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WISCONSIN INVENTORS' NETWORK DATABASE

FINAL REPORT


DEPARTMENT OF ENERGY

PREPARED BY

WISCONSIN INNOVATION SERVICE CENTER

December 4, 1991

MASTER

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"WISCONSIN INVENTORS' NETWORK DATABASE"

BACKGROUND

The Wisconsin Innovation Service Center at UW-Whitewater received a DOE grant to create an Inventors' Network Database to assist independent inventors and entrepreneurs with new product development.

Since 1980, the Wisconsin Innovation Service Center (WISC) at the University of Wisconsin-Whitewater has assisted independent and small business inventors in estimating the marketability of their new product ideas and inventions. The purpose of the WISC as an economic development entity is to encourage inventors who appear to have commercially viable inventions, based on preliminary market research, to invest in the next stages of development, perhaps investigating prototype development, legal protection, or more in-depth market research.

Based on client feedback, about 85 percent of WISC's clients are satisfied with the service and believe it helped them make decisions about the development of their inventions; the conclusion, therefore, is that WISC performs its primary role in a satisfactory manner. However, inventors with product ideas which appear to be commercially viable require assistance beyond early-stage market research if they are to ultimately introduce their products to the market successfully.

To address inventor's information needs, WISC developed an electronic database with search capabilities by geographic region and by product category/industry. It targets both public and private resources capable of, and interested in, working with individual and small business inventors. At present, the project includes resources in Wisconsin only. Although by no means exhaustive, information on sources of assistance in the following areas is available:

- | | |
|--|--|
| *Intellectual Property Attorneys/Backgrounds | *Prototype Developers |
| *Manufacturer Representatives | *Catalogs |
| *Libraries, public and private | *Trade Media |
| *Consultants | *Manufacturers for licensing or contract |

Quick access to this information is expected to reduce an inventor's product development time, an increasingly critical issue as product life cycles grow ever shorter, as well as reduce frustration levels.

The database, in ASCII files, is enclosed with this report.

OPERATIONS

Research consisted of mail and phone surveys, and it was a labor-intensive process to gather and input the data. Response rates varied, depending on the group, e.g. high for libraries and attorneys, lower for manufacturers' representatives. A summary of information sources and responses is in Table 1. Samples of cover letters and surveys are enclosed in Appendix 2; most of these surveys were reviewed/tested by a few of the targeted group prior to mailing. Mailing lists were either donated (e.g. the Wisconsin Association of Manufacturers Agents), purchased (e.g., the Dun and Bradstreet's Electronic Yellow Pages supplied the list for catalogs), or created from directories (e.g., the trade media list was created from Ulrich's Periodicals and the library list was created from the Wisconsin Library Service Record).

A press release was sent in November of 1990 to about 200 print media in Wisconsin. The release and samples of publications is included in Appendix 1.

Our approach was to initially gather information, then structure and code the overall database.

TESTING

For initial testing, or inventor use, of the database, we sent 500 forms (see Appendix 4) to recent Wisconsin WISC clients or inquirers. We received about 60 responses to this initial mailing, all of which have now been processed.

Based on our initial responses, we concluded our form was not specific enough, so the form has been revised to help potential users specify more clearly the information they desire.

RESULTS/IMPACT

In our opinion, our overall results achieved those projected in our grant application, in that we created a comprehensive database that includes information on the groups targeted.

Our overall goal was to improve the efficiency of uncovering sources of development assistance for inventors and thus reduce frustration and development time; we believe this database will meet this goal, but it is too early to assess at this point.

As far as possible improvements are concerned, refinement of the database is now in process to improve efficiency in accessing the information. Based on initial tests, it appears that many inventor requests would also benefit from "tailored" assistance searches outside the scope of our database, but these searches could serve as one source of information to be added to the database.

TABLE I
Information Source Summary

	<u>Mailed</u>	<u>Usable Response</u>
Client/Wisconsin Innovation Workshop List	1,800	103
Library	248	185
Wisconsin Economic Development Assoc./Small Bus. Dev. Ctrs.	450	64
Catalogs	332	36
Wisconsin Assoc. of Mfg. Agents	290	48
Trade Media	90	25
Licensing Consultants	N/A	11
Intellectual Property Attorneys	N/A	78
Manufacturers as Licensees	N/A	400
Miscellaneous*	<u>N/A</u>	<u>50</u>
	3,210	1,207

*Responses to speeches and publicity

We also believe that to truly support successful invention development, the information on this database must be combined with other educational efforts; for example, we must continually work on methods to convince inventors that preliminary, inexpensive market research should be performed prior to attempting to find a licensee or distributor.

Although the database has been developed initially for Wisconsin, we anticipate that the information acquired over the course of development and testing, such as data collection methods, most useful information to include and database structure, to be valuable for similar developments in other states and to minimize time required for such efforts.

APPENDICES

Appendix 1

Press Release to Wisconsin Print Media
Sample Publications

Appendix 2

Sample Surveys and Cover Letters

Appendix 3

Database Table Lists

Appendix 4

Sample Search

Appendix 5

Request Forms for WIND Search; Original and
Revised

APPENDIX 1

11/7/90

For Immediate Release

Contact: Debra Knox-Malewicki
Wisconsin Innovation
Service Center
(414) 472-1365

"INVENTORS' NETWORK UNDER DEVELOPMENT"

The Wisconsin Innovation Service Center at UW-Whitewater has recently received a grant from the U.S. Department of Energy to create an Inventors' Network Database to assist independent inventors and entrepreneurs with new product development.

For the past ten years, the Wisconsin Innovation Service Center (WISC) at the UW-Whitewater has assisted independent and small business inventors in estimating the marketability of their new product ideas and inventions. The purpose of the WISC as an economic development entity is to encourage inventors who appear to have commercially viable inventions, based on preliminary market research, to invest in the next stages of development, perhaps investigating prototype development, legal protection, or more in-depth market research.

Based on client feedback, WISC's clients are very satisfied with the service and believe it helped them make decisions about the development of their inventions; however, inventors with product ideas which appear to be commercially viable require assistance beyond early-stage market research if they are to ultimately introduce their products to the market successfully.

Based on WISC's research, there has not yet been an attempt to formally code and organize the vast array of informal and less visible sources of assistance for inventors, particularly those available in the private sector. When inventors have an opportunity to interact, as they do as part of the WISC's

Wisconsin Innovation Workshops series, they share information on a wide variety of areas: Which patent attorneys are most receptive to working with independent inventors? What manufacturers will do small runs? Which ones may help with prototype development? What companies consider outside proposals? These questions represent only a small sampling of information inventors need, but even networking at inventor gatherings often can not provide the specific information needed when it is most useful.

To address inventors' information needs, WISC is developing a comprehensive electronic database with search capabilities by geographic region and by product category/industry. It will target both public and private resources capable of, and interested in, working with individual and small business inventors. Private resources are expected to include not only intellectual property attorneys and various manufacturers, but also other inventors, distributors, and consultants. Inventors would gain access by completing a simple (one page or less) request form for a search, which would be performed by WISC staff and involve a two- to three-day turn-around time. Quick access to this information is expected to reduce an inventor's product development time, an increasingly critical issue as product life cycles grow ever shorter, as well as reduce frustration levels. Updated information would be added weekly, with a complete overhaul scheduled on an annual basis.

Although the database would be developed initially for Wisconsin, DOE expects the information acquired over the course of development and testing, such as data collection methods and most useful information to include, to be valuable for similar

developments in other states and to minimize time required for such efforts. WISC performs approximately 100 invention evaluations annually for inventors from Wisconsin only and counsels another 200 informally; based on these figures, it is expected that the database would perform minimally 150 searches annually. The database is expected to be available for use by August of 1991.

The WISC is in the process of compiling resources for inclusion on this network. If any business or organization would like to be listed as a source of assistance, they should contact WISC at 402 McCutchan Hall, University of Wisconsin-Whitewater, Whitewater, WI 53190, (414) 472-1365.

‘Inventors’ Network Under Development’

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manufacturers will do small runs? Which ones may help with prototype development? What companies consider outside proposals? These questions represent only a small sampling of information inventors need, but even networking at inventor gatherings often can not provide the specific information needed when it is most useful.

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TAKE Five! on either the 1990 Salary Survey or the 1991 WSPE Directory or better yet Take FIFTEEN on both!

