How We Market Your Idea

Reputable, Reliable, Credible...
The Invention-Home Promise.

Invention Home operates a world-class, invention-marketing program to assist inventors through the invention process for the purpose of licensing inventions to manufacturers for royalties. Invention Home’s marketing program has attracted thousands of manufacturers looking for new inventions available for license.
How We Market

Our strategy for licensing inventions is built on the idea of creating a simple and streamlined approach for helping manufacturers to receive and review new inventions. We believe that creating value for manufacturers looking for innovation creates the opportunity to build a vast network of contacts and relationships for the benefit of all our inventors.

To supplement our marketing efforts, we have developed a convenient way for inventors to stay informed of the activities surrounding their inventions. Inventors can access the Marketing Activity Program (MAP) simply by logging on to an “active” account. The MAP includes a summary of activities and specific feedback, if provided.

The MAP report is updated once per month, to include the prior three months' activity. The update will occur during the first week of each month.

Our marketing system is straightforward, and can be summarized in four steps. These steps are described in the following pages and consist of:

The following videos provide additional information about our process:

Helpful videos

- What is licensing?
- How we attract manufacturers to our network.
- Our success with inventors and manufacturers.
- See what some inventors think about us.
We have over 3,500 company contacts already in place and are adding more every day for the purpose of licensing your invention.

**Who do we contact?**

Our primary audience for marketing your invention begins with our network of member companies who register with us to receive new invention opportunities on an ongoing basis. Typically, these are manufacturers or product companies looking for new inventions available for license.

Our approach is to build strong relationships with many companies across a wide range of industries for the purpose of establishing a direct communication path so that we can quickly and easily share your invention for review.

Our team is continually working to develop and expand our network of companies to maximize your opportunities for success. When a company registers with us to receive new product ideas, they have the option of selecting from two types of memberships, explained below.

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### Membership Types

**SELECT** - A "Select" member is interested in viewing ALL product ideas in their category (meaning both confidential and non-confidential ideas). To become a "Select" member, each company must agree to the terms of our "Non-Disclosure Agreement"; it states that the company will hold all information confidential, and not disclose any information to outside parties. This step provides protection above and beyond any patent rights that you have obtained on your invention.

**BASIC** - A "Basic" member is interested in viewing new product ideas, but only those that are non-confidential. We have learned through experience that some companies (especially large corporations) are wary of signing any legal documents. We encounter companies every day that will not, by corporate policy, enter into an NDA. The reasons vary, and include: attorney fees (for reviewing the document), risk to their own ideas (which may be similar to ideas submitted), and confidentiality issues.

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**How do our contacts help you?**

The more companies that we have a direct relationship with who are looking for new inventions, the more opportunities you have to succeed. Since we
are continually looking for and developing new relationships/contacts, you have the benefit of receiving ongoing exposure and opportunity for your invention. The process is ongoing and never ending as long as you have patent protection and an active portfolio site with us.

**How do we develop new contacts & relationships?**

Our marketing team is continually working to develop new relationships across many product categories, so that we have an audience for sharing our clients' inventions. We utilize many approaches for generating new contacts/relationships including:

<table>
<thead>
<tr>
<th>Email Marketing</th>
<th>Recruiting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industry</td>
<td>Affiliates / Partners</td>
</tr>
<tr>
<td>Tradeshows</td>
<td>Associations</td>
</tr>
<tr>
<td>Networking</td>
<td>Web PR / Advertising</td>
</tr>
<tr>
<td>Telephone</td>
<td>MatchProduct.com</td>
</tr>
</tbody>
</table>

**Why do manufacturers work with us?**

Manufactures and product companies are continually on the lookout for their next big product opportunity; however, the process of finding these opportunities can be time consuming and expensive. We have developed a valuable service for simplifying the overall process for these companies to find new invention opportunities. As a result, we have been able to develop relationships / contacts with thousands of companies across a wide range for product categories for many reasons, including...

