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From: Yves Cham

Sent: Wed 1/4/2017 9:39:55 PM

Subject: Patent Invention & Intelligence Report

[Smart-Product-Building-Guide NEW \(1\).pdf](#)

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(b)(6) [2-05-2016.pdf](#)

Hello (b)(6)

Please find attached the Patent Invention & Intelligence Report, and below there is a link to the Smart Product building Agreement and attached is the Smart Product building Guide. Please let me know when we could setup a conference call to review the information and come up with a plan of action.

<https://www.hellosign.com/s/79a09d93>

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# Smart Product Building with Customer Intelligence

CORE SERVICES

BRANDING

DIGITAL MARKETING

CUSTOMER  
INTELLIGENCE

DIRECT  
RESPONSE TV

E-COMMERCE

MOBILE APP  
DEVELOPMENT

DESIGN AND  
ENGINEERING

PROTOTYPING

WPM CHINA  
MANUFACTURING

FREE PATENT  
REFERRAL

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## ACCELERATING THE INNOVATION CYCLE WITH CUSTOMER INTELLIGENCE

The invention business is risky. Companies cannot afford the time and expense of developing a product that no one will buy. To make profitable decisions, you need a system of feedback from consumers, buyers and business partners at the lightning speed of modern business. This intelligence leads to faster product development, strong brand loyalty and satisfied customers.

# CORE SERVICES

WPM Certificate of Endorsement

Media Department - Press Release

Trade Shows

Licensing Outreach

Premium Listing on  
NY Inventor Exchange

Smart Product Sell Sheet

Licensing Negotiations



## SCOTT J. COOPER

CEO & Creative Director

Scott J. Cooper is the CEO and Creative Director of World Patent Marketing's invention team. He is also the Director and Founder of The Cooper Idea Foundation, a non-profit organization dedicated to providing funding for special causes around the world.

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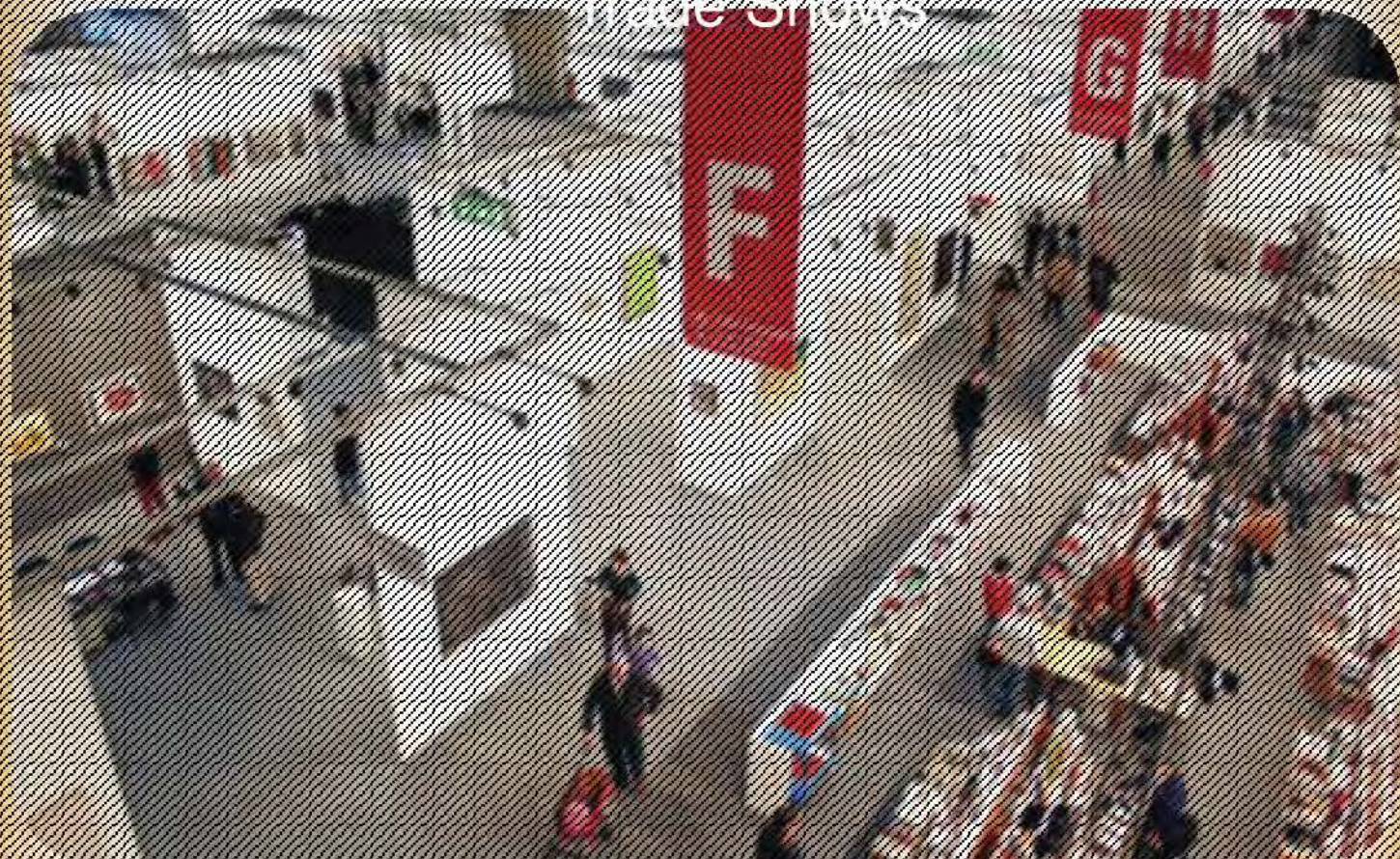
We prepare professional press releases that spread the word about your business to every major news outlet and media service. That includes major search engines like Google, Yahoo!, and Bing. And we also deliver to opt-in subscribers and post on WorldPatentMarketing.com which reaches thousands of visitors each month. On your behalf, we reach out to local, regional, and national press agencies.



World Patent Marketing focuses your news department on the industries that are most important to your product and business. We can provide your product coverage all over the world, and place you in front of the people who matter to your success. World Patent Marketing uses the most advanced SEO and SEM techniques to reach the widest possible audience. We equip your press release with social sharing features that will give it broad reach and viral potential.

Continue the buzz from social media. World Patent Marketing puts your news on top social networks, where customer interaction, reviews, and word of mouth can spread the word. World Patent Marketing social media outreach extends reach beyond customers.

## Trade Shows



World Patent Marketing attends industry trade shows to promote our brand and our client's products. Industry specific trade shows are great opportunities for networking and marketing. It's a great place to scope out the competition, meet vendors and buyers, and stay on top of industry trends and opportunities.

Please note that while World Patent Marketing may occasionally choose to exhibit inventions at shows, we do not guarantee this as a service to our clients. Our main goal when attending trade shows is to grow our network and increase inventor opportunities overall.



With World Patent Marketing Licensing Outreach Tools, you can quickly and efficiently reach out to manufacturers and licensees, who can provide the financial capital and resources to bring your product to market. They may purchase the rights to sell your product outright, or offer a contract in which you are paid a percentage over time -- typically as a royalty percentage based on sale of product. Our Licensing Outreach Tools allow you to maximize this lucrative product development path.

World Patent Marketing CEO & Creative Director, Scott J. Cooper, occasionally joins forces with select WPM clients who present products with extraordinary market potential. These projects can potentially yield unusually high returns.

- o Disruptive Technologies
- o Controversial Products
- o Game Changing Ideas





World Patent Marketing launched The New York Inventor Exchange on January 1, 2015. It is the first marketplace of its kind. It levels the playing field for independent inventors who have historically been bullied by multi-national corporations with deep pockets. The New York Inventor Exchange offers diverse markets which span inventors, entrepreneurs, manufacturers, engineers, and mobile app developers. "Launching the New York Inventor Exchange is a very proud day for us," said Scott Cooper, CEO and Creative Director of World Patent Marketing. "This has been my dream for almost five years. America was built on the premise that a small inventor can have a dream, work hard and make that dream a reality. The American Dream today doesn't seem real to many average Americans. I work with inventors every day who have great ideas but can't afford to go through an expensive patent, prototyping and manufacturing process. Our goal is to change that. Our members stay ahead of the curve by participating in a new marketplace intended to spur innovation with low cost solutions."

In most aspects, a brochure ([link to page](#)) and a Smart Product Sell Sheet ([link to page](#)) have many similarities. Both are great marketing tools to present the company and the product. Typically, they are used in support of your sales efforts, given in business conventions and exhibitions or presented to potential consumers. They are mostly printed on similar sizes on the same type of paper. The most noticeable difference, however, is that a Smart Product Sell Sheet is not folded. Also, the information presented can be technical and more in-depth than a brochure.

Why is it important?

A Smart Product Sell Sheet answers the following questions:

- What products or services do you offer?
- How will these products and services benefit me?
- How much will I will pay for them?
- How do I contact you?

With all this information, it is important to present your Smart Product Sell Sheet in a clear and precise manner to retain your customer's interest. Before you create yours, here are a few essential things to know before you start designing.

### What are the essential elements of creating a Smart Product Sell Sheet?

It should contain the following:

- Your logo and product name
- A catchy headline
- Intro paragraph
- High-resolution product pictures (including product SKU numbers)
- Benefits backed by data
- Contact info and a call-to-action

Despite being a technical document, a Smart Product Sell Sheet should still contain a concise headline and a call-to-action. The intro paragraph should provide a succinct summary of the information about the products and services. The bulk of it should contain the specifications of your product or service, and if possible, comparative data against your competitors. Finally, it should give your potential client information about your company, particularly your contact details.

A Smart Product Sell Sheet may be more technical and informative than a flyer or brochure, but that doesn't mean design is just a second thought. When designed properly, it can become a virtual tour of your product or services. Use the large space provided by the flat sheet to create a design consistent with your product and your company.

It goes without saying that a company with multiple products to sell would illustrate each item with a corresponding picture. However, ALL company Smart Product Sell Sheet should try to include some relevant images to break up the copy elements and to make the overall piece more interesting for the viewer. Use pictures of your staff in action, customers enjoying your products, or your products in action to communicate something unique about your company.

### When should I use a Smart Product Sell Sheet?

While the flyer or brochure can provide a brief overview of your product and service, a Smart Product Sell Sheet can give a more in-depth approach to marketing a product. Technical products such as equipment or software can greatly benefit from this format as well. Real estate services can also take advantage of it especially if it includes comparative data between competitors.

It can be a persuasive part of a marketing plan, especially for customers who are on the fence and want to know more about the product. It is also useful for press releases where reporters and content creators need specific details for factual reporting. Finally, you can give them to potential distributors and store owners who would be interested in putting it on their shelves.

#### Inventor Friendly

With the pace of innovation and shorter product life cycles, companies are in need of new inventions.

#### Distribute Worldwide

Licensing allows inventors to leverage a company's brand and position in the marketplace.

#### Lower Cost and Risk

The inventor supplies the intellectual property while the company ramps up manufacturing and sales.

#### Key Components to Licensing

Licensing could very well be the most lucrative way to make a living today. At its basics, licensing is the selling of intellectual property to a person or business that wishes to produce it for a profit. The intellectual property could be a patent, copyright, or an idea.

Actually, licensing got much of its start with Disney's creation of Mickey Mouse some 80 years ago. As the character took off in popularity, a businessman who wanted to put the character on 10,000 wooden pencil boxes paid for permission to do so. Thus, licensing was born. Since then, there has been all sorts of products with the Disney characters on them, from shirts to lunch boxes. In all of these items Disney receives a percent of the wholesale price of anything depicting its characters. They don't need to manage all sorts of factories, worry about payroll to all of its employees, find distributors, nothing. After the manufacturer does all the work to make and sell the product, Disney receives a lion's share of sales. If this is not an argument for licensing, I don't know what is!

## Common Licensing Questions...

But wouldn't I make more money if I manufactured it myself?

The short answer is "yes". But then reality hits. Handling the manufacturing either domestically or overseas requires a large investment of time and money. First you will need a rock-solid business plan, inventory financing and product liability insurance. You must work with engineers, industrial designers, sourcing agents and establish a sales and marketing team for distribution. Tooling can cost 10s of thousands of dollars and commonly exceeds \$100,000 -- and that is before you have manufactured or sold a single unit. Becoming a vendor to the large retail stores is extremely difficult especially if you only offer a single product, and if you do, you often don't get paid until 90 days later.

It is a tough road and very few ever become successful. But if you are willing to risk your home, car and financial security and have the needed skills to manage a factory and make your product sell, I hope the best for you. It is an option and some people do succeed. Yet the main question for any investment ought to be, "How can I limit my risk as much as possible and maintain the greatest reward possible?" And I would suggest the best answer to this question is found in licensing.

Will companies actually pay me for my invention?

Not only will they pay you, but if your invention sells, they will pay you handsomely. There is a reason why these businessmen are where they are. They did not get to the top of a company through a lack of business sense. Rather, they understand that good business transactions reward those who make you money and increase the value of your stock.

So, if you make them a profit they are more than willing to compensate you. They have good reason to treat you well. Their sole business is to manufacture and distribute products that will sell, and since the market is changing so often, they are always in need of new ideas.

Which company should I license my invention to?

Picking the right company to license your invention is crucial in the first stages. Without knowing where to go you are destined to endlessly search in the wrong places. It is important to research the specific industry and markets to understand where your invention would sell and which company has a strong brand and the distribution channels to fully exploit your invention.

Be sure to avoid companies that manufacture a product on a job basis. They have no distribution channels and are quite expensive. To get your product on the shelves you still have to do all of the work of packaging, marketing, and distribution. There is a great financial risk in the beginning when working with these manufacturers since they require upfront money to produce your product on a per unit basis.

What aspects of the licensing agreement should I be aware of?

As we have always said, we seek to establish fair and lucrative deals for the inventors that we represent. But to do this there must be certain elements present in the licensing agreement. The following is a short list of some of these elements that you should be aware of:

1. **Advance in royalty fees:** For exclusive license agreements, it is very common that the licensee would pay an advance toward the first year's royalty.
2. **Yearly minimum royalty or performance requirements:** This is either a yearly minimum payment or a yearly unit volume that the licensee must hit to retain exclusivity. The amount usually gets larger every year to allow for the licensee to ramp up and distribute your product. Also, it provides the inventor with assurance that the licensee will seek to develop your invention and not just let it sit dormant.
3. **Insurance covering the inventor:** This is an agreement that the licensee will, at their cost, buy an insurance policy covering the inventor for \$1,000,000 in damages and send the inventor a certificate which shows that they are on the policy. Such a clause in the agreement provides protection for the inventor in the event that the invention causes harm or injury to those who use it.
4. **Right to an audit:** If the numbers do not seem accurate, we can arrange for an audit to be done by an accounting firm in order to determine if the royalty checks received were fairly distributed.

# BRANDING

Product Names

Product Logos

Web Banners

Tag Lines

Personal Product Web Sites

Social Media Installations  
(Facebook, Twitter, Pinterest)

Mention on WPM Social Media



Branding is important for each and every business. Your brand sets your product apart from the competition. Brand development should be integral to product development. It is not simply an afterthought. Branding should begin before your invention is fully developed.

When you enter into a relationship with a well-known invention powerhouse like World Patent Marketing, you create instant "brand credibility" in the market, with both consumers and investors. World Patent Marketing brings you the power of a team that includes government leaders, academic institutions and major corporations the world over. Our strength in the marketplace provides your product an initial lift, until it can fly on its own.

#### Positioning for Established Brands

For products that have an established image, we can refine their brand image while retaining the positive elements critical to their market position.



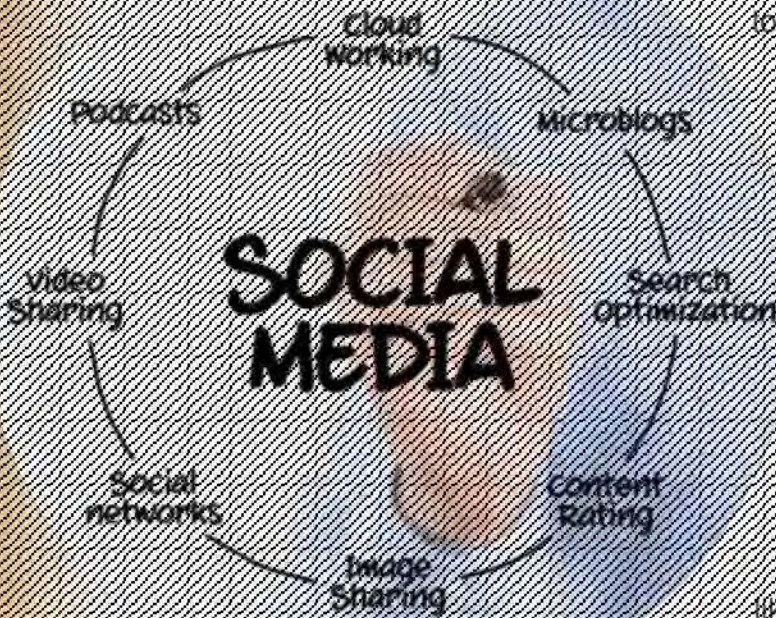
Your logo is the "avatar" of your brand. It often contains the brand name, but not always. It will appear on your website, packaging, letterhead and all advertising; the logo must be instantly recognizable.