1989	Salary Survey	35.00	_____	1 publication — \$ 5.00
1990	WSPE Directory	25.00	_____	2 publications — \$15.00
	Total		_____	
	Less Discount		_____	
	Total Due		_____	

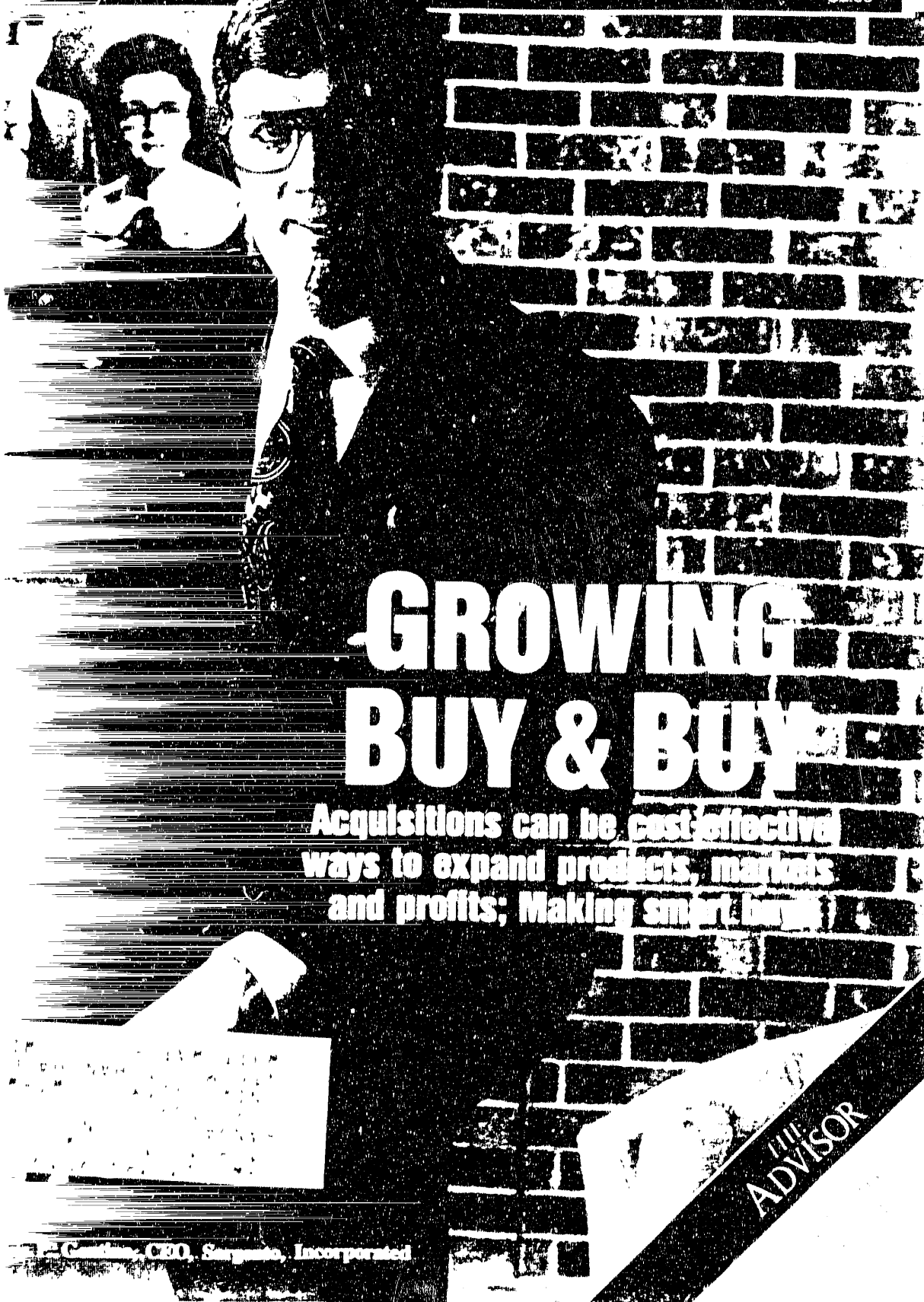
Return to WSPE, 6425 Odana Road, Madison, WI 53719

MADISON/DANE COUNTY
Manufacturing jobs up 43 percent

Corporate Report

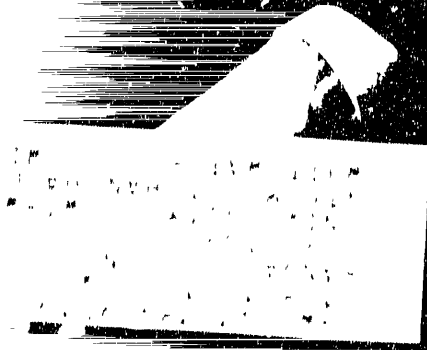
WISCONSIN

\$2.00



GROWING BUY & BUY

Acquisitions can be cost-effective ways to expand products, markets and profits; Making smart buys



ADVISOR

... CEO, Samsung, Incorporated

Chrmelich, a former UW-Madison and professional basketball player, is one of the driving forces behind the Wisconsin Sports Authority. This non-profit organization will promote Wisconsin by attracting amateur and professional sports events to the state. Chrmelich believes there are opportunities to bring more NCAA events, professional golf tournaments, Junior Olympics and much more to the Badger state.

"Bringing sports events to Wisconsin will encourage a ripple-effect of positive economic impact," says Chrmelich, who is acting as a consultant for the authority. Events not only generate revenue for communities, but they also focus media attention on the state, he says. This will enhance Wisconsin's image and increase other types of tourism and business activity.

The Wisconsin Sports Authority took its first breath September 1, 1990. Chrmelich and an associate, Michael Cooper, who is the interim president of the sports authority, are currently seeking funding from public and private sources. Chrmelich and Cooper have amassed an influential group of 14 board members for the sports authority. Members include former Brewer Sal Bando, chairman; Al McGuire, former Marquette University basketball coach; Bob Harlan, Green Bay Packer president; Jim Fitzgerald, chairman of the Golden State Warriors and former Milwaukee Bucks owner; Roger Formisano, chairman of the UW-Madison Athletic Board and School of Business professor; and Kevin Wulff, a VP of sports marketing at Miller Brewing.

There are several very successful sports authority or commission models worthy of replication, says Chrmelich. He cites the Indianapolis Sports Commission's drive to become the nation's hub for Olympic training. The Minnesota Amateur Sports Commission also actively promotes its state.

"Sporting events can have a multitude of positive effects on Wisconsin — economically and emotionally," Chrmelich says. "The Wisconsin Sports Authority is dedicated to helping Wisconsinites bring events here."

— By Pete Millard

PRODUCT DEVELOPMENT

Inventor's network underway at UW-Whitewater center

THE WISCONSIN INNOVATION Service Center at UW-Whitewater has received a grant from the U.S. Department of Energy to create an Inventors' Network Database to assist independent inventors and entrepreneurs with new product

development.

For the past 10 years, WISC has helped independent and small business inventors estimate the marketability of their new product ideas and inventions. The purpose of WISC as an economic development entity is to encourage inventors who appear to have commercially viable inventions to invest in the next stage of development. The center helps "inventors" investigate prototype development, obtain legal protection and perform in-depth market research.

Because inventors' needs are increasingly complex, WISC is developing a comprehensive electronic database with search capabilities by geographic region and by product category and industry. It will target private and public sources capable of working with individuals and small business inventors. Private resources include not only intellectual property attorneys and manufacturers, but also other inventors, distributors and consultants.

The database would initially be developed for Wisconsin. DOE expects the information acquired during the course of development and testing to be valuable for similar developments in other states. Currently, WISC performs an estimated 100 invention evaluations annually for Wisconsin inventors. The center counsels another 200 informally. With the database,

the center could conduct more than 150 searches per year.

WISC is compiling resources for this network and expects to have it on line by August of 1991. If any business or organization is interested in becoming a source, contact WISC at 402 McCutchan Hall, UW-Whitewater, Whitewater, WI 53190 or call (414) 472-1365.

— By Pete Millard



AUGUST WINTER & SONS, INC.

Mechanical Contractors
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- Specialty Industrial Piping Work
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- Plumbing Work

2323 North Roemer Road
P.O. Box 1896
Appleton, Wisconsin 54913

Inquiries welcome
Call or write for more
information

Phone: 414/739-8881
Fax: 414/739-2230

Plan On Savings.
Plan On Natural Gas.

