



# Sell Your Ideas With or Without A Patent

By Stephen M Key

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## Sell Your Ideas With or Without A Patent By Stephen M Key

Think you need a patent? Think again. Many of the products Stephen Key has licensed required no intellectual property protection whatsoever, yet have made millions in royalties. But Key also knows what it takes to protect a big idea. Years ago, after reading about how medication bottles rarely contain enough space for the information that needs to be printed on them, he was inspired to develop an innovative label technology. The Spinformation rotating label has been licensed on products the world over, is protected by 20 U.S. and international patents, and has received more than 13 industry awards.

To put it simply: Key knows how to use intellectual property to profit.

This book will teach you how to:

- \* Get a licensing contract with or without intellectual property
- \* Write a provisional patent application that stops others from stealing your idea
- \* Find and hire a killer patent attorney (they are not all created equal!)
- \* Save thousands of dollars on legal expenses
- \* File patents that have true value
- \* Negotiate a win-win agreement

It also details Stephen's experience defending his patents in Federal Court--a David versus Goliath saga he has never before written about at length--as well as provides tips about how to avoid a licensing contract from going bad.



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### Editorial Review

#### Review

"Stephen Key has a rock-your-world passion for going large with even the most simple idea. Buy this book, grab your hardhat, and hang on."

-- *John S. Ferrell, Esq., Co-Founder, Carr & Ferrell LLP, Rated by San Francisco Magazine as one of Northern California's top lawyers.*

#### About the Author

Stephen Key is an award-winning inventor, a renowned intellectual property strategist, a successful entrepreneur, and a best-selling author. The more than 20 products he has licensed over the past 35 years have sold in Walmart, 7-Eleven, and Disney stores and theme parks worldwide, as well as been endorsed by Michael Jordan, Alex Trebek, and Taylor Swift.

Along with business partner Andrew Krauss, Stephen co-founded inventRight, a company dedicated to teaching inventors, entrepreneurs, and anyone with an idea how to build wealth through licensing. Tim Ferriss, best-selling author of The 4-Hour Workweek, was an early student of his. He is also the Chief Technical Officer of SpinLabel Technologies.

Key's first book, One Simple Idea: How to Turn Your Dreams Into a Licensing Goldmine While Letting Others Do The Work, was published by McGraw-Hill in March 2011. It has since been translated into five other languages as well as consistently ranks first in books about small business marketing. His highly anticipated second book, One Simple Idea for Startups and Entrepreneurs, is a must-read for aspiring do-it-yourself businessmen.

He is also the author of The Licensing Lifestyle, a weekly column for Inc.com, as well as a long-standing contributor to Entrepreneur.com.

### Users Review

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