

To know about America Invents look at what industry leaders, bestselling authors, and our clients say.

The BBC contacted our president on December 29, 1999 to "Sum up the Century." Instead of looking back, he looked forward and said:

"A lot's happened in the 20th century but just wait for the next! We ain't seen nothin' yet!"

and he was correct! Google was just starting, Facebook was not even an idea, and Amazon was not profitable. The world changed with the smart phone, YouTube, Twitter, hybrid cars, drones, 3D printing, and much more.

Lawrence J. Udell is the Chairman Emeritus and Managing Director of the Silicon Valley Chapter of the Licensing Executives Society, entrepreneur and innovation advocate, the founder of over 35 corporations and regularly quoted in: in most leading publications including the *Wall Street Journal*, *New York Times*, and *Forbes*. With over 30 years of collaborations he says:

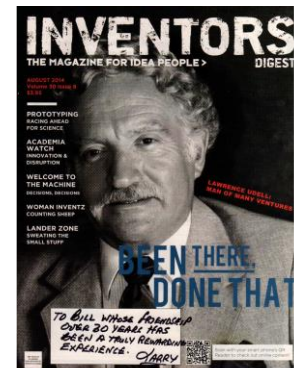
BBC NEWS FRONT PAGE

Tuesday, 28 December, 1999, 10:38 GMT

Sum up the century



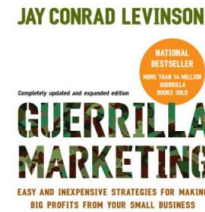
"A lot's happened in the 20th Century, but just wait for the next! We ain't seen nothin' yet!"
Bill Seidel, USA



"For years I attended America Invents weekly product reviews evaluating new products, and a few years later I saw them selling. They are selective in what they accept and that's why they are successful. Their market knowledge, inside information, and contacts get the right products, to the right people, in the right companies.



Jay Conrad Levinson is a Bestselling Author and “one of the foremost marketing experts in the world,” says *Entrepreneur Magazine*. He is the author of the world’s bestselling marketing series, former Board of Directors of Leo Burnett, a 30-year associate of our president who appointed Jay to two board positions. They both taught marketing at Berkeley and Jay was a Wednesday night poker pal and said of our president:



“Seidel, you’re a true Adman!” Jay Levinson, 1996

BEE CLEAN Beeswax Hand Sanitizer

★ **Buyers Choice Award, ECRM Impulse Show, 2020**

America Invents consulted for the product and business development, sample runs, established the rep network, distribution, and positioning the products as impulse items sold at checkout stands. We attained more orders than could be filled, proving the product and assuring demand and future revenue. Here is what the CEO said about working with America Invents:



Moisturizing Disinfectant

“I met the president of America Invents at an Inventors and Investors conference where he gave a presentation on the power of marketing. A year later I was taking over a failed company with a single product as their only asset. I immediately asked him to help me get it into the market. In one year we are ready to launch and have presales beyond my wildest imagination. I owe most of that to America Invents.” Manager/CEO BeeCleanSpot LLC, 2020



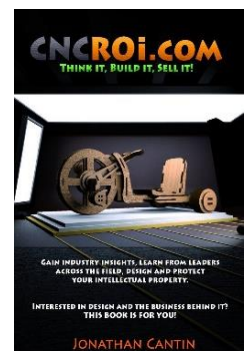
SPLASHGUARD is a plastic insert for sports bottles. With no license interest and a very high profit margin, we went to a leading outdoor retailer and left with a test order for 15,000 units. The test went great and quickly sold into all major outdoor retailers with total sales over nine million units.



“In the first two years America Invents sold 2,000,000 units of my product. I highly recommend them for any stage of taking an idea through development, marketing, and sales.”

