

**From:** Scott Cooper <scott@worldpatentmarketing.com>  
**Sent:** Tuesday, March 24, 2015 1:25 PM  
**To:** Oliver Cheatham <oliver@boltwebsolutions.com>  
**Subject:** FW: News from World Patent Marketing

---

Scott J. Cooper  
CEO & Creative Director

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



---

**From:** (b)(6) [redacted].com]  
**Sent:** Monday, March 23, 2015 10:35 PM  
**To:** World Patent Marketing  
**Subject:** Fw: News from World Patent Marketing

Atten: Mr. Massey:

I'm still not sure if I want to go with your company. Nothing good is being said about.

Sincerely,

(b)(6) [redacted]

On Monday, March 23, 2015 9:52 PM, World Patent Marketing <[publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com)> wrote:

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## World Patent Marketing Aims to Reduce the 58,000 Children Abducted a Year Statistic With a State of the Art Child Safety Invention

**The New York Inventor Exchange approves Kidz 1st Alert, a World Patent Marketing child safety invention, for licensing and trading intellectual property rights.**

**New York, New York - March 20, 2015 -**



[World Patent Marketing](#), the world's fastest growing vertically integrated manufacturer of patented products, releases Kidz 1st Alert, a child safety invention that improves child tracking in a non-intrusive way by using a child bracelet and mobile app.

"With almost 900 reported cases in the past year alone," says Scott Cooper, CEO and Creative Director of World Patent Marketing. "This revolutionary child safety invention will give parents valuable insight to their child's location at all times, highlighting the importance of a quick and effective national response to child abductions and kidnappings."

Popular statistics show that 58,000 children are abducted or lost every year. This data has been proven to be outdated, false and doesn't even come from the FBI. The data comes from a study by the Justice Department. The study itself used a small sample population which misrepresents national statistics. In addition, the original study was conducted before 1990, when the use of



cell phones was not at all common. We currently have no reliable data on actual numbers of child abduction, lost children, or kidnappings. Estimates are as high as four times the cited 58,000 children abducted or as low as 2,000 per year. Meanwhile, all over the world, the reality about child abductions remain grim.

An effective child safety invention is necessary for the future of our nation. The basic elements of Kidz 1st Alert are bracelets worn by the child, and the mobile app which is paired to the bracelet. The app would give an alert when the child falls within 25 feet of the parent holding the smartphone, and a separate alert when the child strays farther than a hundred feet. This child safety invention will make use of any available technology including GPS, cell signal triangulation, and Bluetooth.

"This child safety invention can transmit data from the bracelet to the smartphone," said Tim C., the inventor of Kidz 1st Alert. "It is so easy to lose a child at a mall, a park or any public place. Losing your child for even a few minutes can be a traumatic experience for both the parent and the child."

"The biggest problem parents have is that there are too many distractions." Explains Casey Turner, a Parental Advice Blogger from Miami Beach, "This child safety invention can increase a parents comfort level in any public environment."

The greatest gifts you can give your children are the roots of responsibility and the wings of independence. With the Kidz 1st Alert child safety invention we can allow future generations to experience freedom in a whole new way.

#### [About World Patent Marketing](#)

[World Patent Marketing](#) is the world's only vertically integrated patented product development company. The company offers patent prosecution, licensing, trading, investment and manufacturing services to inventors, law firms and venture capital-backed companies. The company is 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, China Patents, manufacturing, licensing and more. World Patent Marketing has received positive reviews for being a very outspoken critic of inventors' patent troll complaints and has declared war on Patent Troll Scams as the U.S. Congress reconsiders the Anti-Patent Troll Law. "World Patent Marketing will not allow its clients' success to be jeopardized by a complaint from a patent troll ripoff scam," according to Scott Cooper, CEO and Creative Director of World Patent Marketing. World Patent Marketing employs and contracts with over 350 people across four continents.

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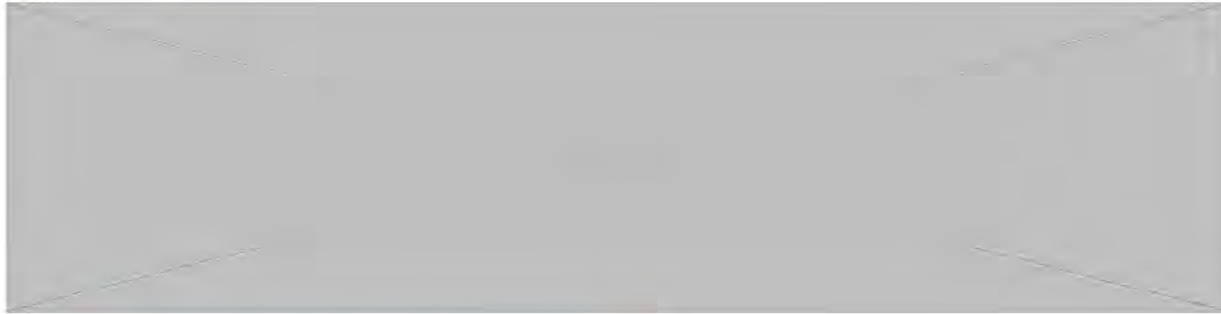
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**To:** Vinny LaBarbera <vinny@imforza.com>; Oliver Cheatham <oliver@boltwebsolutions.com>  
**Cc:** Bernard Egozi <begozi@egozilaw.com>  
**Subject:** FW: News from World Patent Marketing

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Scott J. Cooper  
CEO & Creative Director

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



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**From:** (b)(6) [redacted] <[redacted]@[redacted].com>  
**Sent:** Saturday, March 21, 2015 1:05 PM  
**To:** [publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com)  
**Subject:** Re: News from World Patent Marketing

Cuyler, After reviewing the Web about World Patent Marketing. Not very happy with what I found out. If you can prove otherwise then would glad to see it however I am not interested in doing business with this Company.  
Thank you...

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## Beauty Buzz: World Patent Marketing Introduces a Cosmetic Invention In Time For Both New York and Paris Fashion Week

**The New York Inventor Exchange approves the Compact Magic, a cosmetic invention, for licensing and trading intellectual property rights**

**New York, New York - March 17, 2015 -**



[World Patent Marketing](#), the world's fastest growing vertically integrated patented product development company, breaks the cosmetic industry with its revolutionary compact cosmetic invention, the Compact Magic. This is an invention that will maximize compact cosmetics. With the use of Compact Magic, women would be able to use every fleck of pressed powder contained in the round, flat containers.

"It is in human nature to always strive for perfection and new ways to express ourselves," says Scott Cooper, CEO and Creative Director of World Patent Marketing, "Innovation combines beauty with convenience and affordability as Compact Magic was a hit at New York Fashion Week."

"Beauty products come and go, but there are those few that have changed the makeup industry as we know it." says Lorraine K. from PA, who came up with the compact cosmetic invention, "This invention is going to help everyone, not just women who use makeup. It can make makeup more affordable in the long run."

"Seriously, some women think that makeup can be a waste, however, with the compact cosmetic invention, Compact Magic, nothing goes to waste," said Christi Pegan, a professional makeup artist from New York, "This device helps men, women, and even professional makeup artists like myself, make use of every last wisp of makeup in the pressed powder makeup container."

According to the latest fashion and makeup trends, the natural look is in for 2015. This means, more powder will be used and less foundation or heavy colors. For a lot of people, this look is not an easy one to pull off. They have to work for it, with healthy skin, and natural makeup colors. The cosmetic makeup industry can be in a great position to take advantage of this trend, at the same time continue to create or influence trends in makeup.

World Patent Marketing believes that Compact Magic, a compact cosmetic invention that maximizes compact cosmetic use, is a step in the right direction. Make up users usually stick to a particular color, blend, and brand, for years and years. The invention can influence them to not



worry about maximizing the use of their cosmetic products and help them save money in the long run.

There would be less wastage when using pressed powder, and this savings can be translated to better opportunities for cosmetics users to buy more products.

### [About World Patent Marketing](#)

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**Sent:** Monday, February 23, 2015 2:15 PM  
**To:** Louis <[louis@boltwebsolutions.com](mailto:louis@boltwebsolutions.com)>; Oliver Cheatham <[oliver@boltwebsolutions.com](mailto:oliver@boltwebsolutions.com)>  
**Subject:** RE: FW: News from World Patent Marketing

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Its been there for three weeks

Scott J. Cooper  
CEO & Creative Director

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



**From:** Louis [mailto:[louis@boltwebsolutions.com](mailto:louis@boltwebsolutions.com)]  
**Sent:** Monday, February 23, 2015 9:12 AM  
**To:** Scott Cooper  
**Subject:** Re: FW: News from World Patent Marketing

no clue what he is talking about - all activity on the fb has been positive - see a list of recent page engagements.



i will have my guys do some digging and see if they can find any negative social media posts about wpm.

On Mon, Feb 23, 2015 at 9:02 AM, Scott Cooper <[scott@worldpatentmarketing.com](mailto:scott@worldpatentmarketing.com)> wrote:  
What are people saying on our facebook page?

Scott J. Cooper  
CEO & Creative Director



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**From:** (b) (6) [mailto:(b) (6) @hotmail.com]  
**Sent:** Monday, February 23, 2015 9:02 AM  
**To:** [publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com)  
**Subject:** RE: News from World Patent Marketing

You people are a Scam fake just to get money from people I saw what a lot Of people was saying on your face book page I'm not interested no more any you better not steal my invention I will call the FBI

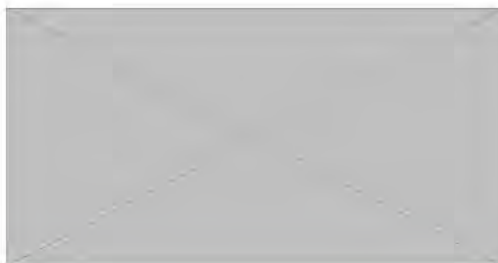
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**World Patent Marketing**

**Press Release**

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

World Patent Marketing Trade Show Division networks with fashion entrepreneurs



**Las Vegas, Nevada - February 22, 2015 - [World Patent Marketing](#)** sent its company's trade show division to Las Vegas this week in full force to rub elbows with the elite of the fashion industry. MAGIC, the world's largest fashion marketplace, held its annual event where the retail industry convenes to spot and shop the latest trends in men's, women's, juniors' and children's apparel, footwear, and accessories.



"Fashion has to do with ideas," said Nadia Amarillo, Business Development Manager of World Patent Marketing. "It's a new era in fashion. It is a time of innovation and empowerment. Fashion and Invention are the very fabric of life."

#### World Patent Marketing Trade Show Division Delivers

The semiannual Sourcing at MAGIC show opened a day early on Feb. 16. Nearly 40 countries represented at the gargantuan show showed their expertise in manufacturing everything from athletic wear to zippers. Chinese exhibitors made up more than half of the show. This season, there was a focus on Egypt and its 25 qualifying industrial zones, where apparel made there gets duty-free entry into the United States under a trade preference program. The World Patent Marketing Trade Show Division was right in the thick of things, showing it had what it takes to get premium visibility on the floor for its fashion entrepreneur clients.

#### World Patent Marketing Trade Show Division Busy at Mandalay Bay

At Project at the Mandalay Bay Convention Center, Christopher Yoo, wholesale director of the Los Angeles-based Andrew Christian fashion underwear brand, said that his booth had 50 appointments. "Every hour was double booked," he said. Mario Pasillas, West Coast sales for 7 Diamonds, said he saw "an upswing in the way people are spending." The 7 Diamonds booth was in the same place it's been for the last three years, Pasillas said. "It's tried and true," he said. "People know where to find us. It's great." The World Patent Marketing Trade Show Division was right in the middle of the action. In all, 83,000 attendees were in Las Vegas for the show. MAGIC officials said Las Vegas is a huge draw for industry people from all around the world. "We all think, 'Let's go to Paris or Florence, and how romantic that is.' Well, they love Las Vegas, and let's face it, who doesn't? There's something for everyone," said Leslie Gallin, MAGIC president of footwear. Gallin said that in addition to the Las Vegas Strip - including the shows, food and nightlife - there is something else convention goers love about Sin City. "A lot of our customers are coming from the East Coast, so they're really happy to get out of Dodge, as they say, in February," Gallin said. Companies such as World Patent Marketing bring their trade show division to hobnob with fashion greats such as Gallin and get to know the industry leaders firsthand.

#### About World Patent Marketing

World Patent Marketing is the world's fastest growing patent and inventor services company. 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 is also very well known as an outspoken critic of patent troll scams; [World Patent Marketing declares war on patent troll scams as U.S. Congress reconsiders the Anti-Patent Troll Law](#). World Patent Marketing employs and contracts with over 350 people across four continents.

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### Contact Information

World Patent Marketing  
1680 Meridian Avenue, Suite 600  
Miami Beach, Florida 33139  
[\(888\) 926-8174](tel:8889268174)

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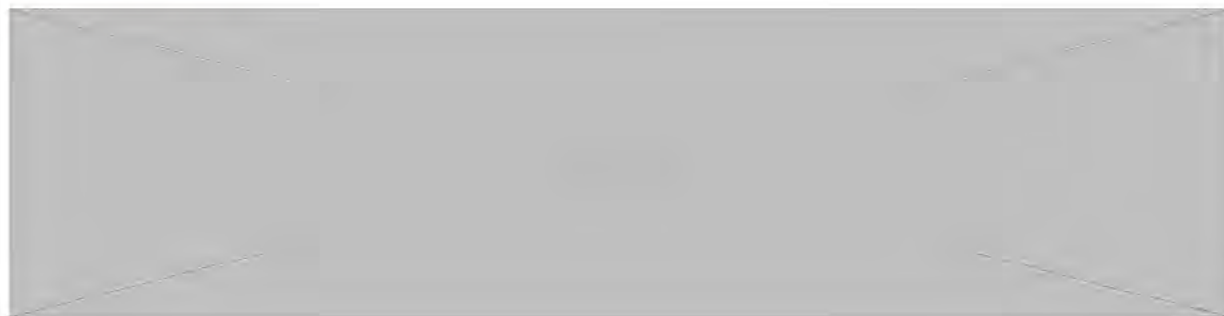
**From:** Scott Cooper <scott@worldpatentmarketing.com>  
**Sent:** Monday, March 9, 2015 5:47 PM  
**To:** Louis <louis@boltwebsolutions.com>  
**Cc:** Oliver Cheatham <oliver@boltwebsolutions.com>  
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Scott J. Cooper  
CEO & Creative Director

305-330-9199 Direct  
888-926-8174 ext 212  
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**Sent:** Monday, March 09, 2015 12:53 PM  
**To:** Scott Cooper  
**Cc:** Oliver Cheatham  
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Scott -

can you put the emails for Oliver's team on the constant contact lists - so they get a copy of the emails u send out.

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[kevin@boltwebs.com](mailto:kevin@boltwebs.com)  
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## World Patent Marketing

Press Release

### Clean Water Bill Moves Forward as World Patent Marketing Floods the Market With A Breakthrough Water Filter Invention

**The New York Inventor Exchange approves the Hose Filter, a water filter invention, for licensing and trading intellectual property rights.**

**New York, New York - March 7, 2015 -**



[World Patent Marketing](#), the world's fastest growing vertically integrated patented product development company, has announced the release of the hose filter, a water filter invention which aims to filter impurities out of tap water.

"Over the years, Americans and millions more around the world, have depended on bottled water due to the dangers brought about by drinking contaminated water," said Scott Cooper, CEO & Creative Director of World Patent Marketing, "Our push for innovative products makes the world a safer place to live in, one invention at a time."

According to the Rutland Herald (March 05, 2015), "Vermont's 2015 legislative session is on track to be the year of clean water. Gov. Peter Shumlin opened the session with a State of the State speech that outlined an ambitious yet practical plan to clean up our state's waters, including Lake Champlain. Weeks of clean water testimony from farmers, business owners, state and local officials, scientists and environmental advocates have been delivered to House and Senate committees. Vermonters can be assured that their legislators have been fully engaged in tackling the challenge of reducing pollution and restoring our streams, rivers, lakes and ponds to full health."

Since that speech, the full General Assembly has gathered twice to learn about and discuss the

importance of clean water and the critical role it plays in our lives and the state's economy. The water filter invention assures the public that they can have their water clean and safe for drinking at any time.

The inventor, Kenji Q from Waipahu, Hawaii says "the water filter invention is a concept whose time has arrived. People from cities and towns across the country have long asked the question about what makes water potable, and yet, studies have shown that there are a lot of carcinogenic and biohazard risks in the water that we drink,"

The developer of the water filter invention notes that his product provides a simple solution which people can easily install. It does not have to be limited to the garden hose; for instance, it can be used for the whole family's water supply.

"Wherever water flows through, this can also be put in place," says Camry, an environmentalist blogger from Iowa. He notes that the water filter invention is not just for playground or park use, but can be utilized to solve water problems all over the world. It can also save Americans millions of dollars each year which they spend on buying expensive, bottled water.

Even with water utilities in developed urban and suburban communities, the age of underground pipes makes the delivery of drinking water unreliable.

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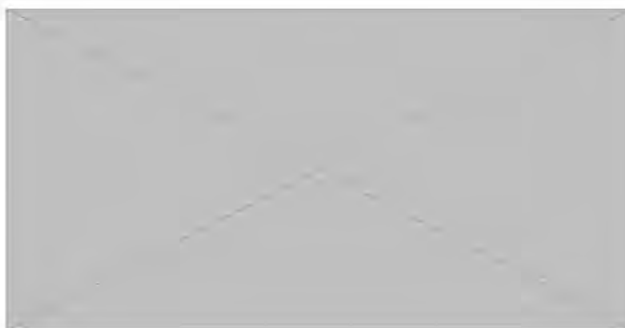
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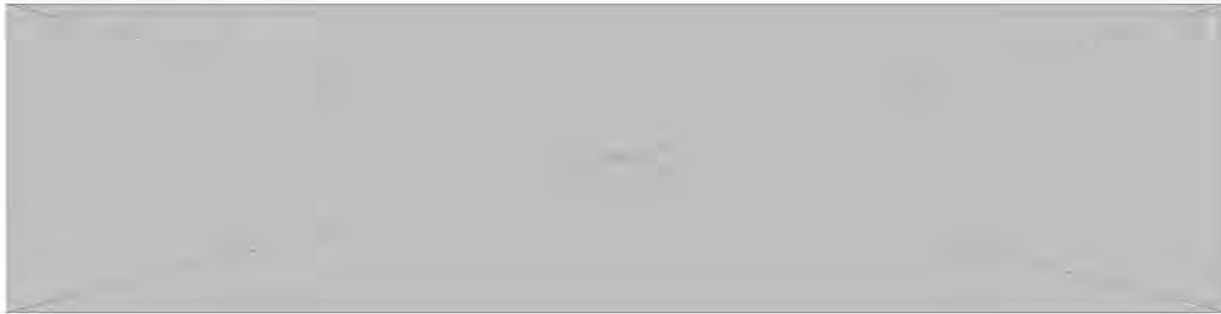
**From:** Scott Cooper <[scott@worldpatentmarketing.com](mailto:scott@worldpatentmarketing.com)>  
**Sent:** Thursday, May 7, 2015 6:23 PM  
**To:** Louis <[louis@boltwebsolutions.com](mailto:louis@boltwebsolutions.com)>  
**Cc:** Oliver Cheatham <[oliver@boltwebsolutions.com](mailto:oliver@boltwebsolutions.com)>  
**Subject:** RE: please get inventiiontown live tomorrow - also I cant put a metatag or anything at the bottom - is there something different about this

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I have Whitaker here this afternoon – can we talk in the next 30 min

Scott J. Cooper  
CEO & Creative Director

(305) 330-9199 Direct  
(888) 926-8174 ext 212  
(305) 503-3458 Fax



**From:** Louis [<mailto:louis@boltwebsolutions.com>]  
**Sent:** Thursday, May 07, 2015 2:11 PM  
**To:** Scott Cooper  
**Cc:** Oliver Cheatham  
**Subject:** Re: please get inventiiontown live tomorrow - also I cant put a metatag or anything at the bottom - is there something different about this

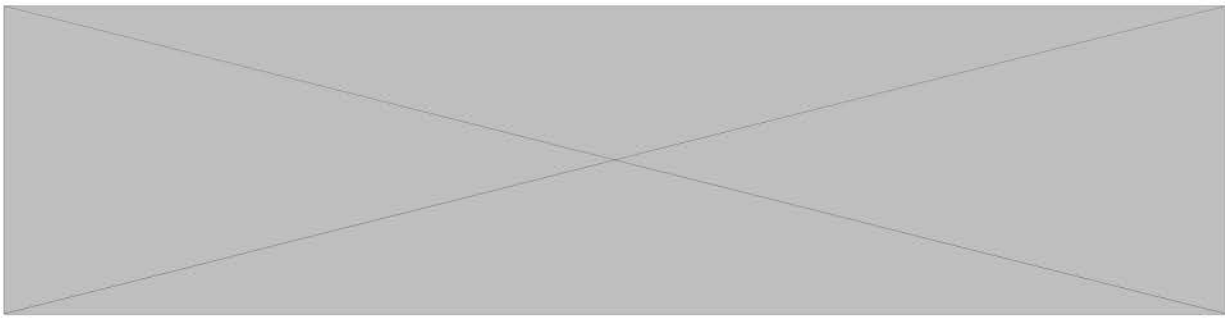
ok, i have my guy working on it - it will be up & running on a wpengine today (we are moving it off the rackspace cloud server its on now...)

On Thu, May 7, 2015 at 1:17 AM, Scott Cooper <[scott@worldpatentmarketing.com](mailto:scott@worldpatentmarketing.com)> wrote:

Scott J. Cooper  
CEO & Creative Director

[\(305\) 330-9199](tel:3053309199) Direct  
[\(888\) 926-8174](tel:8889268174) ext 212  
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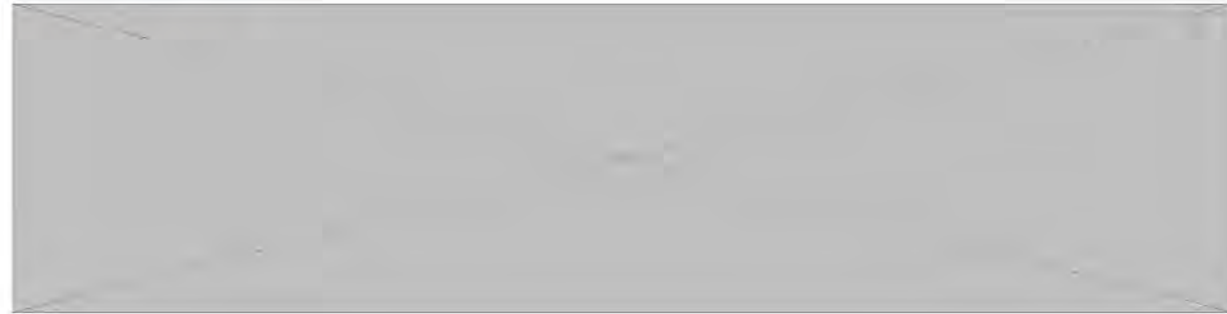
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I did

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(888) 926-8174 ext 212  
(305) 503-3458 Fax



**From:** Louis [mailto:[louis@boltwebsolutions.com](mailto:louis@boltwebsolutions.com)]  
**Sent:** Thursday, May 07, 2015 2:24 PM  
**To:** Scott Cooper  
**Cc:** Oliver Cheatham  
**Subject:** Re: please get inventiiontown live tomorrow - also I cant put a metatag or anything at the bottom - is there something different about this

yea. skype me

On Thu, May 7, 2015 at 2:22 PM, Scott Cooper <[scott@worldpatentmarketing.com](mailto:scott@worldpatentmarketing.com)> wrote:  
I have Whitaker here this afternoon – can we talk in the next 30 min

Scott J. Cooper  
CEO & Creative Director

[\(305\) 330-9199](tel:3053309199) Direct  
[\(888\) 926-8174](tel:8889268174) ext 212  
[\(305\) 503-3458](tel:3055033458) Fax



**From:** Louis [mailto:[louis@boltwebsolutions.com](mailto:louis@boltwebsolutions.com)]

**Sent:** Thursday, May 07, 2015 2:11 PM

**To:** Scott Cooper

**Cc:** Oliver Cheatham

**Subject:** Re: please get inventiiontown live tomorrow - also I cant put a metatag or anything at the bottom - is there something different about this

ok, i have my guy working on it - it will be up & running on a wpengine today (we are moving it off the rackspace cloud server its on now...)

On Thu, May 7, 2015 at 1:17 AM, Scott Cooper <[scott@worldpatentmarketing.com](mailto:scott@worldpatentmarketing.com)> wrote:

Scott J. Cooper  
CEO & Creative Director

[\(305\) 330-9199](tel:(305)330-9199) Direct

[\(888\) 926-8174](tel:(888)926-8174) ext 212

[\(305\) 503-3458](tel:(305)503-3458) Fax







**From:** Scott Cooper <scott@worldpatentmarketing.com>  
**Sent:** Tuesday, May 19, 2015 1:34 PM  
**To:** Louis D <louis@boltwebsolutions.com>  
**Subject:** FW: globalresourcebroker.com

B  
B  
Scott J. Cooper  
CEO & Creative Director  
B  
(305) 330-9199 Direct  
(888) 926-8174 ext 212  
(305) 503-3458 Fax  
B



B  
B  
B  
**From:** Scott Cooper [mailto:[scott@worldpatentmarketing.com](mailto:scott@worldpatentmarketing.com)]  
**Sent:** Monday, May 18, 2015 9:40 PM  
**To:** '[abuse@ccihosting.com](mailto:abuse@ccihosting.com)'; '[sales@ccihosting.com](mailto:sales@ccihosting.com)'  
**Cc:** Matthew Whitaker; Bernard Egozi  
**Subject:** [globalresourcebroker.com](http://globalresourcebroker.com)  
**Importance:** High

B  
Hello  
B  
I need your help.B

B  
A website you are currently hosting called [globalresourcebroker.com](http://globalresourcebroker.com) is engaged in a smear campaign against my company and others in the industry.B The company has no real business operations and uses this site for the sole purpose of disseminating false information about my company and competitors.

B  
We have sued this company in Federal Court and they quickly moved their domain out of the country to Panama to avoid being shut down.

B  
I have prominent politicians that sit on my board of directors, including Former United States Attorney and United States Senate Candidate Matthew G. Whitaker.B B This is creating an embarrassing situation for them and myself.

B  
Global Resource is controlled by two men B named Adam Russell and Mohammed Assaf born in Jordan.B He goes by several fake names in the United States B including George Montana and Rick Blake.

B  
I respectfully request that you strongly reconsider supporting this person by hosting his website or other web properties.

B  
I am happy to provide you with additional information regarding this individual's past.

B  
Please do not hesitate to contact me should you require further information.