- We provide a very simple and easy system for companies to discover new inventions and to work through the licensing process (our HotLinks™ and iShowOnline™ services).
- We offer our service to them FREE
- We take the time to match and send relevant inventions only, as opposed to wasting their time by sending invention ideas that don't fit their company/model. This helps them and you by providing a targeted approach.
- Our professional, courteous and knowledgeable marketing staff helps them to work through the invention evaluation and contract process.
- We provide companies with confidentiality when it comes to their review of inventions and feedback, which is the preferred way because it gives them a 'degree of separation' from working with many individual inventors.
- Our ongoing stream of new inventions provides a constant resource for companies who are seeking new product opportunities.
How broad is InventionHome’s contact network?
Our network of companies, collectively supplies virtually every small, medium and large retailer in the United States. Furthermore, we are continually adding new contacts to our network to bring ongoing opportunities for your invention.

Share Inventions
We utilize several methods of sharing your invention with manufacturers and product companies with the goal of generating interest, due diligence reviews and ultimately license agreement negotiations.

What do you mean by “share inventions”?
Our process for sharing inventions is based on matching your invention with relevant companies, then presenting your invention details with our company contact for review (via our HotLinks™ service). Once we have the relationship established with a company, it becomes very easy for us to present your invention portfolio to our contact there. The invention portfolio simplifies the entire process and is used as the primary communication tool for both our HotLinks™ and iShowOnline™ services.

How many companies will you share my invention with?
Although, there is no set number of companies, our goal is to share your invention with as many relevant companies in our network as possible. In addition, every new company that we add to our network that matches your invention will also have the opportunity to evaluate your invention.

The process is ongoing so even after we have shared your invention with every relevant company in our network, we are continually working to add more that we can present your invention to. Since our company shares in the success of your idea, we are motivated to share your idea with as many companies as we can.

What methods are used to share my invention with companies?
We utilize several effective methods for sharing and marketing your invention to companies, which are detailed below.
HotLinks™ by InventionHome

A "HotLink" is our term for sending a direct link (via email) to a member company. This link will take the company directly to a product's Invention Portfolio website. Companies find HotLinks to be convenient and streamlined. By providing key information about inventions, companies are able to quickly determine if an invention is of interest to them.

Each invention that we represent is sent out as a "Featured Invention" to relevant companies. For our existing member companies, this occurs soon after your invention launches to the marketing department. We will also continue to target additional companies as we bring them onboard as new members.

As a way to bring ongoing exposure to the inventions, we also have a "May We Suggest" section below each HotLink's featured invention, and we randomly cycle the relevant inventions.

iShowOnline™ - Online Marketplace

The iShowOnline™ is our "online invention tradeshow", which contains the Invention Portfolio websites of each of our inventor-clients. Every client's invention is cataloged in this searchable database, enabling our member companies to quickly identify and easily review selected ideas.

The iShowOnline™ provides our member companies with a convenient way to search for new product ideas. We can literally put thousands of inventions at their fingertips. The iShowOnline™ is available 24 hours per day, and enables users to search by category or keyword for enhanced efficiency.

While the iShowOnline™ does require a login/password for access (to protect the confidentiality of our clients), we have developed the "Express" version of the iShowOnline™ to bring additional exposure for our PATENTED inventors (and also inventors who have a non-provisional patent filed, and who opt-in to the service). NOTE: For confidentiality purposes, inventions with provisional patent applications are not listed on the Express iShow
**Partner Network**

We currently have a partnership with the International Housewares Association (IHA), one of the world's premier product associations. The partnership enables IHA to host our iShowOnline™ marketplace directly on their website for the benefit of their 1,700 manufacturer members. As a result of this partnership, we gained access to an additional 1,700 companies for the purpose of licensing inventions.

IHA also includes one of our "featured inventions" in their monthly newsletter to their membership base, thus providing additional exposure for that invention and more importantly, to drive companies to the iShowOnline™ hosted on their website. We are the only company in the industry to have such a relationship in place.

