in positioning the vehicle ball under the trailer tongue. When the hitch ball contacts Spot 'N Hitch, the mast will move indicating the trailer ball is in the correct position for attachment.*



# INVENTOR'S WORKSHOP

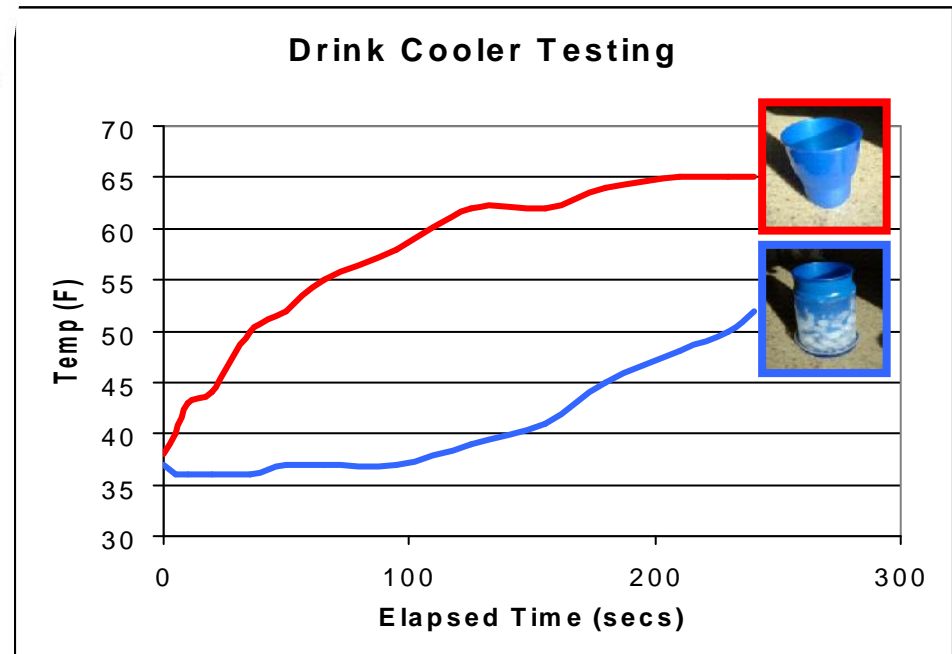
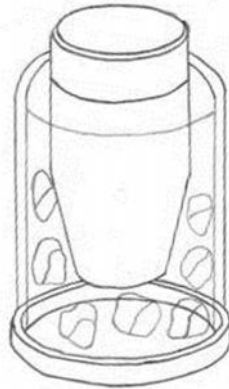
## Invention #3 – Spot 'N Hitch®

- **Motivation:** I always have a problem aligning trailers to my truck. There are several products on the market but I wanted a simple low cost version that could be available to the masses.
- **Invention:** A bracket with contact plate, magnets and a collapsible mast that attaches to the underside of the trailer hitch with magnets. The driver aligns the ball with the rear of the vehicle and stops when the vehicle ball contacts the bracket contact plate causing the mast to move. The ball is then positioned directly under the trailer hitch.
- **Patent:** Filed two provisional patents and used an attorney to file a non-provisional patent application in 2006. Patent was not granted because examiner didn't think it was novel. Updated design and filed provisional patent in OCT 2008 and built up (100) for test marketing on my own. Also filed a design patent application in 2013 which was granted in 2014.
- **Status:** Starting to manufacture, market and sell on my own. Currently available on Ebay and Amazon.



# INVENTOR'S WORKSHOP

## Invention #4 - PolarPint® – Patent Pending





# INVENTOR'S WORKSHOP

## Invention #4 – PolarPint®

- **Motivation:** I hate warm beers by the pool. Insulators don't work, frozen cups can't be re-used and ice dilutes your drink.
- **Invention:** Simple cup with reservoir on the outside that can be filled with ice water to keep the drink cold. Can be used with beer, wine, milk, frozen drinks (anything you don't want to add ice to the beverage).
- **Patent:** Design patent filed on two different configurations..
- **Status:** Trying to find a licensee. If not successful, will look at the feasibility of producing, marketing and distributing on my own.





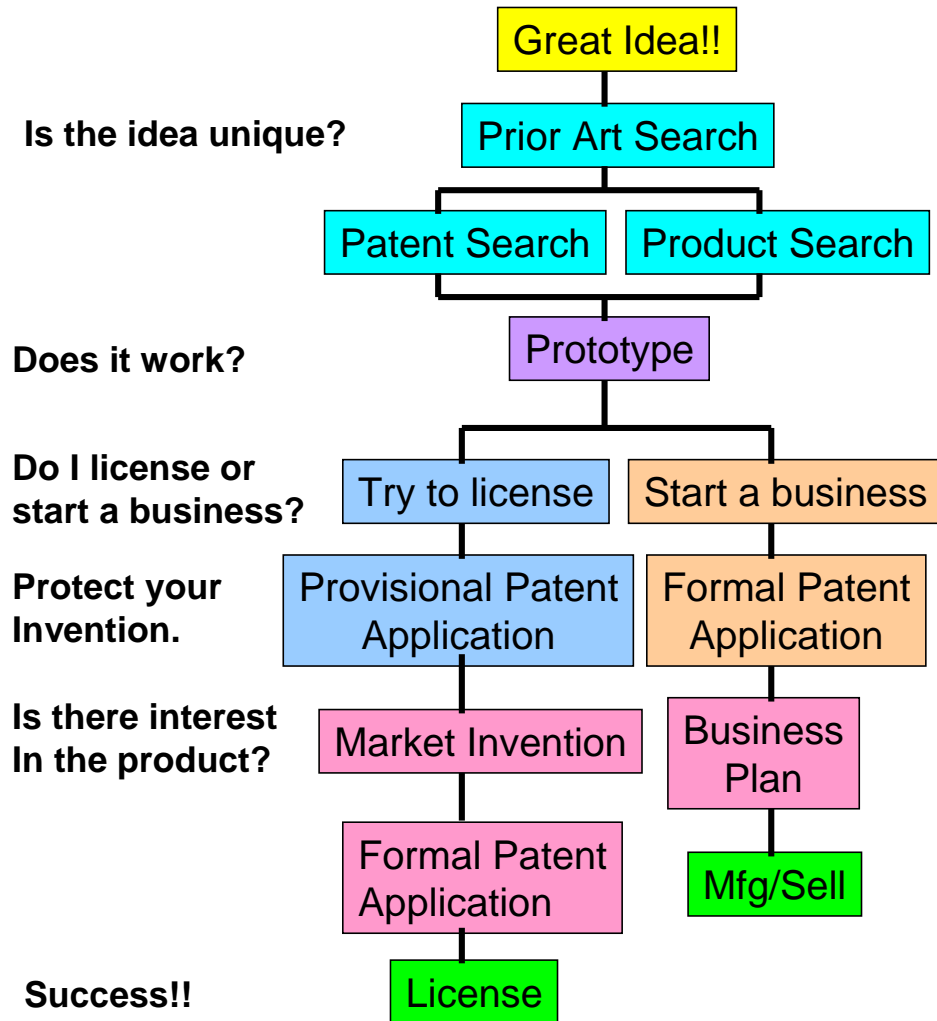
# INVENTOR'S WORKSHOP

## Invention Process



# INVENTOR'S WORKSHOP

## Invention Process





# INVENTOR'S WORKSHOP

So you have an idea for a new product. Now what do you do?





# INVENTOR'S WORKSHOP

## Contact Details

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