B  
B

Thank you

B

B

Scott J. Cooper

CEO & Creative Director

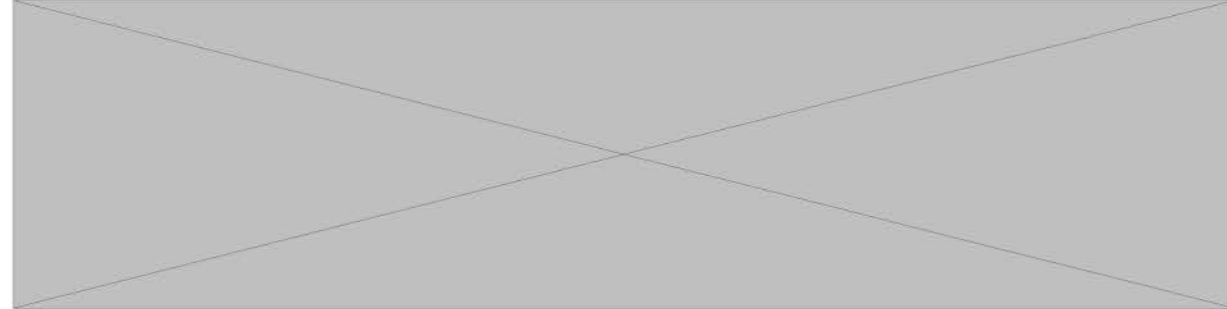
B

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B



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B

B



**From:** Scott Cooper <scott@worldpatentmarketing.com>  
**Sent:** Monday, May 25, 2015 1:51 AM  
**To:** Louis <louis@boltwebsolutions.com>  
**Subject:**

---

Can u add to cooper idea foundation site a directors page

Me  
Matt Whitaker  
Diana caparotta (her pic is on her LinkedIn)

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

**From:** Scott Cooper <scott@worldpatentmarketing.com>  
**Sent:** Tuesday, February 17, 2015 8:20 PM  
**To:** Louis <louis@boltwebsolutions.com>  
**Subject:** RE: Fwd:

Can u give me a normal fucking blog email

Graphic is fine

Scott J. Cooper  
Managing Director

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



**From:** Louis [mailto:[louis@boltwebsolutions.com](mailto:louis@boltwebsolutions.com)]  
**Sent:** Tuesday, February 17, 2015 3:18 PM  
**To:** Scott Cooper  
**Subject:** Re: Fwd:

What is the email going to look like now

**simple, logo, title, summary and link to blog post**

Also – why did u put all the whitaker shit in there

**they were just trying to get images to work - so they dumped that in for testing. that wordpress extension has already been deactivated - so that wont go out any more.**

Also – the graphic on top of the blog should say submit your idea – we don't want them to click there is they already submitted an idea

**how about this one? it says "protect your idea now"**

On Tue, Feb 17, 2015 at 2:58 PM, Scott Cooper <[scott@worldpatentmarketing.com](mailto:scott@worldpatentmarketing.com)> wrote:  
What is the email going to look like now

Also – why did u put all the whitaker shit in there

Also – the graphic on top of the blog should say submit your idea – we don't want them to click there is they already submitted an idea

**From:** Louis [mailto:[louis@boltwebsolutions.com](mailto:louis@boltwebsolutions.com)]

**Sent:** Tuesday, February 17, 2015 2:28 PM

**To:** scott cooper

**Subject:** Fwd:

we will build this without the "salary cost per team" for now

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

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

**Date:** Sun, Feb 15, 2015 at 10:35 AM

**Subject:**

**To:** Diana Caparotta <[diana@worldpatentmarketing.com](mailto:diana@worldpatentmarketing.com)>, Louis Dershowitz <[louis@boltwebs.com](mailto:louis@boltwebs.com)>

In going to need for u to evaluate the sales managers performance - I am going to show you where to look at reports

Now that you have more free time because of payroll being automated you will be able to perform some of these tasks

Need to have a formula to track expenses per team and manager efficiency

Need to look at average revenue per transaction, percentage of closed transactions, number of agents, salary cost per team, lead cost for each team

Louis - any way you can help here?

Sent from my iPhone



**From:** scott cooper <scooper@ivorypartners.net>  
**Sent:** Friday, November 21, 2014 9:51 AM  
**To:** Louis <louis@boltwebsolutions.com>  
**Subject:** Let's build a Wikipedia page and use Whitaker to make it credible

---

Sent from my iPhone

<b>Wordpatentmarketing.com</b>	<b>5</b>	<b>30</b>
Wordpatentmarketing.com	5	30
Trustpilot WPM	5	30
in the news WPM Election 200 Jobs	5	30
Facebook WPM	5	30
IP Watchdog (Avoiding Invention Promotion Scams)	-10	-50
National Inventor Fraud Center	-10	-50
Yahoo Finance Trustpilot Five Stars (News Release)	5	25
Indeed.com WPM	5	25
Youtube.com WPM	5	25
About.com - Recommended Service Providers	5	20
Glassdoor WPM	5	20
Glassdoor WPM	5	20
WPM Election Day 200 Jobs 13abc.com (news release)	5	20
Customer Lobby WPM	5	20
globalpatenstrategyexchange.com	3	9
Inventnet Marketing Scams	-10	-30
world patent report	3	9
Harvard MIT Researchers extend relationship wspa.com (news releas	5	15
Patent Movers Review	-10	-30
Worldwide Patent Authority WPM joins AME bizjournals.com (news r	5	10
manta.com WPM	5	10
Google Books	3	6
globalresourcebroker wpm review	-20	-40
Ripoff Report - World Marketing (Competitor) Complaint Review	-10	-20
Wikipedia (Patent Definition)	3	3
google books	3	3
Google Books	3	3
whitaker Joins WPM kten.com (news release)		0
InventionIdeas.org WPM Request Free Invention Kit	5	5

**DATE**

**SCORE**

**11/7/2014**

**178**

<b>worldpatentmarketing.com</b>	<b>5</b>	<b>30</b>
Trustpilot WPM	5	30
in the news	5	30
Facebook WPM	5	30
webutation.com WPM	5	30
Yahoo Finance Trustpilot Five Stars (News Release)	5	25
dandb WPM	5	25
manta wpm	5	25
kusi.com WPM Election Day 200 Jobs (news release)	5	25
Reseller WPM	5	25
prnewswire WPM Election day 200 jobs (news release)	5	20
glassdoor wpm	5	20
trustpilot UK WPM	5	20
youtube.com WPM	5	20
twitter WPM	5	20
Customer Lobby WPM	5	15
worlpatentmarketing.net (blog)	5	15
Indeed.com WPM	5	15
marketwatch.com WPM Coffee Day (news release)	5	15
BBB WPM	5	15
WPM Iphone 6 Launch cbs8.com (news release)	5	10
WPM Donates to Harvard bizjournals.com (news release)	5	10
Shopper Approved WPM	5	10
Harvard and MIT Researchers abc6.com (news release)	5	10
WPM supports inventors cnbc.com (news release)	5	10
Vimeo WPM	5	5
Vimeo WPM	5	5
WPM Celebrates National Coffee Day marketwatch.com (news release)	5	5
WPM Donates to UNICEF nbc12.com (news release)	5	5
WPM Iphone 6 Launch kpho.com (news release)	5	5

**DATE**

**SCORE**

**11/7/2014**

**525**

Trustpilot WPM	5	30
IP Watchdog (Avoiding Invention Promotion Scams)	-10	-60
Yahoo Answers WPM Scam - w/ Scott's response	-20	-120
Yahoo Finance Trustpilot Five Stars (News Release)	5	30
worldpatentmarketing.com	5	30
Facebook.com WPM	5	25
Glassdoor WPM	5	25
youtube.com WPM	5	25
Inventnet Marketing Scams	-10	-50
National Inventor Fraud Center Inc	-10	-50
Ripoff Report - World Patent Marketing Complaint Review (Sept)	-20	-80
Ripoff Report - Pacific World Marketing Complaint Review (Sept)	-10	-40
About.com - Recommended Service Providers	5	20
Global Resource Broker	-20	-80
Complaint Board WPM	-20	-80
indeed.com WPM	5	15
indeed.com WPM	5	15
BBB WPM	5	15
BBB WPM	5	15
Customer Lobby WPM	5	15
Patent Mover's Review	-10	-20
uspto.gov Published Complaints	-10	-20
Trustpilot UK WPM	5	10
Brown and Michaels Invention Marketing Companies: Are they for real?	-10	-20
WPM Election Day 200 jobs	5	10
WPM 5 star recipient valleynews.com (news release)	5	5
Shopper Approved WPM	5	5
WPM Honors Sept 11 wdrb.com (news release)		0
Consumer Affairs Davison.com Review (Competitor)	-10	-10
Apple Patent Wars	3	3

**DATE**

**SCORE**

**11/7/2014**

**-337**



<b>Yahoo Answers WPM Scam</b>	<b>-20</b>	<b>-120</b>
IPWatchdog	-10	-60
Trustpilot WPM	5	30
Inventnet - Invention Marketing Scams	-10	-60
inventors.about.com Invention Company Scams - How To Avoid Scams	-10	-60
About.com - Recommended Service Providers	5	25
youtube.com WPM	5	25
legal zoom Invention Submission Companies: Scams or Valuable Services?	-10	-50
Ripoff Report - World Marketing Complaint Review (Competitor)	-10	-50
uspto.gov At scam warning signs - United States Patent	-10	-50
ScamOrg.com WPM Review	-20	-80
glassdoor WPM	5	20
Brown and Michaels Invention Marketing Companies: Are they for real?	-10	-40
NATIONAL INVENTOR FRAUD CENTER, INC	-10	-40
WPM Donates to UNICEF prnews.com (news release)	5	20
kusi.com Whitaker joins WPM	5	15
worldpatentmarketing.com	5	15
Whitaker joins WPM kuam.com (news release)	5	15
Is World Patent Marketing a Scam?__IRC Engineering Home	-20	-60
Wikipedia (Scams in Intellectual Property)	-10	-30
www.nbcnews.com - Would-be inventors lose money in scams - NBC News	-10	-20
Whitaker joins WPM 14news.com (news release)	5	10
Patent Movers Review	-10	-20
Whitaker Joins WPM knoe.com (news release)	5	10
Complaint Board - WPM	-20	-40
Berenato & White - Scam Prevention	-10	-10
Whitaker joins WPM wbtw.com (news release)	5	5
Whitaker joins WPM heraldonline.com (news release)	5	5
globalresourcebroker wpm review	-20	-20
pacificworldmarketing (competitor)	3	3

**DATE**

**SCORE**

**11/7/2014**

**-612**

<b>Yahoo Answers WPM</b>	<b>-20</b>	<b>-120</b>
IPWatchdog - Avoiding Invention Promotion Scams	-10	-60
National Inventor Fraud Center - Good Guys	-10	-60
InventNET Invention Marketing Scams	-10	-60
worldpatentmarketing.com	5	30
Trustpilot WPM	5	25
Facebook WPM	5	25
legal zoom Invention Submission Companies: Scams or Valuable Services?	-10	-50
youtube.com	5	25
Complaint Board WPM	-20	-100
WPM supports Inventors cnbc.com (news release)	5	20
ripoff Report   pacific world marketing (Competitor)	-10	-40
ripoff Report   world marketing (Competitor)	-10	-40
Brown and Michaels Scam Prevention	-10	-40
kusi.com Whitaker Joins WPM (news release)	5	20
prnews.com Whitaker Joins WPM (news release)	5	15
inventors.about.com Invention Company Scams - How To Avoid Scams	-10	-30
globalresourcebroker wpm review	-20	-60
Is World Patent Marketing a Scam?__IRC Engineering Home	-20	-60
BBB WPM	5	15
wikipedia Scams in Intellectual Property	-10	-20
scamorg.com WPM Review	-20	-40
kuam.com Whitaker Joins WPM (news release)	5	10
Republican candidate Joins WPM Advisory board bizjournals.com (news relea	5	10
Patent Movers Review (Competitor)	-10	-20
Whitaker Joins WPM fox8live.com (news release)	5	5
How to Avoid Patent, Marketing & Invention Company ...		
www.amazon.com - Self Help	-10	-10
uspto.gov Published Complaints	-10	-10
Consumer Affairs Consumer Complaints Davison.com (Competitor)	-10	-10
Pacific World Marketing Homepage (Competitor)	3	3

**DATE**

**SCORE**

**11/7/2014**

**-627**

<b>Trustpilot WPM</b>	<b>5</b>	<b>30</b>
IP Watchdog (Avoiding Invention Promotion Scams)	-10	-60
Yahoo Answers WPM Scam	-20	-120
Yahoo Finance Trustpilot Five Stars (News Release)	5	30
Glassdoor WPM	5	30
Facebook.com WPM	5	25
Ripoff Report - World Patent Marketing Complaint Review	-20	-100
worldpatentmarketing.com	5	25
National Inventor Fraud Center - Good Guys	-10	-50
About.com - Recommended Service Providers	5	25
Inventnet Marketing Scams	-10	-40
BBB WPM	5	20
Complaint Board WPM	-20	-80
youtube.com WPM	5	20
Brown & Michaels - Invention Marketing Companies	5	20
globalresourcebroker wpm review	-20	-60
Customer Lobby WPM	5	15
Patent Movers Review	-10	-30
uspto.gov - Published Complaints	-10	-30
trustpilot UK WPM	5	15
Consumer Affairs Consumer Complaints Davison.com (Competitor)	-10	-20
Shopper Approved WPM	5	10
Is World Patent Marketing a Scam?__IRC Engineering Home	-20	-40
Pacific World Marketing Homepage (Competitor)	3	6
Edison Nation	-10	-20
Harvard and MIT Researchers newschannel10.com (news release)	5	5
kusi.com Whitaker joins WPM (news release)	5	5
prnewswire.com Whitaker Joins WPM	5	5
prlog.com Whitaker Joins WPM	5	5
berenato and white	-10	-10

**DATE**

**SCORE**

**11/7/2014**

**-369**

IPWatchdog - Avoiding Invention Promotion Scams	-10	-60
Trustpilot WPM	5	30
National Inventor Fraud Center - Good Guys	-10	-60
yahoo answers WPM	-20	-120
worldpatentmarketing.com	5	30
legal zoom Invention Submission Companies: Scams or Valuable Services?	-10	-50
Ripoff Report - Directory of Complaints	-10	-50
youtube.com	5	25
inventors.about.com Invention Company Scams - How To Avoid Scams	-10	-50
in the news	5	25
kusi.com WPM Election Day 200 jobs	5	20
WPM Supports Inventors wfsb.com (news release)	5	20
Inventnet Marketing Scams	-10	-40
Wikipedia - Scams in intellectual property	-10	-40
facebook.com WPM	5	20
Brown & Michaels - Invention Marketing Companies: Are they for real?	-10	-30
globalresourcebroker wpm review	-20	-60
whitaker joins wpm wkrg.com (news release)	5	15
prnewswire.com WPM Las Vegas (news release)	5	15
Patent Movers Review	-10	-30
Consumer Affairs Consumer Complaints Davison.com (Competitor)	-10	-20
Berenato & White - Scam Prevention	-10	-20
Scamorg.com WPM Review	-20	-40
Whitaker Joins WPM kten.com (news release)	5	10
uspto.gov Published Complaints	-10	-20
whitaker joins wpm marketwatch.com (news release)	5	5
article.wpn WPM supports inventors (news release)	5	5
dxdstaffing WPM supports investors by fighting trolls(News Release)	5	5
bizjournals.com Former Republican joins Marketing Advisory Board (news rel	5	5
whitaker joins wpm kuam.com	5	5

**DATE**

**SCORE**

**11/7/2014**

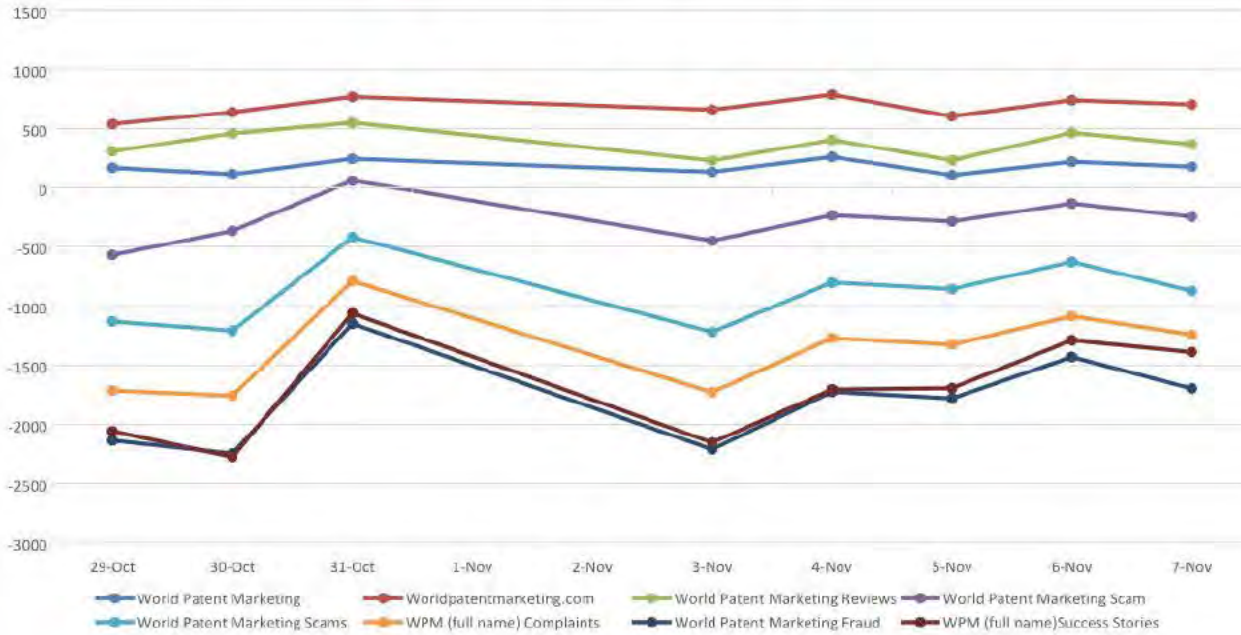
**-455**



General Patent Corporation: Elliot Rais	3	18	
in the news	5	30	
kusi news - WPM Election Day 200 Jobs (news release)	5	30	
Facebook WPM	5	30	
Lambert & Lambert	3	18	
Brown & Michaels - Invention Marketing Companies	-10	-50	
WPM Election Day kpho.com (news release)	5	25	
WPM Election Day 200 Jobs - the street.com (news release)	5	25	
WPM Election Day 200 Jobs - fox19.com (news release)	5	25	please chec
Leadership - WebDAM	3	15	please chec
Affinova	3	12	
Princeton WWW Patent Rankings, Intellectual Property Industry Reputation	3	12	
Salesforce.com	3	12	
genericpartners.com.au/index.php/research-and-development	3	12	
Internet marketing lifecycle, a proven success system by WSI			
www.wsicorporate.com/internet-marketing-lifecycle.aspx	3	12	
PATENTPROTECT - HOME	3	9	
on24 Virtual events	3	9	
indeed.com	5	15	
Idea Connection	4	12	
Featured Success Stories			
www.nwboc.org/Featured	4	12	
	3	6	
Lambert & Lambert	3	6	
Invention Success Rates   Odds of Inventor Success	3	6	
Patent Assistance Worldwide - Complaint Board	-10	-20	
"Mom-preneurs": From Stay At Home to Success! – World ... WPM (blog)	5	10	
Docie Invention & Patent Marketing	4	4	
Patent It Yourself - Barnes & Noble	3	3	
Google Site Search, TV Patents and Facebook Media ...			
www.fresheggdigital.com.au → Blog	3	3	
hbhblog - New York Times Highlights Patent Success Stories	4	4	
<a href="http://discoverrealresults.wordpress.com/Marketing-Success-From-Home-Success-Stories-from-Relationship-Marketing-Industry's-Top-Company-MenuSkip-to-content">http://discoverrealresults.wordpress.com/ Marketing Success From Home Success Stories from Relationship Marketing Industry's Top Company MenuSkip to content</a>	3	3	
<b>DATE</b>		<b>SCORE</b>	
11/7/2014		308	

k if rate is appropriate  
k if rate is appropriate

	29-Oct	30-Oct	31-Oct	3-Nov	4-Nov	5-Nov	6-Nov	7-Nov
World Patent Marketing	169	115	244	134	260	106	220	178
Worldpatentmarketing.com	369	523	523	525	525	498	519	525+
World Patent Marketing Reviews	-230	-179	-218	-430	-382	-372	-275	-337
World Patent Marketing Scam	-876	-824	-489	-677	-637	-517	-597	-612
World Patent Marketing Scams	-562	-844	-479	-772	-568	-572	-494	-627
WPM (full name) Complaints	-585	-548	-370	-509	-469	-469	-459	-369+
World Patent Marketing Fraud	-421	-489	-360	-482	-454	-454	-345	-455
WPM (full name)Success Stories	78	-29	87	57	20	86	142	308+





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World Patent Marketing

Videos

Playlists

Channels

Discussion

About



World Patent Marketing uploaded a video 3 weeks ago



**World Patent Marketing Customer Review**

by World Patent Marketing  
3 weeks ago • 663 views

Welcome to World Patent Marketing, the world's leading manufacturer and distributor of patented products. ...



World Patent Marketing uploaded a video 1 month ago



**Invention Evaluation by World Patent Marketing's Matthew G. Whitaker**

by World Patent Marketing  
1 month ago • 99 views

Welcome to World Patent Marketing, the world's leading manufacturer and distributor of patented products. ...



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**Invention Review by Former US Attorney Matthew G. Whitaker**

by World Patent Marketing  
1 month ago • 93 views

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**Patent Services**

by World Patent Marketing  
1 month ago • 76 views

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World Patent Marketing uploaded a video 1 month ago



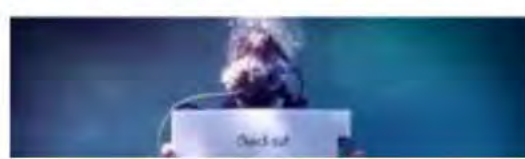
**Patent Licensing and Marketing**

by World Patent Marketing  
1 month ago • 323 views

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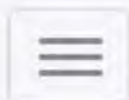
World Patent Marketing uploaded a video 1 month ago



**Patent Your Idea with World Patent Marketing!**

by World Patent Marketing  
1 month ago • 138 views





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**







MENU

NEWS

A leader in the patent and invention services industry, World Patent Marketing is proud of the accolades they have received for all their hard work.

The team at World Patent Marketing is renowned for their knowledge, experience and expertise in the field of patents and invention services. There is a lot of buzz in the industry about the great work being done by the professionals at World Patent Marketing.

Check out some of the great press their team has received for their top-notch work. Take a look at some articles discussing the effective services and quality provided the knowledgeable and experienced team at World Patent Marketing.

BELOW IS A LIST OF OUR COMPANY PRESS RELEASES

**Feb. 23, 2015** - Omar Rivero, Founder of Occupy Democrats and Outspoken Opponent of Patent Troll Scams, Joins World Patent Marketing Board of Advisors. Trade Show Transforms Las Vegas into Fashion Capital as World Patent Marketing

**Feb. 21, 2015** - Omar Rivero, Founder of Occupy Democrats and Outspoken Opponent of Patent Troll Scams, Joins World Patent Marketing Board of Advisors. Trade Show Transforms Las Vegas into Fashion Capital as World Patent Marketing

**Feb. 19, 2015** - Omar Rivero, Founder of Occupy Democrats and Outspoken Opponent of Patent Troll Scams, Joins World Patent Marketing Board of Advisors. Trade Show Transforms Las Vegas into Fashion Capital as World Patent Marketing

**Feb. 14, 2015** - Founder of Occupy Democrats and Outspoken Opponent of Patent Troll Scams, Joins World Patent Marketing Board of Advisors. Trade Show Transforms Las Vegas into Fashion Capital as World Patent Marketing

[VIEW MORE PRESS RELEASES](#)



LATEST BLOG ENTRIES



**Why Most Product Ideas and Inventions Fail**

Here are a few reasons why most product ideas and inventions rarely see the light of day.

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

145



**Join Us In Celebrating Irish Inventions on St. Patrick's Day**

Here are some of the most-loved Irish inventions that have changed the world...

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

145

SELECTED REVIEWS



**Need help marketing thy...**

To share, While at the same time I am getting thy needs looked into also...  
*Mike Newman, Mount Airy*



**Amazing Service.**

I submitted my idea and immediately got a phone call from, Jonathan ...  
*Victor Gomez, Brooklyn, NY*



**Amazing Service.**

Parker has been a great encourager. And vey one I have talked to has ...  
*Amber A, New York, NY*

[VIEW MORE](#)







## CONFIDENTIAL INVENTION DISCLOSURE FORM

## CONTACT INFORMATION

First Name

Last Name

Email

Phone

## Step 1: Confidential Invention Disclosure Agreement

The information you provide will be kept 100% confidential according to the agreement below:

To the best of my knowledge, I do hereby declare and assert that I am the original inventor of the idea described herein. I hereby authorize World Patent Marketing™ to provide me with their free initial product review with no purchase required. I understand submitting my concept is not a release and that this information cannot be used, disclosed, or sold without my expressed written permission. Further, I understand World Patent Marketing™ cannot be held responsible for the return of voluntarily submitted materials (i.e.: photos, drawings, prototypes) including this Confidential Product Outline. All World Patent Marketing employees are required to sign a confidentiality agreement for your protection.

Confirm your agreement by checking the box below.\*

- By submitting my invention, I agree to the terms of the Confidential Invention Disclosure Agreement above.

**NEXT**

## Step 2: Invention Information

File Number

First Name

Last Name

Email

Phone

Address

City

State

Zip Code

Invention Name:

Please complete the following questionnaire to the best of your ability:

When did you first think of your idea?

Do you have a prototype of your product?  Yes  No

What category is your product in (i.e. household, hardware, sporting goods, lawn and garden, etc):

What is the function/purpose of your product and what need/problem does it address?

What materials would your product be made from?

Who else is aware of your product?

How much would your product sell for?

What stores would your product sell in?

Have you worked with any other marketing or licensing companies prior to contacting World Patent Marketing™. If yes, please provide details.

Check here if your ideas has been patented.

How is your invention different from other similar ideas?

Comment

**SUBMIT**







## 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.

[Tweet](#) [Like](#) [+](#) [Share](#) [Pin it](#) [EMAIL](#)

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.

[Tweet](#) [Like](#) [+](#) [Share](#) [Pin it](#) [EMAIL](#)

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

[Tweet](#) [Like](#) [+](#) [Share](#) [Pin it](#) [EMAIL](#)

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](#)

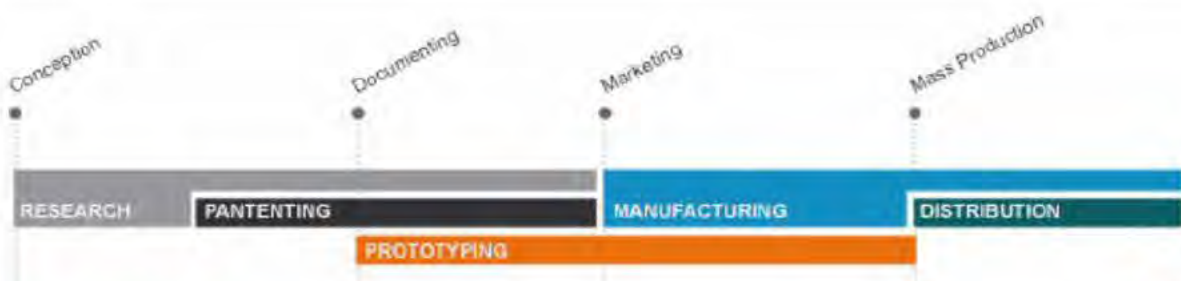


### TESTIMONIALS





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







MENU



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.