Think of your web banner as the entrance to your store. Like a physical store, that entrance says a lot about your product and brand. The web banner conveys your brand image at the first glance. It needs to be targeted to your customer demographic.

The tagline is a one-line summary of your product and brand. Famous taglines include "It's the Real Thing" for Coke, "The Ultimate Driving Machine" for BMW and "Think Small" for Volkswagen. We will help you to distill your product image into a winning tagline.

## PROFESSIONAL WEBSITE WITH 3000

We create product websites that foster success. Our developers build advanced responsive websites that showcase your product to its best advantage, incorporating your branding elements and targeted to your



demographic. World Patent Marketing websites take advantage of the most sophisticated web tools, like SEO and PPC, and fully integrate with social media.

## WORLD PATENT MARKETING SOCIAL MEDIA

Our inventors get a leg-up on the competition, through the use of World Patent Marketing social media sites. Our large audience gives your product instant customer reach that it can take months to develop on your own. We also help you develop your own voice on the most important social media channels, like Facebook, Twitter, and Pinterest.

It's quite simple, these days, social media is not an option, it is a necessity. Social Media networks provide outlets for promotion of new products of every description. Our social media experts will create professional quality accounts for your product on all of the top platforms, such as Facebook, Twitter, and Pinterest. Your account will be custom created with unique banners that incorporate your brand image and message.

### Facebook

Facebook is the social media giant. It is the largest social media network on the web and the best known. Facebook boasts more than 1.71 billion active users, an active user is anyone who has signed on in the last 30 days. Since its inception, Facebook has grown from a website devoted to college students at Harvard, to eventually include a worldwide user interface. Facebook offers an easy convenient way for family and friends to keep in touch on every continent, as well as an easy way to check up on news, shopping, restaurants and celebrity gossip.

Facebook is an essential social media platform for every business. It offers a bonanza of options for delivering your message to fans and potential customers. On Facebook you can share stories, photos, and videos about your product. Maintaining a Facebook

account is easy, there are many tools available for businesses, including scheduled sharing and paid reach. This can be one of the best ways to target new customers and create buzz.

### Twitter

Twitter is the social media platform with the broadest reach. It is incredibly easy to spread the word on Twitter. With a single Tweet, you can deliver your message instantly to millions of potential customers. And Tweets are incredibly easy to do. A Tweet consists of a short text message that is less than 140 characters. You have to keep it short on the Twitter Feed. But, while the text message length is short, you can upload and send photos, videos, and links to your own or other webpages. Twitter is one of the top ten websites in the United States and has 320 million active users around the world. As with Facebook, content on Twitter can go viral, as it is incredibly easy for your customers and fans to share and reTweet your messages.

Interesting and varied content is the key to getting viral sharing on Twitter. Because it is so easy to reTweet content with hashtags, a great post can spread fast. If you can tap into a user with a lot of Twitter followers, your content can go viral. Twitter experts point out that posting a balanced variety of media is important on Twitter. People want to see new and interesting stories about a variety of topics, not just a reTweet of your latest announcement. So mix up your own original content with interesting stories and articles you find on the web or create yourself.

### Pinterest

Pinterest is a digital bulletin board. It is all about visuals. This makes it a great platform for inventions and products that easily convey through pictures, like fashion, food, gifts, crafts, and inspirational posts. The tagline is "Pin what you love." Fans of Pinterest create bulletin boards of pictures around their favorite interests, like coats and shoes, gardening, lattes, or quilts, for example. It is incredibly easy to use and has a dedicated user base. If you have great pictures of your product, especially if it looks good in photos of it being used, this can be a great way to create buzz and interest for your product.

Pinterest is different from Facebook and Twitter, in that the majority of the users are women. It is dominated by women's topics like fashion, diet, exercise, beauty products, pretty pictures, crafts and recipes. Products geared to these demographics tend to do

best on Pinterest. On the other hand, it is extremely valuable for every product in terms of search engines, a Pinterest page almost always shows up on the front page for any topic. Because of this, every product should have a strongly developed attractive Pinterest site. You can also post product details and maps to your Pins, which makes it easy to use, and a good source of product information. We will place a unique post on at least four different World Patent Marketing social media sites linking to your online media. One post alone is enough to make others take notice of your product.

## WEBSITE AND SOCIAL MEDIA



World Patent Marketing has an established and far reaching social media campaign. We have a strong presence on every important platform. When you have a relationship with us, we post your product on our sites and boost your visibility with the power and reputation of our social media platforms and strong brand presence.

# DIGITAL MARKETING PACKAGE

Marketing Video

Blog Article

Content Marketing

Search Engine Optimization

Social Media Marketing

Influencer Marketing

Digital Advertising

Social Media

Competitor Analysis



## MARKETING WITH VIDEO

Tell your product story, with the power of video. No other media is as compelling as video in conveying the purpose, promise, image, and emotional appeal of your product. Video can quickly show how your product is used, what problems it solves, and why they need it. Also, watching video is simply more fun and engaging than scanning pages of texts. Video creates the emotional connection that leads to sales conversions.

Video has been proven to be a key component to any online campaign. It increases conversions dramatically. When customers "see" a product in action, it is much easier to understand and more potent than long pages of product descriptions and text. Video can convey the entire message in seconds. In 2015, over \$6 billion was spent on video advertising. And video is critical to search. Google automatically ranks websites with video on them higher than other websites with similar authority. It's no longer a choice, video is now integral.



When it comes to product branding, reputation building and sales, a blog is considerably more than just a quick couple of paragraphs tossed off when you have a free moment. Writing a professional quality blog that will get results is a specialized process that takes knowledge and creativity. The purpose of blog posts is to keep your product uppermost in the mind of your customers, with engaging stories about your product and other topics they may find interesting. Blogs are also designed to reach new customers. In order to reach new customers, blog posts need to rank well with search engines. This is done through careful selection of keywords, which can draw potential customers to your website through search engines like Google.

Blog posts are also more than just text, they need to look great too. Interesting images and videos not only help to tell the story, they also help to create interest. On business websites, you can't simply share images found elsewhere on the internet. Images need to be selected or created that are original and can legally be used for commercial purposes. Our bloggers have experience creating and editing images, as well as providing the correct sizing, optimization and tags which are important for ease of use and search engines.

And of course, the purpose of the post is to build brand awareness and sales. Every post contains a strong "call to action." In the case of a sales message, the "call to action" is obvious, push the button or go to the store and buy the product now. However, there are also more subtle actions in brand building. Commonly you will find suggestions to "go to our website," "read more," or "stay updated," in many commercial blog posts. These are important in building interest for future products and releases, and as a way to maintain contact with buyers.

## INFLUENTIAL MARKETING

Digital content is the backbone of every online marketing campaign. The content needs to be organized and coordinated for maximum benefit and reach. Brand features, target audience, media platform, and product all need to be taken into account and balanced into an effective, engaging campaign that drives sales and growth. It's not an easy task, but because of our vision, World Patent Marketing excels at influential content marketing.

To succeed at social media marketing, you need to have two things down cold. You need to understand your customer, and have an in-depth understanding of the intricacies of the various social media platforms. To achieve results, you must know whom you want to reach, and how to get your message in front of them. Every social media platform is different, and we know how to make them sing.

#### Email Marketing

Get the most out of your email market campaign. Our email campaigns are fully integrated with your online presence, website, press release strategy, and social media. This integrated approach creates more impact across every platform. Our email system creates strong impactful messaging combined with technical necessities like lead capture, conversion metrics and CRM (customer-relations management).

#### Influencer Marketing

At World Patent Marketing, we help you reach out to important people in your industry or field. These people are known as "influencers." Our connections can provide a host of possible relationships with individuals your customers trust.

### Digital Marketing

Reach beyond your existing customer base and grow your brand, with digital marketing. Through a variety of techniques, using search engines, social media, and display ads, we can

target demographic audiences with precision that gets results. Give your product a boost through the power of digital data and targeted marketing.

#### Analytics & Conversion Rate Optimization

World Patent Marketing will help you understand the data regarding the sales process of your product. Through our proprietary analysis, we take that data, crunch it, collate it and present it to you in a way that is useful and can have real impact on your business. We help you identify key points in the customer journey that can be targeted or improved. We can take that data and find weak links, missed opportunities, and ways to improve the customer experience and sales. These analytics and conversion rate optimizations are the keys to constantly improving the customer experience and driving growth.

### How to Develop a Social Media Strategy

A first step in developing your social media voice and strategy is a thorough analysis of the competition. This is an essential task for many reasons. First of all, as you develop your unique voice and brand image, you need to be aware of what competitors are doing in order to be sure your message stands out as distinct and different. In addition, it allows you to track the latest trends in your market niche.



1. Identify Your Competitors
2. Identify Their Voice
3. What is Their Fan to Follower Ratio?
4. How Active are They on Social Sites?
5. Engagement Rate with Fans
6. What Types of Content are They Posting?
7. Month Over Month Percent Growth
8. Don't Forget Google+, their Blog, and Website
9. Lastly, Paid Media
10. What Does This All Mean?

# CUSTOMER INTELLIGENCE



World Patent Marketing's customer intelligence platform provides up-to-the-minute feedback about your customers. It allows you to make smarter, better decisions.

World Patent Marketing allows you to

- Find and organize customers in your demographic target
- Create detailed customer profiles that increases understanding
- Capture valuable insights which can improve operations throughout the enterprise

Our data is based on community interactions, rather than one-off surveys. We believe that communities are more valuable, because the two-way conversation process allows us to develop a deeper understanding of the true motives and desires of the customer.

World Patent Marketing takes you beyond the data, to the people with their personal stories and motivations who make up your customer base.

#### Purchase Journey

The customer purchase experience must be seamless. Many businesses inadvertently create hurdles for their customers. We identify these pitfalls and improve the experience.

#### Fundamental Market Decisions

Get real-time feedback on pricing, packaging, positioning, and messaging. Save both time and money in assessing and adjusting key market decisions.

#### Innovation and Creation

Customer communities can provide useful ideas which may ultimately improve and refresh your product. This information helps you to stay ahead of trends and the competition.

#### Customer Intel

Get your customer intelligence straight from the horse's mouth, the customers themselves. Our system provides you with ongoing customer feedback that can be used to create new products, make improvements or variations on your existing products, and develop campaigns to engage your customers in a manner that provides maximum impact and bottom-line growth. Solve real problems with customer feedback and intelligence.

#### Innovate and Thrive

Develop products faster, with greater certainty and success with real-time customer feedback.

#### Deep Dive Insight

Our activity database yields a wealth of customer insights and understanding.

#### Know Your Customer

Place seemingly random customer actions in context. Which turn transactional shopper data into a well-rounded picture of deeper motivations and behavior of your customer base.

# DIRECT RESPONSE TV

Television is the most powerful marketing media in history. The results have been proven over decades. Direct Response TV is real and true. That's why we recommend it for many products. Our philosophy of "thinking outside the box" doesn't mean that we recklessly experiment or gamble with your resources. Direct Response TV may have significant up-front costs, but dollar for dollar, for the right product, it can put your product at the top of the heap.

**30 second DRTV Commercial**

**60 Second DRTV Commercial**



### What is Direct Response TV?

Direct Response TV, also known as DRTV, is a particular type of television advertising. It is designed to allow the customer to purchase the product immediately while watching television, either by calling in to a toll-free 800 number, or by using the web. This form of advertising is also known as Direct Response Marketing. It is very powerful because it allows for immediate feedback, there is no waiting or tracking sales over days or weeks. A DRTV campaign produces results in real-time. These ads can range from 30 second to two minute television commercials, and even to 30 minute infomercials. DRTV varies from brand building and awareness commercials in that the response is immediate and measurable.

#### What is Direct Response TV good for?

Direct Response TV harnesses the power of television with immediate customer feedback. This makes it a fantastic medium for launching new products. The feedback is immediate and the "impulse to buy" can be strongly measured in real time. The instant feedback loop can provide valuable information on customers' needs and attitudes toward the product and message. And success can be stunningly fast. DRTV is responsible for numerous overnight success stories and any number of products that have become household names. DRTV is a strong way to build a brand and product awareness, brand loyalty and a strong customer base.

#### What are the benefits of a Direct Response TV campaign?

The greatest benefit of DRTV is the ability to create instant sales and return on investment. These sales tend to be high-margin sales that yield quick profits in a short time frame. Both shorter 30-second and longer 60-second spots provide management with instant information regarding the effectiveness of their messaging and consumer reaction to the product. We can take that feedback, assess it, refine it, and improve it to yield continually stronger results over time. DRTV campaigns build strong consumer interest and a loyal customer base, with high return on investment sales.

#### What kinds of products do best with DRTV infomercials?

DRTV is a great place for new inventions and innovative new products. Products that solve real world everyday problems and offer affordable solutions are likely to do well on DRTV. Ideally, DRTV products have broad consumer appeal, at an affordable "impulse buy" price point. Beauty products, kitchen and



household products, appliances, gardening products, and personal care products have all found success on DRTV.

How does DRTV media differ from other commercial media?

The most important aspect of DRTV is the strong call to action. In traditional branding media, the goal is not to create an immediate purchase, but to cement the product in the customer's mind for later purchase. With DRTV there is no waiting time, the message is to buy the product now, immediately, from the comfort of the couch.

Does anybody buy that stuff that you see advertised in the middle of the night?

Yes. They buy a lot of it. Fortunes have been made from late night DRTV marketing. But DRTV is not just a middle of the night, low rent tactic. DRTV can air at any time of day, the particular time is chosen for maximum return on investment, and that can vary by product.

How is success measured with DRTV?

It depends on the particulars of your product, your market, and the details of your media campaign. There is no single success metric. But most professionals in the industry use one of a combination of the following: Cost Per Order (CPO), Media Efficiency Ratio (MER), or Customer Acquisition Cost (CAC). CPO is the cost for each order for a campaign; you arrive at this number by dividing the cost for the media by the number of orders. MER looks at how much you bring in, the revenue, compared to the cost for the campaign. CAC is often used for products like prescription drugs, which bring in revenue for a long period of time into the future. In this case, they are most concerned about the customer acquisition cost, as profits are realized in the future.

These metrics are important snapshots of DRTV campaign success. The lower the CPO, the better. The higher the MER, as in the revenue compared

to the cost, the better. CAC provides a snapshot of the cost to acquire each customer. Industry trade groups and television marketing teams have developed database information on rates of return for different industries, time slots, and demographics. You can plan your campaign with these metrics, and compare its success against these benchmarks.

Does DRTV become less effective over time?

All television advertising, including DRTV, needs to be fresh and original. Typically, DRTV campaigns are refreshed after a year of air-time. This "refresh" may not entail an entirely new production, often editing can change the campaign enough to make it feel new.

Are upsells essential for a successful DRTV campaign?

Industry research shows that upsells account for 15% to 29% of orders. That's a big chunk of revenue. The creation of new and related products can help your new product become financially viable. When using DRTV, don't discount your upsell sales options.

Is DRTV the only thing I need to do to market my product?

You don't want to stop marketing with DRTV only. While it is a powerful sales and revenue generator, it also opens many new options for marketing and merchandising your product. The DRTV campaign creates a lot of orders through the immediate purchase process, but it also creates powerful brand awareness and follow on purchases, particularly in the digital media. Your campaign should have a mix of DRTV, digital marketing, email marketing, websites and SEO, radio advertising, public relations, and celebrity endorsements.

How long does it take to produce a DRTV commercial?

It varies by product and production values, but typically it takes from 2 to 6 months. This includes the entire process, from the beginning of the creative process, through scripts, shoots, and post-production. It can vary depending on the availability of talent, locations, production value, and available footage.

What is the proportion of DRTV sales online vs. phone orders?

This varies tremendously depending on the product. Different target audiences have different habits and expectations. An older audience may tend to use the phone for orders, while a millennial audience will order online. The trend favors online, with this sector growing rapidly and approaching 80% in some cases.

Is a website necessary for DRTV campaigns?

Yes. The website is essential for on-the-spot orders for people who prefer to order online rather than call, as well as for follow-on orders. The DRTV website should be optimized for all formats, with a call to action that supports your DRTV campaign.

Do I have to take phone orders, requiring a call center to take orders?

DRTV campaigns usually offer customers the choice of calling in their order or placing an order on the website. Ignoring phone orders eliminates one of the great strengths of a DRTV campaign. People can place a phone order immediately, without even leaving the couch; they can dial the number and speak to a helpful representative immediately without booting up a computer that might be in another room, waiting for the site to load, etc. World Patent Marketing provides overseas call centers that can provide real results at a reasonable cost that can turn your campaign into a success.

## Is My Product Right for DRTV?

Is the product unique and revolutionary?

Is your DRTV commercial new and exciting?

Boring and everyday is not going to cut it. If you can buy it cheap at Wal-Mart, why would a customer bother to get excited?