The Wisconsin Innovation Service Center at UW-Whitewater has received a grant from the U.S. Department of Energy to create an Inventors' Network Database to assist independent inventors and entrepreneurs with new product development.

APPENDIX 2

Sent to:

Wisc. Inventors QSR ≥ 4

TT inventors

WIW list

(several returns) $\approx 2,000$

Responses ≈ 130

≈ 1800 good ones

1990

Dear Inventor or Organization:

The Wisconsin Innovation Service Center at the University of Wisconsin-Whitewater is in the process of creating an inventors' network database, the aim of which is to make product development activities proceed more efficiently, and reduce the frustration levels associated with product development by providing quick access to information about possible sources of assistance. We would like your help in identifying appropriate sources of assistance for inclusion on this database.

We would like to be able to provide inventors with information on sources for prototype development, production, distribution, legal advice and a variety of other topics. Any resources you have used, or are aware of, that have been helpful would be valuable to share.

If you feel you have experience in the invention development process, we would also like to know if you would be willing to consider serving as a "mentor" to a person in your geographic area just beginning the process. On the other hand, we would also like to know if you would be interested in having a mentor to speak with.

We would greatly appreciate your time in completing the attached survey. In return for your time, upon receipt of the survey, we would be happy to send you a copy of our innovation guidebook Marketing Ingenuity & Invention, which includes chapters on marketing, patenting, licensing, product liability and many other topics concerning innovation. Please return the completed survey in the enclosed postage-paid envelope by . If you would like to answer by phone or have any questions about the survey, please call 1-800-622-0168.

Thank you.

Sincerely,

Debra Knox-Malewicksi

Debra Knox-Malewicksi

Program Manager

DKM:vt

Enclosures

INVENTORS NETWORK

Database Survey

Please inform us of any resources you have used (or are aware of) to assist with product development; even partial information will be appreciated. Please add supplemental sheets if needed. YOUR NAME WILL BE KEPT CONFIDENTIAL.

- 1. PROTOTYPE DEVELOPMENT/TESTING (List any companies, consultants, vocational-technical schools, universities, government agencies or other organizations that assisted you with prototype development or product costing.)

Table with 5 columns: Organization, Address, Phone #, Type of Work Done, Satisfied with work? (Yes/No/Don't know or not applicable). Includes 6 horizontal lines for data entry.

Comments: [Blank lines for handwritten notes]

- 1. PRODUCTION (Please list any sources of assistance, including non-profit.)

Table with 5 columns: Organization, Address, Phone #, Type of Work Done, Satisfied with work? (Yes/No/Don't know or not applicable). Includes 6 horizontal lines for data entry.

Comments: [Blank lines for handwritten notes]

II. **MARKETING** (Please include sources of general advice, research, distribution and/or promotion)

Organization	Address	Phone #	Type of Work Done	Satisfied with work? (Yes/No/Don't know or not applicable)

Comments: _____

V. **LICENSING** (Please include companies interested in reviewing new product ideas from outside the company for possible licensing arrangements.)

Organization	Address	Phone #	Type of Work Done	Satisfied with work? (Yes/No/Don't know or not applicable)

Comments: _____

LEGAL ADVICE (Please include sources of advice on patents and other intellectual property, licensing and/or product liability.)

Organization	Address	Phone #	Type of Work Done	Satisfied with work? (Yes/No/Don't know or not applicable)
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

Comments: _____

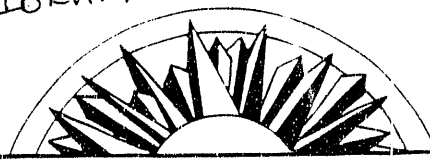
I. Would you consider servicing as an invention development "mentor?"
Yes _____ No _____

Are you interested in possibly using a "mentor?"
Yes _____ No _____

Your Name _____
Address _____
Phone # _____

(This information will be kept confidential.)

Please return this survey in the return envelope or phone 1-800-622-0168.



WISCONSIN INNOVATION SERVICE CENTER

402 McCutchan Hall University of Wisconsin-Whitewater Whitewater, WI 53190 (414) 472-1365

October 26, 1990

Dear Librarian:

The Wisconsin Innovation Service Center at the University of Wisconsin-Whitewater has recently received a grant from the U.S. Department of Energy to create an inventors' network database, the aim of which is to make product development activities proceed more efficiently for independent inventors and entrepreneurs by providing quick access to information on sources of assistance.

Inventors are typically interested in both business and technical information, much of which is available through libraries. Our goal is to include a geographically-dispersed sampling of Wisconsin libraries on our database, along with a feel for the level of resources available at a particular location.

We would greatly appreciate your assistance with this project through the completion of the enclosed brief survey. Please return it in the enclosed postage-paid envelope by November 14.

In return for your time, we would be happy to send you a copy of our innovation guidebook, Marketing Ingenuity & Invention, which includes chapters on marketing, patenting, licensing, product liability, and many other topics concerning innovation. If you have any questions about the survey, please call 1-800-622-0618.

Sincerely,



Debra Knox-Malewicki
Program Manager

dkm:ms

Enclosures



LIBRARY SURVEY

1. What basic references are available at your library?

Check as many as apply:

- Thomas Register
- Classified Directory of Wisconsin Manufacturers
- Encyclopedia of Associations
- Wall Street Journal
- Reader's Guide
- Business Periodical Index
- Standard & Poor's Industrial Survey

2. Do you have an Inter-Library Loan service available?

Yes. If so, for what? _____

No

3. Do you have an On-Line Database or access to one?

Yes. If so, what information is accessible?

No

4. Do you have a Business Research service?

Yes

No

Questions 5-7 apply only to University, Technical College, or Company libraries.

5. Does the public have access to your library?

Yes. If so, how? _____

No

6. If you have an on-line database, does the public have access to it?

Yes

No

Don't have one

7. Does the public have check-out privileges from your library?

Yes

No

Thank you very much for your time. Please return to us in the postage-paid envelope by November 14th. Thanks again!

Your name _____

Library name _____

Address _____

Phone # _____

November 14, 1990

Dear Economic Development Association:

The Wisconsin Innovation Service Center at the University of Wisconsin-Whitewater is in the process of creating an inventors' network database; our goal is to make product development activities proceed more efficiently for inventors and reduce the frustration levels associated with product development by providing quick access to information about possible sources of assistance. We would like your help in identifying appropriate sources of assistance for inclusion on this database.

We would like to be able to provide inventors with information on sources for prototype development, production, distribution, legal advice and a variety of other topics. We are looking for specific businesses in your area that are interested in helping inventors. Please note we will call all of the businesses that you refer to us and will ask their permission to include them on our database. Any resources that you are aware of would be helpful.

We would greatly appreciate your time in completing the attached survey. In return for your time, upon receipt of the survey, we would be happy to send you a copy of our innovation guidebook Marketing Ingenuity & Invention, which includes chapters on marketing, patenting, licensing, product liability and many other topics concerning innovation. Please return the completed survey in the enclosed postage-paid envelope by December 5, 1990. If you have any questions about the survey, please call 1-800-622-0168.

Thank you.

Sincerely,

Debra Knox-Malewicki
Program Manager

Your signature was on the one sent to duplicating.

November 14, 1990

Dear Small Business Development Center:

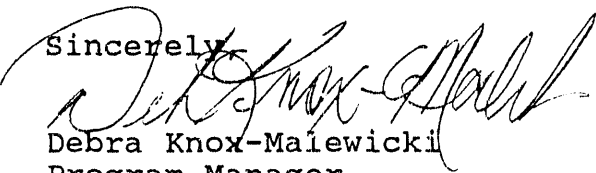
The Wisconsin Innovation Service Center at the University of Wisconsin-Whitewater is in the process of creating an inventors' network database; our goal is to make product development activities proceed more efficiently for inventors and reduce the frustration levels associated with product development by providing quick access to information about possible sources of assistance. We would like your help in identifying appropriate sources of assistance for inclusion on this database.

We would like to be able to provide inventors with information on sources for prototype development, production, distribution, legal advice and a variety of other topics. We are looking for specific businesses in your area that are interested in helping inventors. Please note we will call all of the businesses that you refer to us and will ask their permission to include them on our database. Any resources that you are aware of would be helpful.

