A guide to Selected Inventing and Marketing Resources at the Georgia Tech Library

Books – Patenting Searching and Patent Law


*Patent It Yourself,* David Pressman, Nolo, 2002. Call No. KF3114.6.P74 2002. Ready Reference. This is the bible of patent research, preparation and submission. The author is a former attorney and patent examiner. This easily readable book provides all the necessary forms and instructions needed to patent your invention.


Books – General Marketing & Business

many products to market. He helps readers to recognize their potential, avoid rip-off
schemes, obtain patent protection and/or licensing, get professional prototypes, negotiate
win/win deals, reduce legal expenses, and get expert advice and support with
associations, publications, and the web.

*From Patent to Profit: Secrets & Strategies for Success*, Bob DeMatteis, Inventions,
inventor clearly explains how to protect your idea, develop prototypes, and manufacture,
market and sell your invention. He provides strategies for tracking your product
development progress from idea to patenting to manufacturing to marketing.

*Getting Started as an Entrepreneur: a guide for students*, The National Collegiate
Inventors and Innovators Alliance (NCIA), the Alliance, 2002. Call No. HD62.5G38x
2002. General Collection. Also available online free at
[www.ncia.org/resources/entreguides](http://www.ncia.org/resources/entreguides). This outstanding resource provides useful
information for anyone starting a new business or converting their idea into a product or
service. Topics include market research and product evaluation, licensing pros and cons,
and finding money.

*How to Invent, Protect & Sell! : The Insider’s Guide to Invention, Product Development
General Collection. This book offers step by step licensing, manufacturing, marketing
and selling information. The appendix contains practical information such as what
documents an inventor should take to discuss his product, with samples of licensing and
non disclosure agreements, lists of manufacturers looking for products, and companies
that do prototypes.

*The Inventor’s Bible: How to Market and License Your Brilliant Ideas*, Ronald Louis
In addition to covering the invention process from market research, to finding
manufacturers and licensees, this inventor also stresses the importance of selecting and
using an evaluation service firm. The process of license negotiating is illustrated through
the use of three case histories. The appendices contain useful information such as a list of
invention evaluation criteria.

*The Inventor’s Desktop Companion: The Guide to Successfully Marketing and Protecting
General Collection. This inventor with a specialty in toys and games, warns of fraudulent
invention marketing firms in chapter 2. Detailed explanations of the patenting process, as
well as how to trademark your product, and negotiate licensing agreements are provided.
Chapter 15 discusses licensing toys and games.

*License Your Invention: Sell Your Idea and Protect Your Rights with a Solid Contract*,
information to read before entering into an agreement with a manufacturer, marketer, or
distributor. This book explains step by step how to draft a fair license, and explains pertinent patent, copyright, and trademark laws.

*Profit from Your Idea: How to Make Smart Licensing Deals, 5th edition*, Richard Sim, Nolo, 2006 Call No. KF3145.Z9S75. Reference Collection. In basic non legalese language the author instructs the inventor on how to license inventions, trade secrets, and copyrights. Many forms, such as non-disclosure agreements, license agreements, and letters of intent, are included, both in print and in a CD which is included.

**Research Directories & Databases – Useful for Finding company prospects & licenses.** [selected from GT Library’s Business & Economics subject guide at http://www.library.gatech.edu/research_help/subject/index.php?/company_info]


*Standard & Poor’s Register of Corporations, Directors and Executives*. HG4057.A4 Reference. Standard company directory of U.S. companies. Provides brief information such as sales estimates. One volume is list of executives (often includes addresses).