DRTV is all about new and different products. They don't have to be on the level of rocket science, but they should be original and solve real world problems. And the message must be compelling. It may not sound tough, but it takes a heck of a lot of interest to get someone who is happily relaxing in front of the TV to pick up the phone, fish out the credit card, and make that call. That's not easy. The key is to have a product that is revolutionary. This means, lots of people need it and can't get it anywhere else. Or, that you offer the same product for a far superior price. Or that the customer gets a lot more product and value than they could anywhere else.

## Do I need a mobile website for DRTV?

Yes. A huge percentage of the public now access the web exclusively on their phones, and this percentage is growing every year. You do not necessarily need to have a dedicated mobile website; a responsive version of your website will do. But, it must be easy to use in the mobile version. Mobile websites are no longer an option, they have become integral to the web experience, and thus to the online shopping experience.

Have you experienced dramatic results with DRTV products?

Yes, one product alone. The Snuggly, sold over 30 million units and grossed \$500 million. That's a pretty solid case for the power of DRTV. And The Snuggly is just one among many successful products that made their mark in this market.

Does the infomercial product have mass appeal?

DRTV is all about reaching a large broad-based audience. To do well and justify the costs of DRTV, a product must have mass appeal. It isn't that niche products aren't worthy or capable of success in the marketplace, it is simply that DRTV is not the place for them. Products that do well on DRTV can appeal to millions of

users, rather than thousands. Among the long-term best products are acne creams and weight loss aids. 30 million Americans suffer from acne, providing a market of suitable size. There is mass appeal for skin care products. Combined with a great DRTV ad and high production values, this has been a win year after year.

Weight loss is also another hit on DRTV. More than half of Americans are clinically obese. Every one of them can use a weight loss program. Some other categories are products to combat hair loss, fitness, and anti-aging. Notice a common trend here, all of these products solve problems that are embarrassing. The ability to order the product anonymously online through a DRTV ad may be particularly appealing. After all, who wants to stand in line at the store with the hair replacement formula in hand? Ideal DRTV candidates are products with mass appeal for a huge audience.

What are the typical margins for DRTV?

DRTV products should sell for at least 5 times the cost of goods. If you are selling a product for \$20, it should not cost more than \$4. The margin allows you to comfortably cover the high media costs required in a DRTV campaign. Many newcomers grossly underestimate their required margin, and even if successful in sales volume, can actually lose money on every sale.

However, there is an exception to the rule. Products that generate ongoing sales, such as a diet pill, skin care line, or prescription drug, that continue to generate sales over a long period of time may have dramatically lower margins for the initial purchase. The lower margins at the front end, are made up for with additional purchases of the product later on. Also, products that are available in stores and can be continually purchased again and again can have lower margins, as the DRTV is not the only driver of sales, but an addition to a complete retail merchandising chain.

Can the product be demonstrated on TV?

This is critical for DRTV success. You will need to show your product in action. Is it fun to use? Easy to use? Fast acting? Does the viewer know exactly what is going on just by watching your DRTV commercial? They need to be able to see it working. That is how they come to imagine what it will do for them. When it comes to DRTV, seeing is believing. Your product needs to be easily understood by the viewer just by watching.

Does the product offer a unique opportunity and great value?

Everybody loves a good deal. A great deal can be the key to success in the world of DRTV, where strong value statements are king. No matter what the actual cost/benefit, the DRTV ad should make a direct appeal to "perceived value." World Patent Marketing will help you to develop your messaging so that the perceived value in your offer shines through. We can take your initial product and expand it into an entire value system, by piling on the product benefits and offers. Since consumers love to get a lot for a little, expanding the offering can be a key to success.

Is celebrity talent necessary for DRTV?

Not for every product. There have been plenty of DRTV campaigns that didn't have a star or celebrity in sight. Often real people, folks like your viewers, offer more credibility for a given product. On the other hand, celebrities offer a certain type of instant credibility and name recognition. The right star can help to establish an immediate rapport with the audience and can truly move a product

# E-COMMERCE

World Patent Marketing has a profound and fundamental understanding of the world of e-commerce marketing. We understand all of the elements, from shopping feed management to pay-per-click, as well as social media, analytics, and e-mail marketing campaigns. We have tools to monitor the results, and we can measure every valuable metric, from your costs to conversion rates and campaign relevance. This allows us to fine-tune your campaign with confidence.

We leave nothing to chance. We constantly upgrade and refine, tweaking what we do, measuring the results, in search of constant improvement. We micro-manage every detail, to give your stunning results.

Our success is your success — that's the only measurement that counts.

Shopping Feed Management

Pay Per Click Management

Marketplace Management

Social Media Marketing

Email Marketing Management

This product is offered by the World Patent Marketing Custom Products Group. Please call for pricing.

## Start Your Successful Shopping Feed Management System Here

World Patent Marketing has a shopping feed management team that can painlessly guide you through the hassle of implementing and optimizing product data feeds. We can explain in layman's terms how to create strategies to succeed within the current shopping networks, including Google Shopping, Bing Shopping, eBay, and other e-commerce sites.

And we don't stop at visibility and attracting customers to your website. We also focus on converting leads to sales and increasing ROI.

### Enjoy a Breakthrough in Shopping Feeds Performance!

We have one objective for our clients, to increase ROI across the board. And that means that we have to increase visibility and target the right audience. We use data feed management strategies to segment the product lines.

We create product groups based on attributes and values. We look at the categories, bidding range, the style of product, male or female, top price, the season, the margins and sales volume to find products with a high likelihood of conversion at a profit. We tailor our shopping feed management strategies to convert leads and improve overall ROI. This goes far beyond visibility and customers on the site, it bears directly on profitability.



## Pay-Per-Click Management for Increased Performance

Do you want more kick out of your pay-per-click campaigns? Are your results numdrum and going nowhere? Do you suspect that your pay-per-click campaign is being run on autopilot? If you haven't heard from your paid search marketing company in months, it may be time for a change. Your competition is going to leave you in the dust if you don't get active and stay on top of it with a forward-looking campaign.

## Paid Search with Real World Results

What's the first step in getting great results with a PPC campaign? It comes down to one thing, knowledge. We start the process by getting to know your product inside and out, as well as your business model, your customer base, your potential target audience, your competition, analysing latest trends and more. We take your campaign performance data and develop a winning strategy that leverages every phase of your business to produce strong results. Our PPC strategies give your business the tools it needs for success.

## Marketplace Management

### Millions Of New Customers Are Waiting. Find The Right Marketplace

The World Patent Marketing team can give you access to millions of new shoppers. We can put your business on sites like Amazon, Rakuten, eBay, and Sears. It doesn't matter what your line of business is, from a company with a single website, one specific brand, or a manufacturer of multiple goods, our marketplace management team will get you the best exposure in the right place.

## Experienced Marketplace Management Offers a Revenue Boost

Ditch those spreadsheets, forget about optimizing, toss those tired and confusing data automating and synchronizing systems in the trash. There is no need to continue to list and update, and revise your product offerings several times a day. That's not to say that customer service is not important, your product data, prices and inventory had better be accurate. But, there is a better way to do it.

The World Patent Marketing team of marketplace managers know that each marketplace is unique. Developing and inputting product data can be a nightmare and management can be a challenge. We make your life easier by taking those tasks off your back. Our team can manage the entire process, so you can focus on running your business.

## Social Media Marketing for Small Business

### Make a Splash with Social Media Management

Keep your brand front and center in your customer's mind with social media strategies. Popular platforms like Facebook, LinkedIn, Twitter and Pinterest allow you to stay in touch with your customer base 24/7. With a variety of formats, like blogs, tweets, and online videos, you can develop relationships build visibility with potential customers, and rise in search engine rankings. Social media is one avenue to increasing profitability.

World Patent Marketing is a leader in social media management. We create engaging profiles and develop strong customer relationships. We brand your social

media sites to support your website and ongoing marketing efforts, for maximum effect. Every company and product being different, we create custom campaigns to meet company goals and sales objectives.

### Three Key Objectives Of Our Social Media Services

1. Develop an accessible web-friendly site
2. Ensure that your site is easily shared and accessed by all social media sites
3. Promote your site content to desirable social media communities

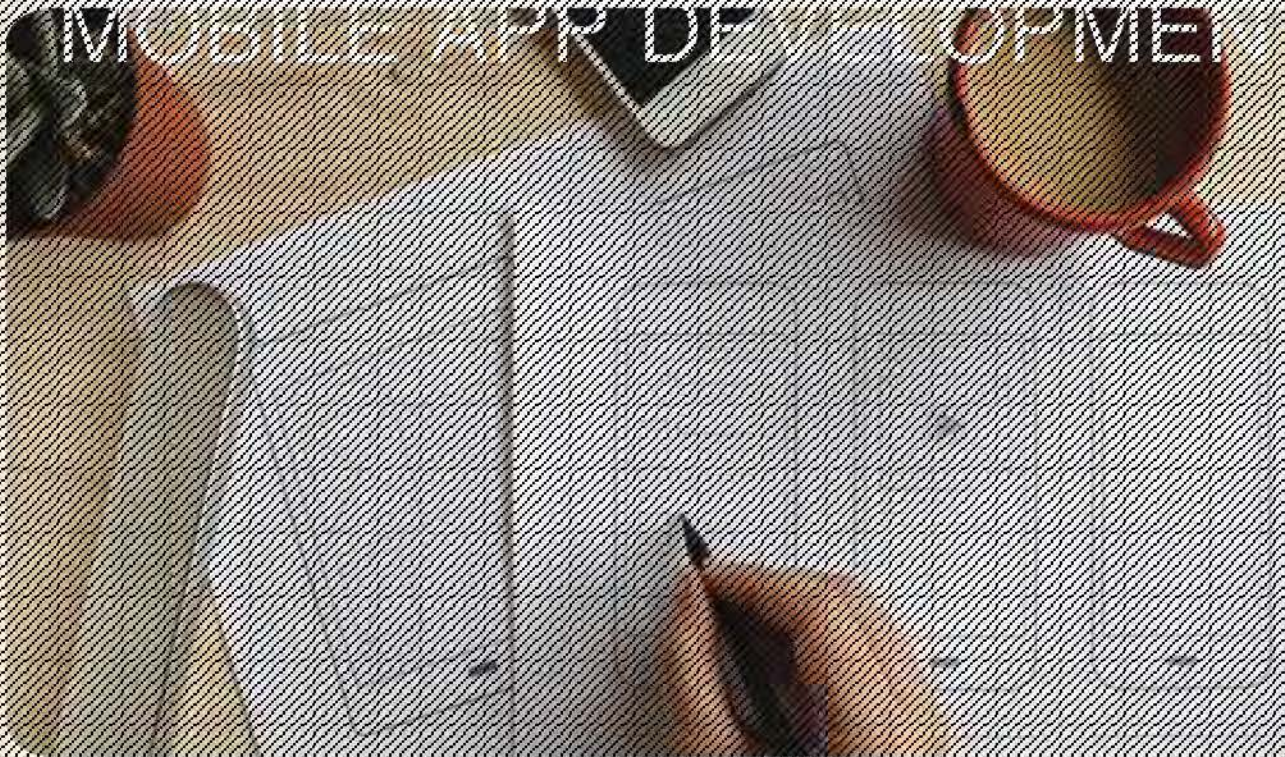
We build a strong foundation based on viral content that helps your brand grow. We establish trust and credibility with your customers. We achieve these goals by developing the plan prior to the launch.

### E-Mail Marketing Management: A Powerful Sales Tool

#### The Most Effective Direct Marketing Tool

E-mail marketing is the most effective sales tool in terms of ROI for many companies. Opt-in e-mail can be the best way to stay in touch with your customer, notify them of news and special offers, and stay front and center on the radar.

This is quite simply one of the most powerful forms of direct marketing available today. There is no other tool that allows for the same powerful message targeting, building of customer databases, customer support, nurturing ongoing relationships, and tracking of results. In addition, e-mail marketing is inexpensive. Even in a world with a rich social media environment, e-mail is still king when it comes to tested results. At World Patent Marketing, our e-mail marketing service creates custom e-mails for mobile and the web. We design and target your customer base for maximum results. Our detailed reporting includes open rates, clickthrough, conversion, bounce, and spam reporting, among other metrics.



The World Patent Marketing team's diverse skill set allows us to expertly tailor our services to match your exact needs. From full-service engagements to a la carte services, we help our clients launch the best apps & websites possible. Our renowned strategy & planning team works alongside our world-class branding and digital design experts. We create beautiful and engaging designs, matched only by the intuitive and innovative user interfaces that those designs are based on. Our expert development and finishing cap it all off.

## BRANDING

### BRANDING

When we create a logo, we aren't just creating an identity—we're creating a whole new language.

Absorbing your spec, we create draft concepts. Of those, we select the best and explore further. After strict review and reflection, we narrow down the direction to a single concept. We then explore and refine until your brand is perfect.

## USER EXPERIENCE

It's easy to know what elements you need on the screen. But laying them out is the tricky part.

Have you ever had an app react perfectly on cue and feel totally natural? That's the sign of an expert UI. Achieving this means taking our work beyond mere wireframes. At the end of the UX phase, we will present you with your apps' blueprints.

## USER INTERFACE

Once wireframes & blueprints are created, we formulate the UI. The UI extends upon the language of your brand to create a fully fledged identity. We select key screens from the blueprints to begin our creation process. Once the UI is finalized, most developers would move on to development. But at World Patent Marketing, that's when we get started with polish.

## POLISH

Your app comes to life during UI and UX, but our round of polish is where the magic happens. It's where we add that extra little something that is World Patent Marketing's signature style.

Notice how this site you're on is a bit slicker than the others you've visited lately? That's polish. We perfect animations, transition states, and add all the fine details and special touches that make an app a World Patent Marketing app.

### Concepting & Strategy

From fully fleshed-out concepts to one-sentence pitches, this is where our team stress tests every project that comes through World Patent Marketing's doors. We want to know why your idea makes sense, why it's going to be successful, why anyone would care about it. This is where our expert strategists will challenge assumptions and overhaul business plans.

Working hand-in-hand with our clients, we take your initial concept and merge it with everything the World Patent Marketing team knows about mobile, about startups, about what does and doesn't work. We turn ideas into actual products.

Once we all agree on a general direction, World Patent Marketing's team fleshes out all the details. One of the great benefits of this process is that minutes in strategy translate to an hour in wireframing, a few hours in design, and days or even weeks in development.

### Deliverable: The Feature Set

The feature set is your project's bible. It's a plain-English, written description of how your app is going to work. It's what our designers use to come up with designs and our developers use as a guideline for coding. It is the foundation for all the steps to come.

### Branding & Design

One of the biggest is the solid design behind everything we do. In a crowded marketplace, the perfect design will help your product stand out. It's the first touchpoint you'll have with users, and it's important to make it count.

Our diverse group of designers are united by their passion for good design and high-end aesthetic. No matter which of our

The functionality of your app and how solidly it's coded is critical. But when it comes to first impressions, it's all about design. The look and feel of your app will set the tone for everything else. Our team is deeply experienced and well-trained, with each designer balancing illustrative creativity with a deep understanding of app layout.

#### Development & Launch

Development isn't just about writing code. The very first step in developing a perfect app is figuring out its architecture. We loop in our lead architect and a team of senior developers to pick the perfect technology stack for your product.

When it's time for development to actually start, we assign specialists that match with the technologies selected during the architecture phase. Our agile-based development runs in two-week sprints that result in a new incremental build at the end of each fortnight.

Incremental quality assurance analysis means that there are no surprises at the end. And once the app is ready for the public, we launch it to the store and your app goes live. Our team does everything from making sure your desired app name is available in the store to ensuring every app gets through Apple's notoriously fickle acceptance process.

#### Marketing

Launching an app is no easy feat. But getting your app to the store is only half the battle. When it comes to marketing, there is no one-size-fits-all solution. And so World Patent Marketing has built a robust network of in-house marketing experts.

### Getting Expert Help

While your app is in development, our team will assess the marketing goals and opportunities for your app, then proceed with our hand-picked roster of experts. From press coverage to explainer videos, we've got you covered.

### Getting Noticed By Apple

We have relationships with Apple and we know how they think. If there's any way to get your app featured in the App Store, we'll find it.

### Maintenance

We offer maintenance packages that cover everything from the occasional checkup all the way up to ongoing feature expansions and whole new versions. And when it makes sense to bring on your own team to take over the app, we can help. We'll even put your potential hires through the same rigorous evaluation we created for our own team.