We would greatly appreciate your time in completing the attached survey. In return for your time, upon receipt of the survey, we would be happy to send you a copy of our innovation guidebook Marketing Ingenuity & Invention, which includes chapters on marketing, patenting, licensing, product liability and many other topics concerning innovation. Please return the completed survey in the enclosed postage-paid envelope by December 5, 1990. If you have any questions about the survey, please call 1-800-622-0168.

Thank you.

Sincerely,



Debra Knox-Maiewicki
Program Manager

**INVENTORS NETWORK
DATABASE SURVEY**

Please inform us of any resources you are aware of to assist with product development; even partial information will be appreciated. Thank you.

I. PROTOTYPE DEVELOPMENT/TESTING (List any companies, consultants, government agencies or other organizations that you feel may be willing to assist with prototype development or product costing.)

<u>Organization</u>	<u>Address</u>	<u>Phone #</u>	<u>Type of work done</u>	<u>Contact person</u>
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

Comments: _____

II. PRODUCTION (Please list any sources of assistance, including non-profit.)

<u>Organization</u>	<u>Address</u>	<u>Phone #</u>	<u>Type of work done</u>	<u>Contact person</u>
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

Comments: _____

III. MARKETING (Please include any sources of general advice, research, distribution and/or promotion.)

<u>Organization</u>	<u>Address</u>	<u>Phone #</u>	<u>Type of work done</u>	<u>Contact person</u>

Comments: _____

IV. LICENSING (Please include companies interested in reviewing product ideas from outside the company for possible licensing arrangements.)

<u>Organization</u>	<u>Address</u>	<u>Phone #</u>	<u>Type of work done</u>	<u>Contact person</u>

Comments: _____

We would also appreciate the following information.

Your name _____

Address _____

Phone # _____

Please return this survey in the enclosed return envelope by
December 5, 1990. Thank you very much.

UNIVERSITY OF WISCONSIN INNOVATION SERVICE CENTER

March 12, 1991

Dear Cataloger:


The Wisconsin Innovation Service Center at the University of Wisconsin-Whitewater is in the process of creating an Inventors' Network Database for Wisconsin, the aim of which is to make product development activities for inventors proceed more efficiently, and to reduce the frustration levels associated with product development by providing quick access to information about possible sources of assistance. This project is being funded by the U.S. Department of Energy with the hope that this activity will serve as a model for other states.

One difficulty inventors face in marketing their products is uncovering appropriate sources of distribution. We are asking for your assistance because we would like to know which catalogers in Wisconsin are interested in working with independent inventors (possibly single product suppliers). If you are interested, we will list you on our database as a potential distribution source (based on your product interests).

We would greatly appreciate your time in completing the attached survey. Please return the completed survey in the enclosed postage-paid envelope by April 1. If you have any questions about the survey, please call 1-800-622-0168.

Thank you.

Sincerely,



Debra Knox-Malewicki
Program Manager

DKM:dk

Enclosures

CATALOG SURVEY

1. Do you produce all of the products that you sell?
 Yes
 No
If no, what approximate percentage comes from the following areas?(total equals 100)
 Your manufacturing facilities
 Other manufacturers
 Distributors
 Small independent suppliers (Local independent craftspeople, independent inventors)
 Other, explain: _____

2. Do you charge suppliers a fee for including their product in your catalog?
 Yes, how much? _____
 No

3. Do you offer products placed on consignment?
 Yes
 No

4. What are the terms for payment to the supplier? _____

5. Who has control of the artwork for placing the product in the catalog?
 The manufacturer (inventor)
 Your company
 Both, explain: _____

6. Are there any specifications a product must meet for you to carry it?
Product type: _____

Price range: _____

Size of product: _____

Other: _____

7. Do you have certain packaging requirements?

Yes, explain: _____

No _____

8. What are the shipping requirements?

9. Do you mostly:

Buy quantities and warehouse items

Have the manufacturer drop-ship items

Both, depending on the product; Explain:

10. If you warehouse, what is the usual minimum quantity purchased?

11. If drop-shipped, what is the minimum number you expect a manufacturer to have in inventory?

12. Do you negotiate for exclusive distribution of a product?

No

Yes, explain _____

13. Who is the contact person at your business for the supplier?
(If more than one, please list the names of the buyers and their relevant product categories/lines)

Please include the following.

Your name: _____

Company: _____

Address: _____

City, State, Zip: _____

Phone: _____

Thank you for your cooperation. Please return in the enclosed postage-paid envelope by April 1.

April 22, 1991

Dear W.A.M.A. Member:


The Wisconsin Innovation Service Center at the University of Wisconsin-Whitewater is in the process of creating an Inventors' Network Database for Wisconsin, the aim of which is to make product development activities for inventors proceed more efficiently, and reduce the frustration levels associated with product development by providing quick access to information about possible sources of assistance. This project is being funded by the U.S. Department of Energy with the hope that this activity will serve as a model for other states.

One difficulty inventors face in marketing their products is uncovering appropriate sources of distribution. We are asking for your assistance because we would like to know which manufacturers' agents are interested in working with independent inventors (single product suppliers). If you are interested, we will list you on our database as a potential distribution source (based on your product interests).

We have been in contact with the Wisconsin Association of Manufacturer's Agents and have received a list of all of the members. This list will be used for the enclosed survey only. We would greatly appreciate your time in completing the survey and returning it in the enclosed postage-paid envelope by May 8. If you have any questions about the survey, please call 1-800-622-0168.

Thank you.

Sincerely,


Debra Knox-Malewicki
Program Manager

DKM:dk

Enclosures

WAMA SURVEY

1. Have you ever represented a start-up company or a single product supplier?

- Yes
- No

2. Have you ever represented a new line in an existing product?

- Yes
- No

3. Would you be interested in representing a new product line in the future?

- Yes
- No

4. How should you be contacted?

- Trade Magazine
- Direct Contact
- Through WAMA
- Other _____

5. How would you suggest an inventor should go about finding a good sales team?

6. What types of products do you normally work with?

7. Are there any specifications a product must meet for you to represent it?

Product Type: _____

Price Range: _____

Size of the product: _____

Other: _____

8. What types of industries/businesses do you typically contact?

9. Do you know of any other companies that may be interested in working with independent inventors or small businesses? If so, please list.

COMPANY NAME	CONTACT PERSON	PHONE NUMBER
--------------	----------------	--------------

10. Do you have any other comments you would like to include?

11. Can we list you on our database as a distribution source for a single product supplier and/or an independent inventor in the distribution stage?

Yes
 No

If you wish to be included on the database as a distribution source, please include the following:

Your name: _____

Company/Agency name: _____

Address: _____

City, State, Zip: _____

Phone: _____

Thank you very much for your time. Please return in the enclosed postage-paid envelope by May 8.



WISCONSIN INNOVATION SERVICE CENTER

McCormick Hall University of Wisconsin-Whitewater Whitewater, WI 53190 (414) 472-1365

April 11, 1991

Dear Publisher:

The Wisconsin Innovation Service Center at the University of Wisconsin-Whitewater is in the process of creating an Inventor's Network Database for Wisconsin, the aim of which is to make product development activities for inventors proceed more efficiently, and to reduce the frustration levels associated with product development by providing quick access to information about possible sources of assistance. This project is being funded by the U.S. Department of Energy, with the hope that this activity will serve as a model for other states.

One difficulty inventors face in marketing their products is letting their target market know about them. We are asking for your assistance because we would like to know which magazines in the state are interested in publishing information on new products. If you are interested we will list you on our database with any guidelines for press releases you may have.

If you have any standard guidelines for submitting new product information to your publication or a media kit, please send us a copy. If not, we would greatly appreciate your time in answering a few questions on the attached page. Please return the attached sheet or your guidelines in the enclosed postage-paid envelope. If you have any questions about the Inventor's Network Database, please call 1-800-622-0168.

Thank you.

Sincerely,

Debra Knox-Malewicki

Debra Knox-Malewicki
Program Manager

DKM:dk

Enclosure



MEDIA

1. Does your publication publish information on new products?

Yes

No

If yes, please continue with the other questions.