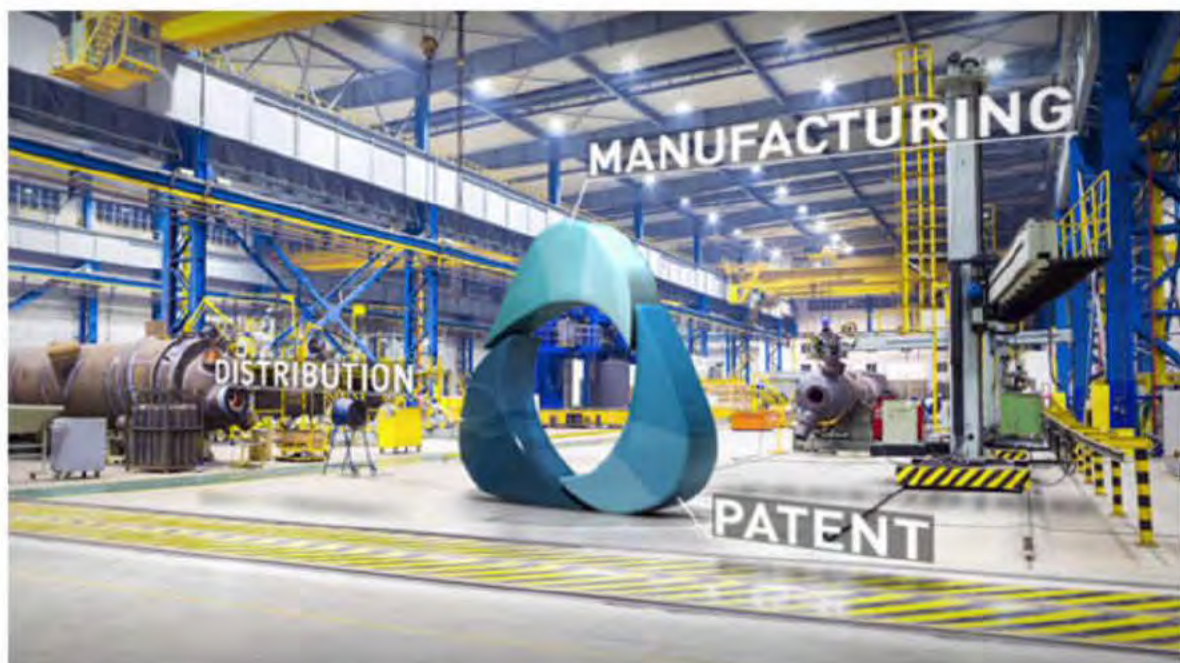






MENU

# 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





**From:** Louis <louis@boltwebsolutions.com>  
**Sent:** Thursday, May 7, 2015 6:24 PM  
**To:** Scott Cooper <scott@worldpatentmarketing.com>  
**Cc:** Oliver Cheatham <oliver@boltwebsolutions.com>  
**Subject:** Re: please get inventiiontown live tomorrow - also I cant put a metatag or anything at the bottom - is there something different about this

---

yea. skype me

On Thu, May 7, 2015 at 2:22 PM, Scott Cooper <[scott@worldpatentmarketing.com](mailto:scott@worldpatentmarketing.com)> wrote:

I have Whitaker here this afternoon – can we talk in the next 30 min

Scott J. Cooper

CEO & Creative Director

[\(305\) 330-9199](tel:(305)330-9199) Direct

[\(888\) 926-8174](tel:(888)926-8174) ext 212

[\(305\) 503-3458](tel:(305)503-3458) Fax



**From:** Louis [mailto:[louis@boltwebsolutions.com](mailto:louis@boltwebsolutions.com)]

**Sent:** Thursday, May 07, 2015 2:11 PM

**To:** Scott Cooper

**Cc:** Oliver Cheatham

**Subject:** Re: please get inventiiontown live tomorrow - also I cant put a metatag or anything at the bottom - is there something different about this

ok, i have my guy working on it - it will be up & running on a wpengine today (we are moving it off the rackspace cloud server its on now...)



On Thu, May 7, 2015 at 1:17 AM, Scott Cooper <[scott@worldpatentmarketing.com](mailto:scott@worldpatentmarketing.com)> wrote:

Scott J. Cooper

CEO & Creative Director

[\(305\) 330-9199](tel:(305)330-9199) Direct

[\(888\) 926-8174](tel:(888)926-8174) ext 212

[\(305\) 503-3458](tel:(305)503-3458) Fax



**From:** Louis D <louis@boltwebsolutions.com>  
**Sent:** Wednesday, February 11, 2015 5:05 PM  
**To:** Scott Cooper <scott@worldpatentmarketing.com>  
**Cc:** Louis D <louis@boltwebsolutions.com>  
**Subject:** Re: News from World Patent Marketing

On Wed, Feb 11, 2015 at 11:46 AM, World Patent Marketing <[scott@worldpatentmarketing.com](mailto:scott@worldpatentmarketing.com)> wrote:



## World Patent Marketing

Press Release

### World Patent Marketing Expands Its International Footprint As China Surpasses the United States To Become Largest World Economy

**World Patent Marketing expands its China presence and announces plans to open offices in Hong Kong and Shanghai.**



World Patent Marketing Makes A Big Move As China Surpasses the United States

**New York, New York - February 6, 2015 - [World Patent Marketing](#)**, the world's fastest growing patent, idea protection and inventor services organization, announced plans earlier this week to include three China Patents as part of its core product portfolio. As reported by China Law and Practice, "China's State Intellectual Property Office released its draft patent administrative enforcement rules for public comment on January 27. The draft places in greater emphasis on the quality and professionalism of local Intellectual Property officials, tackles procedural issues and provides greater guidelines for online infringement."

**"China has become the largest economy in the world." says Scott Cooper, Managing Director of World Patent Marketing, "The US is still the richest, but we can not ignore the global power tilt and I am encouraging all of our inventors and manufacturers to take a very careful look at the opportunity loss by not seeking patent protection and licensing in China."**

"I am pleased to announce that once again World Patent Marketing is on the cutting edge of the worldwide patent protection industry." says Jay J. Ward, Director of Strategic Planning, "We are now offering to our more discerning clientele access to three types of China patents. This is not for everybody but for those who are forward thinking, the potential licensing opportunities in China could be limitless."

China doesn't seem to want the crown according to China Daily. "The [National Bureau of Statistics]

does not countenance these claims by some scholars and media organizations [that China has overtaken the US as the world's largest economy]." said Ma Jiantang, head of China's National Bureau of Statistics (NBS) said in a press conference. Why is China being so defensive? Being the "biggest" comes with expectations. And especially dangerous for China's leaders are those from its own people.

### About World Patent Marketing

**World Patent Marketing** is the world's fastest growing Patent and Inventor Services Company. 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.

### World Patent Marketing Achievements

**World Patent Marketing** is the only patent assistance 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, the International Licensing Industry Merchandisers' Association (LIMA), the South Florida Chamber of Commerce, the Greater Miami Chamber of Commerce, and the Miami Beach Chamber of Commerce.

### Contact Information

#### World Patent Marketing

<b>World Patent Marketing</b> Scott J. Cooper, Managing Director and Principal Shareholder	<b>World Patent Marketing Advisory Board</b> Matthew G. Whitaker, Former Iowa US Attorney and US Senate Candidate
--	---

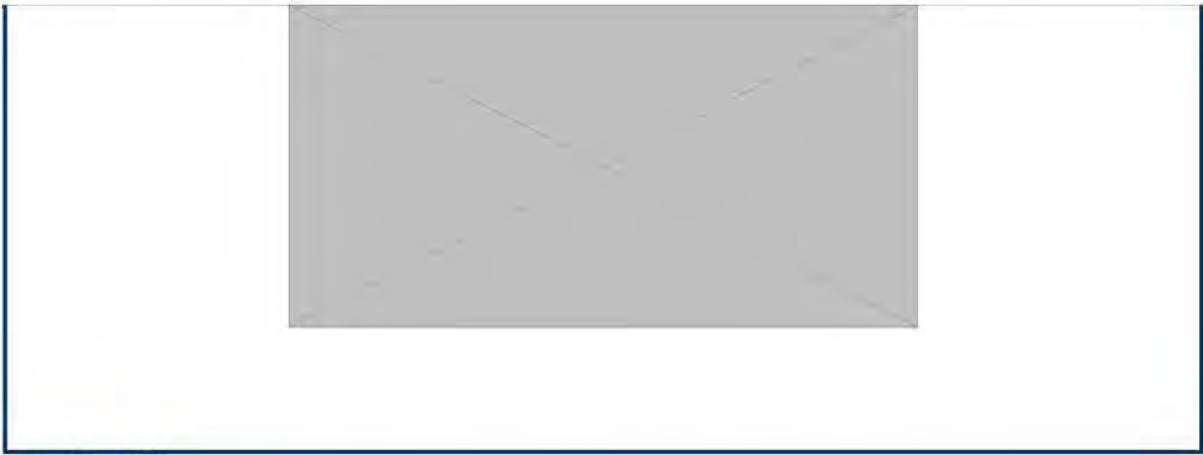
## STAY CONNECTED



## Subscribe to our YouTube Channel!

The History Channel and Newswatch Feature World Patent Marketing on January 29, 2015





[Forward email](#)

This email was sent to [scott@worldpatentmarketing.com](mailto:scott@worldpatentmarketing.com) by [scott@worldpatentmarketing.com](mailto:scott@worldpatentmarketing.com) | [Update Profile/Email Address](#) | Rapid removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

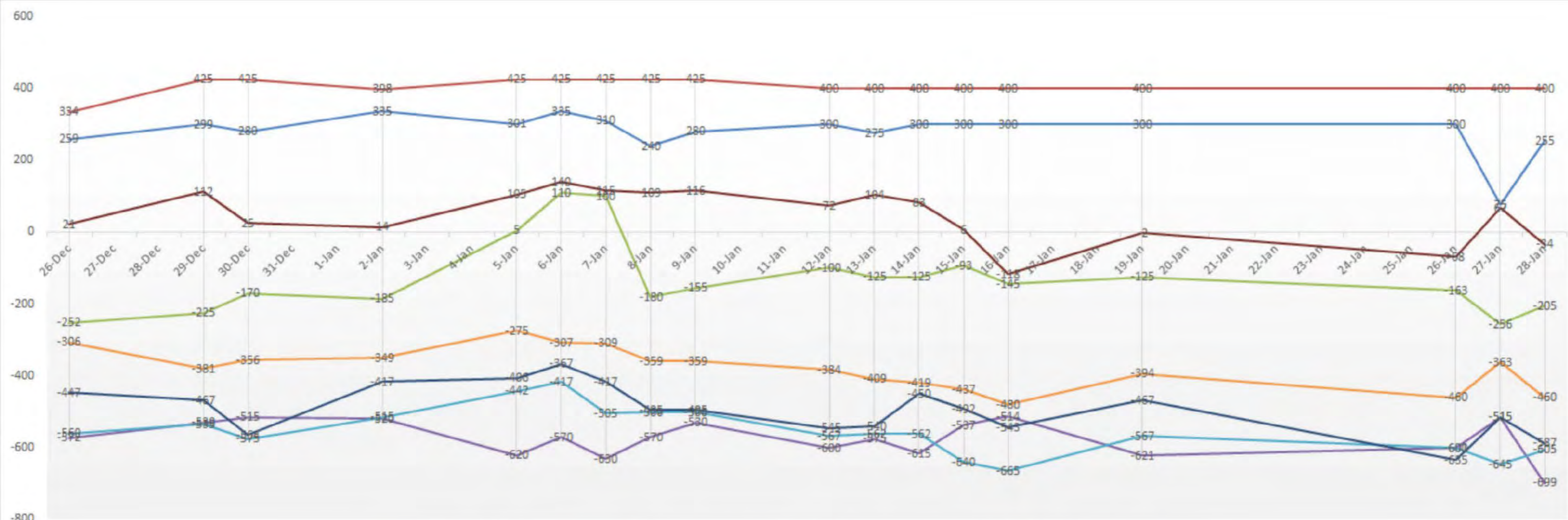
World Patent Marketing | 1680 Meridian Avenue | Suite 600 | Miami Beach | FL | 33139

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	26-Dec	29-Dec	30-Dec	2-Jan	5-Jan	6-Jan	7-Jan	8-Jan	9-Jan	12-Jan	13-Jan	14-Jan	15-Jan	16-Jan	19-Jan	26-Jan	27-Jan	28-Jan	
<b>World Patent Marketing</b>	259	299	280	335	301	335	310	240	280	300	275	300	300	300	300	300	75	255	•
<b>Worldpatentmarketing.com</b>	334	425	425	398	425	425	425	425	425	400	400	400	400	400	400	400	400	400	=
<b>World Patent Marketing Reviews</b>	-252	-225	-170	-185	5	110	100	-180	-155	-100	-125	-125	-93	-145	-125	-163	-256	-205	•
<b>World Patent Marketing Scam</b>	-572	-530	-515	-520	-620	-570	-630	-570	-530	-600	-575	-615	-537	-514	-621	-601	-515	-699	-
<b>World Patent Marketing Scams</b>	-560	-535	-575	-515	-442	-417	-505	-500	-500	-567	-562	-562	-640	-665	-567	-600	-645	-605	•
<b>VPM (full name) Complaints</b>	-306	-381	-356	-349	-275	-307	-309	-359	-359	-384	-409	-419	-437	-480	-394	-460	-363	-460	-
<b>World Patent Marketing Fraud</b>	-447	-467	-564	-417	-406	-367	-417	-495	-495	-545	-540	-450	-492	-543	-467	-635	-515	-587	-
<b>VPM (full name)Success Stories</b>	21	112	25	14	105	140	115	109	116	72	104	83	6	-118	-2	-68	67	-34	-

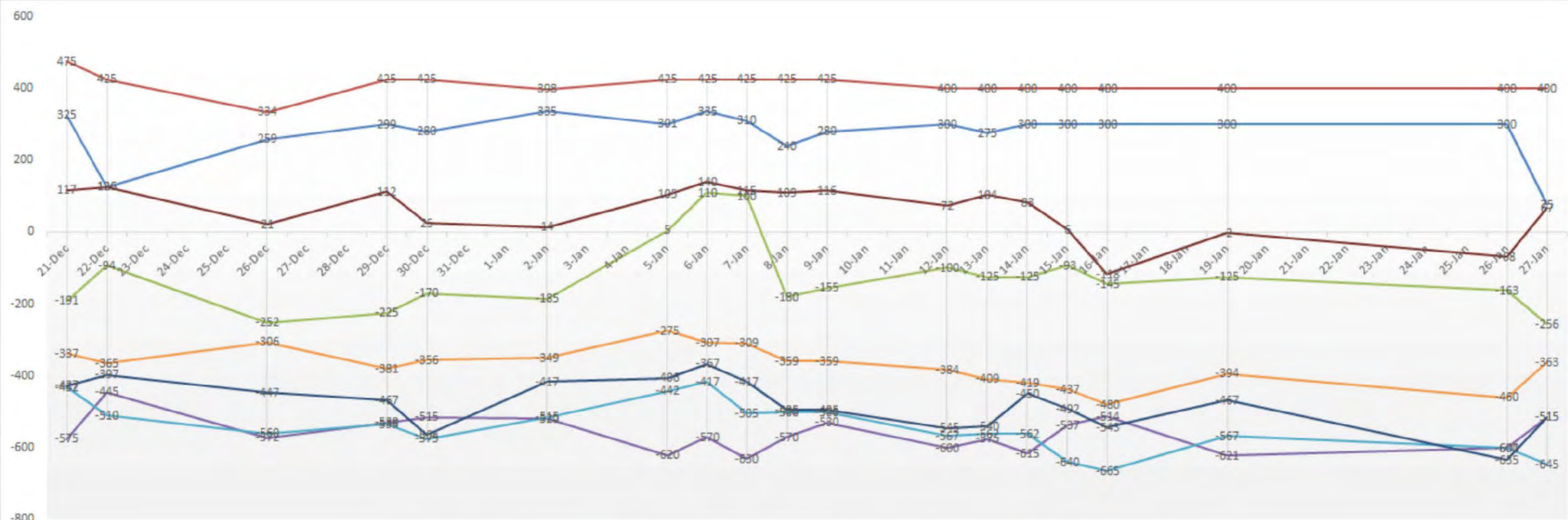




World Patent Marketing World Patent Marketing Reviews World Patent Marketing Scam  
 World Patent Marketing Scams WPM (full name) Complaints World Patent Marketing Fraud WPM (full name) Success Stories

	21-Dec	22-Dec	26-Dec	29-Dec	30-Dec	2-Jan	5-Jan	6-Jan	7-Jan	8-Jan	9-Jan	12-Jan	13-Jan	14-Jan	15-Jan	16-Jan	19-Jan	26-Jan	27-Jan	
<b>World Patent Marketing</b>	325	126	259	299	280	335	301	335	310	240	280	300	275	300	300	300	300	300	75	-
<b>Worldpatentmarketing.com</b>	475	425	334	425	425	398	425	425	425	425	425	400	400	400	400	400	400	400	400	=
<b>World Patent Marketing Reviews</b>	-191	-94	-252	-225	-170	-185	5	110	100	-180	-155	-100	-125	-125	-93	-145	-125	-163	-256	-
<b>World Patent Marketing Scam</b>	-575	-445	-572	-530	-515	-520	-620	-570	-630	-570	-530	-600	-575	-615	-537	-514	-621	-601	-515	+
<b>World Patent Marketing Scams</b>	-432	-510	-560	-535	-575	-515	-442	-417	-505	-500	-500	-567	-562	-562	-640	-665	-567	-600	-645	-
<b>VPM (full name) Complaints</b>	-337	-365	-306	-381	-356	-349	-275	-307	-309	-359	-359	-384	-409	-419	-437	-480	-394	-460	-363	+
<b>World Patent Marketing Fraud</b>	-427	-397	-447	-467	-564	-417	-406	-367	-417	-495	-495	-545	-540	-450	-492	-543	-467	-635	-515	+
<b>VPM (full name)Success Stories</b>	117	126	21	112	25	14	105	140	115	109	116	72	104	83	6	-118	-2	-68	67	+





— World Patent Marketing      — Worldpatentmarketing.com      — World Patent Marketing Reviews      — World Patent Marketing Scam  
 — World Patent Marketing Scams      — WPM (full name) Complaints      — World Patent Marketing Fraud      — WPM (full name)Success Stories



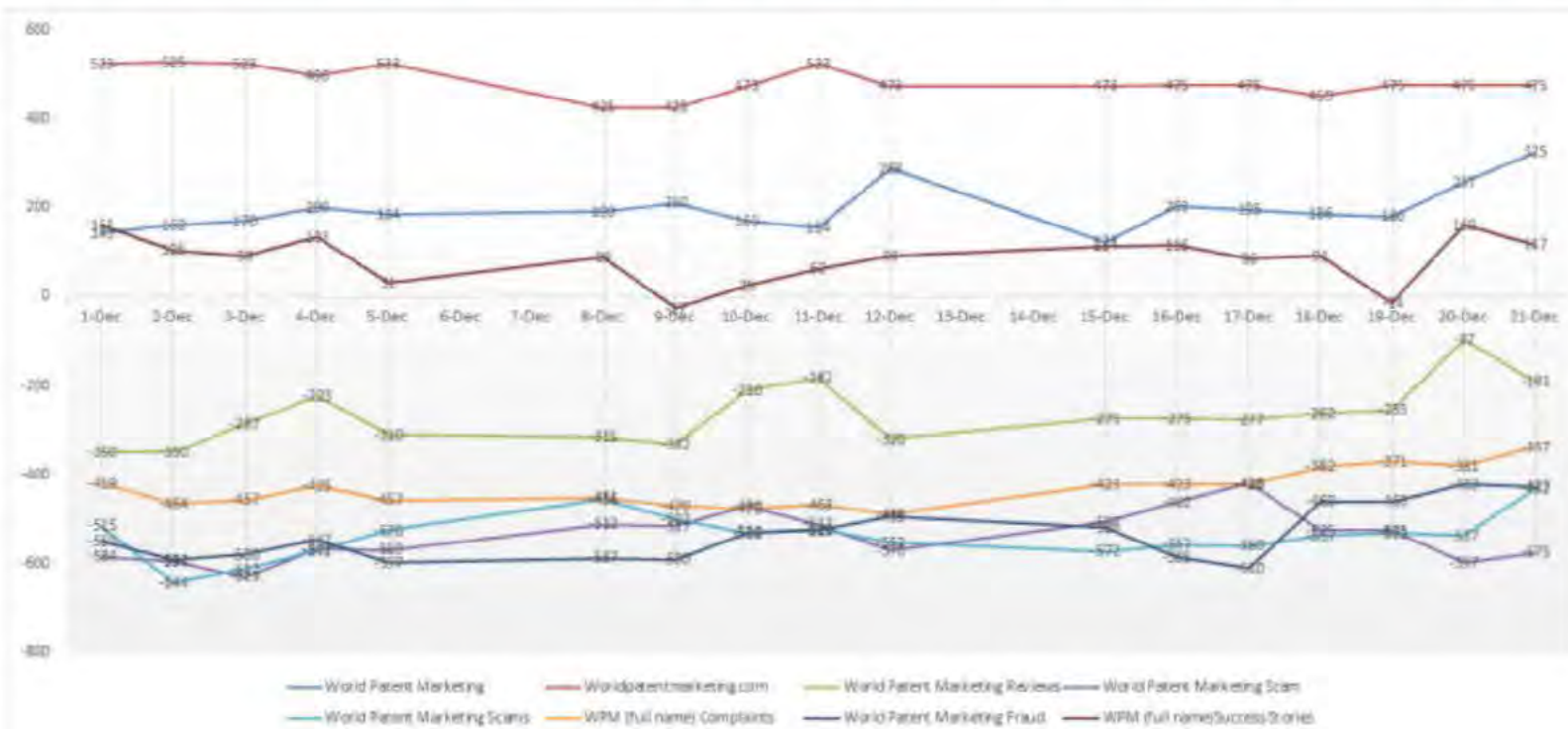
**From:** jaypee@wpmemail.com  
**Sent:** Tuesday, December 23, 2014 10:05 AM  
**To:** scooper@ivorypartners.net; scott@worldpatentmarketing.com  
**Cc:** lmanzano@tgk-asia.com; tkeefe@tgkandassoc.com; louis@boltwebsolutions.com; vinny@worldpatentmarketing.com  
**Subject:** WPM Google Evaluation Result Report 12/23/2014

Scott,  
 Below is the WPM Google Evaluation Result Report for 12/23/2014.

New appearances: "Former US Attorney Matthew G. Whitaker Extends His Membership On The World Patent Marketing Advisory Board ..."

See other comments below.  
 Thank you.

	1-Dec	2-Dec	3-Dec	4-Dec	5-Dec	8-Dec	9-Dec	10-Dec	11-Dec	12-Dec	15-Dec	16-Dec	17-Dec	18-Dec	19-Dec	20-Dec	21-Dec
World Patent Marketing	143	160	170	200	184	190	210	169	154	288	123	203	195	186	180	257	325
Worldpatentmarketing.com	523	525	523	496	523	425	425	473	523	473	473	475	475	450	475	475	475
World Patent Marketing Reviews	-390	-350	-287	-223	-810	-815	-532	-210	-182	-520	-275	-275	-277	-262	-255	-97	-191
World Patent Marketing Scam	-584	-594	-629	-567	-589	-512	-517	-470	-512	-570	-807	-462	-420	-525	-525	-597	-575
World Patent Marketing Scams	-513	-644	-612	-571	-526	-456	-501	-532	-522	-552	-572	-557	-560	-537	-532	-537	-432
WPM (full name) Complaints	-419	-484	-457	-425	-457	-451	-470	-476	-468	-489	-423	-423	-423	-382	-371	-381	-337
World Patent Marketing Fraud	-550	-592	-580	-547	-597	-587	-590	-530	-525	-495	-520	-585	-610	-460	-460	-422	-427
WPM (full name)Success Stories	161	105	90	133	31	89	-27	25	62	90	114	116	86	91	-14	160	117



## World Patent Marketing

- first negative reviews appears on the 9th position, followed by another on the 16th.
- No other negative hit (previous day it was at 9th and 18th, but there was a negative industry hit in between)

- all positive reviews except at 22nd spot.

### **World Patent Marketing Reviews**

- negative wpm hit moved up a post from 4th to 3rd.
- Yahoo Answers jumped from 12th to 5th
- another negative wpm hit on the 7th spot - a total of 3 negative wpm hits on the top 10 where previously there was only one.

### **World Patent Marketing Scam**

- negative industry hit jumped two spots up from the 6th to 4th.
- two negative hits at the top 5, previous day there was only one.
- too many negative hits especially at the top 20. need more positive hits to improve score.

### **World Patent Marketing Scams**

- yahoo answers at top spot.
- negative industry hit replaced by a negative wpm hit 7th spot
- a negative wpm hit replaced by negative industry hit at 12th spot.
- negative industry hit replaced by a positive hit at 13th and 17th.
- a positive hit replaced by a negative wpm hit at 15th.

### **WPM (full name) Complaints**

- negative wpm hit replaced by a positive one at 5th, switched places at 6th.
- positive hit switched places with a negative industry hit at 14th and 15th.
- three consecutive negative industry hits from 17th to 19th and 26th to 28th

### **World Patent Marketing Fraud**

- no movement until the 21st and 22nd spot, where two positive wpm hits were replaced with negative industry hits.
- 26th spot was replaced by a positive wpm hit.

### **WPM (full name)Success Stories**

mostly neutral hits.

**From:** Louis <louis@boltwebsolutions.com>  
**Sent:** Tuesday, December 9, 2014 8:58 PM  
**To:** scott cooper <scooper@ivorypartners.net>; jillian@worldpatentmarketing.com  
**Subject:** Fwd: All my leads are gone

---

was this the user that was terminated & then was added back?  
when a user is terminated -- we take all his "status=lead" leads and push it into the "recycled pool"

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

**From:** Nelson Santos <[nsantos@worldpatentmarketing.com](mailto:nsantos@worldpatentmarketing.com)>  
**Date:** Tue, Dec 9, 2014 at 3:37 PM  
**Subject:** All my leads are gone  
**To:** [tech@worldpatentmarketing.com](mailto:tech@worldpatentmarketing.com)

My issue still has not been fixed

## Former Candidate for the United States Senate and ex US Attorney for Iowa Joins World Patent Marketing Advisory Board.

MIAMI BEACH, Fla., Oct. 23, 2014 /PRNewswire/ -- Matthew G. Whitaker is a former US Attorney for the Southern District of Iowa. He was appointed June 15, 2004 by President George W. Bush.

"World Patent Marketing has become a trusted partner to many inventors that believe in the American Dream," said Matt Whitaker in a statement, "I have always admired World Patent Marketing and its innovative products and dynamic leadership team. It's an honor to join the World Patent Marketing board."