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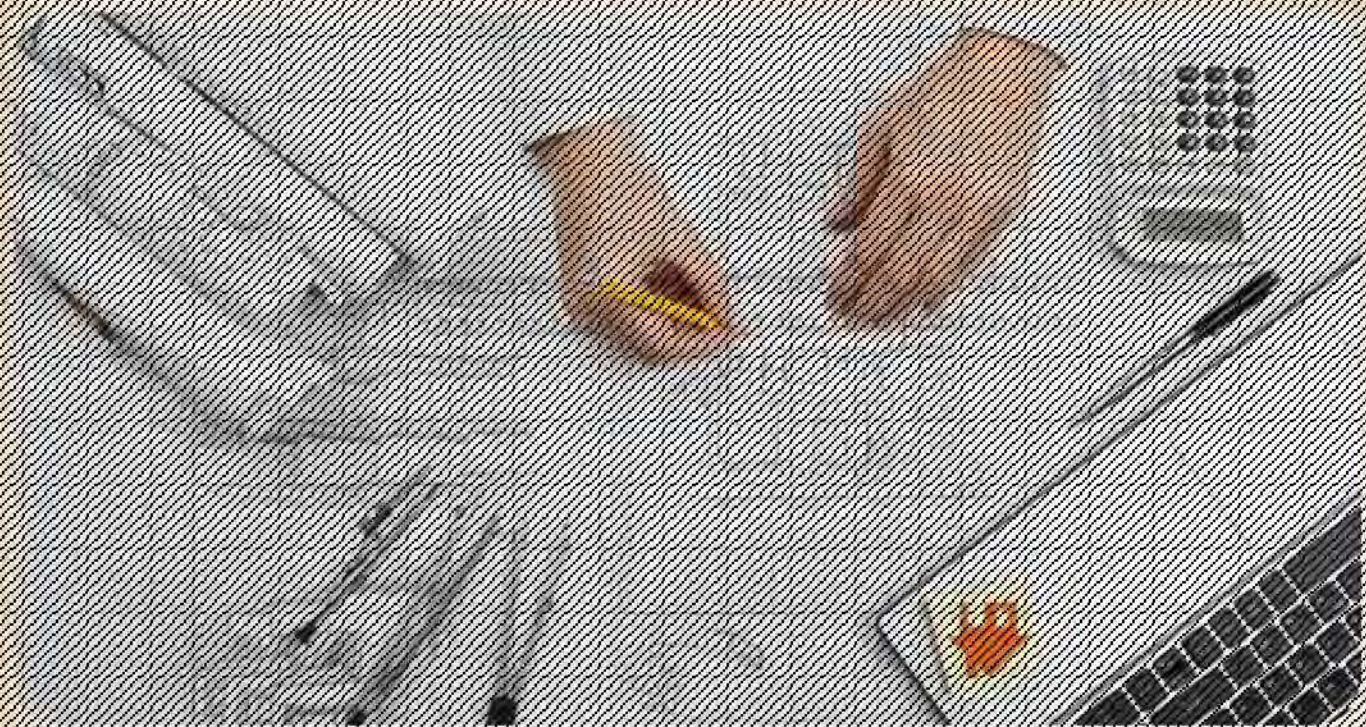
# DESIGN AND ENGINEERING

Concept Generation

Three Dimensional Virtual Prototype

Industrial Design Services

Three Dimensional Product Animations



## CONCEPT DEVELOPMENT

At World Patent Marketing, concept development begins with a team effort, to collaborate, share ideas, and work out the details of your invention idea. This is a critical phase of the project, where we seek input from all of the different departments: engineering, design, marketing, manufacturing, in order to arrive at the best solutions quickly. From these sessions, models and drawings are created for your feedback and approval.

These sessions are creative storms, brainstorming is commonly used. Our multi-disciplined team examines the product from various angles, offering input and ideas, trying out all of the possibilities. They look at the project from every possible angle including engineering, design, materials, manufacturing methods, functionality, details, color and finish. The drawings and models bring these ideas to life and become the starting point for your product.

We have many design choices, the particular product dictates the best method for presenting product drawings and models. When the details are finished, your product is ready to be made into a presentation prototype.

## Industrial Design Services

The World Patent Marketing design team works closely with our manufacturing department to create your final product designs. These designs build upon the best aspects of your unique vision, while adapting it to high quality manufacturing requirements. Our goal is to create a product that is useful, elegantly designed, durable, stands out in the marketplace, and can be manufactured at a price point that ensures success in the marketplace. Our teams have extensive experience in designing, refining, developing, and manufacturing successful products. The team incorporates the skills of designers, as well as in the fields of electrical, mechanical, materials, and industrial engineering. This technical knowledge, expertise, and experience are invaluable when it comes to efficiently developing and manufacturing successful, functional products.

## Three-Dimensional Product Animation

Our 3D product animations are an important step in the design process. At World Patent Marketing, we have found that 3D product animations, or 3D prototypes as they are also called, are one of the best low cost ways to demonstrate how your product works, what it looks like from every angle, and to refine design details.

## Demonstrate Product Details

Video is a great way to advertise and market your product. But during the development stage, 3D animations are superior. With 3D animation, you can test your product without having to go through the expense of making a physical prototype. The 3D animation allows you to look at the product from every angle, almost pick it up and turn it around, and even look at the details inside. And you can zoom in or out, to perfect the smallest details.

## 3D Animation for Patent Marketing

### Get to Market Faster

3D animation doesn't require a physical prototype as video or photography does. So you can begin marketing your product to investors, and retailers faster with 3D animation. With 3D animation you can present your product at meetings and trade shows, without going through the expense of manufacturing the product first.

### Save Time and Production Costs

You don't need to hire a film crew and production team to produce a 3D animation. This can save a tremendous amount of time and money. Plus, 3D animations are usually developed from your engineering CAD files, they take advantage of essential work that has already been done. 3D animation can be a real time and money saver over video, particularly in the early stages of the invention process. And product details can be easily changed, allowing for market tests and changes to be made easily and efficiently.

Prototypes are essential to the product development process. High quality prototypes are essential to design, manufacturing, and marketing plans. Technology has rapidly advanced and altered the process of prototype design and production. World Patent Marketing uses the most advanced techniques, selected on a case by case basis to best suit each particular project. We offer four types of prototypes:

## FOUR TYPES OF PROTOTYPE

### PRESENTATION PROTOTYPE

The first phase of product production involves creating a presentation prototype. This prototype has the look and feel of the actual finished product. It should look and feel like the finished product. It is used to for marketing presentations and to test and finalize design details like the color, texture and finish.

### PROOF-OF-CONCEPT PROTOTYPE

The second phase of a product prototype process involves the creation of a proof-of-concept prototype. This prototype usually doesn't look like the finished product, it is created to test if the concept works. These are sometimes necessary for the patent application and investment.

### FUNCTIONAL PROTOTYPE

The third phase of a product prototype is the building of a finished model. These are often done in small run manufacturing facilities. It will look and work just like the finished product, but it is not necessarily built in the same manufacturing plant or on the same machines. It is useful for creating an actual physical model of the final product.

### PRODUCTION PROTOTYPE

The fourth and final phase of a prototype is an actual working product. It is built on the exact same machines and assembly lines as your final invention. This prototype allows you to approve the details of your invention. It is very important to have a perfect production prototype before proceeding to mass manufacture of your product.

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## Creating the Physical Prototype

### Your Design Becomes Reality

World Patent Marketing uses prototypes as a design tool. They help us to refine the product concept, they are models of the final product.

Prototyping is crucial to product development since you're creating a unique product.

Prototypes allow you to thoroughly examine your design, test it and alter it and test it again. Prototyping allows the developer to check for flaws and to make sure the product works correctly and is easy to use. In addition, the prototype is a physical version of your idea that can be shown to potential investors. One other crucial part of prototype testing is safety. The prototype offers the chance to test for both safety and durability. The prototype allows designers to create product care and safety instructions.



## ADVANTAGES OF PROTOTYPES

1. Prototypes enable you to test and refine your design. This includes for functionality, appearance, and cost of manufacturing. There is no substitute for a physical model when it comes time to make the final assessment on these processes and features. A physical prototype allows you to determine if the product works as expected, and eliminate unforeseen issues or potential problems.
2. Prototypes allow you test the performance of different materials. The only way to be sure that particular materials will be durable and stand up to the required use for a new invention, is to build a prototype and test it. The prototype allows you to discover and repair design flaws early in the invention process.
3. Prototypes help you to communicate the features and function of your product more easily, that includes to investors, buyers, and most importantly your product development team.
4. Great prototypes encourage others to take your product seriously. There is simply no question that in a head to head competition between two product ideas, the inventor with the superior prototype is going to shine and have greater credibility. It's simply human nature. A high quality prototype can put you over the top and provide an edge in attracting investors and a quality team.



# WPM CHINA MANUFACTURING

## Your One Stop Shop to Build and Scale New Products Successfully

World Patent Marketing has developed a well tested process which streamlines the manufacturing of new products. We can build new products efficiently, and rapidly scale the process for large production in minimal time. With manufacturing hubs in Shanghai, Hangzhou, and Shenzhen, we offer maximum flexibility and efficiency.

### The Build Process

### The Scale Process

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## VETTED FACTORIES

Choosing the right factory is one of the most important aspects of production. It is also the one in which most lone entrepreneurs make their biggest mistake. They simply do not know what to look for or how to protect their interests. World Patent Marketing overcomes this problem by having a core group of factories at our disposal. These facilities are carefully vetted and over time we have established trust and confidence with the staff. Our facilities have varying specialties and we are aware of which factories are best for particular inventions and products. With our network of facilities we can manufacture products in almost any product category. We have bullet proof supplier agreements that protect your interest in both production quality and protection of intellectual property.

## INDUSTRY EXPERTS

Over the last several decades, Asia has become the manufacturer of the world. As such, they have the most experienced experts and manufacturing talent on the planet. World Patent Marketing has attracted the best of them, creating a team of qualified industry experts in a wide field of manufacturing services. Whether you require plastic injection molding, material stamping, PCB fabrication, high-tech batteries, sophisticated optics, machining or fabrication, our team is up to the task. Our factory representatives work closely with design teams and inventors to overcome design and engineering challenges and produce high quality finished products. Our Expert Agreement protects intellectual property throughout the process.

## MERCHANDISING HUBS

World Patent Marketing incorporates merchandise hubs to keep projects on track. Our product teams oversee and coordinate the entire product development process. Through a variety of proprietary communications technology and communication software, we manage tasks, track discussion, maintain files on changes and sign-offs, and make it available online so the entire team can stay current on development progress. Frequent communication is required to successfully complete projects. We have developed a system to maintain clear, transparent and open communication at all times. Our hubs keep everyone in touch and projects on track.

## SMALL BATCH MANUFACTURING

First orders are usually for small runs of a product. These do not require large scale manufacturing. We have facilities in China that are dedicated to smaller production runs. They coordinate with other facilities to easily transfer tooling and technology to larger factories.

## PRODUCT CERTIFICATION

Product certification is critical in almost every industry, from consumer products, to electronics, and medical devices. We partner with various agencies and companies to make the process smooth and efficient. Their 40,000 employees worldwide ensure that you have the correct information, testing and certification for your destination market.

### SCALE METHOD

Manufacturing is one of the most important aspects to developing and launching a product in the marketplace. It affects the quality and price of your final product. As your product becomes successful, one of the challenges is scaling production from small runs to larger runs. Because of our numerous core facilities throughout China, we are able to quickly, efficiently, and reliably scale production for our products.

### OPERATIONS

Operating manufacturing facilities in China is fraught with difficulties for the unwary investor who lacks on the ground connections. Management of those operations is critical to your success. We have created a standardized process that streamlines the process and provides quality control and communication at every level. Our merchandisers, who are located in country at our hubs, oversee all operations from fulfillment to shipping and tracking. They also handle inventory control, testing and maintenance. Our method offers reliability, efficiency and low cost to our clients.

### PRODUCT EXTENSIONS

Sustaining continual growth requires innovation and advancement, in the form of frequent product updates and product line extensions. As a One Stop Shop, World Patent Marketing has the

team resources, and the depth of specialized talents, to help you quickly accelerate your product development strategies and bring updates and extensions online continuously. Our strategic partnership with a number of companies which give us access to a team of top-notch freelance designers who can handle all aspects of industrial, packaging, and graphic design. All of the tools you need are at your disposal with a phone call or e-mail.

#### SALES CHANNEL DEVELOPMENT

Let us help you sell your product. We have developed an extensive network of strong relationships with some of the largest retailers in North America and Europe. With our network and strength, you can breakthrough the "single vendor" problem, and reach the buyers you need to put your product on the shelves.

#### PURCHASE ORDER FINANCING

Tap into our network to solve cash flow problems. As you scale, cash flow becomes increasingly challenging. Therefore, we offer purchase order financing for products manufactured in our facilities. We also have a network of investors who can provide growth capital on an equity sharing basis for products in need of liquid capital.

#### FREIGHT & LOGISTICS SUPPORT

We offer logistics support through a number of third party partners. These operations are housed stateside, with both offices and warehouses. Through them, we are able to offer warehousing, order fulfillment, shipping, distribution and customs services. This allows us to offer vertically integrated services from the factory floor to the customer.

## CHINESE MARKET

Everyone wants to crack the one-billion person market, China. Yet, selling products in China is almost impossible for American and Europeans lacking connections.

We can solve that problem on several fronts, including consumer messaging, distribution, online sales, and retail stores.

We can help you put your product on the shelves in China.

## Is your idea protected?

World Patent Marketing can refer you to an independent patent attorney or agent that is part of WPM's Patent Referral Network. He or she can help prepare a utility, design or plant patent application with the US Patent and Trademark Office. World Patent Marketing is not a law firm and does not provide legal advice. All legal questions regarding the patent filings must be communicated directly with your selected patent practitioner.

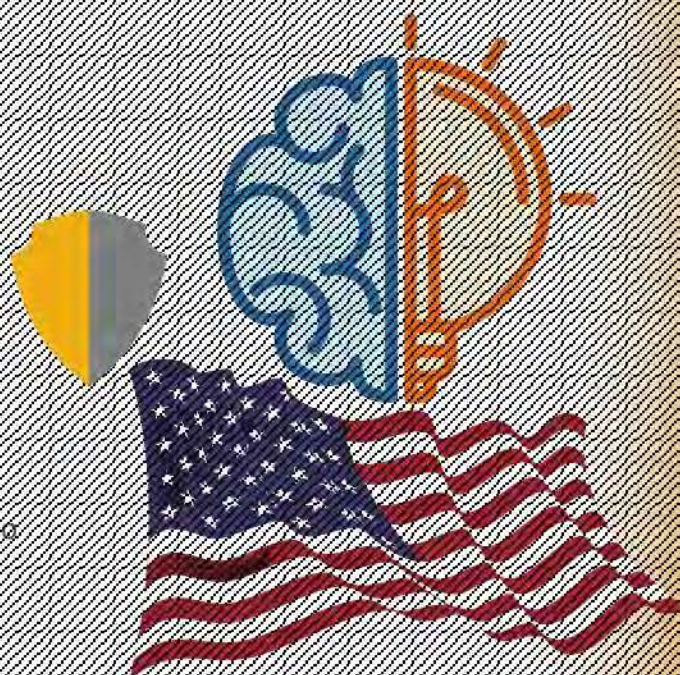
### What are the advantages of filing a provisional patent?

- W** Allows you up to a year of protection, during which time you can determine the commercial potential of your invention. This is a window of opportunity before you need to commit to the cost of filing and prosecution of a regular application for a patent. When you file the provisional patent application, you are allowed a year to assess the potential. A year may not be enough time to fully assess the value and potential of an invention, but it is nonetheless a valuable window that protects your invention while you begin the steps of production and marketing. If you have not found any interest at all in a year, you may want to rethink going through the time and expense of filing for a regular patent.
- W** When you have a provisional patent, you use a "Patent Pending" notice to prevent people from infringing upon or copying your invention. The notice lets people know that you have gone through the appropriate steps to protect your invention, and that they cannot copy it or reproduce it. It may seem to be a small protection, but most of the types of people who actively look for good ideas to steal and copy, will automatically stay away from those marked "patent pending." It isn't worth it to them to get involved in a patent battle or lawsuit. The "patent pending" notice has much the same effect as a sign on the front of a house stating that there is monitored burglar surveillance: thieves leave both of them alone.
- W** An important aspect of the provisional patent application filing is that it established a fixed and legal date. If the provisional patent is granted, it is enforced from the day of the filing. The United States is now a first-to-file country, so the filing date is important for inventors' rights.
- W** The provisional patent application offers inventors privacy along with protection. Provisional patents are confidential, unlike regular patents. During the 12 month period, no one can find out information about your patent, and no information can be disclosed, except under two cases:

1. When you make regular patent application in that time.
2. When there is a dispute regarding your rights to the patent.

With these two exceptions, the provisional patent is a confidential document that keeps the details regarding your invention safe.

issued for the invention of a new and useful process, machine, manufacture, or composition of matter, or a new and useful improvement thereof. The utility patent generally permits its owner to prevent others from making, using or selling the invention for a period of up to twenty years from the date of patent application filing. Approximately 90% of the patent documents issued by the USPTO in recent years have been utility patents, also referred to as "patents for invention".



## DESIGN PATENT APPLICATIONS

In the United States, a design patent is a form of legal protection granted to the ornamental design of a functional item. Design patents are a type of industrial design right, a bit like copyright for products. Ornamental designs of jewelry, clothing, food containers and computer icons are examples of objects that are covered by design patents. The Design Patent permits its owner to exclude others from making, using, or selling the design. Design patents are granted for the term of fifteen years.