2. What type of market does your publication target?

3. What are your guidelines for a press release? (If printed guidelines are enclosed, please ignore).

4. Do you prefer to receive a photo of the product?

Yes

No

Comments: _____

Please include the following:

Magazine Name: _____

Company Name: _____

Address: _____

City, State, Zip: _____

Phone: _____

APPENDIX 3

Table: MEDIA No lock(s)
Read Password: No
Modify Password: Yes

Column definitions

#	Name	Type	Length	Key	Expression
1	PUBLICITN	TEXT	35 characters		
2	COMPANY	TEXT	40 characters		
3	STREET1	TEXT	40 characters		
4	STREET2	TEXT	40 characters		
5	CITY	TEXT	30 characters		
6	STATE	TEXT	2 characters		
7	ZIPCODE	TEXT	10 characters		
8	ZIP	TEXT	3 characters	yes	('zipcode')
9	PHONE	TEXT	13 characters		
0	MARKET	TEXT	200 characters	yes	
1	GDELINES	TEXT	200 characters		
2	PHOTO	TEXT	1 characters		
3	COMMENTS	TEXT	150 characters		

Current number of rows: 61

Handwritten notes:
Add
...
...

Table: ATTORNEY No lock(s)
Read Password: No
Modify Password: Yes

Column definitions

#	Name	Type	Length	Key	Expression
1	FRNAME	TEXT	30 characters		
2	LANAME	TEXT	30 characters		
3	COMPANY	TEXT	40 characters		
4	STREET1	TEXT	40 characters		
5	STREET2	TEXT	40 characters		
6	CITY	TEXT	30 characters		
7	STATE	TEXT	2 characters		
8	ZIPCODE	TEXT	10 characters		
9	ZIP	TEXT	3 characters	yes	('zipcode')
0	PHONE	TEXT	13 characters		
1	FIELD1	TEXT	460 characters		

Current number of rows: 71

Table: TT No lock(s)
Read Password: No
Modify Password: Yes

Handwritten note: MF 0110 1754

Column definitions

#	Name	Type	Length	Key	Expression
1	FRNAME	TEXT	30 characters		
2	LANAME	TEXT	30 characters		
3	COMPANY	TEXT	40 characters		
4	STREET1	TEXT	40 characters		
5	CITY	TEXT	30 characters		
6	STATE	TEXT	2 characters		
7	ZIPCODE	TEXT	10 characters		
8	ZIP	TEXT	3 characters	yes	
9	PHONE	TEXT	13 characters		

0 SICCODE TEXT 4 characters
1 SIC1 TEXT 4 characters
2 PRODDISC TEXT 160 characters

Current number of rows: 316

Table: LICENSIN No lock(s)
Read Password: No
Modify Password: Yes

Column definitions

#	Name	Type	Length	Key	Expression
1	FRNAME	TEXT	30 characters		
2	LANAME	TEXT	30 characters		
3	COMPANY	TEXT	40 characters		
4	STREET1	TEXT	40 characters		
5	STREET2	TEXT	40 characters		
6	CITY	TEXT	30 characters		
7	STATE	TEXT	2 characters		
8	ZIPCODE	TEXT	10 characters		
9	ZIP	TEXT	3 characters		('zipcode')
10	PHONE	TEXT	13 characters		
11	MOREINFO	TEXT	250 characters		
12	COSTING	TEXT	40 characters		

Current number of rows: 21

Table: PRDCTN No lock(s)
Read Password: No
Modify Password: Yes

Column definitions

#	Name	Type	Length	Key	Expression
1	FRNAME	TEXT	30 characters		
2	LANAME	TEXT	30 characters		
3	COMPANY	TEXT	40 characters		
4	STREET1	TEXT	40 characters		
5	STREET2	TEXT	40 characters		
6	CITY	TEXT	30 characters		
7	STATE	TEXT	2 characters		
8	ZIPCODE	TEXT	10 characters		
9	ZIP	TEXT	3 characters		('zipcode')
0	PHONE	TEXT	13 characters		
1	MOREINFO	TEXT	250 characters		
2	COSTING	TEXT	40 characters		

Current number of rows: 108

Table: LIBRARY No lock(s)
Read Password: No
Modify Password: Yes

Column definitions

#	Name	Type	Length	Key	Expression
1	FRNAME	TEXT	30 characters		
2	LANAME	TEXT	30 characters		
3	LIBRARY1	TEXT	60 characters		

4	STREET1	TEXT	40	characters	
5	STREET2	TEXT	40	characters	
6	CITY	TEXT	30	characters	
7	STATE	TEXT	2	characters	
8	ZIPCODE	TEXT	10	characters	
9	ZIP	TEXT	3	characters	('zipcode')
0	PHONE	TEXT	13	characters	
1	TOMREG	TEXT	1	characters	
2	DIRWIMFG	TEXT	1	characters	
3	ENCASSOC	TEXT	1	characters	
4	WSJ	TEXT	1	characters	
5	RDRSGDE	TEXT	1	characters	
6	BPINDEX	TEXT	1	characters	
7	SPINDSUR	TEXT	1	characters	
8	LIBLOAN	TEXT	1	characters	

Column definitions

#	Name	Type	Length	Key	Expression
9	LOANDATA	TEXT	80	characters	
0	ONLINEDB	TEXT	1	characters	
1	DBINFO	TEXT	80	characters	
2	BUSRSRCH	TEXT	1	characters	
3	PUBLIC	TEXT	1	characters	
4	PUBLICAC	TEXT	40	characters	
5	PUBLICDB	TEXT	1	characters	
6	PUBLICCO	TEXT	1	characters	
7	PUBLXTRA	TEXT	40	characters	

Current number of rows: 183

Table: MFGAGENT
 Read Password: No
 Modify Password: Yes

No lock(s)

on disk in mfgagent.tbl

Column definitions

#	Name	Type	Length	Key	Expression
1	FRNAME	TEXT	30	characters	
2	LANAME	TEXT	30	characters	
3	COMPANY	TEXT	40	characters	
4	STREET1	TEXT	40	characters	
5	STREET2	TEXT	40	characters	
6	CITY	TEXT	30	characters	
7	STATE	TEXT	2	characters	
8	ZIPCODE	TEXT	10	characters	
9	ZIP	TEXT	3	characters	yes ('zipcode')
0	PHONE	TEXT	13	characters	
1	REPSTART	TEXT	1	characters	
2	REPNEWLI	TEXT	1	characters	
3	FUTREP	TEXT	1	characters	
4	CONTACT	TEXT	150	characters	
5	PRODTYPE	TEXT	150	characters	
6	PRODSPEC	TEXT	100	characters	
7	PRICSPEC	TEXT	100	characters	
8	SIZESPEC	TEXT	100	characters	

Column definitions

#	Name	Type	Length	Key	Expression
9	OTHRSPEC	TEXT	100	characters	
0	BUSTYPES	TEXT	200	characters	

1 XTRAINFO TEXT 1 characters

Current number of rows: 48

Table: CATALOG No lock(s)
Read Password: No
Modify Password: Yes

on disk as catalog.tbl

Column definitions

#	Name	Type	Length	Key	Expression
1	FRNAME	TEXT	30 characters		
2	LANAME	TEXT	30 characters		
3	COMPANY	TEXT	40 characters		
4	STREET1	TEXT	40 characters		
5	CITY	TEXT	30 characters		
6	STATE	TEXT	2 characters		
7	ZIPCODE	TEXT	10 characters		
8	ZIP	TEXT	3 characters		('zipcode')
9	PHONE	TEXT	13 characters		
0	YOURMFG	INTEGER			
1	OTHERMFG	INTEGER			
2	DISTRIB	INTEGER			
3	SUPPLIER	INTEGER			
4	OTHER	INTEGER			
5	OTHERDET	TEXT	40 characters		
6	FEEAMT	CURRENCY			
7	FEEAMT2	TEXT	50 characters		
8	CONSIGN	TEXT	1 characters		

Column definitions

#	Name	Type	Length	Key	Expression
9	TERMS	TEXT	100 characters		
0	ARTWORK	TEXT	150 characters		
1	PRODUCT	TEXT	150 characters		
2	PRICE	TEXT	150 characters		
3	SIZE	TEXT	150 characters		
4	OTHERSPC	TEXT	150 characters		
5	PACKREQ	TEXT	150 characters		
6	SHIPREQS	TEXT	150 characters		
7	METHOD	TEXT	150 characters		
8	WHSEMIN	TEXT	150 characters		
9	DROPMIN	TEXT	150 characters		
0	EXCLDIST	TEXT	150 characters		
1	CONTACT1	TEXT	50 characters		
2	CONTACT2	TEXT	50 characters		
3	CONTACT3	TEXT	50 characters		