"To invent, you need a good imagination and a pile of junk."

— Thomas A. Edison

Nelson Santos  
Project Manager  
[888-926-8174 ext 231](tel:888-926-8174)  
[646 412-5986](tel:646-412-5986)  
[nsantos@worldpatentmarketing.com](mailto:nsantos@worldpatentmarketing.com)



**To:** Esti P[esti@worldpatentmarketing.com]  
**From:** Scott Cooper  
**Sent:** Wed 6/8/2016 8:09:56 PM  
**Subject:** FW: Give me 20 min then call me

**From:** (b)(6)@gmail.com  
**Sent:** Monday, June 6, 2016 4:04 PM  
**To:** Scott Cooper <[scott@worldpatentmarketing.com](mailto:scott@worldpatentmarketing.com)>  
**Subject:** Re: Give me 20 min then call me

Ok thanks can you find out what is the pre-strand rating on the fiberglass composite for tension it should be measured in ksi. It's Important for me to know

On Monday, June 6, 2016, Scott Cooper <[scott@worldpatentmarketing.com](mailto:scott@worldpatentmarketing.com)> wrote:  
Moving along – im in Greece until next week – ill keep you posted

**From:** (b)(6)@gmail.com  
**Sent:** Monday, June 6, 2016 10:46 AM  
**To:** Scott Cooper <[scott@worldpatentmarketing.com](mailto:scott@worldpatentmarketing.com)>  
**Subject:** Re: Give me 20 min then call me

Hey Scott how is the prototype going

On Thursday, June 2, 2016, (b)(6)@gmail.com wrote:  
I just talked to my source in (b)(6) and the hysol and magnolia is used in the end fittings not the rods so scratch that for now and just go off what the paper I gave you said.

On Thursday, June 2, 2016, (b)(6)@gmail.com wrote:  
What about my end fittings Scott those need to be made as well to do some of the testing

On Thursday, June 2, 2016, (b)(6)@gmail.com wrote:  
It doesn't make sense to me what else they meant by saying 60 percentage and what do I want the rest to be ..... What else could it be besides graphene and epoxy mixture. I tell you what keep it the way it is which will be upper 60 percentile fiberglass composites and the rest graphene and epoxy unless he can add some graphene fiberglass composites and still put the graphene and epoxy mixture in there if not keep it the way I want it

On Thursday, June 2, 2016, (b)(6)@gmail.com wrote:  
Let me know what he decides I believe by having more fiberglass composites is better but then again the graphene and epoxy mixture could make the fibers stronger if it's a small amount of fibers

On Thursday, June 2, 2016, Scott Cooper <[scott@worldpatentmarketing.com](mailto:scott@worldpatentmarketing.com)> wrote:  
I'll tell the engineer to do what he thinks is best - I think that makes more sense

Scott J. Cooper  
CEO and Creative Director

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 Jun 3, 2016, at 1:20 AM, (b)(6)@gmail.com wrote:

You never responded back i didn't know if what I asked for was possible. Plus I found out (b)(6) does 75 % fibers and 25% resin. I don't know which one will give a better result mine or using my materials but doing it their way I'm gonna send you what I got from an inside source and have them tell me what they think is best. This is why I would like more than. One prototype

On Thursday, June 2, 2016, Scott Cooper <[scott@worldpatentmarketing.com](mailto:scott@worldpatentmarketing.com)> wrote:  
Why are you changing

Scott J. Cooper  
CEO and Creative Director

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 Jun 3, 2016, at 1:15 AM, (b)(6) <[\(b\)\(6\)@gmail.com](mailto:(b)(6)@gmail.com)> wrote:

Hey Scott please tell the researchers that it's fine that they can do upper (b)(4) fiberglass composite make the rest of the percent the epoxy and graphene mixture

On Wednesday, June 1, 2016, (b)(6) <[\(b\)\(6\)@gmail.com](mailto:(b)(6)@gmail.com)> wrote:  
Can you please talk them into making it work for two because (b)(6) uses hysol and magnolia. Both are adhesives but magnolia can withstand higher temperatures if you can do two do one my way with basic epoxy and the other one my way with magnolia epoxy if only one then just my way

On Wednesday, June 1, 2016, (b)(6) <[\(b\)\(6\)@gmail.com](mailto:(b)(6)@gmail.com)> wrote:  
\$70,000 can get me two. I need atleast two scott

On Wednesday, June 1, 2016, Scott Cooper <[scott@worldpatentmarketing.com](mailto:scott@worldpatentmarketing.com)> wrote:  
So far only only one can be done within budget

Scott J. Cooper  
CEO and Creative Director

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 May 31, 2016, at 9:24 PM, (b)(6) <[\(b\)\(6\)@gmail.com](mailto:(b)(6)@gmail.com)> wrote:

Hey Scott let me know what you think when you talk to him about the building please and thank you. Has the engineers told you anything about us being able to get three rods

On Tuesday, May 31, 2016, (b)(6) <[\(b\)\(6\)@gmail.com](mailto:(b)(6)@gmail.com)> wrote:

Cal him little for more information



On Tuesday, May 31, 2016, (b)(6) <(b)(6)@gmail.com> wrote:

Hey Scott that was the wrong number they are sending me the new number and a spec of the facility. As soon as I get it I will send it right over

On Monday, May 30, 2016, (b)(6) <(b)(6)@gmail.com> wrote:

Of that facility ? I'll find out and get back with you. It's owned by the city of big spring so the good news is it's possible they will give us a grant to buy it and help us out since we would be bringing jobs to the city of big spring which is good

On Monday, May 30, 2016, Scott Cooper <scott@worldpatentmarketing.com> wrote:  
Who is the agent representing the seller?

Scott J. Cooper  
CEO and Creative Director

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 May 30, 2016, at 10:04 AM, (b)(6) <(b)(6)@gmail.com> wrote:

These are picture of the building

On Sunday, May 29, 2016, (b)(6) <(b)(6)@gmail.com> wrote:

Hey Scott I have something for you to check out it's just a thought for a Manufacturing facility. Here in big spring there is a company called western container it was a place that made Coke bottles and other soda bottles well they are closing down and I think that would be a great place to manufacture because it's big enough to scale the way we want and it's right off the highway and it has a laboratory where we can do testing if we want. Please just take a look at it I'll try to get you more information about it. If we can get it it will save us money that would be spent to build a building. Let me know your thoughts on this when you can thank you

On Friday, May 27, 2016, (b)(6) <(b)(6)@gmail.com> wrote:

What about the name (b)(6) we want to keep that name Scott. Use what we have started for the company name. Also will they allow for three prototypes

On Friday, May 27, 2016, Scott Cooper <scott@worldpatentmarketing.com> wrote:

(b)(4)



Ok I will consider it

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

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

(b)(6)

**From:** [REDACTED]@gmail.com  
**Sent:** Friday, May 27, 2016 11:06 AM  
**To:** Scott Cooper <[scott@worldpatentmarketing.com](mailto:scott@worldpatentmarketing.com)>  
**Subject:** Re: Give me 20 min then call me

(b)(4)

Wouldn't you think it would be best to considering where I live is in the center of the oil economy and also you told me we could keep our name [REDACTED] rods I mean I already filed for it I don't want it to be a waste of money. Consider this we have a building in midland / big spring either or that manufactures and we set up one international to lower disturbution cost. I would like it to be here so I can keep an eye on things and run it with your help here. 70% percent of the oil in the United States come from big spring and midland area. Go on google and see all the company's that set up shop here in big spring and midland and Odessa it's crazy. We are sitting on 60 billion barrels of oil. Just please give it a thought I think that would be a great greographica location to set up at. Plus I think it would be hard to have just one Manufacturing site

On Friday, May 27, 2016, Scott Cooper <[scott@worldpatentmarketing.com](mailto:scott@worldpatentmarketing.com)> wrote:  
No plans to manufacture in Texas at this time

Scott J. Cooper  
CEO and Creative Director

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 May 26, 2016, at 7:26 PM, (b)(6)

(b)(6)@gmail.com> wrote.

Hey Scott are your plans to open a  
Manufacturing in big Spring tx. So we can

continue to use our company name  
(b)(4) rods. What are you plans  
for Manufacturing and where  
On Thursday, May 26, 2016, Scott Cooper  
<[scott@worldpatentmarketing.com](mailto:scott@worldpatentmarketing.com)>  
wrote:  
ok

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

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

**From:** (b)(6)  
[mailto:(b)(6)@gmail.com]  
**Sent:** Thursday, May 26, 2016 1:44 PM  
**To:** Scott Cooper  
<[scott@worldpatentmarketing.com](mailto:scott@worldpatentmarketing.com)>  
**Subject:** Re: Give me 20 min then call me

Maybe not all but the few I have yes I think I can help out. I'm not trying to say I have more I'm just saying I can help bring things to the table Scott I told you already I'm backing off and let you run with it and my lawyer is still working on things I wanted to see what the researchers say before we sent it off now things look good il have him send it off. I have a good connection to a prince in Saudi and a few in the states but that's it. Just work with me on the contract and continue moving everything along but I will help fund the Manufacturing more than anticipated

On Thursday, May 26, 2016, Scott Cooper  
<[scott@worldpatentmarketing.com](mailto:scott@worldpatentmarketing.com)>  
wrote:

I am happy to discuss this with you – you said a few months ago your attorney would send over some suggested changes and I said we would look at them and be reasonable...

outside of that we are moving forward on the project and moving forward towards manufacturing

Out of curiosity, do you think your connections are as strong as mine?

<https://worldpatentmarketing.com/advisoryboard/>

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

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

**From:** (b)(6)  
[mailto:(b)(6)@gmail.com]  
**Sent:** Thursday, May 26, 2016 12:25 PM  
**To:** Scott Cooper  
<[scott@worldpatentmarketing.com](mailto:scott@worldpatentmarketing.com)>  
**Subject:** Re: Give me 20 min then call me

I have other oil inventions I want you to persue to that's why I don't want to be locked in for 99 years

On Thursday, May 26, 2016, Scott Cooper  
<[scott@worldpatentmarketing.com](mailto:scott@worldpatentmarketing.com)>  
wrote:

We are building and manufacturing the sucker rod as per our contract - we have the money the connections the manufacturing capability and a signed exclusive agreement

Feel free to contact my attorney.  
Matthew Whitaker - he is former US Attorney and serves on my board.

Scott J. Cooper  
CEO and Creative Director



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 May 26, 2016, at 10:15 AM, (b)(6)

(b)(6) <(b)(6)@gmail.com>

wrote:

I have my lawyer your  
email and he will be in  
touch with you in a few  
days

On Wednesday, May 25,  
2016, Scott Cooper  
<[scott@worldpatentmarket  
ing.com](mailto:scott@worldpatentmarket.com)> wrote:

We have an exclusive deal  
to license this

Your living on another  
planet kid

Scott J. Cooper  
CEO and Creative  
Director

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 May 25, 2016, at  
10:41 PM, Tevian Parnell  
<[teviparnell9@gmail.co  
m](mailto:teviparnell9@gmail.com)> wrote:

Yes what we  
have left we  
want back  
until it is  
needed we are  
working on  
another  
Manufactorin

g method that  
could work  
better plus we  
paid \$70,000  
for the  
prototypes.  
So we should  
be ok for  
now. This is  
the words  
from our  
lawyer and I  
want to  
follow his  
wishes. When  
money is  
needed we  
will give it

On  
Wednesday,  
May 25,  
2016, Scott  
Cooper  
<[scott@world  
patentmarketi  
ng.com](mailto:scott@worldpatentmarketing.com)>

wrote:

Ill check it all  
out – the cash  
is needed  
now

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

[scott@worldp  
atentmarketin](mailto:scott@worldpatentmarketing.com)

[g.com](#)

**From:** (b)(6)

(b)(6)

[mailto:(b)(6)]

(b)(6)@gm

ail.com]

**Sent:**

Wednesday,  
May 25, 2016  
10:22 PM

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

**Subject:** Re:  
Give me 20  
min then call  
me

Please let me  
know you  
received the  
emails I sent  
and also in  
the  
accounting  
paper it  
showed y'all  
debted us  
\$60,000 for a  
global when

(b)(6) said we  
should of  
only been  
debted  
\$50,000.  
\$40,000 for  
the global  
since we  
have already  
payed  
\$22,000 for  
the pct and  
we were just  
upgrading  
and \$9,000  
for the app.

Also (b)(6) told  
us the  
\$125,000 we  
sent was for  
Manufactori  
ng not  
research  
Scott you

(b)(6)

(b)(6)



wanted  
research  
done that  
was your  
cost to bare.  
What ever  
remaining  
cash we have  
we want  
back until it  
is needed to  
further this  
project until  
then we want  
the cash in  
our hands  
and we will  
give you  
what's  
needed when  
needed

On  
Wednesday,  
May 25,  
2016, (b)(6)

(b)(6)  
@gmail.c

om> wrote:  
Ok 20  
minutes

On  
Wednesday,  
May 25,  
2016, Scott  
Cooper  
<[scott@worldpatentmarketing.com](mailto:scott@worldpatentmarketing.com)

> wrote:  
Scott J.  
Cooper  
CEO and  
Creative  
Director

1680  
Meridian  
Avenue,  
Suite 600  
Miami  
Beach,  
Florida  
33139

(b)(6)

305-330-  
9199  
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<<https://www.linkedin.com/company/world-patent-marketing>>

<<http://youtube.com/worldpatentmarketing>

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No virus found in this message.

Checked by AVG - [www.avg.com](http://www.avg.com)

Version: 2016.0.7639 / Virus Database: 4598/12384 - Release Date: 06/08/16





# TABLE OF CONTENTS

- PART I – PRODUCT BRANDING ..... 3
  - Brochure
  - Infographic
  - Banner
  - Logo
  - 3D Model
  
- PART II – MEDIA COVERAGE .....9
  - Press Release

# PRODUCT BRANDING



**Use Sanitary Toilet Bowl?**

**You the New Masculine**

**Profit Share Card**

**CAT BED**

**10 Reasons to Have Cornered Cats In Your Home:**

1. It's a safe place for your cat.
2. It's a safe place for your cat's litter.
3. It's a safe place for your cat's toys.
4. It's a safe place for your cat's food.
5. It's a safe place for your cat's water.
6. It's a safe place for your cat's rest.
7. It's a safe place for your cat's play.
8. It's a safe place for your cat's exercise.
9. It's a safe place for your cat's socialization.
10. It's a safe place for your cat's affection.

**WHAT MAKES THE CORNERED CATS UNIQUE?**

**Why You Should Get a Smart Mobile Cover**

**Smart**

**TOP 4 REASONS WHY YOU SHOULD GET A SMART MOBILE COVER**

1. PROTECTS YOUR DEVICE FROM FALLS
2. PROVIDES AN EASIER WAY TO SEARCH FOR YOUR MOBILE DEVICE
3. SAVES TIME IN SEARCHING FOR YOUR MOBILE DEVICE WHEN MISPLACED
4. COMES IN VARIOUS COLORS AND STYLES

**Why You Should Get a Smart Mobile Cover**

All first glaze, it looks just like any smart phone cover. However, it has a hidden feature that makes it stand out from the rest. It has a built-in search function that allows you to find your phone in seconds. It's a game-changer for anyone who has ever lost their phone.

**WILD MAN DUCK CALL**

The Fool-Proof Method To Call Ducks:

The Wild Man Duck Call is the best and most accurate duck call in the market, this one is curved slightly downward at an angle.

**REASONS WHY YOU SHOULD GET A WILD MAN DUCK CALL**

**WITH THE SUPER FRISBEE!**

**Super Frisbee**

**Transparent in Light-Colored Clothing with Hidee Hose**

The Difference from Traditional!





## THE AQUA BRUSH — CLEANING THE POOL BETTER, FASTER

Swimming pools are a great way to cool down and have fun—especially during the hot, summer months. However, they need constant cleaning to prevent them from becoming dirty and harboring pathogens. Since the pool is filled with water, it is a great breeding spot for pathogens. The pool water itself might be safe due to the chemical treatments, but the tiles will eventually grow mold and mildew if left unattended. Also, since the tiles and surroundings are constantly wet, they attract mud, dirt, and sludge like a magnet.

Pool cleaning is also back-breaking work and it may take hours—or even days—just to finish cleaning one. Even then, the job might not be satisfactory as the sides are high and the tiles are hard to reach. Fortunately, this is easily solved by using the Aqua Brush—the greatest pool cleaning invention in recent times.

### *Less Cleaning Time, More Fun*

The Aqua Brush is a long pool brush that is attached to a hose. The main head has spray nozzles to make cleaning faster and more effective. It is portable, convenient, and lightweight making it the best option to clean the pool with. Since cleaning is done faster, there will be very little downtime and the pool can be used again quickly.



\*\* PATENT PENDING



The Aqua Brush is a cleaning invention which will enable pool owners to clean their swimming pools quickly and effectively. It has all the advantages of other pool cleaners in the market without any of the disadvantages.

## Top 5 Reasons Why You Should Use the Aqua Brush



- 1 Cleaner pool
- 2 Cleaning the pool will be easier
- 3 Exert less force when cleaning
- 4 Cleans the pool faster
- 5 Less pool downtime so people can enjoy the pool longer

### Why use the Aqua Brush?

The Aqua Brush has a spray nozzle in the brush head and can be connected to a hose which essentially halves the amount of work you need to do. Also, the pressure watered will be able to clean the tiles and divots faster making the cleaning process even faster. With the Aqua Brush, you get cleaner pools, faster cleaning times, and more time to relax in the water.



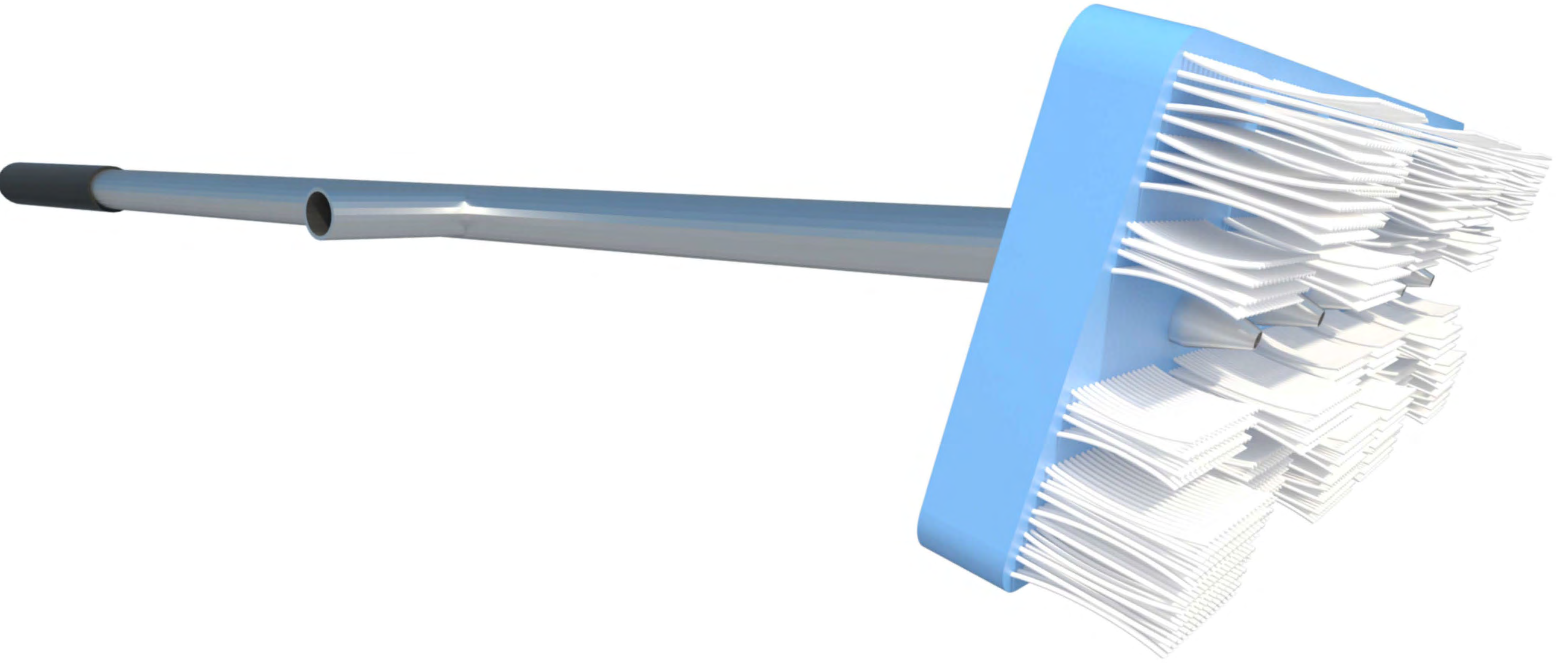
**Aqua**  **Brush**

The logo for Aqua Brush features the word "Aqua" in a bold, blue, italicized sans-serif font. Above the letter "a" is a stylized blue splash of water. To the right of "Aqua" is a large, blue, stylized graphic of a brush head with bristles, which transitions into the word "Brush" in the same bold, blue, italicized sans-serif font. The entire logo is set against a background of green and white wavy patterns.



**AQUA**  **Brush**







# MEDIA COVERAGE





## We're Swimming in Cleaner Pools Because of World Patent Marketing's Latest Invention, The Aqua Brush

Share Article



The New York Inventor Exchange approves the Aqua Brush for licensing and trading intellectual property rights.

MIAMI, FL (PRWEB) SEPTEMBER 22, 2015

World Patent Marketing, a vertically integrated manufacturer and engineer of patented products, announces the Aqua Brush, an aquatic invention that aids pool owners in cleaning the sides and bottom of the pool quickly and easily.

"US revenues for contract cleaning services will be increasing 4.8 percent yearly and will reach \$68.3 billion in 2016," says Scott Cooper, CEO and Creative Director of World Patent Marketing. "Interior cleaning services will still have the largest share, but revenue from exterior cleaning services will grow the fastest. The industrial, institutional and residential markets will be experiencing above-average growth."

"Swimming is one of man's favorite sport and leisure activities," says Cattya Bella, Director of Product Development for World Patent Marketing. "However, not all of us are blessed to live near the seaside, which is why many people opt to have pools built in their yards. Having a pool has its own share of dilemmas such as cleaning and maintenance; this is where our new aquatic invention, the Aqua Brush, can help."

This aquatic invention easily eliminates algae and dirt that may often be found in the bottom and sides of a swimming pool. The Aqua Brush is a long brush connected to a water source or hose. It makes use of the pressure from the nozzle, removing dirt and washing them away, turning pool cleaning easier.

This aquatic invention is unique because swimming pool brushes just have bristles that loosen up the dirt whereas the Aqua Brush has a water pressure that will get the dirt in the divots and make it cleaner and with less effort," says Rosa M., inventor of the Aqua Brush. "This invention cleans off the algae and dirt that is attached to the walls and bottom of the pool. This specially created brush will greatly impact the swimming pool industry, especially during the hot summer months, as it helps people have a cleaner pool with



less effort.”

James Telling, a pool owner from Providence, RI, has this to say about the Aqua Brush: “It seems like a simple invention but it does clean the pool better and a lot faster. Now, there is no need to exert all that extra effort when pool cleaning. It saves me money and time.”

With the Aqua Brush you and your family will have more time to enjoy swimming on the pool rather than cleaning it.

#### About World Patent Marketing

World Patent Marketing is a vertically integrated manufacturer and engineer of patented products. The company is broken into eight operating divisions. These include WPM Research, WPM Patents, WPM Web & Apps, WPM Prototyping, WPM Manufacturing, WPM Capital Ventures, and WPM Retail. The company offers these products to inventors, law firms and emerging growth companies.

**WPM Research:** evaluates the commercial potential of patents through its proprietary study, The Patent Invention Technical Analysis (PITA).

**WPM Patents:** develops intellectual property strategies, writes and files patent applications with the US Patent and Trademark Office and other patent offices around the world.

**WPM Web & Apps:** offers complete development services for web site and mobile apps, including: research, design, code, application of skins, testing, and distribution. Also offers top quality design and artwork, a necessary element in the crowded field of web site and mobile apps.

**WPM Prototyping:** works with clients to develop one or more types of prototype, including: appearance, proof of concept, functional model or a production level prototype.

**WPM Manufacturing:** provides overseas production from all 14 major industrial zones in China, Taiwan and South Korea. Having access to a staff on the ground in China makes all the difference in achieving the best price, quality, and turnaround time.

**WPM Capital Ventures:** provides seed funding for startups. Seed funding is the earliest stage of venture funding. WPM's goal is to get you through the first phase. This usually means: get you to the point where you've built something impressive enough to raise money on a larger scale. Then we can introduce you to later stage investors—or occasionally even acquirers.

**WPM Social Media:** has created an innovative, specialized approach that we use to power social media marketing for some of the world's best brands. Brands choose us because, as one of the world's most innovative companies, we know how to turn business objectives into realities in creative, strategic and measurable ways.

**WPM Retail:** Offers shopping online, in person, on mobile devices and with social media. To be successful today, companies need to be able to sell products in as many different ways as possible.

#### World Patent Marketing Reviews

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, Yellow Pages, Yelp, Reseller Ratings and My Three Cents. 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 is also a proud member of the National Association of Manufacturers, the South Florida Chamber of Commerce, the Greater Miami Chamber of Commerce, and the Miami Beach Chamber of Commerce and The New York Inventor Exchange.

#### World Patent Marketing Miami Advisory Board

Scott J. Cooper, CEO and Creative Director, World Patent Marketing  
Moti Horenstein, Direct of Security Risk Management, World Patent Marketing  
Aileen Marty, MD, Professor and Scientist  
Nitzan Nuriel, Brigadier General (Res)., Israel Defense Forces  
Omar Rivero, Founder of Occupy Democrats  
Christopher R. Seaver, MD, Da Vinci Robotics Surgeon  
Richard Sulaka, Macomb County Deputy Public Works Commissioner  
Matthew Whitaker, Former US Attorney, Iowa

#### WORLD PATENT MARKETING SUCCESS STORIES

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Enjoy cleaner pools with the Aqua Brush!

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By: PRWeb via PRWeb

September 22, 2015 at 06:00 AM EDT

## We're Swimming in Cleaner Pools Because of World Patent Marketing's Latest Invention, The Aqua Brush



The New York Inventor Exchange approves the Aqua Brush for licensing and trading intellectual property rights.

Miami, FL (PRWEB) September 22, 2015

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"US revenues for contract cleaning services will be increasing 4.8 percent yearly and will reach \$68.3 billion in 2016," says Scott Cooper, CEO and Creative Director of World Patent Marketing. "Interior cleaning services will still have the largest share, but revenue from exterior cleaning services will grow the fastest. The industrial, institutional and residential markets will be experiencing above-average growth."

"Swimming is one of man's favorite sport and leisure activities," says Cattya Bella, Director of Product Development for World Patent Marketing. "However, not all of us are blessed to live near the seaside, which is why many people opt to have pools built in their yards. Having a pool has its own share of dilemmas such as cleaning and maintenance; this is where our new aquatic invention, the Aqua Brush, can help."



