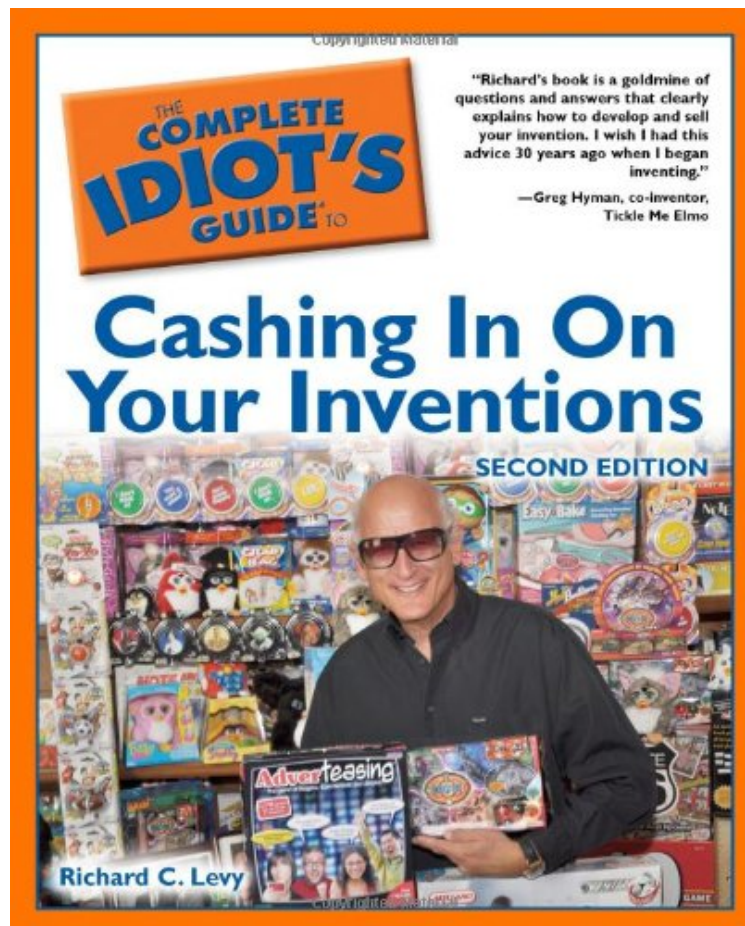


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The Complete Idiot's Guide to Cashing In On Your Inventions, 2nd Edition (Idiot's Guides)

Richard C. Levy

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Patent applications are booming! Innovative strategies to market inventive products. The Complete Idiot's Guide(r) to

Cashing In On Your Inventions, Second Edition covers every aspect of the inventing process from concept to market- and this new edition offers more in-depth coverage of the development process, prototyping and manufacturing helping readers identify how to go about turning their ideas into something tangible that they can market. Written by the co-developer of the Furby and over 200 other products Features information on how to protect inventions How to find companies interested in buying or licensing inventions

"Richard Levy is a generous guy...shares his secrets here for developing and exploiting (in the best sense of the word) one's creative endeavors. The author's generosity and delight is infectious as he guides the reader through the steps required to protect one's rights while simultaneously seeking financing, recognition, and other support. Beyond his words of wisdom, the sagacious inventor provides an array of forms and other tools so that neophytes needn't reinvent the wheel when they aspire to monetize their inspirations." -Richard Pachter, The Miami Herald "Inventing is easy if your brain is wired that way. Developing inventions into real products also isn't rocket science if you know how. Converting inventions into licenses that'll turn into real products, protecting your work, making the cash register ring... now that's the hard part. No one is better at doing all of these things than Richard Levy whose track record for inventing and licensing successful toys and games is a mile long. What's more, he has an uncanny knack for describing all facets of the whole process in books that really teach. This current one is no exception. Go get it." -Ralph H. Baer, father of the console video game industry, inventor of SIMON and many other toys and games, the 2010 Inductee in the Inventor's Hall of Fame, and the 2004 Winner of the National Medal of Technology. He is president of R.H. Baer Consultants. About the Author Richard C. Levy in the past 33 years has co-created, co-developed and licensed over 200 items, including one of the most popular toys of all time, Furby. Among his games are blockbusters: "Men Are From Mars, Women Are From Venus", "Chicken Soup for the Soul", and "Adverteasing." His first trading card game is WarStone. In other industries, Richard has the Kuhn-Rikon Frosting Deco Pen and Cool Down Doggie, a misting leash from Hyper Products. He is co-author of The Toy Game Inventor's Handbook, and is a winner of the SBA Innovation Award and has also been named an M.I.T. Inventor of the Week.