**To:** scott@worldpatentmarketing.com[scott@worldpatentmarketing.com]  
**From:** CrunchBase  
**Sent:** Fri 2/26/2016 12:10:07 PM  
**Subject:** Can you verify Christopher Seaver, MD's experience?

**Scott,**

Thank you for your recent edits to CrunchBase!

Please ensure that the following edits include current and past job experiences, as well as the start and end dates.

You can access the page, by clicking on the link(s) below and selecting "**Update**" in the **Jobs** section.



**Christopher Seaver, MD**

No Current Position and No Past Positions



**Richard Sulaka, Jr.**

No Current Position and No Past Positions



**Omar Rivero**

No Current Position and No Past Positions



**Omar Rivero**

No Current Position and No Past Positions



**Matthew G. Whitaker**

No Current Position and No Past Positions

With over 995K profiles maintained on CrunchBase, we value your contribution!

-The CrunchBase Team

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**To:** Scott Cooper[scott@worldpatentmarketing.com]  
**Cc:** mwhitaker@whgllp.com[mwhitaker@whgllp.com]  
**From:** Dawn DWLC  
**Sent:** Fri 12/18/2015 7:48:00 PM  
**Subject:** RE: Damien Maharaj  
[2015 12 18 Correspondence - DWLC to Scott Cooper.pdf](#)

Please find correspondence attached.

Dawn Wattie

Dawn Wattie Law Corporation  
2-15621 Marine Drive  
White Rock, BC V4B 1E1  
Email: [dawn.lawyer@dwlc.ca](mailto:dawn.lawyer@dwlc.ca)  
Office: 604-385-DWLC [3952]  
Website: [www.DWLC.ca](http://www.DWLC.ca)

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---

**From:** Scott Cooper [mailto:scott@worldpatentmarketing.com]  
**Sent:** December 17, 2015 1:10 PM  
**To:** DWLC Info  
**Cc:** mwhitaker@whgllp.com  
**Subject:** Damien Maharaj  
**Importance:** High

Dawn

I was forwarded this information from (b)(6) regarding our mutual client (b)(6). She indicated you were making threats and accusations about my company. As you can imagine, I take such matters very seriously.

Attached are receipts of two filed utility patents which your letter claims do not exist. We seem to have lost communication with our client due to your interference.

Please help me understand what the problem is so I can help.

I have copied my board member and Former US Attorney, Matthew Whitaker, on this email. Please communicate directly with the two of us on this matter.

I look forward to hearing from you.

Scott J. Cooper  
CEO and Creative Director

World Patent Marketing  
1680 Meridian Avenue, Suite 600  
Miami Beach, Florida 33139

(305) 330-9199 Direct  
(888) 926-8174 ext 212  
(305) 503-5458 fax



MENU

## ABOUT

World Patent Marketing is a vertically integrated manufacturer and distributor of patented products. The company offers manufacturing, distribution, patent prosecution, IP valuation, licensing, trading, investment and other services. The company offers these products to independent inventors, law firms and venture capital-backed companies. The company is well known for evaluating the commercial potential of utility and other patents in the United States and around the world. The company directly engages in the business of retail, distribution and the retail sale of products.

### **World Patent Marketing Achievements**

World Patent Marketing is the only patent services company in history to be awarded a five star review rating from Consumer Affairs, Google, Trustpilot, Shopper Approved, Customer Lobby and ResellerRatings.com. World Patent Marketing has received accredited status and is an A Rated Member of the Better Business Bureau. World Patent Marketing is also a proud member of Dun and Bradstreet, the US Chamber of Commerce, the Association for Manufacturing Excellence and the International Licensing Industry Merchandisers' Association (LIMA). World Patent Marketing Miami is also a member of the South Florida Chamber of Commerce, the Greater Miami Chamber of Commerce, and the Miami Beach Chamber of Commerce.



**SUBMIT IDEA**





## LICENSING DEALS

**SANTA GIVES WORLD*****Santa Gives World Patent Marketing Inventor Steven Harris a Licensing Deal for Christmas***

World Patent Marketing and InventVillage.com team up to bring Teddy's Ballie Bumper to the marketplace.



Miami Beach, Florida (PRWEB)  
December 24, 2014

[World Patent Marketing](#), the world's fastest growing Patent and Inventor Services Company, is pleased to announce that Inventor Steven Harris of Palm Springs, California has obtained a exclusive licensing deal for Teddy's Ballie Bumper with SECS, Inc. of Mount Vernon, NY.

"I am very happy for Steve Harris," said Scott Cooper, Managing Director of World Patent Marketing, "I have never seen an exclusive licensing deal inked so quickly. I expect all the big box stores will compete to put this product on their shelves."

"It's the American Dream, to be able to invent something and watch it become a reality," said Inventor Steven Harris, " I give World Patent Marketing five stars. I will be forever grateful for the research, the patent protection and the media attention they have given me. And I especially want to thank SECS for believing in me and my idea."

"It's the American Dream, to be able to invent something and watch it become a reality," said Inventor Steven Harris, " I give World Patent Marketing five stars. I will be forever grateful for the research, the patent protection and the media attention they have given me. And I especially want to thank SECS for believing in me and my idea."

SECS, Inc., founded in 1963, is a recognized quality manufacturer of a wide variety of precision machined components and assemblies, including electro-mechanical assemblies. Its worldwide customer list includes major aerospace, industrial control, defense, instrumentation, security and medical device manufacturers. SECS diverse product line includes gears, gear heads, gear boxes, bearings, sprockets, belts, couplings, hardware and more.

[World Patent Marketing](#) is the world's fastest growing Patent and Inventor Services Organization. World Patent Marketing specializes in offering high-quality and affordable patent services to inventors. The company and its employees are well known in the industry for knowledge and expertise in patent research, patent filings, patent searches, invention studies, utility patents, design patents, PCTs, European Union Patents, manufacturing, licensing and more. World Patent Marketing employs and contracts with over 350 people across four continents.

**SUPREME DIVA JEANS*****Licensing Deal - Jeans Patent Makes Your Butt Look Great in Jeans - World Patent Marketing China Announces Another April Manufacturing Deal for Supreme Diva Jeans***

The New York Inventor Exchange approves the Supreme Diva Jeans for licensing and trading intellectual property rights.



Hong Kong, China (PRWEB)  
April 24, 2015

**HOT TUB SWIVEL SEAT*****Licensing Deal! ----- World Patent Marketing China Unveils a Revamped Manufacturing Process as It Begins Production of the Hot Tub Swivel Seat For Indiana Inventor***

Licensing Alert: World Patent Marketing Takes The Risk and Licenses Hot Tub Swivel Seat from Indiana Inventor



Shanghai, China (PRWEB)  
March 27, 2015





MENU

### SELECTED CLIENT REVIEWS

As a the leader in the patent and inventor services industry, World Patent Marketing works hard to provide the utmost levels of quality and services to its clients.

Their knowledge, skills and expertise help to ease the confusing and complicated process of patenting a new product and getting it on the shelves. The process of taking a product from idea to reality can be tricky.

World Patent Marketing is a leader in the field and can take the guesswork out of creating and marketing your idea for a new product.

Countless inventors have trusted the experts at World Patent Marketing with their ideas and they are singing their praises. See what they have to say about the level of service and quality delivered by the [World Patent Marketing team](#).

Here are some raving testimonials for the top-notch services provided by their team.



I came to World Patent Marketing with my product after being hosed by another company. Jay Ward contacted me and has restored my faith that there are companies out there that will help you get your product out there. i am very impresses so far, and i am also looking forward to working with him and World Patent Marketing.

*Tracy Harvill*

[VIEW MORE REVIEWS](#)



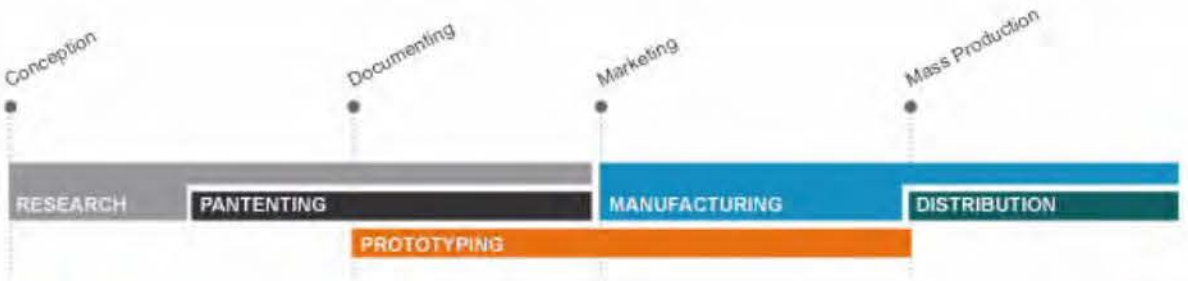
### TESTIMONIALS





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SERVICES



RESEARCH



World Patent Marketing is your partner in bringing your invention to life. We know what it takes to make your idea successful and will work with you at each step to make sure that your idea is airtight.

At the Research Phase, we will work with you to:

- **Complete an initial patent and “prior art” search.** First, we will make sure that someone didn't think of this idea before you.
  - **Research your market.** Before you invest too much time and money into patenting your invention we will complete a sound preliminary analysis of your target market.
  - **Understand operational costs.** Once you know there's a market, make sure your product can be manufactured and distributed at a low enough cost so that your retail price is reasonable. Because World Patent Marketing has facilitated the entire invention process, you will receive the most accurate overview cost to bring your product to market so that you can make the best decision on how to move forward. We will also help you size up your competition.
1. Global Patent Search
  2. Commercial Viability Study of Utility and other Patents
  3. Product Branding
  4. 3D Virtual Model
  5. Preliminary Patent Drawings
  6. Market Demographics and Psychographics

PATENTING



MARKETING



PROTOTYPING



MANUFACTURING





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WORLD PATENT  
MARKETING

## INVENTOR TRADE SHOWS

World Patent Marketing maintains a strategic presence at the world's most prestigious trade shows.

VIEW BY MONTH



## 2015 TRADE SHOW SCHEDULE

### [Consumer Electronic Show - Las Vegas 2015 - Las Vegas Convention Center](#)

The International Consumer Electronics Show (CES) is a major technology-related Trade Show held each January in the Las Vegas Convention Center, Las Vegas, Nevada. Not open to the public, the Consumer Electronics Association-sponsored show typically hosts previews of products and new product announcements.

### [North American Music Merchants - Anaheim 2015 - Anaheim Convention Center](#)

The NAMM Show is one of the largest music product trade shows in the world, founded in 1901. It is held every January in Anaheim, California, USA, at the Anaheim Convention Center.

### [Surfaces - Las Vegas 2015 - Mandalay Bay Convention Center](#)

SURFACES and StonExpo/Marmomacc Americas will co-launch with the all new Tile Expo, creating the ultimate event essential to flooring, stone and tile professionals. SURFACES is the one event where you can learn and network with the best and brightest in the floor covering and surfacing industry.

### [Distributech - San Diego 2015 - San Diego Convention Center](#)

Distributech is the utility industry's leading smart grid conference and exposition, covering automation and control systems, energy efficiency, demand response, renewable energy integration, advanced metering, T&D system operation and reliability, power delivery equipment and water utility technology held each January. Not open to the public.

### [Shot Show - Las Vegas 2015 - Sands Expo Center and Venetian Congress](#)

The SHOT Show is an annual tradeshow for the shooting, hunting, and firearms industry.

### [Air Conditioning, Heating, & Refrigeration Expo - Chicago 2015 - Mc Cormick Place - Chicago](#)

The Air Conditioning, Heating and Refrigeration Institute (AHRI) is a North American trade association of manufacturers of air conditioning, heating, and commercial refrigeration equipment

### [Outdoor Retailer - Winter Market - Salt Lake City 2015 - Salt Palace](#)

This popular outdoor gear Trade Show is held twice a year so leading outdoor industry manufacturers can introduce winter and summer outdoor products. Attracting thousands of buyers in Salt Lake City, Utah

### [International Production and Processing Expo - Atlanta 2015 - Georgia World Congress](#)

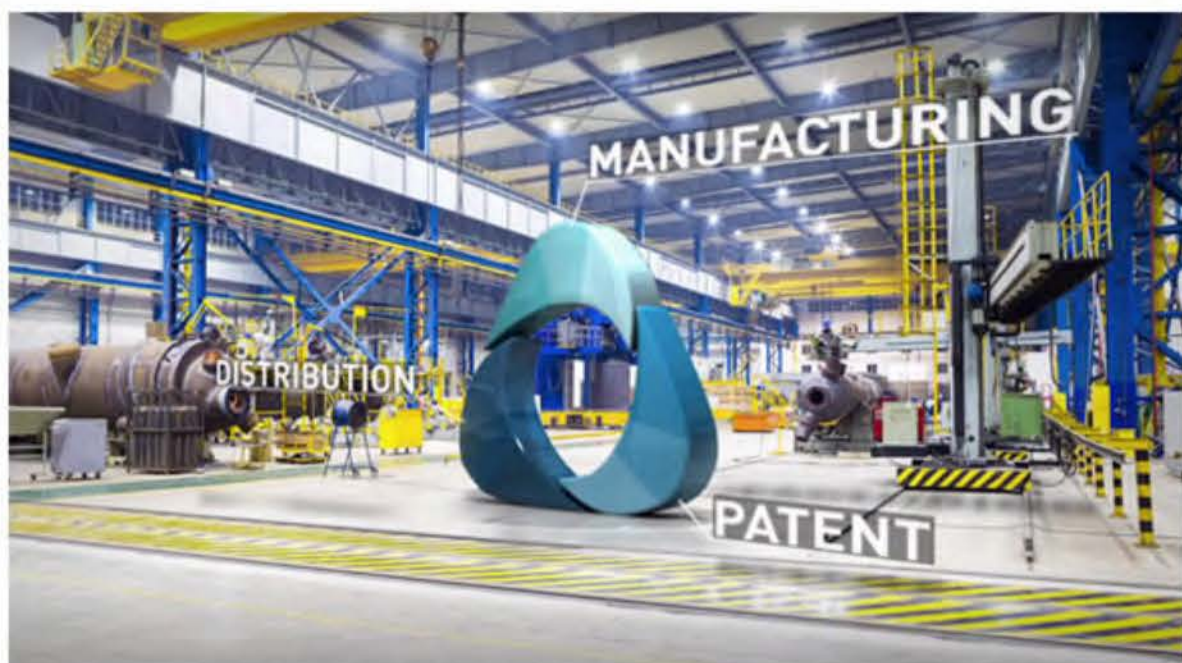
The U.S. Poultry & Egg Association is an American industry trade group located Georgia that "represents its poultry and egg members through research, education, communications and promotion.





MENU

# WE'VE EARNED YOUR TRUST!



## COMPANY INTRODUCTION

We are a vertically integrated manufacturer and distributor of patented products. Our company offers manufacturing, distribution, patent prosecution, IP valuation, licensing, trading, investment and other services. We evaluate the commercial potential of patents throughout the United States and the rest of the world, and we would love the opportunity to talk with you about your idea and the potential for patenting, licensing, distributing and marketing the product.

[REQUEST FREE INFO](#)

[SUBMIT IDEA](#)

## UPDATES



### Licensing Deal!

World Patent Marketing China Unveils a Revamped Manufacturing Process as It Begins Production of the Hot Tub Swivel Seat For Indiana Inventor

by [Scott Cooper](#) - Feb 1, 2015

[0](#) [145](#)

## NEWS

[Feb 23, 2015](#)

Omar Rivero, Founder of Occupy Democrats and Outspoken Opponent of Patent Troll Scams, Joins World Patent Marketing Board of Advisors

[Feb 22, 2015](#)

MAGIC Trade Show Transforms Las Vegas into Fashion Capital as World Patent Marketing Shows Off Its Latest Inventions

[Feb 21, 2015](#)

World Patent Marketing Declares War On Patent Troll Scams As US Congress Reconsiders Anti-Patent Troll Law

[VIEW MORE](#)

## OUR VIDEOS





contracted with the promoter over the last 5 years.

The total number of these customers who received a net financial profit as a direct result of the promotion services by the promoter.

The total number of customers who have received license agreements for their inventions as a direct result of the promotion services by the promoter.

The names and addresses of all previous invention promotion firms with which the invention promoter or its officers have been affiliated for the last 10 years.

Much appreciated,

(b)(6)

---

From: [scott@worldpatentmarketing.com](mailto:scott@worldpatentmarketing.com)

Date: Thu, 2 Apr 2015 13:28:20 -0400

Subject: Re: News from World Patent Marketing

To: (b)(6)@[hotmail.com](mailto:hotmail.com)

(b)(6)

I meant to reach out to you

I understand you left a message for Matt Whitaker

What is it I can help you with?

Scott J. Cooper  
CEO & Creative Director

World Patent Marketing  
1680 Meridian Avenue, Suite 600  
Miami Beach, Florida 33139

305-330-9199 Direct  
888-926-8174 Ext 212  
305-503-5458 Fax

Sent from my iPhone

On Apr 2, 2015, at 1:23 PM, rod mael

(b)(6)@[hotmail.com](mailto:hotmail.com)> wrote:

This says WPM "attended" and then talks about "opportunities". What specific "Unveils Its Cutting Edge Printing Inventions" took place?