This aquatic invention easily eliminates algae and dirt that may often be found in the bottom and sides of a swimming pool. The Aqua Brush is a long brush connected to a water source or hose. It makes use of the pressure from the nozzle, removing dirt and washing them away, turning pool cleaning easier.

This aquatic invention is unique because swimming pool brushes just have bristles that loosen up the dirt whereas the Aqua Brush has a water pressure that will get the dirt in the divots and make it cleaner and with less effort," says Rosa M., inventor of the Aqua Brush. "This invention cleans off the algae and dirt that is attached to the walls and bottom of the pool. This specially created brush will greatly impact the swimming pool industry, especially during the hot summer months, as it helps people have a cleaner pool with less effort."

James Telling, a pool owner from Providence, RI, has this to say about the Aqua Brush: "It seems like a simple invention but it does clean the pool better and a lot faster. Now, there is no need to exert all that extra effort when pool cleaning. It saves me money and time."

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Symbol	Last	Volume	Change (%)
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SPY	193.64	69.0M	-0.27 (-0.14%)
AAPL	114.24	27.8M	+0.84 (+0.74%)
IWM	113.34	15.7M	-0.42 (-0.37%)
QQQ	104.16	17.0M	+0.06 (+0.06%)
FB	93.97	17.5M	+1.01 (+1.09%)

#### Percent Gainers

Symbol	Last	Volume	Change (%)
CANF	5.30	13.7M	+1.26 (+31.19%)
EVOK	3.68	340.7K	+0.74 (+25.17%)
ABGB	5.38	168.9K	+1.07 (+24.83%)
CNCE	21.91	1.6M	+3.67 (+20.12%)
HRTX	39.95	8.2M	+6.39 (+19.04%)

#### Percent Losers

Symbol	Last	Volume	Change (%)
OGXI	2.26	1.8M	-0.66 (-22.60%)
SID	1.02	990.7K	-0.23 (-18.00%)
UOP	9.34	2.0K	-1.96 (-17.35%)
ABEOW	1.73	459.0	-0.35 (-17.02%)
CETX	3.64	618.1K	-0.89 (-16.00%)

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By: PRWeb via PRWeb

September 22, 2015 at 06:00 AM EDT

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## We're Swimming in Cleaner Pools Because of World Patent Marketing's Latest Invention, The Aqua Brush

Posted: Sep 22, 2015 7:00 PM

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By: PRWeb via PRWeb

September 22, 2015 at 06:00 AM EDT

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Posted: Sep 22, 2015 7:00 PM

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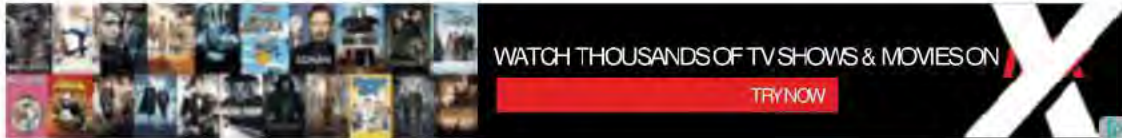
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By: PRWeb via PRWeb September 22, 2015 at 06:00 AM EDT

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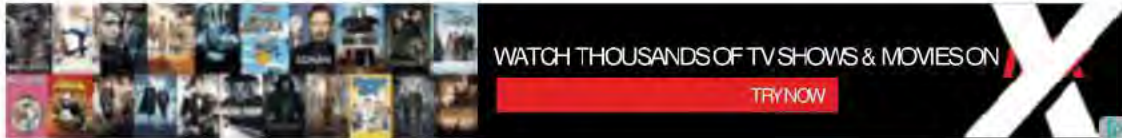


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By: PRWeb via PRWeb September 22, 2015 at 06:00 AM EDT

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dilemmas such as cleaning and maintenance; this is where our new aquatic invention, the Aqua Brush, can help.”

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\ WORLD PATENT

MARKETING

Smart Product Building

with Customer Intelligence

DIRECT E-COMMERCE            MOBILE APP   DESIGN AND

RESPONSE TV   DEVELOPMENT            ENGINEERING

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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.

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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

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4

Certificate of Endorsement

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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.

OUR INVENTION TEAM ADVISORY BOARD

AMBASSADOR & I U ■; 11 NAN I

GENERA!

DELL L. DAILEY

Head of the US State

Department's counter terrorism

office from July 2007 to April

2009, after a 36 year career in

the US Army,

MARTIAL ARTS CHAMPION

MOTI HORENSTEIN

Heavyweight Champion.

Special Forces Commando



Unit in Israel Defense Forces.

Guinness Book of World

Records Holder.

PROFESSOR OF INFECTIOUS  
DISEASES

AILEEN M. MARTY

Appointed to President Barack

Obama's Presidential Advisory

Council on Combating

Antibiotic-Resistant Bacteria

(PACCARB).

CANDIDATE FOR US CONGRESS

BRIAN MAST

Special Guest of Vice President

Biden to State of the Union.

Gulf War Veteran. Detonation

Expert. Double Amputee.

GENERAL IN ISRAELI DEFENSE  
FORCES

NITZAN NURIEL

Honored by the US Congress

for his commitment to Counter

Terrorism and World Security.

Director of Israeli Counter

Terrorism Bureau.

AFRICAN PRESIDENTIAL

CANDIDATE

PASCAL KOYAGBELE

Central African Republic.

Leader of KITE Political Party.

Winner of Voice Achievers

Award. Revolution of

Happiness.

ATTORNEY

MATTHEW G. WHITAKER

Appointed by President :

George Bush. Republican

Candidate for US Senate

Director of Foundation for

Accountability & Integrity.

DEPUTY COMMISSIONER

RICHARD SULAKA, JR.

Macomb County Deputy

Commissioner of Public Works.

Honored by City of Warren

as Volunteer and Mentor of

the Year.

VICE ADMIRAL

UNITED STATES NAVY

AL KONETZNI

Nuclear Submarine

Commander, Deputy and Chief

of Staff Fleet Forces Command,

Pentagon, Commander US

Pacific Fleet

Miss Rhode Island



USA 2017

KELSEY SWANSON

WPM Goodwill Ambassador

Focusing on breast cancer awareness and dedicated to ending the physical and economic Isolation of those living with disabilities

PROFESSOR OF PHYSICS

RONALD MALLETT

Ronald Mallet is a world famous American theoretical physicist, academic, and author. Famous for work on Einstein Time Travel theories.

DA VINCI ECHO | ICS St IRGEON

CHRISTOPHER SEAVER

Doctor and General Surgery Faculty Preceptor at the University of Miami. General Surgeon at Holy Cross. Published in Journal of Trauma.

DEMOCRATS

OMAR RIVERO

Candidate for Florida House of Representatives. Editor-in-Chief Grassroots political

organization with over 3.3  
million followers.

i LEGENDARY ATTORNEY

ERIC CREIZMAN

Founding member of Creizman

LLC. Prestigious New York

Attorney. Recognized by Super

Lawyers five years in a row.

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A

Media Department & Press Releases

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.

Embrace the future with social media. World Patent Marketing puts your news on top social networks, where customer interaction, reviews and word of mouth can spread the work. World Patent Marketing social media offers you extra reach for viral campaigns.

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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.

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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 overtime — 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...

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EVERY INVENTOR DESERVES A CHANCE

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."

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PRINT GLOW

What is a Smart Product Sell Sheet?

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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?

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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.

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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.

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Licensing Negotiations

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!

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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.

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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.

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BRANDING

Product Names

Product Logos

Web Banners

Tag Lines

Personal Product Web Sites

Social Media Installations

(Facebook, Twitter, Pinterest)

Mention on WPM Social Media

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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.

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We pay close attention to consistency with core values, while revamping and fine tuning the brand message. We bring in new ideas, creativity, and most of all, innovation. World Patent Marketing develops branding that supports and extends

existing product lines.

Every brand is a promise. It is the key to your relationship with the buyer. A clear consistent message is the foundation of that relationship. We respect that message and that relationship, building upon the positive elements while updating and modernizing to adapt to new products and new conditions while retaining loyal customers.

#### PRODUCT NAME

You need a fabulous name for your new product. A great name makes it clear that your product is different from all existing products in your category. It should be instantly recognizable. The name can be descriptive, as in Goodyear Tires, or a new word, as in Kleenex or iPod.

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#### PRODUCT LOGO

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.

#### WEB BANNER

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.

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#### TAG LINE

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.

#### PERSONAL PRODUCT WEB SITE

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

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demographic. World Patent Marketing websites

take advantage of the most sophisticated web

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with social media.

Podcasts

Microblogs

Video

Sharing

social

MEDIA

Search

Optimization

Social

networks

content

Rating

image

Sharing

#### SOCIAL MEDIA INSTALLATION

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.

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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

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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.

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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

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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.

MENTION ON WPM SOCIAL MEDIA

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Lives

<http://bit.ly/2c6zcOr>

#awesomeinventions

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14.048 people like this

Alza King and 2 other friends

Open Now • 09:30 -18:00

Get additional info

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.

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DIGITAL MARKETING PACKAGE

Marketing Video

Blog Article

Content Marketing

Search Engine Optimization

Social Media Marketing

Influencer Marketing

Digital Advertising



Social Media

Competitor Analysis

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MARKETING 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.

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BLOG ARTICLE

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■ 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.

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.

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SOCIAL MEDIA MARKETING

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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 "influences." Our connections can provide a host of possible relationships with individuals your customers trust.

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#### 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

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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.

## SOCIAL MEDIA COMPETITOR ANALYSIS

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?

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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.

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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 horses 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.

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## DIRECT RESPONSE TV

Television is the most powerful marketing media in history. The results have been proven over decades. Direct Response TV is tried 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

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### 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.

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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

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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?

Yep. 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 or 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

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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.

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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.

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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 option, they have become integral to the web experience, and thus to the online shopping experience.

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Have you experienced dramatic results with DRTV products?

Yes, one product alone, The Snuggie, sold over 30 million units and grossed \$500 million. That's a pretty solid case for the power of DRTV. And The Snuggie 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.

These 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.

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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.

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## 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.

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SHOPPING FEED MANAGEMENT

Start Your Successful Shopping Feed

System Here

Management

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.

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PAY PER CLICK MANAGEMENT

Pay-Per-Click Management for Increased Performance

Do you want more kick out of your pay-per-click campaigns? Are your results humdrum 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.

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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

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

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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.

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.

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WorldPatentMarketing.com | info@worldpatentmarketing.com

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

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.



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## A WORLD PATENT

## MARKETING

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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 app's 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.

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.

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### 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

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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.

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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

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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.

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## 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.

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THREE-DIMENSIONAL PRODUCT ANIMATION

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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 rea  
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 made  
easily and efficiently.

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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:

PROTOTYPE

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 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 prototypes offers the chance to test for both safety and durability. The prototype allows designers to create product care and safety instructions.

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## 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.

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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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## THE BUILD PROCESS

### 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.

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#### 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.

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#### 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



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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

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#### 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.

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## FREE PATENT REFERRAL

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.

## THE PROVISIONAL PATENT APPLICATION

◆ 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.

◆ 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.

◆ 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.

◆ 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:

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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.

#### UTILITY PATENT PROTECTION

( U.S. Protection Only)

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 APPLICATION

( U.S. Protection Only)

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.

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Smart Product Building Guide

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Completed

History

10/16/2016 Viewed by - (duane.cleere@gmail.com)

16:13:11 UTC-5 IP: 174.16.200.188

11/13/2016 Signed by - (duane.cleere@gmail.com)

22:54:12 UTC-5 IP: 75.166.174.125

11/13/2016 The document has been completed.



22:54:12 UTC-5

COMPLETED

# MARKETING PORTFOLIO



# TABLE OF CONTENTS

- PART I – PRODUCT BRANDING ..... 3
  - Brochure
  - Infographic
  - Banner
  - Logo
  - 3D Model
  
- PART II – MEDIA COVERAGE .....9
  - Press Release



# PRODUCT BRANDING





## Protect Your Cool Rims with the Rim-A-Tatch




## No More Dull Rims

When it comes to vehicles, a lot of car owners would like to make it look more aesthetically pleasing. With this desire to make their cars look cooler and more hip, they would normally replace their tire rims with something more sleek and modern. These rims can be quite costly to purchase and for this reason, car owners would like to maintain its shine and appearance for a longer period of time. The problem with this is that tire rims can acquire damage when cleaning the tires or during repainting and glossing jobs. Fortunately, with the appearance of the Rim-A-Tatch, keeping the aesthetics of one's tire rims is as easy as 1-2-3.

The Rim-A-Tatch is a nifty device which allows a person to keep their tire rims protected against paint marks, water stains and ultimate dullness. It can be easily attached and detached from the wheel with a simple move and is absolutely lightweight which makes it easy and convenient for the user to transfer it from one wheel to another. Its circular design also makes it compatible with any wheel size and will never go out of date with its versatile physical features. What is truly amazing about the Rim-A-Tatch is that it can protect expensive rims from acquiring paint stains during paint or glossing tasks. One can also shield a car's rims when cleaning the tires with a high pressure hose. With the Rim-A-Tatch, one can now maintain the cleanliness and beauty of their vehicle's rims without any complications.




# GUARD YOUR RIMS WITH **RIM-A-TATCH**



Rim-A-Tatch can help protect car rims from damage caused by cleaning and repainting.

Surprisingly enough, tire rims are not just damaged through wear and tear but mostly through the process of cleaning and/or repainting the tires.



## 10 THINGS YOU NEED TO KNOW ABOUT **RIM-A-TATCH**

- Easy to Attach
- Easy to Remove
- Hip and Stylish
- Takes Little Space
- Easy to Manipulate



- Convenient to Use
- Simple
- Lightweight
- Circular shape that can fit all types of wheels

With the help of Rim-A-Tatch, your tire rims will never look dull and stained. Simply attach it when having the wheels cleaned or repainted and your expensive rims will always look brand new.

\*\*Patent Pending







KEEP IT CLEAN

RIM-A-TATCH



RIM-A-TATCH







# MEDIA COVERAGE





## Auto Makers Enter Untested Waters As World Patent Marketing Introduces Rim-A-Tatch, A Stylish And Timeless Invention For The Automotive Industry

Share Article



The New York Inventor Exchange approves the Rim-A-Tatch for licensing and trading intellectual property rights.

CHICAGO, IL (PRWEB) SEPTEMBER 13, 2015

World Patent Marketing, a vertically integrated manufacturer and engineer of patented products, announces the Rim-A-Tatch, an automobile invention that covers and protects the rims of car wheels.

"The Auto Mechanics market is worth \$62 billion," says Scott Cooper, CEO and Creative Director of World Patent Marketing. "The years of recession led to a drop in disposable income, causing many consumers to turn to auto parts retailers or fix their vehicles on their own. Others opted to delay non essential car and truck repairs as long as possible with different devices and contraptions."

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Introducing The Rim-A-Tatch

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By: PRWeb via PRWeb

September 13, 2015 at 16:30 PM EDT

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### Market Movers

#### Most Actives

Symbol	Last	Volume	Change (%)
SPY	198.46	113.7M	+2.45 (+1.25%)
AAPL	116.28	43.3M	+0.97 (+0.84%)
QQQ	106.49	29.9M	+1.24 (+1.18%)
IWM	115.94	26.7M	+1.29 (+1.13%)
NFLX	99.16	22.6M	+3.47 (+3.63%)

#### Percent Gainers

Symbol	Last	Volume	Change (%)
BNTCW	2.50	900.0	+0.48 (+23.76%)
CAPN	2.80	4.5M	+0.50 (+21.74%)
ZIONZ	2.41	101.4K	+0.39 (+19.31%)
IRCP	31.00	851.0	+5.00 (+19.23%)
NBG-PA	6.40	106.6K	+1.00 (+18.52%)

#### Percent Losers

Symbol	Last	Volume	Change (%)
XNPT	4.84	16.0M	-1.89 (-28.08%)



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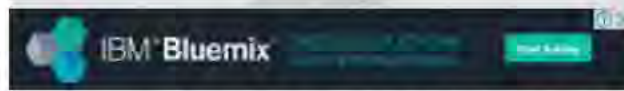
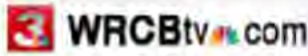


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Posted: Sep 14, 2015 4:31 AM

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By: PRWeb via PRWeb September 13, 2015 at 16:30 PM EDT

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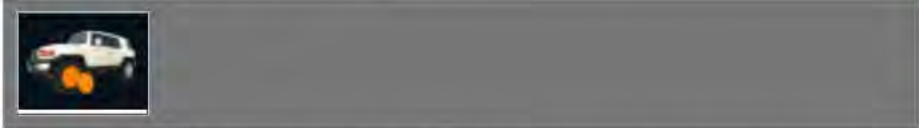
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Posted: Sep 14, 2015 4:31 AM

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By: PRWeb via PRWeb September 13, 2015 at 16:30 PM EDT

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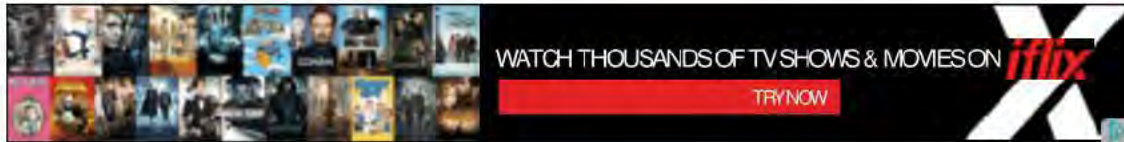


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By: PRWeb via PRWeb | September 13, 2015 at 16:30 PM EDT

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By: PRWeb via PRWeb

September 13, 2015 at 16:30 PM EDT

# Auto Makers Enter Untested Waters As World Patent Marketing Introduces Rim A Tatch, A Stylish And Timeless Invention For The Automotive Industry



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"Cars are a way to define one's lifestyle," says Cattya Bella, Director of Product Development for World Patent

Marketing. "Swanky cars mean that a man has made a name for himself. It is not just the body of the car that we see, but also the wheels. We all know that rims are not that dirt cheap, in fact they are even costly; that is why having a protective accessory for car parts is an absolute must to any car enthusiast. Our newest automobile invention, RimA Tatch does just that."

The RimA Tatch is a protective car accessory that will help prevent dents, paint sprays, and other forms of damage for your set of wheel's rims. This automobile invention is fitted with a rim hook that covers the rims keeping them in good condition, especially after a cleaning or painting job. It has been designed with a circular shape to complement all types and sizes of rims. This automobile invention will help decrease the vehicle expenses of any owner that may be caused by frequent damage to the car's rims.

"This is easy to use, stylish and timeless, as well as convenient and lightweight," says Vladimir P., inventor of the RimA Tatch. "This automobile invention will help car owners protect their vehicle's rims. It will also decrease their car expenses because of needed rim replacements. It will also be a breakthrough automobile invention for car detailing and automobile shops that does cleaning and paint jobs. It covers the rims well, thus reducing the frequency of rim damage and increasing client satisfaction."

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By: PRWeb via PRWeb

September 13, 2015 at 16:35 PM EDT

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"The Global Apparel Manufacturing industry earns \$618 billion a year," says Scott Cooper, CEO and Creative Director of World Patent Marketing. "The industry is growing rapidly in Asia while declining severely in the United States. Firms in developed nations take advantage of cheaper labor costs in emerging markets. In fact, an increasing number of manufacturers are leaving the United States and Europe and setting up operations in North and Central Asia"

"The Miller Industrial Jeans offers comfort and protection," says Cattya Bella, Director of Product Development for World Patent Marketing. "Clothes are great for making a fashion statement but, sometimes, its primary purpose of protecting the body has been forgotten. This apparel invention is made of impenetrable material and is designed for hard labor."

The Miller Industrial Jeans have pockets that industrial workers and people on the move can easily use as well as having removable knee pads that help protect the wearer. It also ensures comfort as the user walks, kneels, and moves stuff around. This apparel invention makes use of rectangular and flexible pads that allows for air flow and doesn't impede blood circulation. It has a snug fit and makes use of hook and loop fasteners that secures the knee pads in place. It can be used in any environment, be it hot or cold and will not wear down due to constant use.

"Most jobs, like those of plumbers, electricians, carpenters, and mechanics require people to stand, kneel and move around a lot," says inventor Gilbert M. "For people working in a construction site, they may not be aware of the presence of a nail on the floor as they kneel. The Miller Industrial Jeans is an apparel invention that can save people from these accidents while being ergonomic and comfortable to wear."

Nick Davis, a foreman and blogger from Kinston, NC, has this to say about the Miller Industrial Jeans: "Working on one's knees has proven to be uneasy and difficult. Fortunately, the Miller Industrial Jeans is an apparel invention that provides plumbers and carpenters a little comfort while protecting them from a lot of possible accidents and injuries."

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September 13, 2015 at 16:35 PM EDT

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Los Angeles, CA (PRWEB) September 13, 2015

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World Patent Marketing September 13, 2015 4:36 PM GlobeNewswire



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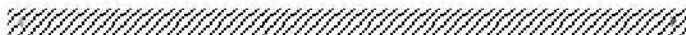


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Contact:

World Patent Marketing  
Bill Flanagan  
bill@worldpatentmarketing.com  
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Press Release | Sun Sep 13, 2015 4:37pm EDT

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WPM Social Media: has created an innovative, specialized approach that we use to power social media marketing for some of the world's best brands. Brands choose us because, as one of the world's most innovative companies, we know how to turn business objectives into realities in creative, strategic and measurable ways.

WPM Retail: Offers shopping online, in person, on mobile devices and with social media. To be successful today, companies need to be able to sell products in as many different ways as possible.

#### World Patent Marketing Reviews

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, Yellow Pages, Yelp, Reseller Ratings and My Three Cents. 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 is also a proud member of the National Association of Manufacturers, the South Florida Chamber of Commerce, the Greater Miami Chamber of Commerce, and the Miami Beach Chamber of Commerce and The New York Inventor Exchange.



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## WORLD PATENT MARKETING AFFILIATES

### The New York Inventor Exchange

World Patent Marketing launched The New York Inventor Exchange on January 1, 2015. It is the first of its kind marketplace. It will level the playing field for small inventors being bullied out of the manufacturing and mobile app development marketplaces by multinational corporations with deep pockets. The New York Inventor Exchange diverse markets span inventors, entrepreneurs, manufacturers, engineers, and mobile app developers.

### Invention Town

[World Patent Marketing](#) has also announced the launch of [InventionTown.com](#), America's Inventor Watchdog.

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- Immigrants That Made It Big
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### Donald Trump - What World Patent Marketing's Customers Can Learn Lessons From the Men Who Built America

Check out [World Patent Marketing Reviews](#).

This article was originally distributed on PRWeb. For the original version including any supplementary images or video, visit

<http://www.prweb.com/releases/worldpatentmarketing/miller-industrial-jeans/prweb12953234.htm>

CONTACT: World Patent Marketing  
Bill Flanagan  
bill@worldpatentmarketing.com  
+1 6465643919



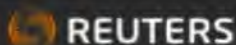
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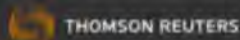
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## Hipster's Skinny Jeans Are Out And World Patent Marketing's Miller Industrial Jeans Are In For Hard Labor

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

LOS ANGELES, CA (PRWEB) SEPTEMBER 13, 2015

World Patent Marketing, a vertically integrated manufacturer and engineer of patented products, announces the Miller Industrial Jeans, an apparel invention that gives industrial workers comfort in a pair of trousers.

"The Global Apparel Manufacturing industry earns \$618 billion a year," says Scott Cooper, CEO and Creative Director of World Patent Marketing. "The industry is growing rapidly in Asia while declining severely in the United States. Firms in developed nations take advantage of cheaper labor costs in emerging markets. In fact, an increasing number of manufacturers are leaving the United States and Europe and setting up operations in North and Central Asia"

"The Miller Industrial Jeans offers comfort and protection," says Cattya Bella, Director of Product Development for World Patent Marketing. "Clothes are great for making a fashion statement but, sometimes, its primary purpose of protecting the body has been forgotten. This apparel invention is made of impenetrable material and is designed for hard labor."

The Miller Industrial Jeans have pockets that industrial workers and people on the move can easily use as well as having removable knee pads that help protect the wearer. It also ensures comfort as the user walks, kneels, and moves stuff around. This apparel invention makes use of rectangular and flexible pads that allows for air flow and doesn't impede blood circulation. It has a snug fit and makes use of hook and loop fasteners that secures the knee pads in place. It can be used in any environment, be it hot or cold and will not wear down due to constant use.

"Most jobs, like those of plumbers, electricians, carpenters, and mechanics require people to stand, kneel and move around a lot," says inventor Gilbert M. "For people working in a construction site, they may not be aware of the presence of a nail on the floor as they kneel. The Miller Industrial Jeans is an apparel invention that can save people from these accidents while being ergonomic and

comfortable to wear.”

Nick Davis, a foreman and blogger from Kinston, NC, has this to say about the Miller Industrial Jeans: “Working on one’s knees has proven to be uneasy and difficult. Fortunately, the Miller Industrial Jeans is an apparel invention that provides plumbers and carpenters a little comfort while protecting them from a lot of possible accidents and injuries.”

The Miller Industrial Jeans is an apparel invention that will make the already hard labor of construction a bit easier to bear.

#### About World Patent Marketing

World Patent Marketing is a vertically integrated manufacturer and engineer of patented products. The company is broken into eight operating divisions. These include WPM Research, WPM Patents, WPM Web & Apps, WPM Prototyping, WPM Manufacturing, WPM Capital Ventures, WPM Social Media and WPM Retail. The company offers these products to inventors, law firms and emerging growth companies.

**WPM Research:** evaluates the commercial potential of patents through its proprietary study, The Patent Invention Technical Analysis (PITA).

**WPM Patents:** develops intellectual property strategies, writes and files patent applications with the US Patent and Trademark Office and other patent offices around the world.

**WPM Web & Apps:** offers complete development services for web site and mobile apps, including: research, design, code, application of skins, testing, and distribution. Also offers top quality design and artwork, a necessary element in the crowded field of web site and mobile apps.

**WPM Prototyping:** works with clients to develop one or more types of prototype, including: appearance, proof of concept, functional model or a production level prototype.

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Introducing the Miller Industrial Jeans

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#### Contact Author

BILL FLANAGAN





**Scott J. Cooper**

CEO and Creative Director of World Patent Marketing

Director and Founder of The Cooper Idea Foundation

**Ambassador Dell L. Dailey**

Head of US State Department Counterterrorism Office

Lieutenant General, United States Army

**General Nitzan Nuriel**

Brigadier General of the Israel Defense Forces

Honored by US Congress for Commitment to World Security

**Dr. Aileen Marty**

Appointed to President Obama's Advisory Council on Combating Antibiotic-Resistant Bacteria

Advisor to White House, Department of Defense, Department of Homeland Security, Center for Disease Control, National Institutes of Health, Department of State, World Health Organization

**Brian Mast**

Candidate for US House of Representatives, Joint Special Operations Command (JOSC)

Army Hero, Double Amputee, Awarded Medals for Valor, Merit and Sacrifice,

President Barack and Michelle Obama's Special Guest to State of the Union Address

**Matthew G. Whitaker**

Former US Attorney, Southern District of Iowa

Executive Director of The Foundation for Accountability & Civic Trust

**Pascal Bida Koyagebele**

Central African Republic Presidential Candidate

Leader of KITE, the Farmer's Political Party

Voice Achievers Award Winner for African Political Leadership

**Dr. Ronald Mallett**

World Famous Theoretical Physicist, Academic and Author of Time Traveler

Solved Einstein's Basic Equations and Theories on Space Time and Circulating Laser Light

Physics Professor at the University of Connecticut

**Richard Sulaka, Jr.**

Macomb County Deputy Commissioner

**Moti Horenstein**

World Heavyweight Champion in Martial Arts

Special Forces Commando Unit of Israel Defense Forces

Guinness Book of World Records Holder



**To:** scott[scott@worldpatentmarketing.com]  
**From:** Andrew Levi  
**Sent:** Wed 8/3/2016 12:09:51 PM  
**Subject:** Fwd: World Patent Marketing

Is the number in the report an official patent number?