The inventor of the Splash Guard

Jonathan Cantin is an Author, Entrepreneur & Adventurer who wrote eight books on rapid prototyping and CNC management. His recent book, *Think it, Build it, Sell it!* (2015) features interviews with the movers and shakers of the CNC industry, and includes a 13-page interview with our president from pages 481 to 493 where he says:



“I’ve had some awesome interviews and they keep getting better! I approached the president of America Invents to see if he was willing to answer my questions and as you can see, he blew it out of the park! Some key takeaways are:

- **“People don’t buy products; they trade money for benefits.**
- **“Product development is about obsoleting the competition.**
- **“Companies don’t want products, they want profits!**
- **“A low royalty from a giant is much better than a high royalty from a small company.”**



Maurice Kanbar is an innovator, philanthropist, founder of Sky Vodka, and author of *Secrets from an Inventor's Notebook* (2001). We are honored to be one of his "secrets" along with Arthur D. Little and Battelle Corporation, two innovation leaders. Maurice writes on page 171:

"America Invents develops highly successful products and offers a full range of services."



New Mexico Tech

★ **Silver Award, International Federation of Inventors' Associations, 2020**

America Invents is contracted to develop targeted products to fit market needs for a universally effective disinfectant for the eradication of pathogen biofilms. Working with the bioscientists for over four years we have secured two licenses, a joint venture, and developed a broad line of medical, industrial, and commercial disinfectants.

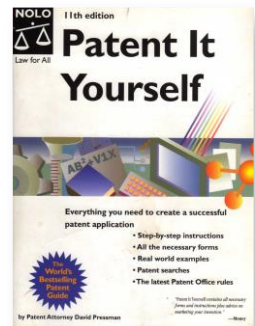


"America Invents single handedly put us on the map. Our life-saving products would not have had a chance had it not been for their expert knowledge of the markets, fluency in the language spoken by the investment circles, and personal connections. The very first connection led us to a license with a respected pharmaceutical company within six months, resulting in five products approved in Europe and launched in 2020."

The bioscientists at New Mexico Tech, 2020



Dave Pressman is a leading legal authority and the author of the world's bestselling law book, *Patent It Yourself*. America Invents is the only marketing company Dave recommends in Chapter 11, page 11/4.



“America Invents is completely honest and fair and I recommend them in my book.”

Dave Pressman, 2006

PIZZERIA PRONTO & PIZZA QUE

★ **Editors Pick Award, *The Gourmet Retailer*, 2014**

America Invents consulted to the inventors to protect, develop a great performing prototype, and we wrote the license agreement. They bake gourmet pizzas in five minutes with the high



temperatures of a wood-fired pizza oven, while at a low cost. It was successful at Williams-Sonoma and specialty stores at \$299. After the Pizzeria Pronto was proven in specialty stores, the big chains were quick to order the Pizza Que selling at \$179.

‘We were developing the prototype and I laughed when America Invents said, “This could be a \$100 million product” because I know what it takes. Two years later it broke \$100 million, making more money than we thought possible.’

The inventor of the Pizza Que



THE CUBIX TUBE is based on the bestselling toy and the next challenging level of brainteaser with a hollow maze built inside of a brightly colored, moveable collection of tubes.



"It's a cube, it's a maze...ahhh stop,.. no my head hurts!"

★★★★★ 5 Amazon Stars

Dr. Stevanne Auerbach is Dr. Toy, a speaker, educator,

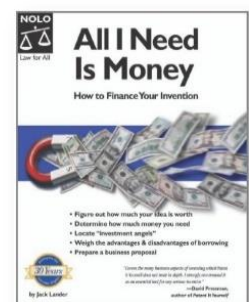


expert on toys, play, and learning and she is the author of 15 books on toys, childcare, and parenting. Stevanne is a colleague and associate and knowing and working with for decades she offers these kind words:

"America Invents is an expert on products and design and have provided remarkable support and contributions over many decades. Trust their appraisals and forthcoming points of view. They love their work based on years of honing the craft and being dedicated."

Dr. Stevanne Auerbach, 2008

Jack Lander is a Bestselling Author, *The Inventor Mentor* columnist for *Inventors' Digest*, an active inventor, Vice President of the Yankee Invention Exposition, and past president of the United Inventors Association. Jack recommends America Invents in *All I Need Is Money* (2008) for Marketing, Licensing, and Rep Services and in a different section for Design and Prototyping Services. (Chapter 12, pages 8 and 9)



FAST-TRACK TIE RACK inventor had an idea and needed help. We developed the product, patented it, licensed it to the Sharper Image, a second license to a leading distributor, and it continues to sell today. She knew it was a great idea but had to make it real.



