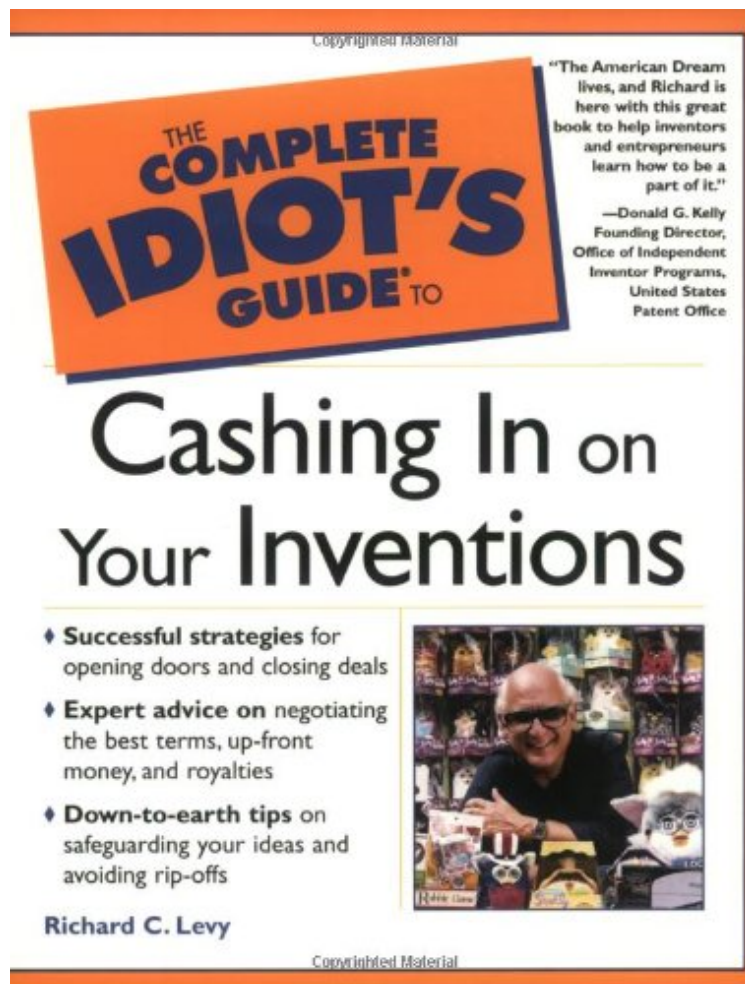


The Complete Idiot's Guide to Cashing in On Your Inventions

Richard C. Levy

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The Complete Idiot's Guide to Cashing IN on Your Inventions by Richard C. Levy.. Successful strategies for opening doors and closing deals, Expert advice on negotiating the best terms, up-front money, and royalties, Down-to-earth tips on safeguarding your ideas and avoiding rip-offs.

About the Author Richard C. Levy, simply put, is a marketing genius with a flair for invention. In the past twenty years, he has licensed over 125 products including Furby, and the best-selling game "Men Are From Mars, Women Are From Venus." Richard holds more than 30 patents. This is his twelfth book. He was profiled on Discovery Channel's Invention series, and in interviews with The New York Times, and The Washington Post. An MIT Inventor-of-the-Week, Richard has spoken at Wharton's Entrepreneurship Conference, IBM, and the USPTO's Independent Inventors Conference, among other engagements. His products have generated over \$1 billion in combined retail sales.