Date: Thu, 2 Apr 2015 11:57:54 -

0400

From:

[publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com)

To: (b)(6)@hotmail.com

Subject: News from World Patent Marketing

CC:

Hi, just a reminder that you're receiving this email because you have expressed an interest in World Patent Marketing. Don't forget to add [publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com) to your address book so we'll be sure to land in your inbox!

You may [unsubscribe](#) if you no longer wish to receive our emails.



## World Patent Marketing

Pres

### World Patent Marketing Unveils Its Cutting Edge Printing Invention During the Graphics of the Americas Trade Show at the Miami Convention Center

As printing inventions rapidly evolve to drive the graphics industry, World Patent Marketing unveils new innovations and technologies to help shape the future and change the world.

New York, New York - March 18, 2015 -

**To:** (b)(6)@aol.com (b)(6)@aol.com]  
**Bcc:** scott@worldpatentmarketing.com[scott@worldpatentmarketing.com]  
**From:** Eric Creizman  
**Sent:** Thur 8/27/2015 2:30:01 AM  
**Subject:** Desa Industries, et al. v. Alex Rudsky  
[Filed Summons and Complaint.pdf](#)

Attached please find a courtesy copy of the Summons and Complaint that has been filed by our firm on behalf of plaintiffs in the Supreme Court of the State of New York, Kings County.

--  
Eric M. Creizman

CREIZMAN LLC  
565 Fifth Avenue, New York, New York 10017  
T: (212) 972-0200; F: (646) 200-5022  
[www.creizmanllc.com](http://www.creizmanllc.com)

SUPREME COURT OF THE STATE OF NEW YORK  
COUNTY OF KINGS

----- X  
 :  
 DESA INDUSTRIES, INC. d/b/a WORLD :  
 PATENT MARKETING, a Delaware :  
 corporation, and SCOTT J. COOPER, :  
 :  
 Plaintiffs, :  
 :  
 v. :  
 :  
 ALEXANDER RUDSKY (aka "ALEX :  
 BROWN RUDSKY" and "ALEX RUDSKY :  
 BROWN" and "ALEX BROWN"), :  
 :  
 Defendant. :  
 :  
 ----- X

INDEX NO.: \_\_\_\_\_

SUMMONS

TO THE ABOVE NAMED DEFENDANT:

**YOU ARE HEREBY SUMMONED** and required to serve upon Plaintiff's attorneys, whose address is:

Eric M. Creizman  
Creizman PLLC  
565 Fifth Avenue, 7<sup>th</sup> Floor  
New York, New York 10017

an answer to the complaint in this action within 20 days after the service of this summons exclusive of the day of service, or within 30 days after the service is complete if this summons is not personally delivered to you within the State of New York. In case of your failure to answer, judgment will be taken against you by default for the relief demanded in the complaint.

Kings County is designated as the place of trial in that the Defendant maintains his principal residence and places of business and otherwise transacts business and operates in Kings County.

Dated: New York, New York  
August 26, 2015

/s/ Eric M. Creizman  
Creizman PLLC  
565 Fifth Avenue, 7th Floor  
New York, New York 10017  
Telephone: (212) 972-0200  
Facsimile: (646) 200-5022  
Email: [ecreiz@creizmanllc.com](mailto:ecreiz@creizmanllc.com)  
*Attorneys for Plaintiffs*

SUPREME COURT OF THE STATE OF NEW YORK  
COUNTY OF KINGS

----- X  
:  
DESA INDUSTRIES, INC. d/b/a WORLD : INDEX NO.: \_\_\_\_\_  
PATENT MARKETING, a Delaware :  
corporation, and SCOTT J. COOPER, :  
:  
Plaintiffs, : COMPLAINT  
:  
v. :  
:  
ALEXANDER RUDSKY (aka “ALEX :  
BROWN RUDSKY” and “ALEX RUDSKY :  
BROWN” and “ALEX BROWN”), :  
:  
Defendant. :  
:  
----- X

Plaintiffs DESA Industries, Inc. d/b/a World Patent Marketing (“WPM”) and Scott J. Cooper by their undersigned attorneys, Creizman PLLC, for their complaint against Defendant, Alexander Rudsky, allege as follows:

**NATURE OF ACTION**

1. In or about July 2015, WPM and its CEO and Creative Director, Scott Cooper, began receiving a series of threatening emails. At first the author of these emails hid his identity, but by mid August 2015, the perpetrator revealed himself as well as his agenda: unless Mr. Cooper paid him \$200,000, he would smear WPM’s reputation by writing spurious negative online reviews and filing bogus complaints with the Better Business Bureau. There is a name for a proposal like this: blackmail.

2. The author of the threats is the Defendant, Alexander Rudsky. He is a former employee of Mr. Cooper from a previous business venture who is desperate to make money by any means. In his communications with Mr. Cooper,

he portrayed himself as the spokesperson for a “group” that will “make things difficult” for Mr. Cooper by destroying his and WPM’s reputation.

3. After writing several increasingly threatening emails, Rudsky upped the ante by making defamatory statements about Mr. Cooper and WPM in an email to a member of WPM’s advisory board, Matthew G. Whittaker, the former United States Attorney of the Southern District Iowa appointed by President George W. Bush. In this email, dated August 25, 2015, Rudsky falsely claimed that Mr. Cooper owed him money and demanded to be paid \$200,000. Although he insisted to Mr. Whittaker that “[t]here is no blackmail of any kind,” he went on to do just that, by writing a defamatory screed about Mr. Cooper and WPM. Rudsky signed off the email to Mr. Whittaker with another ominous threat: “You have 48 hours from today to come up with the money that is owed to me.. I hope I make myself clear...”

4. What is clear is that Rudsky is a desperate individual who thinks nothing of using libel and extortion to get what he wants. He has already defamed Mr. Cooper and WPM in his email to Mr. Whittaker in a brazen attempt to extort \$200,000. And he is threatening to take further action imminently if he is not paid. As he stated in his emails to Mr. Cooper and Mr. Whittaker, this action will consist of him and his “group” writing bogus online reviews and complaints in order to smear Mr. Cooper and WPM.

5. Plaintiffs bring this action to recover damages from Rudsky for defamation and to obtain an injunction preventing Rudsky from engaging in

further defamation against Mr. Cooper or WPM as part of his extortionate scheme.

**PARTIES**

6. Plaintiff WPM is a Delaware corporation conducting business in Miami-Dade County, Florida and elsewhere.

7. Plaintiff Scott J. Cooper is an individual residing in Miami-Dade County, Florida.

8. Defendant Alex Rudsky is an individual residing in Kings County.

**JURISDICTION AND VENUE**

11. This Court has personal jurisdiction over Defendant under CPLR § 301 because Defendant resides and does business in New York, and under CPLR § 302 because this action arises out of Defendant’s tortious conduct in New York.

12. Venue is proper under CPLR § 503 because Defendant resides in Kings County.

**FACTS**

13. WPM is a worldwide provider of patent and engineering services that greatly depends on its stellar reputation in the industry to thrive. WPM offers its customers support through a full range of services, from researching, patenting and prototyping inventions, to manufacturing products, retail, and investing in some of its customers’ companies.

14. WPM prides itself on providing the utmost levels of quality and services to its clients. WPM has earned an A rating with the Better Business Bureau, and is a member of the US Chamber of Commerce, Dun and Bradstreet,

the Association for Manufacturing Excellence, and the International Licensing Industry Merchandisers' Association (LIMA). WPM has also received five-star aggregate ratings on Consumer Affairs, Google, Trustpilot, Shopper Approved, Customer Lobby and ResellerRatings.com.

15. WPM has spent a great deal of resources, including millions of dollars on advertising and marketing its services online, to ensure that it retains its reputation as an industry leader in customer satisfaction.

16. Mr. Cooper, WPM's CEO is a successful businessman and a well-known philanthropist in Miami and Israel.

17. On or about July 29, 2015, Mr. Cooper, WPM's CEO, received a long and ominous e-mail from an anonymous account identified only as "Ivory Soap," who purported to speak on behalf of a mysterious "group."

18. The email contained a rambling discussion of one of WPM's products and went on to make vague proposals of a "partnership" between WPM and the sender's "group" that "will be of mutual benefit."

19. The email also contained the following veiled threat: "The group will not tolerate any negative publicity when it comes to WPM."

20. The "partnership" proposal referenced in the email was entirely unsolicited, nor did Mr. Cooper have any idea what was the "group" that the anonymous author repeatedly mentioned. What is clear, however, is that the author was making negative insinuations about WPM's hard-earned ratings from the BBB and other ratings sites. It is also clear that the author wanted something from WPM, although he did not say exactly what that was.



21. A follow-up to the email from “Ivory Soap” arrived several weeks later, in which the author of the first email revealed himself as “A. Rudsky,” using the email address (b) (6)

22. This A. Rudsky was familiar to Mr. Cooper as Alex Rudsky, a former employee in a previous business venture. Mr. Cooper had parted ways with Rudsky eight years earlier.

23. In his second email to Mr. Cooper, dated August 18, 2015, Rudsky wrote, “In reading the [customer] reviews it seems you already have a couple thorns in your side. Do you need more?” This was a clear threat to fabricate negative reviews online.

24. In addition, the email concluded with a threat to harm WPM’s reputation. Referring to potential negative stories about WPM, Rudsky wrote, “We want to make sure these [stories] never make it to page 1...or all trust is gone[.]” This is a clear insinuation that he could harm WPM by falsely claiming on the Internet that WPM had faked the positive customer reviews that, in reality, are a reflection of the company’s stellar reputation.

25. As before, Rudsky proposed an unspecified “partnership,” but the tone of his second email was more obviously threatening.

26. Three days later, on or about August 21, 2015 Rudsky left a message with WPM’s receptionist, in which he threatened to make false statements about WPM to the Better Business Bureau.

27. Later that day, Rudsky sent a third email. Unlike the ones preceding it, this one was short and to the point. It read:

“Scott, I sent you an email the other day. I left you a message this morning.. My advise [sic] is not to ignore and hope I go away...

“You do not need our group to make things difficult on you.. So please man up and let’s go over a few things that are needed to discuss.. have a good weekend. I expect to hear from you today.”

28. The statement that Rudsky’s “group” could “make things difficult on you” was a clear threat to WPM and Mr. Cooper himself.

29. Mr. Cooper then asked Matthew Whittaker, a member of WPM’s advisory board and a former U.S. Attorney to intervene. Mr. Whittaker wrote an email to Rudsky stating that Rudsky’s message and emails were “an apparent attempt at possible blackmail or extortion.” Mr. Whittaker admonished Rudsky not to engage in potentially illegal activity.

30. Rudsky’s response to Mr. Whittaker’s email was unhinged. In that email, dated August 25, 2015, he makes multiple defamatory statements about WPM and Mr. Cooper personally:

“Hi Matt,

“I know exactly who you are I have spent the last few months going over your site.

“Let me quickly explain how I came across WPM so you have a brief history. Annette Copper [sic], and my ex wife Judy are friends and communicate on regular basis. Annette mentions to Judy that Scott is in the patent business and is absolutely killing it. Judy calls me and says I know you are always looking for things to add to your export business and

you should look in to this patent business. She goes on to tell me that Scott stole the idea from someone he came across and the business model really makes sense. The first thing that comes to mind is Scott Copper steal something from someone? Can't be, that's just not Scott. He is a stand up citizen and would never consider such a thing.

“A brief history with me and Scott so you are clear. Let me take you back to Old Merchants Bank. Me and Scott started that business from scratch. I was a 20% stakeholder (contract in hand). Towards the latter part of the venture Scott Cooper received a \$1 million dollar pay out from a Mike Ashley. At that time I was owed \$200k that Scott Cooper till this day has not paid me on. I am requesting that I get paid now.

“There is no blackmail of any kind. Based on our contract, that money is owed to me. I want my money that has been outstanding for over 5 years.

“Very simple. Scott Cooper is running an absolute scam. You know it as well as I do.... [] I have spent countless hours on your site... Every review is fake. I have also dug up many of the negative reviews that have been hidden within the google search. There is nothing wrong with me informing everyone via any source I feel necessary to advise them that WPM is a scam. Him owing me money has nothing to do with anything outside the obvious. I want my money that he owes me. If you are trying to bully me around it will not work well with me. Based on my history with Scott I know the attorneys he keeps on staff and how he uses them to

deflect any negative publicity. Please work with Mr. Cooper to come up with a schedule of payments so that we can both move on.

“You have 48 hours from today to come up with the money that is owed to me.. I hope I make myself clear...”

31. Rudsky’s email falsely states, among other things, that Mr. Cooper owed him an unpaid debt based on a non-existent contract. Rudsky was never a shareholder or “stakeholder” of Mr. Cooper’s former business venture, nor was he entitled to any percentage of any business dealings of Mr. Cooper’s company. In short, he made up the debt out of whole cloth.

32. The email also falsely insinuates that Mr. Cooper has a bad moral character.

33. The email also falsely claims that WPM is a scam and that its positive customer reviews are not legitimate.

34. Finally, it ends with a threat to harm WPM’s reputation online if Rudsky is not paid \$200,000 within 48 hours.

35. Later the same day, Rudsky wrote a second email to Mr. Whittaker, in which he stated, “You are party too a scam that is driving allot [sic] of traffic to WPM site.. You will be exposed... I hope I make myself clear Mr. Whitaker.”

36. The factual assertions in this email are also false, and it is quite clear that Rudsky is threatening Mr. Whittaker as well as WPM and Mr. Cooper.

37. The inescapable conclusion from Rudsky’s emails to Mr. Cooper and Mr. Whittaker is that he is motivated by ill will toward Mr. Cooper and WPM

and that he is deliberately defaming them as part of a scheme of extortion and blackmail.

**COUNT ONE**

**Libel**

38. Plaintiffs repeat and reallege each and every prior allegation herein.

39. Rudsky has willfully and maliciously published statements about WPM and Mr. Cooper that are both false and defamatory.

40. Specifically, Rudsky has falsely stated in emails to Mr. Whittaker that Mr. Cooper has a bad moral character, that Mr. Cooper owes an unpaid debt to Rudsky, that WPM is “a scam,” and that WPM’s positive customer reviews are fake.

41. Each of these statements is defamatory *per se* or has a defamatory meaning within the context of the emails.

42. As a result of Rudsky’s ongoing misconduct, Plaintiffs have suffered and continue to suffer harm to their reputations and business prospects.

**COUNT TWO**

**Injurious Falsehood**

43. The Plaintiffs repeat and reallege each and every prior allegation herein.

44. Rudsky has willfully made false statements in emails to another person about Mr. Cooper and his business, WPM.

45. These emails have deprived Mr. Cooper and WPM of prospective economic advantage by damaging their reputation and inducing others not to deal with Mr. Cooper or WPM.

46. These false statements were made deliberately and maliciously.

47. As a result of Rudsky's ongoing misconduct, Plaintiffs have suffered and continue to suffer harm to their reputations and business prospects.

WHEREFORE, Plaintiffs pray for an entry of judgment against Defendant that:

1. Awards compensatory and punitive damages according to proof;
2. Imposes injunctive relief requiring Defendant and any partners, agents, employees, representatives, assignees, and all persons acting in concert or participation with him, to refrain from publishing online or elsewhere the threatened false statements about WPM's customer reviews or any other false statements about WPM or Mr. Cooper;
3. Imposes injunctive relief requiring Defendant and any partners, agents, employees, representatives, assignees, and all persons acting in concert or participation with him, to desist from threatening WPM or Mr. Cooper for the purpose of extortion or blackmail;
4. Awards reasonable attorneys' fees and costs of this action; and
5. Awards all such other relief as the Court deems just and proper.

**JURY DEMANDED**

Plaintiff hereby demands a trial by jury.

Dated: New York, New York  
August 26, 2015

Respectfully submitted,

**CREIZMAN LLC**

By: /s/ Eric M. Creizman  
Eric M. Creizman  
Zachary S. Taylor  
565 Fifth Avenue, 7th Floor  
New York, New York 10017  
Telephone: (212) 972-0200  
Facsimile: (646) 200-5022  
Email: [ecreiz@creizmanllc.com](mailto:ecreiz@creizmanllc.com)  
[ztaylor@creizmanllc.com](mailto:ztaylor@creizmanllc.com)

**To:** Scott Cooper[scott@worldpatentmarketing.com]  
**From:** Bernard Egozi  
**Sent:** Fri 8/21/2015 5:07:52 PM  
**Subject:** RE: Hi

I think Whitaker's email is fine. I see no reason to send him another one. The ball is now in his court.

Bernard L. Egozi  
Egozi & Bennett, P.A.  
2999 NE 191<sup>st</sup> Street, Suite 407  
Aventura, Florida 33180  
Telephone: 305.931.3000, Ext. 101  
Direct Dial: 305.931.9342  
Cell: 305.335.0381  
Facsimile: 305.931.9343  
[begozi@egozilaw.com](mailto:begozi@egozilaw.com)  
[www.egozilaw.com](http://www.egozilaw.com)

---

**From:** Scott Cooper [mailto:scott@worldpatentmarketing.com]  
**Sent:** Friday, August 21, 2015 1:03 PM  
**To:** Bernard Egozi  
**Subject:** RE: Hi

Why don't u send him an email? What do u think?