\$60 Million

“I was an officer manager with an idea. I didn’t know what to do. Then I met America Invents. They developed my idea, patented it, made a prototype, and helped me license it. America Invents is a great company with a lot of experience. I highly recommend them to anyone who has an idea they want to see on the market.”

Inventor of the Fast-Track Tie Rack, 1984

TRIAZZLE PUZZLES & BRAIN TEASERS

★ Over 30 Awards including Parents Choice & Creative Child.

The inventor came to America Invents and we licensed two product



\$62 Million

lines for a total of 16 products including Disney’s Nemo, Toy Story, Alice in Wonderland, and even the Homer Simpson Brain Teaser. The Licensee did not have the resources to develop the products, so we negotiated a third agreement to develop and provide the final art.

“I didn't have the contacts to obtain big names like Disney. America Invents took Triazzle to the next level with two licenses to an industry leader. I received two cash advances, a development contract and 16 products sold internationally.”

The inventor and designer of Triazzle



GRABBIN' GRASSHOPPERS

★ Best New Action Game, Grabbin' Grasshoppers, 1992

This simple game sold for three years and paid high six-figure royalties. It had a TV budget and sold through Toys-R-Us, Kmart, Wal-Mart, Target, and all major retailers. A promotion budget means it will *Sell-In* to all major chains.



\$14 Million

“This one little hit set us up for life, we got the car we always wanted, and a big house in the country, a second house, and everything needed to build our own business.

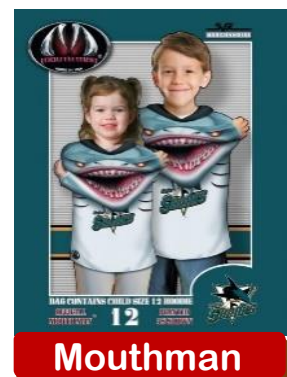
“America Invents showed only three companies, but they were the right three companies. We got a \$50,000 advance, a TV launch, and it sold millions and now it’s considered a classic.”

The inventor of Grabbin' Grasshoppers

MOUTHMAN animated clothing

★ People's Choice Award, Best New Product, 2010

Rock Star Ross Valory is a founding member of Journey and was referred to America Invents. They hired us to assist with the development and marketing. The company now has over 350 products and sizes, selling over \$40 million annually.



‘We wanted to manufacture and market the products but needed help and America Invents closed deals with the San Jose Sharks, the Discovery Channel, and Animal Planet. This started the business, sold-out production, and we were profitable in the first year.’

The Inventor of Mouthman



MAKE YOUR OWN is a line of fabric construction craft products that has a patented tab and slot assembly: safe, low cost, and simple. The five products sell from \$14.95 to \$64.95. America Invents was hired to assist with the development and license this great product concept.



“They targeted the companies that would be the best match and had the extensive contacts to reach the decision-makers. They quickly got my product in front of the right people securing three deals and my licensing journey was always in the black.

“To give your new product the best chance I unreservedly recommend engaging the valuable services of America Invents.”

Inventor of TabCraft and Make Your Own, 2020

Paul Niemann is a syndicated newspaper columnist, contributing writer for *Inventors' Digest*, and the author of *Invention Mysteries* (2004) where he writes:

“Here, are the top five inventions of 2004, the kind that make you say, Wow! Why didn't I think of that? The Kitchen Magician is the Swiss Army Knife of kitchen utensils and the brainchild of America Invents with 20 utensils, including a knife, spatula, roasting fork, and basting brush. Of these five award-winners, America Invents is the coolest designing hundreds of products for clients such as Ron Popeil (Ronco) and The Sharper Image.”

Paul Neimann, *Invention Mysteries*, 2004



China Insider.com is a publication for Americans doing business in China. Most of it deals with products manufactured in China. We had two surprise visits in 2008 and an unsolicited endorsement from the writer stating:



“Who can argue with the success of America Invents? It’s obvious that this is one company that knows what it is doing when it comes to inventing, branding, sales, packaging and the whole nine yards. Heck, with more household names as success stories than I can count it’s easy to see why. They are the real deal. If you are looking for a way and source to jumpstart your product I suggest that you at least look at America Invents. I’m sure you will be glad you did.”