We are now actively seeking additional relationships with product associations across other categories.

**Industry Tradeshows**

Our goal is to attend the major industry tradeshows each year for three primary reasons.

1. Pitch inventions directly to companies attending the show
2. Meet companies and develop new relationships
3. Meet with our existing contacts attending the show

**Blog / Industry Partners**

We currently have several relationships in place with large industry websites where they post an "invention of the week" on their site or include it in their newsletters. Examples would be StartupNation.com, LogoWorks.com and Housewares.com. These inventions are selected randomly each week from all of our inventions.
Facilitate Interest

If we are successful in generating interest on your invention, then our team works directly with companies to facilitate product reviews and evaluations.

What do you mean by "facilitate interest"?

Our ultimate goal is to find a manufacturer or product company that is willing to license your product. In order to get to the point where we can negotiate a license agreement on your invention, we must first get to a point where a company (or companies) expresses interest in your invention. The level of interest that a company first expresses can range from basic curiosity all the way to a high level of interest.

Regardless of the level of interest a company expresses, our marketing team works closely with the company as they evaluate and consider the invention. "Facilitating interest" refers to the many actions of our marketing team to assist companies with answers to their questions about the invention(s).

What is "due diligence"?

After a company expresses initial interest in an invention, they will do their homework before proceeding with a license agreement negotiation. This typically involves working with our team to gather additional information, beyond what was listed on the Invention Portfolio website.

Some companies prefer to do a very detailed level of analysis before entering into a license agreement and others may prefer to do basic due diligence first and postpone the detailed study until after the license agreement is signed. Regardless of when they choose to perform their due diligence, all companies will need to make sure that they can develop, manufacture and market the invention profitably. This involves costing out the product, evaluating the market, demand, pricing, customer input, etc.

Please understand that while our staff will do everything possible to move the due diligence process along at a fast pace, the interested company typically controls the time spent in this stage. Due diligence and ultimately developing, manufacturing and selling your invention will cost companies a lot of time and money, so most are very careful to make sure it's the right business decision for their company.
Will you contact me if a company expresses interest?
Once we have interest in your invention, a marketing representative will contact you to share the fact that we have interest, and to see what additional information you can provide as the company reviews the invention further. We do not rely on the MAP report to communicate interest with you. We will contact you directly for this.

Negotiate Royalties
If interest on your invention escalates into a request to license, then our team will facilitate the negotiation and licensing process for you, at no additional cost.

What do you mean by "negotiate royalties"?
If a company completes their "due diligence" and makes the decision to keep moving forward on an invention, we begin the process of negotiating a license agreement. The license agreement is a legal document that will formalize the terms of how the company may use your invention over a period of time, and in return what they will pay for that privilege. Our goal is to negotiate the best possible royalty rate and terms for our inventors. Royalty rates will vary depending on the type of invention, industry and other factors associated with the invention. We have seen rates as low as 2% and as high as 10%.

What does a typical license agreement entail?
There are many terms that must be considered when negotiating a license agreement, such as:

- Royalty percentage (or flat rate per unit sold)
- Cash advance (How much money, if any, is due upon signing?)
- Term (How long will the company have rights?)
- Territory (Where does company have rights? USA? Worldwide?)
- Payment schedule (Are royalties due monthly? Quarterly? Annually?)
- Deliverables (What 'benchmarks' must the company meet to maintain rights?)
**Will InventionHome handle the negotiation and contract?**

Yes. We will manage and facilitate this process and will include the inventor throughout the negotiations. Since we have negotiated and licensed over 60 inventions, inventors benefit from our experience and knowledge in this field. We have established a well-refined and equitable license agreement, which includes terms that protect and benefit all parties of the agreement: the inventor, the company, and InventionHome. In essence, our team can save inventors thousands of dollars in potential legal fees if their inventions reach this stage. (Inventors do have the option of hiring their own attorney at this point to review the contract, but that is at the inventor's expense).