Sent from my iPhone

Begin forwarded message:

**From:** (b)(6) @gmail.com <[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) it's 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 it's 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) <[REDACTED]@gmail.com>

Subject: RE: World Patent Marketing

(b)(6)

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.**

1401 Brickell Avenue, Suite 910

Miami, Florida 33131

Phone: (305) 377-1777

Toll Free: (877) 918-5347

Fax: (305) 377-0087

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

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

From: (b)(6) <[REDACTED]@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:

(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; (iv) 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; (v) Richard Paul Sulaka II, Deputy Public Works Commissioner of Macomb County, Michigan; and (vi) 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.**

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Miami, Florida 33131

Phone: [\(305\) 377-1777](tel:(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](mailto: @gmail.com)

**Sent:** Wednesday, July 13, 2016 8:43 PM

**To:** Andrew Levi <[alevi@llmlawfirm.com](mailto: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)

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

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

Date: 7/12/16 10:35 AM (GMT-08:00)

To: (b)(6) <[@gmail.com](mailto:(b)(6)@gmail.com)>

Subject: RE: World Patent Marketing

Dear (b)(6)

Your assertion that World Patent Marketing was required to make the disclosures below is based on your mistaken belief that WPM is an “invention promoter,” as defined by the American Investors Protection Act of 1999 (“AIPA”). It most certainly is not.

The AIPA excludes from the definition of invention promoter “any party who directly engages in the business of retail sales of products or the distribution of products.” 35 U.S.C. § 297(c)(3)(E). World Patent Marketing sells its clients’ inventions on a website. See <http://wpmshop.com>.

The AIPA also excludes from the definition of invention promoter “any person or entity involved in the evaluation to determine commercial potential of, or offering to license or sell, a utility patent or a previously filed nonprovisional utility patent application.” 35 U.S.C. § 297(c)(3)(C). Your patent falls within the United States Patent and Trademark Office definition of a utility patent, which is:

“Issued for the invention of a new and useful process, machine, manufacture, or composition of matter, or a new and useful improvement thereof, it generally permits its owner to exclude others from making, using, or selling the invention for a period of up to twenty years from the date of patent application filing, subject to the payment of maintenance fees.”

<http://www.uspto.gov/web/offices/ac/ido/oeip/taf/patdesc.htm>. Notably, approximately 90% of the patent documents issued by the USPTO in recent years have been utility patents, which are also referred to as “patents for invention.” Id.

Should you continue with your current course of conduct, our correspondence with you would serve as evidence, in any legal proceeding, that you were fully informed about the governing law and deliberately chose to ignore it. You are once again warned to immediately stop your threats and harassment of our client or we will seek any and all remedies available under the law.

Very truly yours,

Andrew K. Levi, Esquire

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



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Miami, Florida 33131

Phone: [\(305\) 377-1777](tel:(305)377-1777)

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

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

---

From: [\(b\)\(6\)@gmail.com](mailto:(b)(6)@gmail.com)

Sent: Monday, July 11, 2016 2:36 PM

To: Andrew Levi <[alevi@lmlawfirm.com](mailto:alevi@lmlawfirm.com)>

Subject: Re: World Patent Marketing

Hello Andrew,

I noticed that the Cease and Desist letter that you sent stated that my claims of your client's fraudulence are "baseless"...

Unfortunately this is not true and your client has indeed already broken the law. According to the USPTO, a company such as your client is legally required to furnish to those interested in it's services a disclosure form which includes the following:

- 1. The total number of inventions evaluated by the invention promoter for commercial potential in the past 5 years, as well as the number of those inventions that received positive evaluations, and the number of those inventions that received negative evaluations**
- 2. The total number of customers who have contracted with the invention promoter in the past 5 years, not including customers who have purchased trade show services, research, advertising, or other non-marketing services from the invention promoter, or who have defaulted in their payment to the invention promoter**
- 3. The total number of customers known by the invention promoter to have received a net financial profit as a direct result of the invention promotion services provided by such invention promoter**
- 4. The total number of customers known by the invention promoter to have received license agreements for their inventions as a direct result of the invention promotion services provided by such invention promoter**
- 5. The names and addresses of all previous invention promotion companies with which the invention promoter or its officers have collectively or individually been affiliated in the previous 10 years**



Not only has your client failed to disclose ANY of this information prior to entering into a contract with me (or indeed at any time), but they have also clearly failed to inform you of this illegal omission of information.

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

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

Date: 7/7/16 2:33 PM (GMT-08:00)

To: (b)(6) <[\(b\)\(6\)@gmail.com](mailto:(b)(6)@gmail.com)>

Subject: Re: World Patent Marketing

Good evening (b)(6)

Attached please find a Cease and Desist letter on behalf of our client World Patent Marketing.

Very truly yours,

Andrew K. Levi, Esquire

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

1401 Brickell Avenue, Suite 910

Miami, Florida 33131

Phone: [\(305\) 377-1777](tel:(305)377-1777)

Toll Free: [\(877\) 918-5347](tel:(877)918-5347)

Fax: [\(305\) 377-0087](tel:(305)377-0087)

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

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

**Bcc:** scott@worldpatentmarketing.com[scott@worldpatentmarketing.com]  
**To:** Andrew Levi[alevi@llmlawfirm.com]  
**From:** Scott Cooper  
**Sent:** Wed 8/3/2016 1:00:29 PM  
**Subject:** Re: World Patent Marketing

I don't remember this guy

Scott J. Cooper  
CEO and Creative Director

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 Aug 3, 2016, at 8:09 AM, Andrew Levi <[alevi@llmlawfirm.com](mailto:alevi@llmlawfirm.com)> wrote:

Is the number in the report an official patent number?

Sent from my iPhone

Begin forwarded message:

**From:** (b)(6); Duplicate <[@gmail.com](mailto:(b)(6); Duplicate@gmail.com)>  
**Date:** August 2, 2016 at 6:11:34 PM EDT  
**To:** Andrew Levi <[alevi@llmlawfirm.com](mailto: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*



**To:** scooper@ivorypartners.net[scooper@ivorypartners.net]  
**From:** Privacy Law360  
**Sent:** Fri 8/12/2016 8:52:23 AM  
**Subject:** Privacy Policy To Watch For The Rest Of 2016



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**Friday, August 12, 2016**

## TOP NEWS

### Privacy Policy To Watch For The Rest Of 2016

With the presidential election looming, Congress is likely to limit itself to must-do tasks such as deciding whether to block a proposed rule change that would expand judges' authority to give the FBI access to private computers. But other policymakers such as the Federal Communications Commission and state lawmakers are expected to step in and push to revamp the rules surrounding topics including broadband privacy and the use of biometric identifiers, attorneys say.

### Pizza Hut Franchises Can't Shake Fla. TCPA Allegations

A Florida federal judge on Thursday told Pizza Hut franchise owners they must face allegations of Telephone Consumer Protection Act violations in a proposed class action over text message ads, rejecting their argument that they shouldn't have to since their stores are in other states.

### Spokeo Ruling Props Up Privacy Suit Against Jimmy Choo

A Florida federal judge on Wednesday declined to toss a proposed class action accusing luxury shoe brand Jimmy Choo of putting consumers at risk of identity theft by printing sensitive data on receipts, saying the consumer plausibly alleged she suffered harm under the high court's Spokeo ruling.

### Property Owner Files Class Action Over Pokemon Go 'Invasion'

A woman in a small Canadian town brought a class action against the developer of the popular Pokemon Go mobile app on Wednesday, telling an Alberta superior court that hordes of trespassing gamers have flocked her property ever since her home became a designated playing site.

### FCC Limits Some Debt-Collection Robocalls To 3 Per Month

Collectors of federally backed debts, like some mortgages and student loans, cannot call or text consumers more than three times a month, the Federal Communications Commission said Thursday, adding a new wrinkle to the body of Telephone Consumer Protection Act rules it's been constructing in recent months.

## POLICY & REGULATION

### Standards Agency Calls For Public Input On Cybersecurity

A federal standards-setting agency used Wednesday's Federal Register to appeal

## LAW FIRMS

Akin Gump  
BakerHostetler  
Ballard Spahr  
Bret Lusskin PA  
Clarence Dyer  
Cravath Swaine  
Farmer Jaffe  
Fenwick & West  
Gardere Wynne Sewell  
Gibbons PC  
Gibson Dunn  
Goldstein Law Group  
Gonzalez Saggio  
Hogan Lovells  
Hunton & Williams  
Jackson Lewis  
King & Spalding  
Latham & Watkins  
Marshall Dennehey  
Morrison & Foerster  
Munger Tolles  
Paul Weiss  
Pepper Hamilton  
Pomerantz LLP  
Scott D. Owens Law Firm  
Sheppard Mullin  
Skadden  
Steptoe & Johnson LLP  
Taylor English  
Turner Boyd  
Wiley Rein

## COMPANIES

AOL Inc.



to the public for input on cybersecurity problems in the digital economy and their solutions, information it plans to use when advising a federal task force on cybersecurity.

## LITIGATION

---

### **Clinton Email Case Is Moot, John Kerry Tells DC Circ.**

Secretary of State John Kerry told the D.C. Circuit on Wednesday that the appeal from a pair of organizations challenging the government's retrieval of presidential candidate Hillary Clinton's emails from a private server is pointless, since the FBI has seized the computer equipment that was used to house the account.

### **Pomerantz Disputes Sanctions Bid Over Failed Collection Suit**

Pomerantz LLP told a New York federal court on Wednesday that Midland Credit Management Inc. has no grounds for a sanctions bid against the it in a failed debt-collection class action, saying the firm's challenge to keep the suit alive and certify the class were fair game.

### **Fla. Firm Blasts Ex-Staff's 'Disingenuous' Bid To Kill Evidence**

A Florida law firm suing three former employees for allegedly hacking into its emails hit back at a "disingenuous" bid to strike the admission of late evidence, telling a Florida federal court on Wednesday that its late disclosure of an anonymous letter implicating the former staffers was inadvertent and otherwise harmless.

## EXPERT ANALYSIS

---

### **Why Verizon-Yahoo Deal Is Raising Privacy Concerns**

Even though Verizon's acquisition of Yahoo isn't anti-competitive, it still may draw regulatory scrutiny. At a minimum, regulators like the Federal Communications Commission will be called upon to look closely at the information that Verizon has at its disposal after it absorbs Yahoo and, more important, how it intends to use it, says Randy Gordon of Gardere Wynne Sewell LLP.

### **Spokeo Aftermath: A Look At The 11th Circ. Approach**

In only a few short months, the Eleventh Circuit signaled its approach to the U.S. Supreme Court's decision in Spokeo through the treatment of cases under both the Telephone Consumer Protection Act and Fair Debt Collection Practices Act, seemingly limiting the Supreme Court's decision to its narrow facts, says Matthew Rosenkoff at Taylor English Duma LLP.

### **Why The Government's Wall Of Secrecy Must Fall**

In recent years, investors in Fannie Mae and Freddie Mac have challenged the federal government in court, following the government's decision to hide thousands of documents in the name of executive privilege. This case has critical implications for the transparency and accountability of the government's actions, says Saikrishna Prakash, the James Monroe Distinguished Professor of Law at the University of Virginia Law School.

## LEGAL INDUSTRY

---

### **BigLaw Desperately Seeking Experienced Associates**

The legal industry is facing a shortage of highly qualified midlevel associates, according to experts who blame the deficiency on a dearth of associate hiring after the 2008 financial crisis, and finds itself having to adjust to make up for the deficit.

### **Litigation Powerhouse: King & Spalding**

King & Spalding LLP earned a spot among Law360 Litigation Powerhouses by making its mark around the globe and in multiple industries, from representing energy giant Chevron in high-stakes, investor-state arbitration cases to securing a

AT&T Inc.  
American Bar Association  
American Civil Liberties Union  
American Society Of Composers  
Authors & Publishers  
Apple Inc.  
AstraZeneca  
Bank of America Corporation  
Bristol-Myers Squibb Company  
Chevron Corporation  
Citigroup Inc.  
Comcast Corporation  
Credit Suisse Group AG  
Deloitte Touche  
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Electronic Frontier Foundation  
Facebook  
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FedEx Corporation  
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Google Inc.  
International Brotherhood of  
Teamsters  
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PricewaterhouseCoopers  
R.J. Reynolds Tobacco Co.  
Spokeo Inc.  
State Bar of California  
Taylor Bean & Whitaker Mortgage  
Corp.  
The Bank of New York Mellon  
Corporation  
Time Warner Cable  
Verizon Communications  
Yahoo! Inc.

## GOVERNMENT AGENCIES

Commodity Futures Trading  
Commission  
Department of Commerce  
Federal Bureau of Investigation  
Federal Communications  
Commission  
Federal Housing Finance Agency



major copyright win for internet music giant Pandora.

### **Law360's Weekly Verdict: Legal Lions & Lambs**

Gibson Dunn became this week's top legal lion when the Second Circuit concluded Monday that a \$9.5 billion Ecuadorean oil pollution judgment against its client Chevron is unenforceable, while in the legal lambs category, a jury on Tuesday ruled against Latham & Watkins LLP and Clarence Dyer & Cohen LLP client PG&E, finding it guilty of criminal wrongdoing in a gas-line explosion.

### **Calif. Bar's Funding On The Line In Stalled Reform Talks**

A stalemate over a State Bar of California dues bill currently pending in the Golden State's Legislature is raising concerns that deep divides among lawmakers, lawyers and the judiciary about how best to restructure the group, which has been beset by a series of personnel and financial problems in recent years, will cut off its primary funding source.

### **Romance Reports Don't Clear Up Fifth Third GC's Firing**

Reports that Fifth Third Bank fired its former General Counsel Heather Russell over her personal relationship with Fannie Mae CEO Tim Mayopoulos do little to explain what, exactly, led to the termination, according to legal ethics experts and sources familiar with the situation.

### **Step toe & Johnson Extends Reach Of Blockchain Practice**

Step toe & Johnson LLP is expanding its blockchain practice past advising the regulars in the emerging technology's ecosystem to counseling clients in a variety of industries now facing complex legal questions, boosting the depth of what is already one of the top shops for blockchain law nationwide.

## **JOBS**

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National Economic Council  
National Institute of Standards and Technology  
National Labor Relations Board  
New York Attorney General's Office  
Permanent Court of Arbitration  
U.S. Department of Homeland Security  
U.S. Department of Justice  
U.S. Department of the Treasury  
U.S. Supreme Court

---

### **LAW FIRMS**

Morrison & Foerster  
Scott D. Owens Law Firm  
Akin Gump  
BakerHostetler  
Ballard Spahr  
Bret Lusskin PA  
Clarence Dyer  
Cravath Swaine  
Farmer Jaffe  
Fenwick & West  
Gardere Wynne Sewell  
Gibbons PC  
Gibson Dunn  
Goldstein Law Group  
Gonzalez Saggio  
Hogan Lovells  
Hunton & Williams  
Jackson Lewis  
King & Spalding  
Latham & Watkins  
Marshall Dennehey  
Munger Tolles  
Paul Weiss  
Pepper Hamilton

Pomerantz LLP  
Sheppard Mullin  
Skadden  
Steptoe & Johnson LLP  
Taylor English  
Turner Boyd  
Wiley Rein

## COMPANIES

Google Inc.  
Microsoft Corporation  
Apple Inc.  
Chevron Corporation  
Facebook  
Fannie Mae  
Freddie Mac  
Spokeo Inc.  
Verizon Communications  
AOL Inc.  
AT&T Inc.  
American Bar Association  
American Civil Liberties Union  
American Society Of Composers Authors & Publishers  
AstraZeneca  
Bank of America Corporation  
Bristol-Myers Squibb Company  
Citigroup Inc.  
Comcast Corporation  
Credit Suisse Group AG  
Deloitte Touche  
Deutsche Bank AG  
Electronic Frontier Foundation  
FedEx Corporation  
GC Services Ltd.  
International Brotherhood of Teamsters  
Jimmy Choo Ltd.  
KBR, Inc.  
Kentucky Derby  
PG&E Corporation  
Pandora Media Inc.  
PayPal Inc.  
Perry Capital LLC  
Pizza Hut Inc.  
PricewaterhouseCoopers  
R.J. Reynolds Tobacco Co.  
State Bar of California  
Taylor Bean & Whitaker Mortgage Corp.  
The Bank of New York Mellon Corporation  
Time Warner Cable  
Yahoo! Inc.



## GOVERNMENT AGENCIES

U.S. Supreme Court  
Federal Communications Commission  
Federal Bureau of Investigation  
U.S. Department of Justice  
Commodity Futures Trading Commission  
Department of Commerce  
Federal Housing Finance Agency  
Federal Trade Commission  
National Archives and Records Administration  
National Economic Council  
National Institute of Standards and Technology  
National Labor Relations Board  
New York Attorney General's Office  
Permanent Court of Arbitration  
U.S. Department of Homeland Security  
U.S. Department of the Treasury

## JOBS

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**To:** Scott J. Cooper[scott@worldpatentmarketing.com]  
**From:** LinkedIn  
**Sent:** Mon 8/29/2016 10:12:10 PM  
**Subject:** See Shaklain's connections, experience, and more

See (b)(6) connections, experience, and more



Scott J. Cooper



(b)(6) has accepted your invitation. Let's start a conversation.



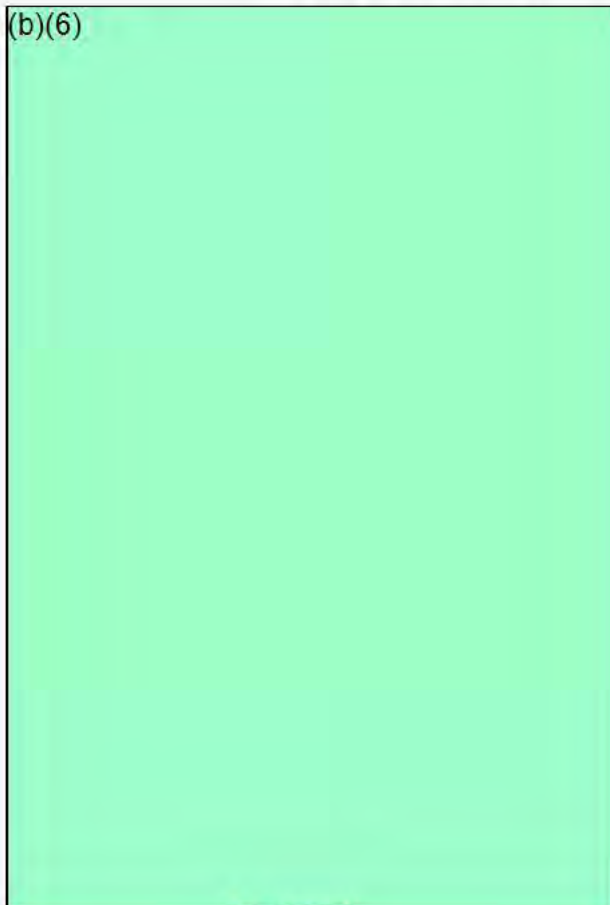
(b)(6)

Hyderabad Area, India

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### People you may know



(b)(6)

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You are receiving Accepted Invitation emails.

This email was intended for Scott J. Cooper (CEO & Creative Director of World Patent Marketing and Director of The Cooper Idea Foundation). [Learn why we included this.](#)



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**To:** catty@worldpatentmarketing.com[catty@worldpatentmarketing.com]  
**From:** Expedia Travel Deals  
**Sent:** Mon 5/30/2016 1:35:14 PM  
**Subject:** → Lucky you! You are invited: grab these awesome low-fare flight deals

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Matthew Whitaker



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**Contact information:** Expedia., Attn: EMC Team 333 108th Avenue NE Bellevue, WA 98004, USA. Expedia cannot receive replies to this email.

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**To:** catty@worldpatentmarketing.com[catty@worldpatentmarketing.com]  
**From:** Expedia Member Pricing  
**Sent:** Wed 6/1/2016 1:30:06 PM  
**Subject:** ✓ CONGRATS! You're eligible for 50% off

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**Airfare:** Fares include government, airline carrier and airport imposed charges and fees. Baggage fees may be extra, depending upon carrier, itinerary and destination.



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**To:** scott@worldpatentmarketing.com[scott@worldpatentmarketing.com]  
**From:** Google Alerts  
**Sent:** Thur 6/2/2016 12:03:15 AM  
**Subject:** Google Alert - "matthew whitaker"

## "matthew whitaker"

Daily update · June 2, 2016

### NEWS



#### **MATTHEW WHITAKER:** A window on Hillary's revolving door

Washington Times

The Hillary Clinton email investigation is entering a critical phase. The FBI has already interviewed some of Mrs. Clinton's key aides when she was ...



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**To:** Scott Cooper[scott@worldpatentmarketing.com]  
**From:** [redacted]  
**Sent:** Thur 9/1/2016 12:13:26 AM  
**Subject:** Re: Data Dump Is Ready (b)(6)  
[trivia\\_candy\\_data\\_dump\\_160831.xlsx](#)

Data dump attached.  
Your guy should be able to make sense of it. Let me know if there are any questions.

(b)(6)

On Wed, Aug 31, 2016 at 7:11 AM, [redacted]@gmail.com> wrote:

OK - will do later today

On Aug 31, 2016 7:05 AM, "Scott Cooper" <[scott@worldpatentmarketing.com](mailto:scott@worldpatentmarketing.com)> wrote:

Send it over

Scott J. Cooper  
CEO and Creative Director

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

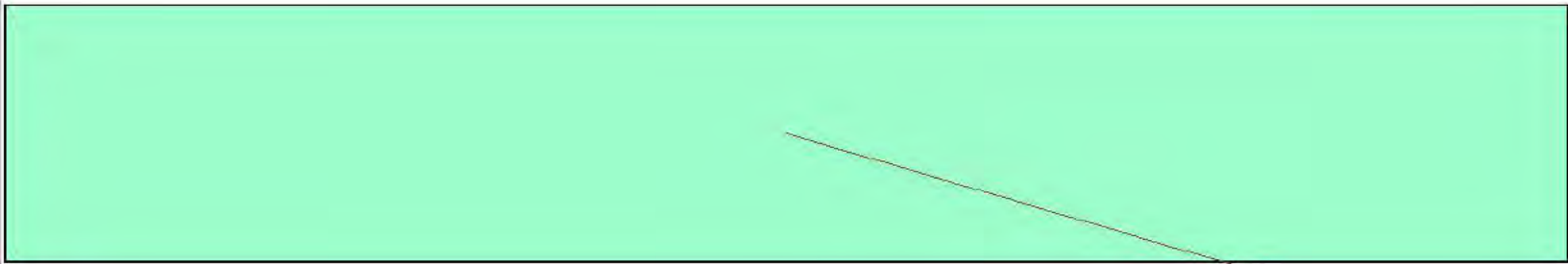
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[scott@worldpatentmarketing.com](mailto:scott@worldpatentmarketing.com)  
(b)(6)

**From:** [redacted]@gmail.com  
**Sent:** Monday, August 29, 2016 6:29 AM  
**To:** Scott Cooper <[scott@worldpatentmarketing.com](mailto:scott@worldpatentmarketing.com)>  
**Subject:** Data Dump Is Ready

Let me know when your guy is ready for the data dump.





(b)(6)

**To:** Scott Cooper[scott@worldpatentmarketing.com]  
**From:** Scott Cooper  
**Sent:** Fri 9/2/2016 6:11:03 PM  
**Subject:** Phase 1 Sales Scripts  
[2017 Close 3.docx](#)  
[2017 Idea Review - Script 2.docx](#)  
[2017 Lead Script 1.docx](#)  
[Patent and Invention Intelligence Report.pdf](#)

Attached are the new sales scripts and a draft of the Patent and Invention Intelligence Agreement. This agreement is a draft. There are still some legal and grammatical changes being made. Do not send out to customers under any circumstances. They will not be accepted and commission will not be paid to project managers if it is done. Small changes are made to this agreement daily. All the agreements are going out via HelloSign and project managers will be copied...

Your project manager can go straight from Script 1 to Script 2 if the customer completes his idea on the phone... There is no reason the close should take more than 2 to 3 days.

Make sure your project manager reads the agreement and understands it. Make sure they also read the blog post on the Patent and Invention Intelligence Group on the NEWS page of our web site.

There are going to be some significant changes to the PPPC as well...more focused on product development and the packages will not be sold by Patent type...more info to follow in the next few days...

Any questions, let me know.

Scott J. Cooper  
CEO and Creative Director

1680 Meridian Avenue, Suite 600  
Miami Beach, Florida 33139

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

## **2017 PHASE 1 CLOSING SCRIPT**

**(customer will be emailed contract with copy sent to project manager,  
call customer after he receives)**

Hi \_\_\_\_\_, it's \_\_\_\_\_ from World Patent Marketing, how are you?

I wanted to go over a few things on the agreement that we emailed you.

This agreement might seem a bit overwhelming, and it was to me at first also. I want you to be aware that the patent and invention intelligence we use is also used by NASA and the National Institute of Health ...so it is going to be complicated and thorough, but I will walk you through it.

**PAUSE**

We are essentially a product development company. We have a word "patent" in our name because nobody today develops a product without protecting it, so we maintain a network of patent attorneys and agents that work for our clients. When a product is developed correctly, the patent can be a very valuable asset – worth millions of dollars.

There is a reason why Apple and Google spend a combined \$20 billion dollars a year on patents.

**PAUSE**

We provide all the services that are necessary to take a product from an idea stage where it is now all the way to retail, television, and e-commerce. We provide all these different services, but we don't know what services make sense for you until we can get some intelligence back on your idea.

**PAUSE**

Let's talk about the report

There are four sections:

Search – we have a database of over 110 million patents in 128 jurisdictions worldwide. We pull up patents that are relevant to your idea.

Analysis – We analyze the patent trends and give you a list of patent valuations which shows what similar patents are worth.

Business Intelligence – Whereas a single patent deals with one invention, which may or may not be revolutionary and wide-ranging in its impact, the intelligence report examines that information in the aggregate, spotting trends and future market moves.



Industry Statistics – which is easier to understand and gives up to date industry information and market trends having nothing to do with the patent.

It should take about seven days from the time we receive payment to complete the intelligence report. You will receive the intelligence report by encrypted email, and a Senior Product Director will schedule a call to review the results with you and discuss next steps.

