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## Great Invention! Now What?: Evaluate, patent, trademark, and license your new invention (Business Series)

Charles B. McGough

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# Great Invention! Now What?

Evaluate, patent, trademark,  
and license your new invention

Dr. Charles B. McGough

- Minimize money spent on patent attorneys
- Learn ways to successfully market your idea
- Understand the steps to evaluate and protect your creation

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Great Invention! Now What? gets your best new idea to the marketplace fast. This quick-read will ask you the key questions every inventor needs to answer. You'll get steps to evaluate the marketability, easy tips on patents and trademarks, lessons on how to license your product, invention or ideas at any stage. Author Dr. Charles B McGough is a veteran chemical engineer and inventor of products selling at major retailers including Sam's Club and Lowe's. He has six issued patents, one trademark and seven provisional patent applications. His products currently available at retailers sell in millions of units.

From the Back CoverHow do you make your invention a commercial success? New inventors are often afraid to talk to anyone about their ideas for fear that they will be stolen. They have only a vague understanding of patents and trademarks. They don't know if, when, or how to hire a patent attorney and may also lack the knowledge on how to successfully market inventions. As a new, independent inventor, this book will assist you as you navigate through the process from initial idea to successful commercial product. It tells you not just what to do, but exactly how to do it. Imagine the satisfaction of seeing your idea patented and/or trademarked! This book was written to help you creative but inexperienced independent inventors who have ideas for new products for consumers and commercial industries. Your product may include new and better tools, manufacturing fixtures, toys, medical equipment, holiday decorations, or be one of many other ideas for new inventions designed for work, play, and everyday living. Although new product ideas differ greatly, the fundamental steps necessary to evaluate, protect, and market them are similar. We are a nation of problem solvers, and we solve many problems by inventing exciting new products. Great Invention! Now What? will help you pursue your dreams and make them a reality while minimizing the money spent on patent attorneys. The exclusive download that comes with this book includes sample forms to help prepare you for your own application process. (2014-10-29)About the AuthorDr. Charles B. McGough has a BS from Gonzaga University and MS and PhD degrees from the University of Pittsburgh, all in Chemical Engineering, twenty-five years in senior management positions in large U.S. technical corporations, fifteen years as president of two industrial laser companies, six issued patents, one trademark, seven provisional patent applications, and many publications. One of his products, which is currently sold nationwide in Lowes, Sams Club, and other outlets, is rapidly approaching one million units sold, and several of his other new products will soon be distributed nationally. Dr. McGough and his wife Elizabeth have four grown sons and live in Savannah, Georgia.