Current number of rows: 33

Table: CLIENTS No lock(s)
Read Password: No
Modify Password: Yes

on disk as clients.tbl

Column definitions

#	Name	Type	Length	Key	Expression
1	FRNAME	TEXT	30 characters		
2	LANAME	TEXT	30 characters	yes	
3	COMPANY	TEXT	40 characters		

4	STREET1	TEXT	40	characters	
5	CITY	TEXT	30	characters	
6	STATE	TEXT	2	characters	
7	ZIPCODE	TEXT	10	characters	
8	ZIP	TEXT	3	characters	yes ('zipcode')
9	PHONE	TEXT	13	characters	
0	WORKPHON	TEXT	13	characters	
1	REQDATE	DATE			
2	CALCDATE	DATE			'REQDATE'+30
3	CLIENT#	INTEGER			yes

Current number of rows: 45

Table: PROTOTYP
 Read Password: No
 Modify Password: Yes

No lock(s)

no lock as prototyp did

Column definitions

#	Name	Type	Length	Key	Expression
1	FRNAME	TEXT	30	characters	
2	LANAME	TEXT	30	characters	
3	COMPANY	TEXT	40	characters	
4	STREET1	TEXT	40	characters	
5	STREET2	TEXT	40	characters	
6	CITY	TEXT	30	characters	
7	STATE	TEXT	2	characters	
8	ZIPCODE	TEXT	10	characters	
9	ZIP	TEXT	3	characters	('zipcode')
0	PHONE	TEXT	13	characters	
1	MOREINFO	TEXT	250	characters	
2	PROTO	TEXT	1	characters	
3	PROTODET	TEXT	50	characters	
4	PROD	TEXT	1	characters	
5	PRODDET	TEXT	50	characters	
6	MKTG	TEXT	1	characters	
7	MKTGDET	TEXT	50	characters	
8	LIC	TEXT	1	characters	

Column definitions

#	Name	Type	Length	Key	Expression
9	LICDET	TEXT	50	characters	
0	LEGAL	TEXT	1	characters	
1	LEGALDET	TEXT	50	characters	
2	CNSLTNG	TEXT	1	characters	
3	CSLTG2	TEXT	50	characters	
4	COSTING	TEXT	40	characters	

Current number of rows: 115

Table: CONSULT
 Read Password: No
 Modify Password: Yes

No lock(s)

no lock as consult did

Column definitions

#	Name	Type	Length	Key	Expression
1	FRNAME	TEXT	30	characters	
2	LANAME	TEXT	30	characters	
3	COMPANY	TEXT	40	characters	

4	STREET1	TEXT	40	characters	
5	STREET2	TEXT	40	characters	
6	CITY	TEXT	30	characters	
7	STATE	TEXT	2	characters	
8	ZIPCODE	TEXT	10	characters	
9	ZIP	TEXT	3	characters	('zipcode')
0	PHONE	TEXT	13	characters	
1	MOREINFO	TEXT	250	characters	
2	COSTING	TEXT	40	characters	

Current number of rows: 29

Table: MARKET
 Read Password: No
 Modify Password: Yes

No lock(s) *on disk or*
 MKT001.dcl

Column definitions

#	Name	Type	Length	Key	Expression
1	FRNAME	TEXT	30	characters	
2	LANAME	TEXT	30	characters	
3	COMPANY	TEXT	40	characters	
4	STREET1	TEXT	40	characters	
5	STREET2	TEXT	40	characters	
6	CITY	TEXT	30	characters	
7	STATE	TEXT	2	characters	
8	ZIPCODE	TEXT	10	characters	
9	ZIP	TEXT	3	characters	('zipcode')
0	PHONE	TEXT	13	characters	
1	MOREINFO	TEXT	250	characters	
2	COSTING	TEXT	40	characters	

Current number of rows: 67

APPENDIX 4

SAMPLE SEARCH

WISCONSIN INVENTOR'S NETWORK DATABASE

Search done for:

IN VENTOR
123 MAIN STREET
ANYTOWN, WI 54321

Client # 47

Date: 11/26/91

Here is a copy of the database search that you requested. Please keep in mind that this database is in the early stage of formation and by no means contains an exhaustive listing of potential sources of assistance. We would appreciate any comments you may have to help us improve this service.

Wisconsin Innovation Service Center
University of Wisconsin-Whitewater
402 McCutchan Hall
Whitewater, WI 53190
(414) 473-1365

Sources listed on this database are based on descriptions provided by the organization; listing on the database does not constitute an endorsement by WISC or DOE. The WISC is a cooperative effort of the University of Wisconsin-Whitewater, the UW Extension Small Business Development Center, and the Small Business Administration.

INTELLECTUAL PROPERTY ATTORNEYS/AGENTS

Attorneys/Agents

Name: MICHAEL A. LECHTER
Firm: FOLEY & LARDNER

Address: FIRST WISCONSIN CENTER 777 EAST WISCONSIN AVENUE
MILWAUKEE, WI 53202-5367

Phone: 414-271-2400

Area(s) of Expertise:

ELECTRONIC, ELECTRICAL, SEMI-CONDUCTOR & MECHANICAL TECHNOLOGIES,
COMPUTER ARCHITECTURE & HARDWARE, COMPUTER SOFTWARE, MICROPROCESSOR
CONTROLLED SYSTEMS, DATA TRANSMISSION & TELEPHONY, MEDICAL
INSTRUMENTATION & APPARATUS, AEROSPACE & RADAR SYSTEMS

Name: VICTOR M. GENCO JR.
Firm: GODFREY & KAHN

Address: 780 N. WATER STREET
MILWAUKEE, WI 53202-3590

Phone: 414-273-3500

Area(s) of Expertise:

AIRCRAFT ELECTRONIC SYSTEMS, RADAR AND INERTIAL NAVIGATION SYSTEMS,
FIRE, FIRE DIRECTION CONTROL SYSTEMS FOR COMBAT AIRCRAFT, MISSILE
GUIDANCE ASSEMBLIES, RF TRANSMITTERS, RECEIVERS, ELECTRONIC SIGNAL
INTELLIGENCE, COUNTERMEASURE DEVICES

LEGAL PROTECTION

Although many inventors believe patent protection is the first thing they need, this is usually not the case. Patents generally require a significant investment for most independent inventors, so therefore functional and market feasibility from a preliminary standpoint should be investigated prior to a commitment to pursuing a patent.

General information on the patent process is available from:

Public Information Officer
Patent & Trademark Office
Washington, D.C. 20231
(703) 557-3341

LIBRARIES

LIBRARY

Library : CHIPPEWA VALLEY TECHNICAL COLLEGE LIBRARY
Contact : EILEEN EMBERSON

Address : 620 WEST CLAIREMONT AVE.
EAU CLAIRE, WI 54701

Phone : 715-833-6285

Basic references available at the library:
(available references will have a 'Y' before them)

Y Thomas Register
Y Classified Directory of Wisconsin Manufacturers
Y Encyclopedia of Associations
Y Reader's Guide to Periodicals
Y Business Periodical Index
Y Standard & Poor's Industry Surveys

Is there an Inter-Library Loan service available? Y
If so, for what? BOOKS AND PERIODICAL ARTICLES

Does the library have an On-Line Database or access to one? Y
If so, what information is accessible?
DIALOG AND WESTLAW

Does the library have a Business Research service? Y

The following apply only to University, Technical College,
or Company libraries.