Scott J. Cooper  
CEO & Creative Director

(305) 330-9199 Direct  
(888) 926-8174 ext 212  
(305) 503-5458 Fax

---

**From:** Bernard Egozi [mailto:[BEgozi@egozilaw.com](mailto:BEgozi@egozilaw.com)]  
**Sent:** Friday, August 21, 2015 12:58 PM  
**To:** Scott Cooper <[scott@worldpatentmarketing.com](mailto:scott@worldpatentmarketing.com)>  
**Subject:** RE: Hi

Does this guy have the ability to do anything that you will care about? I can call someone at the internet crimes division of the state attorneys' office to see if we can get cops out to him to pursue this criminally.

Bernard L. Egozi  
Egozi & Bennett, P.A.  
2999 NE 191<sup>st</sup> Street, Suite 407  
Aventura, Florida 33180  
Telephone: 305.931.3000, Ext. 101  
Direct Dial: 305.931.9342  
Cell: 305.335.0381  
Facsimile: 305.931.9343  
[begozi@egozilaw.com](mailto:begozi@egozilaw.com)  
[www.egozilaw.com](http://www.egozilaw.com)

---

**From:** Scott Cooper [mailto:scott@worldpatentmarketing.com]  
**Sent:** Friday, August 21, 2015 12:15 PM  
**To:** Bernard Egozi  
**Subject:** FW: Hi

Scott J. Cooper



CEO & Creative Director

(305) 330-9199 Direct  
(888) 926-8174 ext 212  
(305) 503-5458 Fax

**From:** (b)(6) [redacted]@aol.com]  
**Sent:** Friday, August 21, 2015 12:15 PM  
**To:** [ceo@worldpatentmarketing.com](mailto:ceo@worldpatentmarketing.com)  
**Subject:** Hi

Scott, I sent you an email the other day.  
I left you a message this morning..  
My advise is not to ignore and hope I go away...

You do not need our group to make things difficult on you..

So please man up and let's go over a few things that are needed to discuss..

have a good weekend. I expect to hear from you today.

CONNECT WITH US:

CONNECT WITH US:

To: Scott Connor [scott@worldpatentmarketing.com]  
From: (b)(6)  
Sent: Sat 5/9/2015 5:04:20 PM  
Subject: Fwd: World Patent Marketing Special Alert

Sheer genius!  
Send directly to forbes, wsj, inc, etc.

(b)(6)

----- Forwarded message -----

From: World Patent Marketing <[publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com)>  
Date: Friday, May 8, 2015  
Subject: World Patent Marketing Special Alert  
To: [office@worldpatentmarketing.com](mailto:office@worldpatentmarketing.com)

<<https://ci3.googleusercontent.com/proxy/BH60OqumPyVVG3tZR9MrWLwQ7ysZsJajvGxZYo5eCP98rhyfnKCfOI0fJITeYNEd2SdJFgXOxiw2k8ojQqWHQOqUdkpesqL0uSZpzdMqcwE1D8gxSqK6eFT9zA=s0-d-e1-ft#https://imgssl.constantcontact.com/letters/images/1101116784221/S.gif>>

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Friday: 9am EST - late afternoon

[jay@worldpatentmarketing.com](mailto:jay@worldpatentmarketing.com)

=====

**A) World Patent Marketing gives Jay's client, Inventor Steven Harris a Licensing Deal.**  
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[Bimini Top Push Mower](#)

###

**To:** Christie Hoffman[choffman@worldpatentmarketing.com]

**From:** janice lee

**Sent:** Thur 3/2/2017 6:06:43 PM

**Subject:** [REDACTED]  
[REDACTED].pdf

[REDACTED]

**Janice Lee**

Marketing Manager

[Janice.Lee@worldpatentmarketing.com](mailto:Janice.Lee@worldpatentmarketing.com)

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Miss Rhode Island USA 2017

KELSEY SWANSON



SCOTT J. COOPER  
CEO & CREATIVE DIRECTOR

CERTIFICATE NUMBER:

DATE ISSUED:

**To:** Scott Cooper[scott@worldpatentmarketing.com]  
**From:** Christie Hoffman  
**Sent:** Fri 3/3/2017 3:20:24 PM  
**Subject:** Re: FW: eFax message from "RFAXBS01" - 2 page(s), Caller-ID: UNAVAILABLE  
(b)(6) pdf

See attached

Sent with [Mailtrack](#)

On Fri, Mar 3, 2017 at 10:12 AM, Scott Cooper <[scott@worldpatentmarketing.com](mailto:scott@worldpatentmarketing.com)> wrote:

Send it to me

**Scott J. Cooper**

CEO and Creative Director

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150 SE 2<sup>nd</sup> Avenue, 4<sup>th</sup> Floor

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[888-926-8174](tel:888-926-8174) | Ext: 212

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**From:** Christie Hoffman [mailto:[choffman@worldpatentmarketing.com](mailto:choffman@worldpatentmarketing.com)]

**Sent:** Friday, March 3, 2017 10:12 AM

**To:** Scott Cooper <[scott@worldpatentmarketing.com](mailto:scott@worldpatentmarketing.com)>

**Subject:** Re: FW: eFax message from "RFAXBS01" - 2 page(s), Caller-ID: UNAVAILABLE

I sent the info yesterday. Contracts, all copies of marketing items completed and tracking info for the certificate.

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On Thu, Mar 2, 2017 at 8:54 PM, Scott Cooper <[scott@worldpatentmarketing.com](mailto:scott@worldpatentmarketing.com)> wrote:

Did u look into this yet?

**Scott J. Cooper**

CEO and Creative Director

World Patent Marketing

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Miami, Florida 33131

[888-926-8174](tel:888-926-8174) | Ext: 212

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**From:** eFax [mailto:[message@inbound.efax.com](mailto:message@inbound.efax.com)]

**Sent:** Tuesday, February 28, 2017 11:34 AM

**To:** [scott@worldpatentmarketing.com](mailto:scott@worldpatentmarketing.com)

**Subject:** eFax message from "RFAXBS01" - 2 page(s), Caller-ID: UNAVAILABLE

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**Christie Hoffman**

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February 4, 2017 , 3:11 am	Arrived at USPS Destination Facility	NORTH HOUSTON, TX 77315
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# Inventvillage.com announces the marketing launch of the ATYN BED

The ATYN BED (Adjustable To Your Needs) is in Patent Pending status within the United States Patent and Trademark Office. Global Invention Royalty Analysis was performed by World Patent Marketing (www.worldpatentmarketing.com)

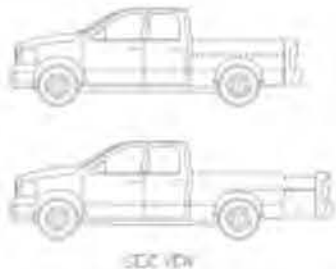
PRLog - Nov. 14, 2014 - MIAMI BEACH, Fla. -- This invention generally relates to the cargo space available in a truck or van. More specifically, the invention relates to an extendable bed that will allow for the cargo space of a truck or van to increase while maintaining support and safety for cargo that may be too large for a traditional truck or van.

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Pick up trucks and moving vans have been used for decades to move and haul large amounts of cargo while doubling as a personal transport vehicle. In general, truck beds are not large enough to fully contain some of the contents that are trying to be hauled. Lengthy lumber, piping, ladders, and small vehicles, such as motorcycles

or ATV's, sometimes have to be placed such that they are hanging out of the vehicle or over a tailgate, either raised or lowered, at such angles that may be hazardous to other drivers or pedestrians. Cargo may slide or slip out of the bed when the tailgate is down or the user drives up a particularly steep incline. Red flags are commonly used to show the extent of which the object is hanging or as an alert for other drivers for visual conformation that the object in question is indeed a hazard. However, if the object being transported interferes with the tail lights of the vehicle, drivers lose the ability to indicate their intentions for turning or merging into other lanes. The red flag method cannot indicate these intentions and causes the situation the driver is to become dangerous for the driver and others. Therefore, it



is an object of this invention to provide a means to secure the cargo of a truck or moving van while retaining the safety of the cargo, the driver, other vehicles and pedestrians. The presented invention allows for a retractable cargo bed extension to be mounted into the frame of the vehicle to extend the rear side panels and the tailgate or hatch increasing the length of the bed for extra cargo space. This invention allows for the user to park in traditional spaces when there is no cargo to be carried and haul a larger cargo load in both length and volume when the user needs to. By extending the rear side panels and therefore the signal lights the driver maintains the ability to indicate their intentions to other drivers and pedestrians. The increased cargo space allows for longer boards or other lengthy cargo to lay flat into the bed of the truck. While keeping the tailgate in the upright position, the cargo is secured and prevented from falling out of the vehicle endangering other.

The inventor of the ATYN BED is seeking a third party licensee to manufacture, market and distribute the product under a royalty agreement. Potential licensees in the appropriate industries are currently being targeted as candidates to eventually commercialize the ATYN BED on a worldwide basis.

According to a comprehensive university study brokered by World Patent Marketing, there is a strong likelihood of this product being successful in the marketplace.

Potential licensees interested in obtaining more information about the ATYN Bed (Adjustable To Your Needs) and discussing licensing opportunities with respect to the product can contact the Licensing Department of InventVillage.com at [licensing@inventvillage.com](mailto:licensing@inventvillage.com) (<mailto:licensing@worldpatentmarketing.com>) or 646-412-5985.

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## Inventvillage.com announces the marketing launch of SKIP DRIVE

SKIP DRIVE is in Patent Pending status within the United States Patent and Trademark Office. Global Invention Royalty Analysis was performed by World Patent Marketing (www.worldpatentmarketing.com)

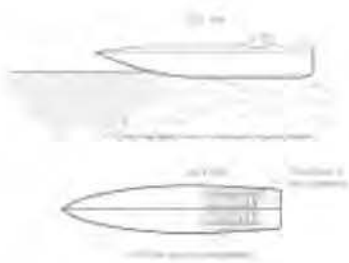
*PRLog - Dec. 1, 2014 - MIAMI BEACH, Fla. --* In the history of boating there have been different types of drive systems, from sails, paddle wheels, propellers, to jet drive. Each has advantages, and each has drawbacks. Some craft are easier to load and unload on trailers. Some possess high rates of speed but poor fuel efficiency.

For Military purposes, except for the sail, these could be quite noisy. And a sail driven boat is usually slow and presents a large target or profile for identification.

The benefit for the invention is a craft that can be driven by electrical power, making the craft silent. Dependent upon need, the craft can be walked out of the water and on to the shore for on or off loading. This could save time for a mission especially where heavy equipment may be involved. There are times that loading in the water can cause damage to equipment if dropped.

The invention is applicable to multiple boat types. The invention's system can be integrated into any form of watercraft, from a light skiff to a submarine.

The belief behind the invention's system is to create a moving haul on a boat that will give not only a more positive feel of the craft for the water, but with a moving haul you greatly reduce the friction or hydraulics created by speed against the boat. An end result then would be greater fuel efficiency for any craft that utilizes this type of drive.



A simple example for how this drive works is demonstrated by snowmobiles when they have races on water in the summer time to see how far they can go before the snowmobile sinks. When going all out on

smooth water it seems like they could go on forever. The design of the track is what propels the snowmobile.

Using the example of a cigarette boat, visualize it skipping it across the surface of the water. Each time it skips ahead, instead of resistance when it strikes the water, it will push off on the surface, requiring less fuel to maintain its speed. This results in greater overall speed and control.

The inventor of SKIP DRIVE is seeking a third party licensee to manufacture, market and distribute the product under a royalty agreement. Potential licensees in the appropriate industries are currently being targeted as candidates to eventually commercialize SKIP DRIVE on a worldwide basis.

According to a comprehensive university study brokered by World Patent Marketing, there is a strong likelihood of this product being successful in the marketplace.

Potential licensees interested in obtaining more information about SKIP DRIVE and discussing licensing opportunities with respect to the product can contact the Licensing Department of InventVillage.com at [licensing@inventvillage.com](mailto:licensing@inventvillage.com) or 646-412-5985.

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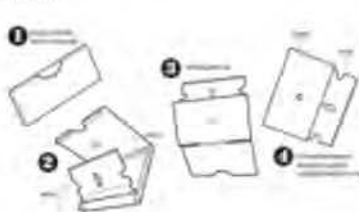
## Inventvillage.com announces the marketing launch of PRO TECHT-IT RAZOR BLADE HOLDER/SCRAPER

PRO TECHT-IT RAZOR BLADE HOLDER/SCRAPER is in Patent Pending status within the United States Patent and Trademark Office. Global Invention Royalty Analysis was performed by World Patent Marketing ([www.worldpatentmarketing.com](http://www.worldpatentmarketing.com))

PRLog - Dec. 8, 2014 - MIAMI – This invention relates generally to the blade cover. Specifically, the invention relates to a plastic blade cover wherein each blade is individually moulded and permanently secured into plastic and hinged from the center with another hinged cover to close and protect the blade. When opened the hinged cover lets you expose the blade and folds back and locks, to become a sturdy and stable handle for cutting and scraping applications.

Blade holders have been known for many, many years. More recently, plastic body blade holders have come into use because of ease of manufacture and reduction in cost over well-known metallic handles. Such holders are commonly used for scraping paint and other unwanted materials from surfaces, such as glass surfaces and the like.

### CONCEPT:



There are other priory known holders that do not use screws but do use specially shaped blades or mounting hooks to secure the blade in place. Such blades are not only more costly, but are also somewhat difficult to assemble and disassemble and of course such blades are not readily adaptable for use with different holders and the like. Few USA patents show a blade with an in turned hook at one end and a specially formed snap hook at the other end which is used with a holder having a plane

bottom length greater than the distance between the two hooks so that when the in turned hook is secured to the holder, the snap hook will exert pressure and tightly secure the blade to the holder.

Blades in common usage can be inherently dangerous devices when in the hands of young children. Once the razor blade is exposed, the sharp cutting edge presents a serious hazard to unwary handlers of the device. In most known blades, it is extremely simple to move the blade from an inoperative enclosed position to its operative position as by the use of a single button or slide easily operable by young children.

With a conventional razor blade, once you remove the cardboard cover, you throw it away, so there is waste. Then you use the blade for your work. But, when you are finished with your work, and the blade is still in good shape, what can you do with it if you want to save it? With the present invention, you can fold the blade back up into its built in plastic casing and lock it shut. Therefore, saving the blade and keeping it safely for future use. In your pocket, in your toolbox, or virtually anywhere. And it is "go green," because there is no cardboard cover to begin with.

A conventional razor blade is comprised of basically two parts, the blade, and a thin holder or the part of the razor blade in which you handle it. That second part is wrapped around the back side of the blade and pressed tightly in place. The present invention doesn't use this "handle" portion of the razor blade.

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Rather, a ProTecht-It blade is permanently secured in an operational plastic housing at the point of the blade where the other "handle" was located. By doing this, you will save enough metal to make two more razor blades from. So for every one single edge razor blade, you will have enough metal to make two more blades.

The present invention stands alone in a billion dollar industry. There is no other razor blade that is permanently secured in plastic, and is re-usable and disposable that is not used for hygiene.

According to the present invention, a plastic blade cover has a casing with an enclosed blade storage compartment which protects the blade. Therefore, the blade will be more durable, The present invention is also reusable and disposable. A pressor activated locking means is provided for locking the hinged cover and the blade in a first position with the blade wholly within and encased by the compartment cover. In a second position, with the blade exposed out of the compartment in an operative position. A pressure actuated safety means provides a safety lock to hold the blade in the first position while permitting release of the blade upon pressure actuation so that pressure must be applied both to the safety means and the locking means simultaneously to expose the blade. A second safety means comprised a stop means for preventing opening of the cover unless the locking means and safety means are actuated to move the hinged blade from the first position.

The inventor of PRO TECHT-IT RAZOR BLADE HOLDER/SCRAPER is seeking a third party licensee to manufacture, market and distribute the product under a royalty agreement.

Potential licensees in the appropriate industries are currently being targeted as candidates to eventually commercialize PRO TECHT-IT RAZOR BLADE HOLDER/SCRAPER on a worldwide basis. The present invention targets anybody and everybody who uses a single edge razor blade. For instance, auto body and auto glass technicians, home and commercial painters, all artists, handymen and maintenance workers, and do-it-yourselfers.

According to a comprehensive university study brokered by World Patent Marketing, there is a strong likelihood of this product being successful in the marketplace.

Potential licensees interested in obtaining more information about RAZOR BLADE HOLDER/SCRAPER and discussing licensing opportunities with respect to the product can contact the Licensing Department of InventVillage.com at [licensing@inventvillage.com](mailto:licensing@inventvillage.com) or 855-764-0635.