I want to point out that a lot of people call us and want to skip over this step. We don't allow it. It doesn't matter who you are. Everybody goes through the same process – even when the CEO launches his products, he goes through the same process.

We want you to know exactly what you are getting into. You don't want any surprises down the road.

So, CLIENTS NAME, do you have any questions about moving forward with your project?  
(Wait for response)

**CLOSE THE DEAL.**

## **2017 IDEA REVIEW – AFTER IDEA SUBMITTED**

Hello CUSTOMER,

This is [YOUR NAME] with World Patent Marketing. Your idea was received and I want to take the opportunity and discuss it with you.

In your own words, can you tell more about the idea. I especially want to know how and you came up with the idea...

**LET THEM TALK – DO NOT INTERRUPT – LISTEN  
TO THEM AND TRY AND UNDERSTAND THEIR  
IDEA – TAKE NOTES**

Some ideas are perfect for TV, some are good just for the internet and others are perfect for retail stores.

I want to give you some examples of products that our CEO has manufactured:

Safetyblade.com

Squatchworld.com

Januscase.com

I want you to keep in mind that most inventors fail and most inventions do not go to market. Most companies are not going to tell you that. Our philosophy at World Patent Marketing is “brutal honesty” and we if we decide to move forward on your project, it’s important to me that you have realistic expectations.

Hopefully within a day or two, we will have a proposal for you and it will come by email.

Let us review the idea and I will get back to you tomorrow either way.

Have a good day.



## 2017 SCRIPT 1

Hello **CUSTOMER**

My name is [NAME] with World Patent Marketing, how are you today?

[PAUSE]

You made a recent inquiry on our website about an idea or invention you were working on, is that correct?

[PAUSE]

How long have you had this idea for?

[PAUSE]

Is this the first time you're looking into developing & patenting your own product?

[PAUSE]

Are you looking to get your idea out on the market?

[PAUSE]

OK great! Let me explain a little bit about World Patent Marketing - who we are and how we are unique:

All over the world, we are known as the Invention Powerhouse and I'll tell you why – we have developed a proprietary step by step process utilizing cutting edge technology that can take YOUR idea to the marketplace.

We do everything in house. We can take your idea from a sketch on a napkin, give you invention intelligence, help you protect it with a patent, design a product, build a prototype, manufacture overseas, market it online and put it on TV and in the stores.

We are A+ Rated with the BBB and we have thousands of five star reviews online.

Our CEO has an incredible advisory board. It includes:

- a) Ambassador Dell Dailey who ran counter terrorism at the US State Department;
- b) Former US Attorney Matt Whitaker who was appointed by President George Bush;
- c) Brian Mast who just won the Republican primary in Florida;
- d) Dr. Aileen Marty who sits on President Obama's advisory council;
- e) We even have famous Physics Professor named Ronald Mallett that is working on time travel and is on television all the time.

I'll send you a link right now to your email address

Email them while you are on the phone <https://worldpatentmarketing.com/invention-team>

**IF THEY HAVE QUESTIONS, EXPLAIN THAT WE CAN'T DISCUSS THEIR IDEA UNTIL THEY COMPLETE A CONFIDENTIALITY AGREEMENT.**

The first step is to complete a confidentiality agreement on our web site and submit your idea. This protects you and protects your idea. Everything is 100% confidential and you'll always be the owner of your idea and the evaluation is completely FREE.

[PAUSE]

Once we receive the information, I will give you to review the details just to make sure I have a clear understanding.

Can you have access to the internet right now? [PAUSE]

*[if customer says yes]*

I would like you to go our website **worldpatentmarketing.com**, click on SUBMIT IDEA on the top menu of the page. I will hold on while you complete the form.

*[if customer says no]*

When will you have access to the internet?

**GET A COMMITMENT – YOUR TIME IS VALUABLE**

I need to know so I can set aside some time to reviewing the idea with you. I'll send you an email and you can submit it directly at worldpatentmarketing.com and click on SUBMIT IDEA on the top menu of the page.

**To:** Scott Cooper [scott@worldpatentmarketing.com]  
**From:** (b)(6)  
**Sent:** Mon 6/6/2016 8:03:49 PM  
**Subject:** Re: Give me 20 min then call me

Ok thanks can you find out what is the pre-strand rating on the fiberglass composite for tension it should be measured in ksi. It's Important for me to know

On Monday, June 6, 2016, Scott Cooper <[scott@worldpatentmarketing.com](mailto:scott@worldpatentmarketing.com)> wrote:

Moving along – im in Greece until next week – ill keep you posted

**From:** (b)(6) [redacted]@gmail.com  
**Sent:** Monday, June 6, 2016 10:46 AM  
**To:** Scott Cooper <[scott@worldpatentmarketing.com](mailto:scott@worldpatentmarketing.com)>  
**Subject:** Re: Give me 20 min then call me

Hey Scott how is the prototype going

On Thursday, June 2, 2016, (b)(6) [redacted]@gmail.com> wrote:

I just talked to my source in (b)(6) [redacted] and the hysol and magnolia is used in the end fittings not the rods so scratch that for now and just go off what the paper I gave you said.

Duplicate



**To:** Scott Cooper[scott@worldpatentmarketing.com]  
**From:** [REDACTED]  
**Sent:** Sat 2/21/2015 8:44:48 PM  
**Subject:** Good afternoon.

(b)(6)

(b)(6)

Hey Scott cooper you asked me what my goal is and what I wanted. honestly my goal is to achieve 20,000 dollars to start my own business. I know it's little but coming from nothing I know I can make 20,000 dollars work for me. I'll sell the idea for that price or work something out with you I'll guarantee you your money back if you want to right a contract up. I already started looking at locations for a grocery store. My father owned a super market before [REDACTED] I am taking the route of a grocery store because I know it's supply and demand and people always need food and trust me I can definitely turn 20,000 dollars to 50 dollars and so on. I'm just taking a leap of faith maybe you would be interested in working with me. The way it sounds like to me we are alike. I'm just trying to better my situation. Hey you can even make money off of my story and how I came to world patent marketing for help. Really good publicity for you. Just think about it I am very business oriented and maybe we can work on something. Thank you.

Sent from my iPhone

On Feb 21, 2015, at 1:43 PM, Scott Cooper <[scott@worldpatentmarketing.com](mailto:scott@worldpatentmarketing.com)> wrote:

(b)(6)

Just called you back and got voicemail – please call me again

---

**From:** [REDACTED]@gmail.com  
**Sent:** Saturday, February 21, 2015 1:41 PM  
**To:** Scott Cooper  
**Subject:** Re: News from World Patent Marketing

Hey Scott I did call no answer.

Sent from my iPhone

On Feb 21, 2015, at 7:04 AM, Scott Cooper <[scott@worldpatentmarketing.com](mailto:scott@worldpatentmarketing.com)> wrote:

I do not understand your email

Please call me

(b)(6) Scott Cooper, CEO  
305-330-9199

Sent from my iPhone

On Feb 21, 2015, at 2:34 AM, [REDACTED]@gmail.com > wrote:

Hey I'm not understanding what's going on ? Are you guys dropping me here ? Did you guys take my professors money? Do I really have to go to court and sue you guys ? But hey it's ok. Just call me when you have a chance [REDACTED]

(b)(6)

Sent from my iPhone

On Feb 21, 2015, at 12:10 AM, World Patent Marketing  
<[publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com)> wrote:

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.



### Bingo! After Learning that Proficient Bilinguals See Higher Earnings, World Patent Marketing Announces an Invention to Help You Make Mucho Dinero

The New York Inventor Exchange Approves Dual Language Bingo, an Education Invention, for Licensing and Trading Intellectual Property Rights.

**New York, New York - February 20, 2015** - Studies have shown that proficient bilinguals see higher earnings than others who speak only one language. In response, World Patent Marketing is entering the language education invention game with Dual Language Bingo.



"There is a huge education problem in this country." said Scott Cooper, CEO and Creative Director of World Patent Marketing, "We are developing a product that can do a lot more for students than the No Child Left Behind Act. We need to compete globally. We need to give our students and future workforce every advantage to bring back America's middle class."

As the world shrinks, people from different backgrounds are encouraged to intermingle, and those that learn to adapt soon rise above the rest. Language is one aspect wherein people can adapt, and studies indicate that bilinguals make more money than others who speak only one language.

With this in mind, World Patent Marketing, the world's fastest growing patent protection and inventor services organization, announces Dual Language Bingo, an education invention that enables students to learn two languages effectively through a set of tools, including, as the name suggests, a bingo game.

The idea that bilinguals make more money, however, isn't the only reason it's good to know more than one language. Research has shown that bilinguals are more resistant than others to brain deterioration brought on by advanced age.



Other studies have made a connection between multilingualism and the ability to multitask. This ability to juggle several tasks could help bilinguals make more money than their single-language colleagues. Multilingualism has also been connected with improved cognitive ability and more efficient brain function, which could, again, give bilinguals an edge over others.

Of course, one of the simplest explanations for bilinguals making more money than others could be that speaking more than one language opens up a wider array of career opportunities.

None of this really matters, however, unless people can actually learn more than one language. Dual Language Bingo combines a series of tools and activities, from flash cards and coloring books, to a bingo game, that are designed to engage different areas of the brain. While designed primarily for a classroom, Dual Language Bingo can also be utilized in several other environments, and can also be adapted to suit different age groups.

"I created Dual Language Bingo," developer Dalia S. explains, with a focus on "making the learning process fun and engaging." Thanks to World Patent Marketing, Dalia's education invention can help many more become bilinguals.

#### About World Patent Marketing

[World Patent Marketing](#) is the world's fastest growing Patent and Inventor Services Company. 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.

#### World Patent Marketing Achievements

[World Patent Marketing](#) is the only patent assistance 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, the International Licensing Industry Merchandisers' Association (LIMA), the South Florida Chamber of Commerce, the Greater Miami Chamber of Commerce, and the Miami Beach Chamber of Commerce.

#### Contact Information

World Patent Marketing  
1680 Meridian Avenue, Suite 600  
Miami Beach, Florida 33139  
(888) 926-8174

#### World Patent Marketing

Scott J. Cooper, Managing Director  
and Principal Shareholder

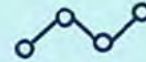
#### World Patent Marketing Advisory Board

Matthew G. Whitaker, Former Iowa US  
Attorney and US Senate Candidate

**STAY CONNECTED**







## DO YOU HAVE THE NEXT GREAT MEDICAL INVENTION?

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If you're like one of the many other medical professionals that we've worked with, then our bet is that you're sitting on at least one idea or invention that makes your job or your patients' lives easier/better.

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### No Cost, No Obligation Invitation.

There's no catch here. If you have a great idea, then our team will put a plan together for you. If your idea doesn't have legs, then we'll respectfully decline.

*Why not find out if your idea could be a new revenue source for you?*

All you need to do is submit your idea to our team. It's that easy.

**Submit an Idea Today!**  
Call 888 926 8174

### World Patent Marketing Advisory Board

**Scott J. Cooper**  
CEO and Creative Director

**Christopher Robert Seaver, MD**  
General Surgeon Holy Cross Hospital

**Matthew G. Whitaker**  
Former US Attorney and United States Senate Candidate

**Richard Sulaka**  
Macomb County Deputy Public Works Commissioner

**Omar Rivera**  
Candidate for District 118 Florida House of Representatives

**Brigadier General (Res) Nitzan Nuriel**  
Counter-Terrorism Fellow Counter-Terrorism Institute

**To:** Scott Cooper[scott@worldpatentmarketing.com]

**From:** [REDACTED]

**Sent:** Wed 8/19/2015 5:46:44 PM

**Subject:** FAX

[medical fax 3.pdf](#)

(b)(6)

Tough to fit in, but I got it all in there.  
Let me know if you like it.

CONNECT WITH US:

**To:** [redacted]@aol.com [redacted]@aol.com (b)(6)  
**Bcc:** scott@worldpatentmarketing.com [redacted] scott@worldpatentmarketing.com  
**From:** Eric Creizman  
**Sent:** Thur 9/3/2015 12:54:33 AM (b)(6)  
**Subject:** Desa Industries, Inc., et al. v [redacted] (b)(6)  
[Executed Order to Show Cause.pdf](#) [redacted] (b)(6)

Please see the attached Order to Show Cause issued today by the Honorable Peter Paul Sweeney, of the Kings County Supreme Court. The Order requires you to appear at a hearing on September 30, 2015 at 9:30 a.m. in IAS Part 4, courtroom 969 at the courthouse located at 360 Adams Street in Brooklyn.

Eric

--

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)



At IAS Part 72 of the Supreme Court of the State of New York, held in and for the County of Kings, at the Courthouse located at 360 Adams Street, Brooklyn, New York 11201, on the 2<sup>nd</sup> day of September, 2015.

Present: **HON. PETER PAUL SWEENEY**  
**SUPREME COURT JUSTICE**  
Supreme Court Justice

----- 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.: 510559/2015

**ORDER TO SHOW CAUSE**

KINGS COUNTY CLERK  
FEE PD \$ 45.00



UPON reading and filing the annexed Affirmation of Zachary S. Taylor, dated September 2, 2015, the exhibits attached thereto, and all the pleadings and proceedings had before herein;

LET Defendant Alexander Rudsky appear and show cause before this Court in IAS Part 44, to be held in courtroom 969 at the Courthouse located at 360

Handwritten initials "RC" and a circled "R" in the left margin.

Adams Street, Brooklyn, New York on the 30<sup>th</sup> day of sept, 2015, at 9:30 a.m. or as soon thereafter as the parties can be heard, why an Order should not be made, pursuant to CPLR 6301 et seq. which preliminarily enjoins Defendant, either directly or through any partners, agents, employees, representatives, assignees, or persons acting in concert or participation with him, from (a) publishing online or elsewhere false statements concerning DESA Industries, Inc. d/b/a World Patent Marketing ("WPM") and/or Scott J. Cooper ("Cooper") and (b) threatening WPM or Cooper with publishing false statements about them online or elsewhere for the purpose of extortion or blackmail.

SUFFICIENT CAUSE appearing therefor, it is

~~ORDERED that pending a hearing and determination of this motion, Defendant and any partners, agents, employees, representatives, assignees, persons acting in concert or participation with him, or any other person receiving notice of this ORDER, are hereby temporarily enjoined, prohibited, and restrained from (a) publishing online or elsewhere false statements concerning WPM and/or Cooper and (b) threatening WPM or Cooper with publishing false statements about them online or elsewhere for the purpose of extortion or blackmail; and it is further~~

~~ORDERED that~~ service upon Defendant Alexander Rudsky of the Order to Show Cause and the papers on which it is based, by service upon Defendant, on or before Sept. 16, 2015 by personal service ~~first class mail and e-mail~~ shall be deemed good and sufficient service; and it is further

~~ORDERED that~~ service <sup>on</sup> by Defendant of opposition papers, if any, upon counsel for Plaintiffs World Patent Marketing and Scott J. Cooper, on or before \_\_\_\_\_, by e-mail to their attorneys, Eric M. Creizman (ecreiz@creizmanllc.com) and Zachary S.

~~Taylor (ztaylor@creizmanllc.com) of Creizman LLC, shall be deemed good and sufficient service.~~

~~ENTER:~~

~~J.S.C.~~



SUPREME COURT OF THE STATE OF NEW YORK  
 COUNTY OF KINGS

-----	X	
	:	
DESA INDUSTRIES, INC. d/b/a WORLD	:	INDEX NO.: 510559/2015
PATENT MARKETING, a Delaware	:	
corporation, and SCOTT J. COOPER,	:	
	:	Justice _____
Plaintiffs,	:	
	:	<b>AFFIRMATION IN SUPPORT OF</b>
v.	:	<b>MOTION FOR TEMPORARY</b>
	:	<b>RESTRAINING ORDER AND</b>
ALEXANDER RUDSKY (aka "ALEX	:	<b>PRELIMINARY INJUNCTION</b>
BROWN RUDSKY" and "ALEX RUDSKY	:	
BROWN" and "ALEX BROWN"),	:	
	:	
Defendant.	:	
	:	
-----	X	

ZACHARY S. TAYLOR, an attorney duly admitted to practice law in the courts of the State of New York, hereby affirms as follows under penalty of perjury, pursuant to CPLR § 2106 that the following is true and correct:

1. I am an attorney Of Counsel of the law firm Creizman PLLC, with offices located at 565 Fifth Avenue, 7th Floor, New York, New York 10017.
2. I represent Plaintiffs DESA Industries, Inc. d/b/a World Patent Marketing ("WPM") and Scott J. Cooper and submit this Affirmation in support of Plaintiffs' motion, pursuant to CPLR § 6201 et seq. for (1) a Preliminary Injunction enjoining Defendant from (a) publishing online or elsewhere false statements concerning WPM and/or Cooper and (b) threatening WPM or Cooper with publishing false statements about them online for the purpose of extortion or blackmail and (2) a Temporary Restraining Order enjoining Defendant from (a) publishing online or elsewhere false statements concerning WPM and/or

Cooper and (b) threatening WPM or Cooper with publishing false statements about them online for the purpose of extortion or blackmail pending a hearing of the Motion for Preliminary Injunction.

3. As detailed in the accompanying Complaint, attached hereto as Exhibit A, the Plaintiffs in this action seek compensatory and punitive damages; injunctive relief requiring Defendant and any partners, agents, employees, representatives, assignees, and all persons acting in concert or participation with him (a) to refrain from publishing online or elsewhere false statements concerning Plaintiffs and (b) to desist from threatening WPM or Cooper with publishing false statements about them for the purpose of extortion or blackmail; reasonable attorneys' fees and costs of this action; and all such other relief as the Court deems just and proper.

4. Plaintiffs' Complaint alleges causes of action for libel and injurious falsehood.

5. A Preliminary Injunction should be granted because Plaintiffs satisfy each of the grounds for a grant of such relief.

6. *First*, Plaintiffs have a likelihood of success.

7. Specifically, as detailed in the Complaint, Cooper is the CEO of WPM, a provider of patent services.

8. Alexander Rudsky is a former employee of Cooper from a former business. It has been approximately eight years since he was last employed by Cooper.

9. On or about July 29, 2015, Rudsky began threatening Cooper and WPM by emails and voice message. At first the threats were veiled and accompanied by proposals to form a "partnership." On or about August 21, 2015, the threats became more pointed. Rudsky emailed Cooper the following message, which is attached hereto as Exhibit B:

“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.”

10. On August 25, 2015, Rudsky made multiple defamatory statements about WPM and Cooper personally in two e-mails to a third party, Matthew G. Whittaker, who is a member of WPM’s advisory board as well as the former U.S. Attorney for the Southern District of Iowa. Those emails are attached hereto as Exhibits C and D. In the first email, Rudsky falsely claimed that Cooper owed him \$200,000 and demanded that Cooper pay him. In addition, he stated, without presenting any evidence to support his claims, that WPM is a “scam” and that the customer reviews on its website and others are “fake.” Rudsky threatened to “inform[] everyone via any source I feel necessary to advise them that WPM is a scam.” He concluded by stating, “You have 48 hours from today to come up with the money that is owed to me.. I hope I make myself clear...” See Exhibit C. In the second email, Rudsky threatened Mr. Whittaker himself, stating, “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.” See Exhibit D.

13. On August 26, 2015, Plaintiffs engaged Creizman LLC. Later that day, we filed the Complaint in this action and emailed a copy of the complaint to Rudsky.

14. On the following day, an investigator attempted to serve Rudsky with the Summons and Complaint in this action at Rudsky’s last known address in Brooklyn. He was informed by the building super that Rudsky had moved out abruptly several months earlier.

15. Rudsky’s forwarding address is a P.O. Box in Brooklyn. The P.O. Box was registered to two addresses, one of which was the address in Brooklyn and the other in



Oceanside, New York. On August 29, 2015, our investigator attempted to serve Rudsky at the address in Oceanside. However, he learned that the house belonged to the parents of Rudsky's girlfriend, who told our investigator that they were unaware of Rudsky's whereabouts.

16. On September 1, 2015, our investigator called Rudsky on the mobile telephone number that Rudsky had provided in one of his emails to Cooper. Rudsky answered and agreed to speak to him. Rudsky told him that he was out of New York State because he wants to make sure that he is not served. He said that he does not want to hire an attorney and he knows that he will have no choice but to retain counsel if he is served. Rudsky asked why he and Cooper cannot settle the matter and said that he is owed \$200,000 from his prior employment with Cooper. Rudsky also said that regardless of whether he receives the money, he intends imminently to post damaging statements online about WPM and Cooper to the effect that WPM is a scam. When questioned as to the basis for his accusation, Rudsky could not identify any personal knowledge to support it; he merely pointed to the number of "hits" WPM receives on the Internet as "proof" that WPM is somehow illegitimate.

17. Plaintiffs maintain that Rudsky's claims are completely without any basis in fact and have been made maliciously for no other reason than to extort money from Cooper and to destroy the reputation of WPM and Cooper himself.

18. *Second*, Plaintiffs will suffer irreparable harm if an injunction is not granted.

19. Specifically, WPM has a stellar reputation for the quality of its customer service. WPM has earned an A rating with the Better Business Bureau, and has received five-star aggregate ratings on Consumer Affairs, Google, Trustpilot, Shopper Approved,

Customer Lobby and ResellerRatings.com. WPM depends on its reputation in order to maintain its position with the industry.

20. WPM has spent and continues to spend a great deal of money and resources on online marketing, which to be successful relies on the company's good reputation on the Internet.

21. Although Rudsky's claims are ridiculous, they will cause great harm to WPM's business reputation if they are not prevented. Rudsky's defamatory posts will effectively cancel out the company's online marketing efforts, especially if his posts are disseminated on the Internet using multiple anonymous addresses, as Rudsky has already insinuated he will do, when he threatened that his "group" will "make things difficult" for WPM and Cooper.

22. *Third*, the balance of equities clearly favors the Plaintiffs. If an injunction is not granted, it will be devastating to WPM and Cooper because Rudsky has threatened imminently to begin an Internet smear campaign against them, which will harm their reputation and steer away potential customers. On the other hand, if the injunction is granted, Rudsky will simply be delayed from writing online reviews and comments. He has no pressing need to publish them. It is important to note that Rudsky is not and has never been a customer of WPM and that he has zero first-hand basis for making any claims whatsoever about the services WPM provides. Moreover, as his own emails make clear, he is not motivated by a desire to express himself, but rather to collect money.

23. *Fourth*, public policy favors granting an injunction. On the Internet, content produced by a single individual can find an immediate nationwide, even global, audience. Posts on crowd-sourced review sites can make or break a company's reputation. While the

freedom of expression should extend to legitimate commentary, there should be no such protection afforded to bogus reviews that are intended solely to harm others' reputation and to extort money from them. Rudsky's statements and actions make clear that his threatened reviews and comments fall squarely in the latter category. He has no first-hand knowledge of WPM's business, and he is brazenly demanding that Cooper pay him money as the price for silence. In short, preventing Internet defamation like Rudsky's promotes the public interest in protecting the reputation of innocent companies and individuals without impinging in any way on First Amendment rights.

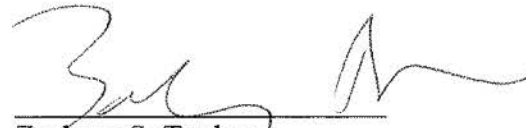
24. Moreover, a Temporary Restraining Order should be issued to preserve the status quo until the hearing on whether to issue a Preliminary Injunction is held. Rudsky has stated that he is keeping out of New York State in order to avoid service, in the belief that this way he can conduct his smear campaign with impunity. Until he can be served and made to appear in this Court, the status quo should be preserved. Furthermore, maintaining the status quo will not harm Rudsky in any way; as stated above, he has no pressing need to make any statements about WPM and Cooper online, much less false and malicious statements. On the other hand, if he is not prevented from beginning his smear campaign, as he has threatened to do imminently, it will be devastating for WPM and Cooper.

25. No prior request has been made for the relief requested herein, nor have Plaintiffs sought any other provisional remedy.

26. For the foregoing reasons, we request that the Court issue (1) a Preliminary Injunction and (2) a Temporary Restraining Order pending a hearing on the motion for a Preliminary Injunction.



Respectfully submitted,  
September 2, 2015



Zachary S. Taylor  
CREIZMAN PLLC  
565 Fifth Avenue  
7<sup>th</sup> Floor  
New York, New York 10017  
Telephone: (212) 972-0200  
Facsimile: (646) 200-5022  
Email: [ztaylor@creizmanllc.com](mailto:ztaylor@creizmanllc.com)  
NY Registration No.: 4217451

# **Exhibit A**





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).com.

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.

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“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

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**COUNT ONE**

**Libel**

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

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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)

EXHIBIT B

**From:** A Rudsky [mailto:(b) (6)]  
**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.



## EXHIBIT C

**From:** A Rudsky [mailto:(b) (6)]  
**Sent:** Tuesday, August 25, 2015 2:23 PM  
**To:** ceo@worldpatentmarketing.com  
**Subject:**

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, 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. You do not have a warehouse in China nor do you patent or ship any products. You pick on people with very low IQ levels in middle america and have them pay you \$1295 in hopes of riches to follow. 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...

EXHIBIT D

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

From: A Rudsky (b) (6) >  
Date: 8/25/2015 1:40 PM (GMT-06:00)  
To: Matthew Whitaker <mwhitaker@whglip.com>  
Subject: Re: World Patent Marketing

what are the qualifications to get on the advisory board of WPM?

Do not email me again with your scare tactics. I a former United States attorney for the southern district of Brooklyn New York.

So stop with your bull shit emails..

You are party too a scam that is driving allot of traffic to WPM site.. You will be exposed... I hope I make myself clear Mr. Whitaker.

-----Original Message-----

From: Matthew Whitaker <mwhitaker@whglip.com>  
To: a.rudsky (b) (6) <[redacted]@[redacted].com>  
Cc: scott (scott@worldpatentmarketing.com) <scott@worldpatentmarketing.com>  
Sent: Fri, Aug 21, 2015 12:58 pm  
Subject: World Patent Marketing

Mr. Rudsky:

Scott forwarded me your emails and I am concerned about what you are trying to communicate to Scott Cooper and WPM.

I am a former United States Attorney for the Southern District of Iowa and I also serve on World Patent Marketing's Advisory Board.

Your emails and message from today seem to be an apparent attempt at possible blackmail or extortion. You also mentioned filing a complaint with the Better Business Bureau and to smear World Patent Marketing's reputation online. I am assuming you understand that there could be serious civil and criminal consequences for you if that is in fact what you and your "group" are doing.

I am familiar with your background and your history with Scott. Understand that we take threats like this quite seriously.

Perhaps you can email me and specifically explain to me exactly what your intentions are with regards to World Patent Marketing so I can respond accordingly.

I can be reached at this email address.

Please conduct yourself accordingly.

Regards, MW

## WHITAKER HAGENOW & GUSTOFF LLP

Matthew G. Whitaker

WHITAKER HAGENOW & GUSTOFF LLP

Counselors and Attorneys at Law

521 East Locust St., Suite 302

Des Moines, IA 50309-2017

Phone: 515.868.0210

E-Mail: [mwhitaker@whgilp.com](mailto:mwhitaker@whgilp.com)

Connect with me on:



This electronic message is from a law firm. It may contain confidential or privileged information. If you received this transmission in error, please reply to the sender to advise of the error and delete this transmission and any attachments.