FLEXSTRIKER & FLEXIFLAME

★ **Design Awards, Flexiflame, 2006**

This flexi-neck lighter extends the flame to pilot lights, barbecues, and hard to reach areas. You can find it today in most stores. This is what the inventor said:



“I made 5,000 but only sold 300 in four years. I had to pay for the inventory, tooling, storage, and it was a total loss. I thought I just needed to make the products, but I needed the contacts.

“America Invents knew what to do and it worked just like they said. They licensed it, I got my investment back, and I made a lot of royalties. If America Invents accepts your product, it is the best thing you can do.”

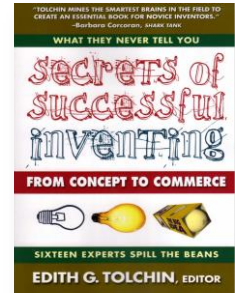
The inventor of the Flexstriker



Edith G. Tolchin is *The Sourcing Lady*, an importing professional, a



contributing editor and writer for *Entrepreneur.com*, *Inventors' Digest*, and author of *Secrets of Successful Inventing* (2014) where she refers America Invents in *Secrets of Successful Inventing* where she says:



“America Invents has successfully licensed over 1.5 billion dollars in retail sales.

HANDY DOLLY was a great product concept, but missing a finished prototype, weight testing, and packaging, and we completed it. We then made a deal with the first company we showed and licensed it to the largest infomercial company.



“I worked with two companies for 5 years, they were expensive, wasted my time, and there was no money. My manufacturer put his name on my patents, and I didn’t know what to do.

“America Invents resolved it, improved the product, and licensed it to an infomercial company in six months. I got an advance, guaranteed annual minimums, and royalties on international sales, even though I only have US patents.

“What more can I say, other companies took five years to fail while America Invents made it succeed in six months.”

Mr. K. C., inventor of the Handy Dolly, 2005



RAINBOW STUNT STREAMER is a line of seven products selling and paying royalties for over 20 years. The average life of a toy is three years, and the Stunt Streamer has broken all the rules. This dance ribbon has two patents for a sliding handle to speed up and slow down the spin and a weight in the streamer. It is a money machine that keeps paying off and over 20 years, it really adds up.



\$9 Million

“Bull’s eye! What fun to see my toy in Target. Your continued efforts in promoting this product have created ongoing sales opportunities and increased royalty payments. You and your company are the best! Thanks for everything.”

The inventor of the Stunt Streamer

THE PERSONAL COOLER inventor came to America Invents to prototype the product concept. He wanted to use evaporative cooling to keep cool. It was a critical design consideration to not hinder body movement. America Invents developed it to fit the neck and blow cool air down the back.



\$30 Million

“With the help of America Invents, my Personal Cooler became an instant hit. It’s exciting to see my invention on TV and in stores and it’s amazing to be making so much money from royalties.”

Inventor of the Sharper Image Personal Cooler, 2001



NOT YER MOMMA'S GRANOLA

★ 14 Gold & 6 Silver Food and Packaging Awards & Recognition

These momma's offered high quality granola at a premium price. It was successful at farmer's markets but limited. We repackaged and positioned the product, and the all-organic ingredients justified a higher price, multiple awards classed-up the cluttered shelves, and the 'pop-off-the-shelf packaging' convinced buyers to try it. The first 22 sales calls were orders and currently selling two cases per store, per week. They said of America Invents:



Retail Marketing

“Having someone professional, knowledgeable, and experienced is the difference between having an idea and a real business! Thanks to America Invents, we continue to grow online and in stores.

“Their comprehensive knowledge of all things marketing - from the insane maze of pricing, packaging, and design, to the ins-and-outs of presenting to buyers and customers is only matched by the incisive advice they constantly provided over the years of working with them. You should be so lucky!”

The three momma's that created a premium granola line, 2019

Want your product in leading stores?

Work with a company with products in leading stores.

Give us 15 minutes of your time,

And we'll give you 15 minutes of ours.

If we can help, you have everything to gain.

(707) 827-3580



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