Does the public have access to the library? Y
If so, how? SPECIAL PATRON CARD

If the library has an on-line database, does the public
have access to it? N

Does the public have check-out privileges from the library? Y
WITH SPECIAL PATRON CARD

CONSULTANTS

Consultants

Company: ABLER DATA SYSTEMS
Contact: JOE ABLER
Address: 2600 162ND STREET
NEW BERLIN, WI 53151
Phone : 414-786-2448

Company/Product Description:
ENGINEERING, PRODUCT DEVELOPMENT

Costing: GIVE QUOTES AHEAD OF TIME

Company: BUSINESS MARKETING GROUP
Contact: CATHY HUNTOWSKI
Address: 804 DOTY ST.
GREEN BAY, WI 54304
Phone : 414-492-6474

Company/Product Description:
ADVERTISING AND MEDIA PLANS, PUBLIC RELATIONS, DEVELOPMENT
RESEARCH AND PRODUCT FEASIBILITY

Costing: -0-

Company: DEPARTMENT OF DEVELOPMENT
Contact: LOUIE RECH
Address: P.O. BOX 7970
MADISON, WI 53711
Phone : 608-266-2766

Company/Product Description:
FINANCIAL ASSISTANCE FOR RESEARCH AND DEVELOPMENT OF NEW
PRODUCTS

Costing: -0-

MANUFACTURERS' AGENTS

Manufacturers' Agents

Company: NORTHSTAR COMPANY
Agent : PETER W. KOLETTIS

Address: 1514 RIDGEWOOD DRIVE
WEST BEND, WI 53095-4974

Phone : 414-334-9741

Representation...(Answers will be 'Y' for Yes, and 'N' for No)

Has this company ever represented a start-up company or a single product supplier? Y

Has this company ever represented a new line in an existing product? N

Would this company be interested in representing a new product line in the future? Y

Method of contact: DIRECT CONTACT

Types of products this company normally works with:
FOODS, LAWN AND GARDEN, APPLIANCES, COOKWARE,
AWARDS AND PLAQUES, ROLL LABELS, SILK SCREENING,
DISPLAYS, EMBLEMATIC JEWELRY, PRESENTATION FOLDERS

Specifications...

Product type: ADVERTISING, PROMOTION ITEMS, PRINTING, PLASTIC PARTS

Price Range : \$500.00 PER ORDER AND UP

Product Size: NO LIMITATION

Other: -0-

Types of industries/businesses this company usually contacts: O.E.M.S AND U.S. GOVERNMENT

MANUFACTURER'S AGENTS

We surveyed individual members of the Wisconsin Association of Manufacturer's Agents, Inc. (WAMA) and asked:

HOW WOULD YOU SUGGEST AN INVENTOR FIND A GOOD SALES TEAM?

A summary of their responses:

The most frequent response was to go to a manufacturer's agent, explaining that it is cost effective because commission is only paid when the product is sold. It was stressed that the inventor should extensively interview and research the agent. They should find an agent who is familiar with the particular industry or product category. These agents should already have the desired customer base. Other respondents stressed that the inventor should find an agent that is enthusiastic and positive about the product. It was also emphasized that the inventor should evaluate the success of the sales team in selling similar products.

Another frequent response was that the inventor should contact prospective customers in the applicable field. The inventor should talk with customers in related businesses and ask from whom they buy.

Many respondents mentioned finding a good sales team through WAMA (Wisconsin Association of Manufacturer's Agents, Inc.), stating that the inventor could put an ad in WAMA's monthly newsletter. (WAMA; 1504 N. 68th St.; Milwaukee, WI, 53213; 414-778-0640).

A few respondents mentioned MANA (Manufacturer's Agents National Association; P.O. Box 3467, Laguna Hills, CA, 92654; 714-859-4040). They suggested their publication, which lists their members nationwide, as a good resource.

CATALOGS THAT INCLUDE NEW PRODUCTS

Catalogs

Company: ALL'S, THE JIM J. TEMBELIS CO., INC.

Address: 280 E. FERNAU AVE.
OSHKOSH, WI 54901

Phone : 414-426-1080

Of the Products Sold...

75% Manufactured Internally	0% from Small Independent Suppliers
25% from Other Manufacturers	0% from Other Sources,
0% from Distributors	-0-

Fee for including products in the catalog-0-
-0-

Does the catalog offer products on consignment? Y
Terms for payment to supplier: 30 DAYS

Who controls artwork? COMPANY

Listed are any specifications regarding...
Product type-----HUNTING

Price Range-----0-

Size of Product-----0-

Other-----0-

Packaging-----MUST BE READY FOR UPS
Requirements

Shipping-----UPS ONLY
Requirements

Method of-----BUY QUANTITIES AND WAREHOUSE ITEMS
Handling Goods

Minimum Warehouse--DEPENDS; 100 IS NORMAL TO START
Quantity

Minimum Inventory--NO DROP-SHIP
for Drop-Shipping

Exclusive-----YES; ONE PERSON CAN DO A BETTER JOB
Distribution?

Contact(s) : JIM TEMBELIS
-0-

Company: DICKEY TACKLE CO.

Address: 6341 LITTLE PORTAGE LAKE ROAD
LAND O LAKES, WI 54540

Phone : 715-547-3751

Of the Products Sold...

0% Manufactured Internally	20% from Small Independent Suppliers
60% from Other Manufacturers	0% from Other Sources,
20% from Distributors	-0-

Fee for including products in the catalog-0-
-0-

Does the catalog offer products on consignment? N
Terms for payment to supplier: 30 DAYS

Who controls artwork? COMPANY

Listed are any specifications regarding...
Product type-----FISHING LURES AND TACKLE; HUNTING AND FISHING
EQUIPMENT

Price Range-----UP TO \$18 FOR LURES

Size of Product-----0-

Other-----0-

Packaging-----0-
Requirements

Shipping-----UPS-ABLE
Requirements

Method of-----BUY QUANTITIES AND WAREHOUSE ITEMS
Handling Goods

Minimum Warehouse--NO MINIMUM
Quantity

Minimum Inventory---0-
for Drop-Shipping

Exclusive-----0-
Distribution?

Contact(s) : AURORA LEE
-0-

Company: FAIR CHASE, INC.
Address: BOX 880
TWIN LAKES, WI 53181
Phone : 414-279-5478

Of the Products Sold...

0% Manufactured Internally	15% from Small Independent Suppliers
85% from Other Manufacturers	0% from Other Sources,
0% from Distributors	-0-

Fee for including products in the catalog-0-
-0-

Does the catalog offer products on consignment? Y
Terms for payment to supplier: -0-

Who controls artwork? COMPANY

Listed are any specifications regarding...
Product type-----HUNTING

Price Range-----0-

Size of Product-----0-

Other-----0-

Packaging-----0-
Requirements

Shipping-----0-
Requirements

Method of-----BUY QUANTITIES AND WAREHOUSE ITEMS
Handling Goods

Minimum Warehouse--6-50
Quantity

Minimum Inventory---0-
for Drop-Shipping

Exclusive-----AT TIMES
Distribution?

Contact(s) : CAROL MC NALLY
-0-

MARKETING CONSULTANTS

Marketing

Company: ART ROBINSON & ASSOCIATES
Contact: ART ROBINSON
Address: 3047 RUBY AVENUE
RACINE, WI 53402

Phone: 414-639-5190

Company/Product Description:
METAL, MACHINES

Costing: GIVE QUOTES; HOURLY BASIS

Company: KOPP BROS.
Contact: DENNIS KOPP
Address: 2355 S. 178TH STREET
NEW BERLIN, WI 53151

Phone: 414-782-3180

Company/Product Description:
MECHANICAL CONTRACTOR; SHEET METAL WORK

Costing: EVALUATE THEN GIVE QUOTE

CONTRACT MANUFACTURERS

Contract Manufacturers

Company: JONCO INDUSTRIES
Contact: TOM RYAN
Address: 1827 W. GLENDALE AVE
MILWAUKEE, WI 53209-6442

Phone : 414-372-7300

Company/Product Description:
ASSEMBLY AND PACKAGING; SUPPLY PACKAGING MATERIALS; POWDER FILLING,
LIQUID FILLING, PASTE

Costing: PER PROJECT

Company: WEBER-STEPHEN PRODUCTS
Contact: JIM STEPHEN
Address: 200 E. DANIEL RD.
PALATINE, IL 60067

Phone : 708-934-5700

Company/Product Description:
POWDER COAT PAINT, PORCELAIN ENAMEL COATING, FABRICATING
CAPABILITIES, WELDING, DEEPDRAW

Costing: DEPENDS

Company: WRIGHT METAL PROCESSORS
Contact: RON JACOB
Address: 1700 W. CORNELL
MILWAUKEE, WI 53209

Phone : 414-263-1144

Company/Product Description:
CUSTOM COATER OF METAL PARTS: PAINT, POWDER COAT, ELECTRO COAT

Costing: PRICE PER PART

MEDIA SOURCES THAT PUBLISH
INFORMATION ON NEW PRODUCTS

Media Sources

Publication: WISCONSIN PROFESSIONAL ENGINEER
Company : WISC SOC. OF PROFESSIONAL ENGINEERS
Address : 6425 ODANA RD.
MADISON, WI 53719-1199
Phone : 608-274-8555