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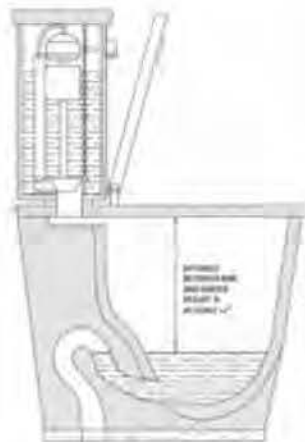
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PRLog - Nov. 20, 2014 - MIAMI BEACH, Fla. -- In a conventional toilet, the toilet bowl and seat have an egg shape. The egg shape is an oval in which one end has a more narrow curvature than the other. The narrow end of the oval is roughly V-shaped and the broader end of the oval is roughly U-shaped. In a conventional toilet, the V-shaped end forms the front of the toilet bowl and the U-shaped end forms the back of the toilet bowl, which is located toward the seat hinge and tank. The narrower curvature at the front of the toilet creates limited space for male genitalia when a man sits on the toilet seat. This limited space can cause contact from male genitalia with portions of the toilet, which is undesirable as those portions may be contaminated from human waste.



Changing the shape of the current toilet system is only half of the equation. The second half of the equation involves changing both (a) the height of the rim (which needs to be increased), and (b) the surface of the water level (which needs to be decreased). This will prevent contact with the water [and its contents] itself, whereas the first solution only prevents contact with the porcelain. The distance between the rim and the water surface needs to be long enough to ensure there is no risk of contact. The average male genitalia is between 5" and 6". However, this invention is designed for those of us who measure longer than that. I estimate that a 12" distance is adequate enough for most well-endowed men, though I would not be surprised if there are cases who need a greater distance. Nevertheless, for the time being, this is a good starting point. An "extra long" [XL] version can always be created if needed.

It is therefore an object of the present invention to provide an improved, sanitary toilet bowl which prevents contact from male genitalia with potentially unsanitary surfaces of the toilet bowl. By preventing contact, the present invention will protect males from infections, diseases, or other health hazards posed by potentially contaminated toilet surfaces. This will further provide men peace of mind when they have to sit down on a toilet seat. The present invention may be used in any facility with restrooms, such as houses, apartments, condos, restaurants, business complexes, and hotels.

The inventor of the MASCULINE TOILET is seeking a third party licensee to manufacture, market and distribute the product under a royalty agreement. Potential licensees in the appropriate industries are currently being targeted as candidates to eventually commercialize the MASCULINE TOILET on a worldwide basis.

According to a comprehensive university study brokered by World Patent Marketing, there is a strong likelihood of this product being successful in the marketplace.

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LETTUCE ENTERTAIN THEM is in Patent Pending status within the United States Patent and Trademark Office. Global Invention Royalty Analysis was performed by World Patent Marketing ([www.worldpatentmarketing.com](http://www.worldpatentmarketing.com))

PRLog - Jan. 5, 2015 - MIAMI – The invention comes with "leaves" of lettuce which can be individually removed for display purposes. Such presentations appear at grocery stores, delis, bakeries, catering companies, and similar establishments and venues. Such presentations display dishes or floral arrangements available for sale, allowing customers to browse selections available prior to purchase.

Unfortunately, sometimes these food presentations utilize real organic matter, which can spoil after extended idle activity and have their composition change due to exposure to the environment, attract pests, or otherwise lose their aesthetically pleasing value. Oftentimes, lettuce or similar flora products will wilt and appear tired and unappealing to potential customers.



It is therefore an objective of the present invention to introduce a device to overcome such problems. Essentially, the device is a facsimile of a flora item (a leaf of lettuce, a flower with bulb-and-stem, etc.), made of synthetic such as rubber latex, silicon, or similar pliable material.

Flora products used in food presentations comes in all forms, and include all manner of fruits and vegetables, fictional and non fictional. Such flora products can range from lettuce, to carrots, to melons, apples and fictional flora such as those seen in science-fiction films, and others.

The inventions can actually be dyed/painted, etc. In a variety of different colors to better coordinate with party themes and holidays, and is not limited to shades of green. There are no restrictions in terms of size.

The invention is meant to function in any normal environment where food presentations or floral presentations are on display. It can function both indoors and outdoors, in both light and dark environments. The inventions requires no power source to run. The only facility needed to "refresh" the invention is a container of soapy water, which must be of sufficient volume to fully immerse the invention. Storage requirements for the invention are minimal. The invention does not require any particular temperature range or humidity range, except that is should not be stored in absolute environmental extremes such as desert, tundra, flooding, etc.

The inventor of LETTUCE ENTERTAIN THEM is seeking a third party licensee to manufacture, market

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and distribute the product under a royalty agreement. Potential licensees in the appropriate industries are currently being targeted as candidates to eventually commercialize LETTUCE ENTERTAIN THEM on a worldwide basis.

According to a comprehensive university study brokered by World Patent Marketing, there is a strong likelihood of this product being successful in the marketplace.

Potential licensees interested in obtaining more information about LETTUCE ENTERTAIN THEM and discussing licensing opportunities with respect to the product can contact the Licensing Department of InventVillage.com at [licensing@inventvillage.com](mailto:licensing@inventvillage.com) or 646-412-5985.

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<b>World Patent Marketing Scams</b>	-452
<b>WPM (full name) Complaints</b>	-305
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## Andrew Levi

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**From:** Andrew Levi  
**Sent:** Wednesday, August 03, 2016 8:10 AM  
**To:** scott  
**Subject:** Fwd: World Patent Marketing

Is [REDACTED]

Sent from my iPhone

Begin forwarded message:

**From:** (b)(6); [REDACTED]@gmail.com>  
**Date:** August 2, 2016 at 6:11:34 PM EDT  
**To:** Andrew Levi <alevi@llmlawfirm.com>  
**Subject:** RE: World Patent Marketing

Mr. Levi,

What I am asking of you and by extension your client is not beyond the realm of reasonableness nor comprehension.

Put simply, when a patent application is filed, an official filing receipt is sent back confirming the patent in question and name of the patent applicant and future patent holder.

<http://www.uspto.gov/web/offices/pac/mpep/s503.html>

Your client, however, has only sent me a report that they themselves devised, which is neither the official USPTO patent application receipt that I am demanding, nor something incapable of being a complete falsification.

Additionally, you and by extension your client have completely and conveniently ignored the concerns that I addressed in an email 3 weeks ago, which I will again display here for your reference:

*World Patent Marketing (whose very name implies the marketing of patents) ends their contractual obligation to their clients once their patent is filed AND YET also has a website that sells it's clients' inventions? Yeah, that makes absolutely no sense unless that website is a ruse and it's sole purpose of existence is to attempt to disqualify it's parent company as an invention promoter as defined by AIPA. If you try to click on the shopping section from the official website, it is a dead link, but the hyperlink you sent me again conveniently works just fine. Many of the things sold on that site are clearly NOT inventions that WPM had anything to do with (phone cases, printer ink, three-ring binders... are you kidding me?). The "as seen on TV" section is a laughable assortment of products that were definitely not advertised on television. Am expected to believe that WPM also sells copyrighted materials such as music and movies on that site too? Really? Did WPM help patent those things?*

*I was conveniently never told until now that WPM sells their inventions online. I was expressly promised that WPM attends tradeshows and will then market (again, as the names implies) its patents so that when the patent does make money, WPM collects 10% of royalties while I keep the remaining 90%. I was told specifically that either I could pursue the patenting and promotion process all on my own and attend tradeshows with my patent by myself OR having WPM do all of that for me. Again, none of this would make any sense if WPM ends its contractual obligations at patent filing.*

*Another absurdity is claiming that a website disparaging invention promotion schemes would be composed by a competitor. That's like Subaru trying to lower Porsche car sales by commissioning an article for the New York Times on how terrible of an idea it is to by a new car; it's a lose-lose.*

*Also, why would so many reputable people work for a company that apparently just assess ideas and files patents? Theoretically WPM's only income is from the Global Invention Royalty Analysis fees, as the second fee is supposedly only used for filing the patent.*

So to be crystal clear, if I do not receive BOTH the official patent application receipt from the USPTO proving that my patent was filed and that I am the future patent holder AND a detailed acknowledgement of and explanation for the aforementioned valid concerns, I will exercise my legal right to file legitimate complaints against WPM that in no way, shape, or form constitute punishable slander.

Prove that my specific claims are baseless. Prove that a legitimate patent application was indeed filed and that I am the future patent holder. Again, these are easily understandable and perfectly reasonable demands.

----- Original message -----

From: Andrew Levi <[alevi@llmlawfirm.com](mailto:alevi@llmlawfirm.com)>

Date: 8/2/16 2:37 PM (GMT-08:00)

To: (b)(6); Duplicate <[REDACTED]@gmail.com>

Subject: RE: World Patent Marketing

(b)(6);  
Duplicate

I do not believe that there is anything further to provide to you. Your threats to file baseless claims against my client or to besmirch its reputation in order to extract a refund are nothing more than extortion. Proceed at your own peril.

Andrew K. Levi, Esquire

LEHR, LEVI & MENDEZ, P.A.

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Miami, Florida 33131

Phone: (305) 377-1777

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E-Mail: [Alevi@llmlawfirm.com](mailto:Alevi@llmlawfirm.com)

Website: [www.LehrLeviMendez.com](http://www.LehrLeviMendez.com)

**From:** (b)(6)@gmail.com]  
**Sent:** Monday, August 01, 2016 12:10 AM  
**To:** Andrew Levi <[alevi@llmlawfirm.com](mailto:alevi@llmlawfirm.com)>  
**Subject:** Re: World Patent Marketing

Dear Mr. Levi,

Your refusal to address the concerns that I raised about WPM nearly 3 weeks ago is indicative of a few possible scenarios:

- 1) You are deliberately ignoring me out of denial
- 2) You did, in fact, research the absurdities of your client and thus decided to cease representation
- 3) Or something else entirely...

Whatever the case, I expect a prompt explanation for your lack of correspondence AND an official patent application receipt NOT created by WPM proving that I am indeed the patent holder. If this does not happen within a reasonable time frame, I can and will use my legal rights to file the aforementioned complaints against WPM.

On Wed, Jul 13, 2016 at 6:24 PM, Andrew Levi <[alevi@llmlawfirm.com](mailto:alevi@llmlawfirm.com)> wrote:

Dear

(b)(6)

Attached please find the report proving that your patent was filed. Under the agreement, WPM's obligations to you end once that occurs.

I believe the link you cited was posted by a competitor. WPM is a highly reputable company that has an esteemed Advisory Board that includes: (i) Admiral Dell Dailey, former head of the US State Department's Counter Terrorism Unit, (ii) Dr. Aileen M. Marty, a Navy veteran, infectious disease specialist, and member of President Obama's Advisory Council to Combat Antibiotic-Resistant Bacteria; (iii) Brian Mast, a veteran of the United States Army, Joint Special Operations Command, and candidate for the US House of Representatives in Florida's 18th District; (iv) Pascal Bida Koyagabele, a Presidential Candidate for the Central African Republic; (v) Nitzan Nuriel, a retired Israeli Brigadier General who received an Honorary Citation from the United States Congress for his contributions to world security and counterterrorism; (vi) Richard Paul Sulaka II, Deputy Public Works Commissioner of Macomb County, Michigan; and (vii) Matthew O. Whitaker, Esq., a former United States Attorney for the Southern District of Iowa and Executive Director of The Foundation for Accountability & Civic Trust (FACT), a non-profit organization dedicated to promoting accountability, ethics and transparency in government.

WPM has fully met its obligations under the contract. I urge you to stop your suggestions that you have been "swindled" in any way.

Have a good evening,

Andrew K. Levi, Esquire

**LEHR, LEVI & MENDEZ, P.A.**

1401 Brickell Avenue, Suite 910

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Toll Free: (877) 918-5347

Fax: (305) 377-0087

E-Mail: Alevi@llmlawfirm.com

Website: www.LehrLeviMendez.com



From: (b)(6) [REDACTED]@gmail.com]  
Sent: Wednesday, July 13, 2016 8:43 PM  
To: Andrew Levi <alevi@llmlawfirm.com>

Subject: RE: World Patent Marketing

Dear Mr. Levi,

I do not have any agenda of defaming a legitimate company, nor do I care to get involved in a slander lawsuit.

I do, however, believe that I have been swindled out of a large sum of money by a skilled group of people knowledgeable of legal loopholes. Your client promised me things like weekly update correspondence, but instead exhibited a number of suspicious business behaviors mirroring EXACTLY the kind of scam artists that AIPA protects against, which *conveniently* does not apply to WPM.

This page sums explains what I'm talking about...

<https://inventorwarning.wordpress.com/tag/world-patent-marketing/>

I fully understand that you've no obligation to care at all about what I saying, much less give me any advice on the matter, but if you do have any input on what you as a skilled lawyer think I should do, I would greatly appreciate it. Otherwise, I just threw away over \$10,000 on a patent that I have no proof exists and services that most certainly won't continue.

Thank you for your time,

(b)(6) [REDACTED]

----- Original message -----

From: Andrew Levi <alevi@llmlawfirm.com>  
Date: 7/12/16 10:35 AM (GMT-08:00)  
To: (b)(6) [REDACTED]@gmail.com>  
Subject: RE: World Patent Marketing

LAW OFFICES OF  
**LEHR LEVI & MENDEZ, P.A.**

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BRUCE H. LEHR\*  
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\*ALSO ADMITTED IN NEW YORK  
\*\*ALSO ADMITTED IN NEW YORK AND NEW JERSEY

June 8, 2016

**BY EMAIL**

Joseph LoPiccolo, Esq.  
Poulos LoPiccolo PC  
112 W. 34<sup>th</sup> Street, 18<sup>th</sup> Floor  
New York, New York 10120  
[lopiccolo@pllawfirm.com](mailto:lopiccolo@pllawfirm.com)

**RE: World Patent Marketing**

Dear Mr. LoPiccolo:

I am writing as a follow-up to our discussion last week concerning (b)(6). During our conversation, you stated that World Patent Marketing ("WPM") has violated the American Inventors Protection Act of 1999 (35 U.S.C. § 297), ("AIPA"), and asked that I inform you if your reading of the statute was incorrect.

As an initial matter, your allegations are baseless. You have not, and cannot, identify any "material false or fraudulent statement or representation, or omission of material fact" by WPM with respect to its dealings with your client. Moreover, your assertion relies on the faulty premise that WPM is an "invention promoter" as defined by the AIPA. It most certainly is not.

WPM provides a variety of services to its clients that place it well outside the ambit of an "invention promoter" as defined under the AIPA. This includes invention research, such as commercial evaluation of utility patents; manufacturing of products; retail sales of customers' products it manufactures on its website [Shop.worldpatentmarketing.com](http://Shop.worldpatentmarketing.com); patent assistance services; engineering and prototyping services; website and mobile applications development; and advertising and marketing services on both internet and traditional media. See 35 U.S.C. §297(c)(3)(C) and (E).

For these reasons, any suit that you are considering bringing under this statute would be frivolous. Moreover, in light of the specific information provided to you in this letter, such a suit would subject you and your client to Rule 11 sanctions. In fact, we would include this letter in our motion to dismiss and for sanctions to show that you and your client were aware of the baseless nature of any claim brought under AIPA against WPM.

Joseph LoPiccolo, Esq.

June 6, 2016

Page 2 of 2

We have warned (b)(6) that his slanderous and defamatory statements to WPM's clients and potential clients must cease immediately. Now that you are aware that any AIPA claim would be baseless and frivolous, we again demand that your client immediately cease his illegal conduct. If this improper conduct continues, he faces a legal suit for causes of action that could include defamation, slander, tortious interference with contract, and tortious interference with advantageous business relationships.<sup>1</sup>

WPM is a highly reputable company that has an esteemed Advisory Board that includes: (i) Admiral Dell Dailey, former head of the US State Department's Counter Terrorism Unit, (ii) Brian Mast, a veteran of the United States Army, Joint Special Operations Command, and candidate for the US House of Representatives in Florida's 18th District; and (iii) Matthew O. Whitaker, Esq., a former United States Attorney for the Southern District of Iowa and Executive Director of The Foundation for Accountability & Civic Trust (FACT). Any defamatory statements by you or your clients regarding WPM also besmirches this outstanding corporate leadership, who enjoy wide-spread recognition and respect.

What this matter ultimately comes down to is your client's dissatisfaction that his invention did not become as profitable as he had hoped. Of course, WPM would like nothing more than for his product to succeed and for WPM to be credited with making it a success. However, WPM does not guarantee, and cannot ensure a project's success. Unfortunately, your client did not achieve the result he dreamed of, but blame cannot be left at WPM's door. By seeking to besmirch WPM's reputation and extort it by threatening legal action in order to obtain a refund of some kind, where WPM did everything it promised it would do, your client is engaging in the very kind of sharp practices he falsely attributes to WPM.

For the last time, we demand that your client cease and desist from his campaign of falsehoods against WPM. If he fails to do so, our client will seek any and all remedies available to it under the law.

Very truly yours,

LEHR LEVI & MENDEZ, P.A.

By:   
Andrew K. Levi, Esq.

---

<sup>1</sup> The failure to refer to any specific remedy or action herein is not a waiver of said remedy or action, and shall not be treated as such by you.