**To:** Cooper Scott[scott@worldpatentmarketing.com]  
**From:** Eric Creizman  
**Sent:** Wed 9/2/2015 11:41:35 PM  
**Subject:** Fwd: Executed Order  
[Executed Order.pdf](#)  
[Untitled attachment 45126.htm](#)

Here's the order and the attachment.

Sent from my iPhone  
Eric M. Creizman  
Attorney at Law  
Creizman LLC  
565 Fifth Avenue, Fl. 7  
New York, New York 10017  
T: (212) 972-0200  
F: (646) 200-5022

[www.creizmanllc.com](http://www.creizmanllc.com)

Begin forwarded message:

**From:** Zachary Taylor <[ztaylor@creizmanllc.com](mailto:ztaylor@creizmanllc.com)>  
**Date:** September 2, 2015 at 2:27:28 PM EDT  
**To:** Eric Creizman <[ecreiz@creizmanllc.com](mailto:ecreiz@creizmanllc.com)>  
**Subject:** Executed Order

Here it is. Send me an email to confirm receipt.

--

Zachary S. Taylor  
Attorney at Law  
Creizman LLC  
565 Fifth Avenue, Fl. 7  
New York, New York 10017  
T: [\(212\) 972-0200](tel:(212)972-0200)  
F: [\(646\) 200-5022](tel:(646)200-5022)

[www.creizmanllc.com](http://www.creizmanllc.com)

**To:** [redacted]@aol.com  
**Bcc:** scott@worldpatentmarketing.com[scott@worldpatentmarketing.com] (b)(6)  
**From:** Eric Creizman  
**Sent:** Thur 8/27/2015 2:30:01 AM  
**Subject:** Desa Industries, et al. v. [redacted] (b)(6)  
[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."

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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)

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

1401 Brickell Avenue, Suite 910  
Miami, Florida 33131  
Tel: (305) 377-1777  
Fax: (305) 377-0087

BRUCE H. LEHR\*  
ANDREW K. LEVI\*\*  
SHERLEEN MENDEZ\*

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

\*ALSO ADMITTED IN NEW YORK  
\*\*ALSO ADMITTED IN NEW YORK AND NEW JERSEY

June 6, 2016

**BY EMAIL**

(b)(6)

112 W. 34<sup>th</sup> Street, 18<sup>th</sup> Floor  
New York, New York 10120

(b)(6)@pllawfirm.com

**RE: World Patent Marketing**

Dear (b)(6)

I am writing as a follow-up to our discussion last week concerning (b)(6). During our conversation, you stated that World Patent Marketing (“MPM”) 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.



(b)(6) 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 (vi) 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.

**To:** scott[scott@worldpatentmarketing.com]  
**From:** Andrew Levi  
**Sent:** Thur 6/9/2016 7:22:55 AM  
**Subject:** Revised letter and inoice  
[WPM -\(b\)\(6\) Letter 6-6-16 \(v4\).docx](#)  
[\(b\)\(6\) Cease and Desist Letter - WPM.docx](#)  
[LLM - WPM 6-6-16 Invoice \(rev\).pdf](#)

Scott,

Attached please find a revised draft of the (b)(6) letter and a draft letter for (b)(6). I also revised the invoice and credited you for our phone calls.

Please let me know if you have any questions,

Andy

# DRAFT

June 6, 2016

**BY EMAIL**

(b)(6)

112 W. 34<sup>th</sup> Street, 18<sup>th</sup> Floor  
New York, New York 10120

(b)(6)@pllawfirm.com

**RE: World Patent Marketing**

Dear (b)(6)

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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.



(b)(6)

Esq.

June 6, 2016

Page 2 of 2

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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.

June 8, 2016

**BY EMAIL AND FEDERAL EXPRESS**

(b)(6)

ADD ADDRESS AND EMAIL

**RE: World Patent Marketing Confidentiality Agreement and Management Agreement**

Dear (b)(6)

This law firm represent sWorld Patent Marketing. This is a cease and desist letter, directing you to immediately close your competing business Global Patent Network and cease your threats to steal World Patent Marketing's clients. Should you continue, we will seek legal action against you that include breach of contract, larceny, tortuous interference, theft and misappropriation of trade secrets, and violations of the Computer Fraud and Abuse Act and Economic Espionage Act.<sup>1</sup>

You entered into a binding confidentiality agreement and branch licensing agreement with World Patent Marketing, in which you agreed not to "divulge or make use of any Confidential Information . . . without the prior written consent of the Corporation." Confidential Information includes information about World Patent Marketing's customers. See Confidentiality Agreement at para. a.8.

Moreover, your threats to use your confidential knowledge of World Patent Marketing's customers constitutes attempted trade secret theft under Florida law and attempted larceny by extortion under the New York Penal Code. Both of these crimes have penalties that include imprisonment and fines.

The Confidentiality Agreement also prohibits you from competing with World Patent Marketing and "directly or indirectly, solicit[ing] or attempt[ing] to solicit"any business from any of the Corporation's Customers, Customer Prospects, or Vendors."

<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.

(b)(6)

June 8, 2016

Page 2 of 2

Confidentiality Agreement at para. h and i. Your company, Global Patent Network, is in direct violation of these non-compete provisions of the Confidentiality Agreement and our client is prepared to hold you fully accountable for these actions.

We insist that you immediately cease all operations of Global Patent Network, including, but not limited to, the permanent shut down of the website and wind down of its Delaware LLC. We also require documentary proof that you have performed these tasks.

Failure to provide the proof requested by close of business on June 10, 2016 will result in our client seeking any and all remedies available under the law.

Sincerely,

Andrew K. Lev1, Esq.



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

1401 Brickell Avenue, Suite 910  
Miami, Florida 33131  
Tel: (305) 377-1777  
Fax: (305) 377-0087

BRUCE H. LEHR\*  
ANDREW K. LEVI\*\*  
SHERLEEN MENDEZ\*

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

\*ALSO ADMITTED IN NEW YORK  
\*\*ALSO ADMITTED IN NEW YORK AND NEW JERSEY

June 6, 2016

Scott J. Cooper  
CEO and Creative Director  
World Patent Marketing  
1680 Meridian Avenue, Suite 600  
Miami Beach, FL 33139

**INVOICE APRIL 26, 2016 THROUGH JUNE 6, 2016**

For Professional Services Rendered

<u>Date</u>	<u>Services</u>	<u>Rate</u>	<u>Fees</u>
April 26, 2016	Calls with Client; Reviewed materials, prepared Cease and Desist Letter to (b)(6) (b)(6)	\$500/AKL	\$900.00
	Total time: 1.8 hours		
		Courtesy Discount:	-\$125.00
April 27, 2016	Correspondence with (b)(6) and client	\$500/AKL	\$125.00
	Total time: .25 hour		
April 28, 2016	Reviewed materials and prepared Cease and Desist Letter to (b)(6)	\$500/AKL	\$1,050.00
	Total time: 2.1 hours		
April 29, 2016	Call with (b)(6) Correspondence with client	\$500/AKL	\$300.00
	Total time: .6 hour		
April 30, 2015	Correspondence with Client	\$500/AKL	\$50.00

	(b)(6)			
	Total time: .1 hour			
		Courtesy Discount:		-\$50.00
May 2, 2016	Call and emails with client; Revisions to (b)(6) Cease and Desist letter	\$500/AKL		\$650.00
	Total time: 1.3 hours			
		Courtesy Discount:		-\$75.00
May 3, 2016	Correspondence with (b)(6) and Client re (b)(6)	\$500/AKL		\$200.00
	Total time: .4 hour			
May 4, 2016	Research of potential claims against (b)(6) and qualified privilege for BBB complaint	\$400/SBM		\$640.00
	Total time: 1.6 hours			
	Correspondence with (b)(6) (b)(6); Discussions and correspondence with client	\$500/AKL		\$375.00
	Total time: .75 hour			
		Courtesy Discount:		-\$100.00
May 6, 2016	Correspondence with (b)(6) Discussions and correspondence client re (b)(6)	\$500/AKL		\$200.00
	Total time: .4 hour			
		Courtesy Discount:		-\$75.00
May 8, 2016	Drafted revisions to Master Service Contract	\$500/AKL		\$1,150.00
	Total time: 2.3 hours			

May 9, 2016	Correspondence with Client	\$500/AKL	\$100.00
	Total time: .2		
		Courtesy Discount:	-\$100.00
May 10, 2016	Revised Master service Contract; Correspondence with Client <i>re</i> <i>re</i> meeting	\$500/AKL	\$150.00
	Total Time: .3 hour		
May 11, 2016	Correspondence with Client	\$500/AKL	\$50.00
	Total time: .1		
		Courtesy Discount:	-\$50.00
May 12, 2016	Correspondence with Client	\$500/AKL	\$100.00
	Total time: .2		
		Courtesy Discount:	-100.00
May 13, 2016	Correspondence with Client <i>re</i> (b)(6) (b)(6)	\$500/AKL	\$50.00
	Total time: .1		
		Courtesy Discount:	-50.00
May 15, 2016	Review of (b)(6) materials; Review of (b)(6) correspondence; Correspondence with Client	\$500/AKL	\$375.00
	Total Time: .75 hour		
May 18, 2016	Review of (b)(6) materials and prepared draft Cease and Desist letter	\$500/AKL	\$300.00
	Total Time: .6 hour		
May 19, 2016	Correspondence with Client; Draft of (b)(6) Cease and Desist letter	\$500/AKL	\$200.00
	Total Time: .4 hour		
May 20, 2016	Correspondence with Client; Revised (b)(6) Cease and Desist letter	\$500/AKL	\$150.00
	Total Time: .3 hour		



May 23, 2016	Revised Master Service Contract to include Arbitration Clause	\$500/AKL	\$625.00
	Total Time: 1.25 hours		
May 25, 2016	Correspondence with Client; (b) (6) Cease and Desist letter	\$500/AKL	\$250.00
	Total Time: .5 hour		
June 1, 2016	Correspondence and discussion with (b)(6) Correspondence and discussion with Client; Review of applicable sections of American Inventor's Protection Act	\$500/AKL	\$1,300.00
	Total time: 2.6 hours		
		Courtesy Discount:	-\$100.00
June 3, 2016	Draft of letter to (b)(6)	\$500/AKL	\$800.00
	Total time: 1.6		
June 5, 2016	Reviewed emails and drafted response to (b)(6) threats and complaints	\$500/AKL	\$300.00
	Total time: .6 hours		

June 6, 2016

Completed draft of letter to (b)(6) Esq.; discussed (b)(6) (b)(6) website with client: Revised Letter to (b)(6) Esq.; correspondence and call with client

\$500/AKL \$1,400.00

Courtesy Discount: -\$125.00

Total time: 2.8 hours

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Legal Services:	\$10,790.00
Expenses:	\$215.80
Invoice total:	\$11,005.80
Previous retainer:	\$5,000.00
Total due (including retainer replenishment):	\$11,005.80

*Please make checks payable to Lehr Levi & Mendez, P.A.*

**To:** scott@worldpatentmarketing.com[scott@worldpatentmarketing.com]  
**From:** Scott Cooper  
**Sent:** Wed 12/30/2015 10:54:33 PM  
**Subject:** EmailQuestionnaire\_AxialGrowth100  
[EmailQuestionnaire\\_AxialGrowth100.docx](#)

Hi (b)(6) sorry for delayed response

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

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



## TRY TO COMPLETE ALL QUESTIONS IN THIS SECTION:

- **Tell me about your company. What do you do? What's your market/customer base?**

World Patent Marketing is an innovation incubator, helping entrepreneurs and institutions develop their ideas and companies from inception to execution. We are essentially a one stop shop for entrepreneurs and inventors, We significantly boost their chance of success by providing expertise in the areas of research, engineering, prototyping, patenting, licensing, manufacturing, distribution, retail and marketing. I also created an investment earlier this year to enable me to personally invest in some of our more interesting transactions . You can also learn more about what we do by visiting [www.WorldPatentMarketing.com](http://www.WorldPatentMarketing.com).

- **Can you give a general sense of the size of the company (employees? customers? any other metric?)**

With offices throughout the United States as well as South America, the United Kingdom, Middle East and Asia, we have a vast and dedicated team of 400 agents and employees.

- **Did you found the company? How did you come to be CEO?**

I founded the company in 2010 after I grew tired of my career in finance. I realized that with mature companies, there are often limited opportunities to chart a personalized career path. I wanted to work in the early and growing stages of businesses and saw growth and opportunity within the innovation industry. Now, I go to work every day inspired by the goals set by bold entrepreneurs and haven't looked back since.

- **Why has your company been successful to date? How are you growing?**

My company has been successful for two main reasons: the incredibly talented individuals who work for World Patent Marketing and the bold inventors who trust us to help bring their inventions to life. Both my employees and my clients have allowed my company to grow substantially in a short period of time and I know that with their partnership, even more growth awaits for World Patent Marketing.

- **What are you most proud of as a CEO (something you've personally achieved, a major goal reached for the business)?**

- 

- We have a very diverse advisory board which has opened doors that I never dreamed possible. The board includes Dr. Aileen Marty, a member of President Obamas Advisory Council, Pascal Bida Koyagbele, Central African Republic candidate for President, Dr. Ronald Mallett, a Theoretical Physics professor that has been studying time travel for decades, General Nitzan Nuriel of the Israeli Defense Forces, Matthew Whitaker, Former US Attorney and candidate for the United States Senate. This type of expertise allows World Patent Marketing to service a wide range of innovations and help foster leaders in the global market!

- **Where do you hope to take your company in the next 1, 3 or 5 years? What will help you get there?**

As we continue to expand globally, I have realized that World Patent Marketing can play a role in shaping the fate of nations. We can actually have a seat at the table. We are working with Saudi Arabia on helping it reach its goals of transforming to a knowledge based economy within fifteen years. We are also working towards bringing better communication and internet to the Central African Republic. We have big goals but if we are successful, the rewards will be tremendous.

- **What's your personal leadership style? What do you think is your most valuable quality as a CEO?**

**I have been described as “unconventional” for most of my life and I am definitely no stranger to taking risks.** My brutal honesty has also done well for me in business. Other make excuses. If I make a mistake, I admit it and move on. This has allowed me to manage expectations and foster a great level of trust from those who work with me. I've found that trust is key to any business relationship and my ability to establish it early on helps me greatly as a leader.

**TRY TO COMPLETE ALL QUESTIONS IN AT LEAST 2 OF THE BELOW SECTIONS:**

**Innovation:**

- **What makes you an innovator?**  
I'm an innovator because I have been able to found and develop a successful global company that has given many others a new lease on life by helping to turn their invention aspirations into a reality. I transformed and innovated my career and life from dull and predictable to fulfilling and exciting.
- **What specifically have you created/ideated?**  
Recently I partnered up with FIU Professor Dr. Aileen Marty on what we call the Disaster Communications Drone. For the first time ever, it will provide extended range connections to distant hotspots during a communications breakdown. This will be especially helpful during natural disasters.
- **Is your innovation exhibited in ideas, strategy or a physical product?**  
My innovation is exhibited in all three of the above categories, depending on the project. I am highly involved and invested in all of my clients so collaborating with them consists of a fluid mix of innovation ideas, strategies and of course, the physical product.
- **Why are these ideas/strategies/products different from competitors/unique to the market?**  
We take risk alongside our clients. We partner on deals and I invest real money on innovative ideas. I can promise you that none of my competitors have as many sleepless nights as I do.
- **How does innovation give your company a competitive edge?**  
Innovation plays a major role for World Patent Marketing. We are the only company of its kind, from “idea to retail”, as we say. We have the ability to work with an inventor or entrepreneur the day after he or she has a vision for an idea and hasn't even put it on paper. We are then able to see the journey of that idea through all the way to manufacturing and retail.
- **What kind of innovation do you see taking place within your company and in your industry in the future?**  
I can't say too much about it but we are working on some very cutting edge ideas. We are launching The Theoretical Physics Exchange next month – a one of a kind theoretical commodity exchange tied to the price of Bitcoin.



## Customer Experience

- **Explore further the customers of the company. What kind of customer experience does your company create?**

I am very hands on and heavily invested in the vision of the customer. More than just investing money, I invest strategic thinking in all stages of the innovation process and I ensure my customers understand exactly what they're getting into when trying to bring an invention or innovation to market. It's a long and meticulous process, but once a customer signs on to work with us, we are fully committed to being their partner in that process.

- **Why is this customer experience unique and important to the company's success?**

The customer experience is everything to World Patent Marketing. As I mentioned earlier, our clients are key to the company's success, so not only do we want to promise satisfaction, but we also want to reinforce the notion that we are their business partners and team, so it's in everyone's interest to maintain a committed and trustworthy relationship.

- **How do you define "customer experience". Why is customer experience important?**

Customer experience is everything from the front desk answering the phone every time a customer tries to reach the company, to providing my customers with a direct way to contact me whenever they need. I always want my customers to understand that I am their go-to in providing counsel and am going through the process with them.

- **How did you install this customer experience?**

- **Do you have a great example of a customer? A success story?**

Teddy's Ballie Bumpers is a recent success story. (b)(6) a California inventor, came up with an innovative idea to keep pet and children's toys from getting lost and stuck under the couch. His product was just shown on AS SEEN ON TV and can be purchased at [buyteddys.com](http://buyteddys.com).

- **Has focusing on customer experience helped with customer acquisition? retention?**

Absolutely, most of our business today comes referrals of existing customers. We also came up with a way to help those that can't afford our services through a rewards program called World Patent Marketing Dollars. Customer advocacy is going to become more important in the future and we take it very seriously.



**To:** scott@wpmemail.com[scott@wpmemail.com]  
**From:** WordPress  
**Sent:** Wed 6/22/2016 10:38:31 AM  
**Subject:** [World Patent Marketing TV] Please moderate: "Invention Evaluation by World Patent Marketing's Matthew G. Whitaker"

A new comment on the post "Invention Evaluation by World Patent Marketing's Matthew G. Whitaker" is waiting for your approval  
<http://worldpatentmarketing.tv/invention-evaluation-by-world-patent-marketings-matthew-g-whitaker/>

Author: (b)(6) (IP: (b)(6) .)  
Email: (b)(6)@googlemail.com  
URL: <http://mariowelte.de/6y5j>  
Comment:

Did you just create your new Facebook page? Do you want your page to look a little more "established"? I found a service that can help you with that. They can send organic and 100% real likes and followers to your social pages and you can try before you buy with their free trial. Their service is completely safe and they send all likes to your page naturally and over time so nobody will suspect that you bought them. Try their service for free here: <http://s.t0m-s.be/42>

Approve it: <http://worldpatentmarketing.tv/wp-admin/comment.php?action=approve&c=134#wpbody-content>

Trash it: <http://worldpatentmarketing.tv/wp-admin/comment.php?action=trash&c=134#wpbody-content>

Spam it: <http://worldpatentmarketing.tv/wp-admin/comment.php?action=spam&c=134#wpbody-content>

Currently 116 comments are waiting for approval. Please visit the moderation panel:

[http://worldpatentmarketing.tv/wp-admin/edit-comments.php?comment\\_status=moderated#wpbody-content](http://worldpatentmarketing.tv/wp-admin/edit-comments.php?comment_status=moderated#wpbody-content)

**To:** Scott Cooper[scott@worldpatentmarketing.com]  
**From:** Bernard Egozi  
**Sent:** Thur 5/14/2015 10:11:07 PM  
**Subject:** RE: spoke to customer - we refunded him 995 - he was decent guy - just is broke - I contacted the BBB and Bernie is sending a letter

(b)(6) [.doc](#)

Attached is the draft letter. Let me know if you suggest any edits.

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:** Thursday, May 14, 2015 4:48 PM

**To:** Bernard Egozi

**Subject:** FW: spoke to customer - we refunded him 995 - he was decent guy - just is broke - I contacted the BBB and Bernie is sending a letter

Scott J. Cooper  
CEO & Creative Director

(305) 330-9199 Direct  
(888) 926-8174 ext 212  
(305) 503-3458 Fax



World Patent Marketing  
1680 Meridian Ave Suite 600  
Miami Beach, FL 33139  
Phone: 888-926-8174  
Fax: 888-689-2485

---

**From:** Scott Cooper [mailto:scott@worldpatentmarketing.com]

**Sent:** Thursday, May 14, 2015 4:48 PM

**Subject:** spoke to customer - we refunded him 995 - he was decent guy - just is broke - I contacted the BBB and Bernie is sending a letter

Scott J. Cooper  
CEO & Creative Director

(305) 330-9199 Direct  
(888) 926-8174 ext 212  
(305) 503-3458 Fax



World Patent Marketing  
1680 Meridian Ave Suite 600  
Miami Beach, FL 33139  
Phone: 888-926-8174  
Fax: 888-689-2485



e-mail: begozi@egozilaw.com  
direct: 305.931.9342

May 14, 2015

**VIA FEDEX OVERNIGHT**

(b)(6)

(b)(6)

Miami, Florida 33131

**RE: World Patent Marketing**

Dear (b)(6)

This law firm represents Desa Industries, Inc. d/b/a World Patent Marketing (“World Patent Marketing”). We are disturbed to learn that you have been engaging in blackmail in a deliberate effort to unfairly and deceptively compete with World Patent Marketing. As such, I write to put an end to this illegal and contrived effort to damage World Patent Marketing’s reputation before we are forced to litigate the matter.

Specifically, today, World Patent Marketing received a telephone message from you purporting to act as counsel to (b)(6) a World Patent Marketing client. While this conduct alone is illegal, we were even more disturbed when, after contacting (b)(6) directly, we learned that he had no such complaint as you falsely described in your message, but instead simply wanted a refund because he could not afford the service at this time. (b)(6) also confirmed that he never authorized you to make any of the specious claims or threats that you asserted on the voicemail message. In any event, World Patent Marketing issued a full refund to (b)(6). However, your dissemination of false and disparaging information about World Patent Marketing could have a serious and negative effect on our its business and its relationship with its clients. Accordingly, these attempts at extortion need to stop now

Indeed, your unlawful conduct threatens to cause World Patent Marketing to lose business and it will seek all available legal remedies to ensure that this does not occur. You have proceeded far beyond what the law defines as free speech and, instead, have engaged in an unlawful and intentional interruption and disparagement of World Patent Marketing’s business for the sole purpose of directing potential clients away from World Patent Marketing.

While you may be jealous of World Patent Marketing’s success, resorting to blackmail to gain business will not be tolerated. For that reason, World Patent Marketing hereby demands that you immediately cease and desist from making any further defamatory remarks regarding World Patent Marketing or illegally threatening to publish its materials to the Better Business Bureau in exchange for money. Should you fail to do so, World Patent Marketing will avail itself of all appropriate legal remedies, including the filing of a lawsuit against you and (b)(6)

(b)(6)

(b)(6)

(b) (6)

May 14, 2015

Page -2-

Before litigating this matter, World Patent Marketing is giving you one opportunity to discontinue your illegal conduct by complying with this demand by no later than May 22, 2015. If we do not receive written confirmation that you will immediately discontinue your threats of extortion and making any disparaging and defamatory remarks regarding World Patent Marketing by the close of business on May 22, 2015, a lawsuit seeking injunctive relief and substantial monetary damages will be filed without further notice or warning.

PLEASE GOVERN YOURSELF ACCORDINGLY.

Sincerely,

EGOZI & BENNETT, P.A.

By: \_\_\_\_\_  
Bernard L. Egozi

BLE/ggt

cc:

(b)(6)

Miami, Florida 33131

Matthew G. Whitaker (World Patent Marketing)

**To:** Scott Cooper[publicity@worldpatentmarketing.com]  
**From:** (b)(6)  
**Sent:** Tue 9/1/2015 5:20:48 PM  
**Subject:** Re: Your Idea Just Got A Lot More Protection...

Stop sending youre fucking loes and shove youre yaght up yoire fuxking ass

On Aug 28, 2015 5:39 PM, "World Patent Marketing Advisory Board" <[publicity@worldpatentmarketing.com](mailto:publicity@worldpatentmarketing.com)> wrote:

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

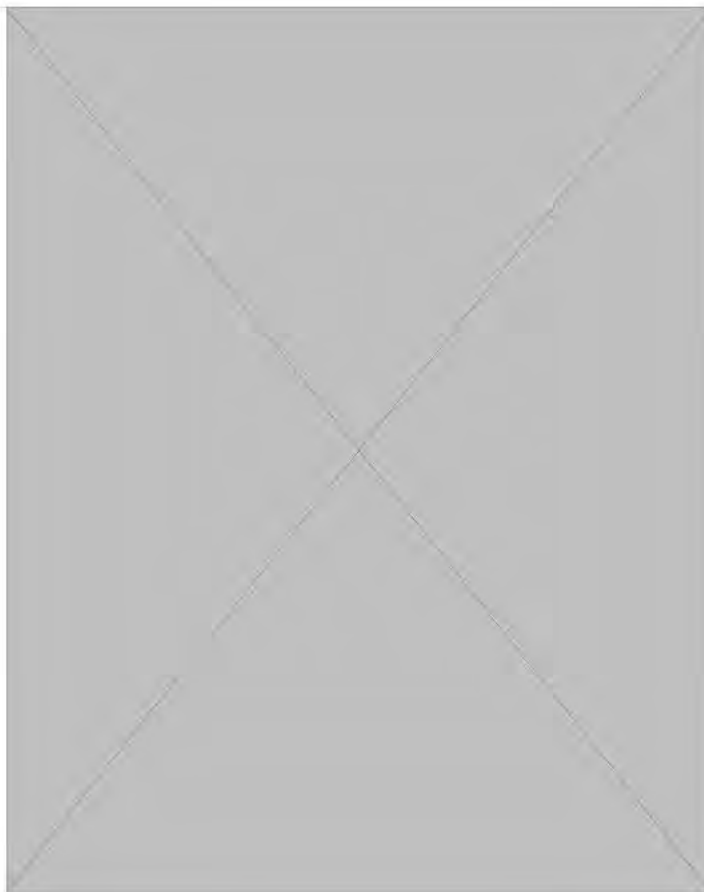
Press Release

# PROTECT YOUR IDEA!

**World Champion Moti Horenstein Joins World  
Patent Marketing Advisory Board As Director  
of Security Risk Management**

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**TO GET THE CLASSIFIED INFO**

**World Patent Marketing**  
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CEO and Creative Director

**World Patent Marketing Advisory Board**  
Christopher Robert Seaver, MD  
General Surgeon, Holy Cross Hospital

**World Patent Marketing Advisory Board**  
Moti Horenstein, Martial Arts World Champion,  
IDF Special Forces & Commando

**World Patent Marketing Advisory Board**  
Matthew G. Whitaker, Former US Attorney and  
United States Senate Candidate

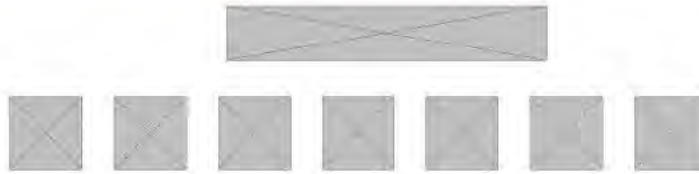
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September 2015

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