The type of market the publication targets:
PROFESSIONAL ENGINEERS

Guidelines for a press release:
PRODUCT INFORMATION

Does the company prefer to receive a
photo of the product ('Y' for yes)? Y

Additional comments...-0-

Publication: WISCONSIN ENGINEERING MAGAZINE
Company : WISCONSIN ENGINEER JOURNAL ASSN.
Address : 1513 UNIVERSITY AVE. MEDICAL ENGINEERING BUILDING
MADISON, WI 53706
Phone : 608-262-3494

The type of market the publication targets:
ENGINEERS

Guidelines for a press release:
STANDARD PRESS RELEASE, PHOTO, A LOT OF INFORMATION ON PRODUCT

Does the company prefer to receive a
photo of the product ('Y' for yes)? Y

Additional comments...-0-

Media Sources

Publication: WISCONSIN ARCHITECT
Company : WISCONSIN SOCIETY OF ARCHITECTS
Address : 321 S. HAMILTON
MADISON, WI 53703-3606
Phone : 608--257-8477

The type of market the publication targets:
ARCHITECTS, ENGINEERS, GENERAL CONTRACTORS

Guidelines for a press release:
1 MONTH PRIOR TO ADVERTISING DEADLINE

Does the company prefer to receive a
photo of the product ('Y' for yes)? Y

Additional comments...-0-

MANUFACTURERS INTERESTED IN REVIEWING NEW PRODUCTS

Manufacturers

Company : BEST-EX, INC.
Contact : DAN SMITH

Address : 820 INDUSTRIAL CT. P.O. BOX 454
BARABOO, WI 53913

Phone : 608-356-4882

Company/Product Description:
METAL FABRICATION SHOP: CUSTOM FABRICATION, AIR
PRECLEANER

Sic Code(s): 3400 -0-

Company : DORCO MANUFACTURING
Contact : DICK J. BAUDHUIN

Address : 810 N. 6TH STREET P.O. BOX 218
STURGEON BAY, WI 54235

Phone : 414-743-7201

Company/Product Description:
WIRE PRODUCTS; FRAMES, HOOKS METAL MANIPULATION:
PIERCING, BUFFING

Sic Code(s): 3496 -0-

Company : GREAT LAKES BIOCHEMICAL CO.
Contact : JOHN D. PUETZ

Address : 6120 WEST DOUGLAS AVENUE
MILWAUKEE, WI 53218

Phone : 414-464-1200

Company/Product Description:
ALGICIDES FOR POOLS, AQUARIA, PONDS, LAKES: RUST
INHIBITORS, ENZYMES, METAL CLEANERS & SEALERS

Sic Code(s): 2831 2842

Company : PUTZER METAL FABRICATING INC.
Contact : WILLIAM H. STEFFEN

Address : 916 WETZEL AVENUE
OSHKOSH, WI 54901

Phone : 414-231-1580

Company/Product Description:
METAL FABRICATING

Sic Code(s): 3400 -0-

Manufacturers that may be available to produce your invention, either through contracting or possible other arrangements, are listed in a variety of publications. Suggested sources, available at most libraries, are:

WISCONSIN DIRECTORY OF MANUFACTURERS,
Wisconsin Association of Manufacturers & Commerce, 1991.

THOMAS REGISTER OF AMERICAN MANUFACTURERS, 1991, Thomas
Publishing Co.

THE WISCONSIN DIRECTORY OF MANUFACTURERS and the MILLION
DOLLAR DIRECTORY usually list the principals in the company,
information which can be helpful in developing contacts.

To help you understand the information under the heading "Sic Code(s)", included is an excerpt from the S.I.C. STANDARD INDUSTRIAL CLASSIFICATIONS with the industry classifications for your product. There are instructions on how to read the sic codes on the first page.

LICENSING HELP

Licensing

Company: PATOMIKE, INC.
Contact: THOMAS MEISENHEIMER
Address: 129 S. 7TH AVENUE
WEST BEND, WI 53095

Phone : 414-338-4040

Company/Product Description:
GAME PUBLISHING: TOYS, GAMES; FROM IDEA THROUGH DISTRIBUTION

Costing: BY JOB, OR HOURLY WAGE

APPENDIX 5

WISCONSIN INVENTORS' NETWORK DATABASE

The Wisconsin Innovation Service Center at UW-Whitewater received a grant from the U.S. Department of Energy to create an Inventors' Network Database to assist independent inventors and entrepreneurs with new product development; this database is initially completed and now available for use. At present, the project includes resources in Wisconsin only. Although by no means exhaustive, information on sources of assistance in the following areas is available:

- *Intellectual Property Attorneys
- *Manufacturer Representatives
- *Libraries, public and private
- *Consultants
- *Prototype Developers
- *Catalogs
- *Trade Media
- *Manufacturers for licensing or contract

At the present time, there is no charge for this service. If you are interested in accessing this information, please complete the form below and mail or fax to: Wisconsin Innovation Service Center
402 McCutchan Hall
University of Wisconsin-Whitewater
Whitewater, WI 53190
(414) 472-1365
FAX 414-472-4863

NAME _____ PHONE _____

ADDRESS _____

PRODUCT CATEGORY _____

INFORMATION NEEDED (PLEASE BE AS SPECIFIC AS POSSIBLE):

REGIONAL PREFERENCE: _____

Sources listed on this database are based on descriptions provided by the organization; listing on the database does not constitute an endorsement by WISC or DOE. The WISC is a cooperative effort of the University of Wisconsin-Whitewater, the UW Extension Small Business Development Center, and the Small Business Administration.

WISCONSIN INVENTORS' NETWORK DATABASE

The Wisconsin Innovation Service Center at UW-Whitewater received a grant from the U.S. Department of Energy to create an Inventors Network Database to assist independent inventors and entrepreneurs in accessing sources of assistance for new product development; this database is initially completed and now available for use. At present, this database includes resources in Wisconsin only and there is no charge for this service for WISC clients. All information submitted is held in confidence. Response time is approximately one week upon receipt of request. If you are interested in accessing this information, please complete this form and mail or fax to:

FOR CENTER USE ONLY	
CNO	_____
DR	_____
DS	_____

Wisconsin Innovation Service Center
402 McCutchan Hall
University of Wisconsin-Whitewater
Whitewater, WI 53190

(414) 472-1365 FAX 414-472-1600

PLEASE TYPE OR PRINT

Name: _____

Address: _____

Home Phone: _____ Work Phone: _____

Please describe your product briefly:

Who are your prospective customers/users?

Types of manufacturing processes/materials needed for production, if known:

Areas you would like us to search:
(Please Check)

Legal Protection

_____ Intellectual Property Attorneys/Agents

Prototype Development

_____ Prototype Developers, public and private

Market Research

_____ Libraries, public and private
_____ Consultants/Research Firms

Distribution

_____ Manufacturer Representatives
_____ Catalogs

Marketing

_____ Consultants

Manufacturing

_____ Contract Manufacturers

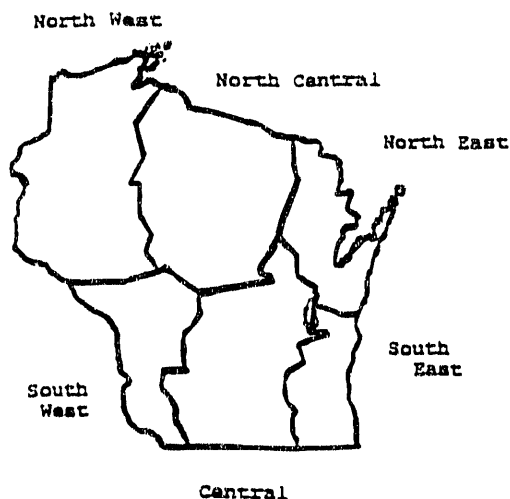
Licensing

_____ Manufacturers interested in reviewing ideas from outside companies for possible licensing arrangements
_____ Licensing Attorneys/Consultants

Promotion

_____ Trade Media

Please indicate area of Wisconsin you would like us to search, if you have a preference:
(Please Circle Area Name)



Sources listed on this database are based on descriptions provided by the organization; listing on the database does not constitute an endorsement by WISC or DOE. The WISC is a cooperative effort of the University of Wisconsin-Whitewater, the UW Extension Small Business Development Center, and the Small Business Administration.

END

**DATE
FILMED**

9 / 2 / 92

