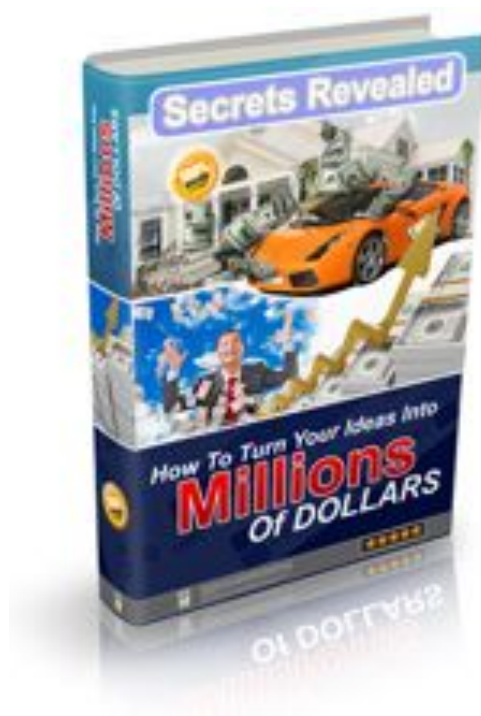




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The information everyone should have, because it may not be today, or tomorrow but one day we all get a Million Dollar Idea.

I have had a good idea like so many other people who have great dreams about their ideas, but like me, so many of them fall pray to "the Invention / Ideas Promotion (Shark) Firms" and end up paying off the debt of \$5,000 + for many years to come. I want to help as many people as I can with your help. Because these Inventions / Promotions Firms have massive T.V and publishing budgets. Our aim is to get this information in front of as many people as possible before they see these Sharks, who will ruin their lives for years to come with debt. I know..... I've had it done to me.

However from my mistakes I have set out to help people with there Ideas and Inventions by giving them the Truth in my E-book, so they dont get caught up with one of these companies, because lots of people do make millions from their Ideas / Inventions. You've just got to bypass the Sharks.

An Introduction to Licensing by **Robert G Allen** (Reprinted with Mr Allens kind permisson)

The Author of two of the largest selling financial books in history; both #1 **New York Times best sellers -- read by millions of people in the past 20 years.**

Multiple Streams of Income & Multiple Streams of Internet Income

"If you have the right idea you to could be the next licensing multi-millionaire.

So what is licensing? Licensing is the ultimate form of intellectual property around; it's the fastest, simplest and shortest path between an idea in your head to multiple streams of cash in the bank for a lifetime".

Author of the New York Times bestsellers:

**Nothing Down, Creating Wealth,
Multiple Streams of Income,
Multiple Streams of Internet Income,**

The One Minute Millionaire
with **Mark Victor Hansen**

<http://www.robertgallen.com>

IMPORTANT WARNING

So you have a better product, the world's best Idea. But the world hasn't seemed to have got the message and isn't exactly beating a path to your door. What do you do?

The answer comes in the middle of a cable-TV show or sometimes on the back of a magazine. For a few hundred dollars, you are told, an invention-promotion company will evaluate your invention, research the patent to see whether anyone else had the idea first, and then contact manufacturers on your behalf. With one good idea, the ads say, you could be sitting on untold millions.

FACT



the majority of companies now advertising these inventor services, which generate about **\$200 million a year**, are **scams**. "They offer a service of sorts but don't really do what they say they will do." Nearly every one of their patent searches comes back with favorable results, often raising the hopes of inventors by estimating a huge market potential. After that hook is set, the rest is easy: clients are then quickly lured into paying huge amounts (the average inventor loses \$20,000) for services that are either useless or available elsewhere for far far less money.

"I was a victim myself and this is why I have setup this Web Site, to put you on the right track to Success with your Ideas"

This Is The Breakthrough You've Been Looking For...I Can't Imagine Anyone Not Making A Great Deal Of Money From This...

Because so few people know about licensing, they presume that it must be extremely complex or difficult. Nothing could be further from the truth. It's a very simple way of getting rich.

You Can Make More Money Through Licensing In One Year Than You've Probably Made In The Last Ten...

Yet, as I mentioned, so few individuals really know about it because there is little, if anything, written on the subject. It is truly one of the best kept secrets in the entrepreneurial world, which is strange when you consider how very easy it is to get into this business. But then again, I suppose that's probably the very reason those in the know have kept so very quiet.

However, personally I think it's a shame little has been published about licensing because right now, and without you even knowing it, thousands and thousands of dollars are literally passing you by every year.

So how do you turn your idea into a licensing phenomena?

First of all you've got to believe your idea is as good as, if not better than, anyone else's idea.

You have to break free from your limitations of "can I? should I? will it?" and turn those doubts into "IT IS, I CAN, I WILL". When the right idea comes your way you can read this again and know which roads to take, to signing a licensing agreement with a company. That will bring you riches beyond your wildest dreams.

All you have to do is come up with your own idea or even an idea to improve on a product that is already out there, because we have all said that this product or that product would be so much better if it could just do this or that.

Well put it down on paper because you could be sitting on untold wealth, wealth that could be going into your bank account year after year.

The intellectual property transfer market is now estimated to be worth over \$100 billion. If you have a great patent / idea, you may be able to license it or sell it for millions of dollars.

There are plenty of businesses out there who could be shown a new way of revamping their own products. Fill your mind with ideas on how to enhance other companies' products. Try noticing at least a few licensing ideas a week. Look out for hot trends, read magazines and papers, look for adverts that keep appearing. Ask yourself, "What else would this look good on? What does this business need in the form of a licensable idea that could make us both a fortune?" Go to the library and look for patents and make a list of good ideas that have nothing more than a patent certificate for the Inventor , phone them up and tell them you want to approach manufacturers for a licensing agreement.

Licensing is possibly the fastest way that you can take your idea from your mind to lifetime streams of income, which could be staggering to say the least. It's already a remarkable way of generating wealth without working yourself, but in the future, licensing will become a money-generating phenomenon ,because of the ease of which global trading can now take place with the use of the internet.

**FTC/STATE "PROJECT MOUSETRAP" SNARES
INVENTION PROMOTION INDUSTRY**

The FTC, which brought five of the cases, said the defendants in its actions generated in excess of \$90 million for their own pockets by exploiting the ideas, hopes and dreams of tens of thousands of consumers.

The potential and possibilities are just so huge, and you'll never get a better way of learning about Licensing. But I don't want you just to take my word for it. I really want you to find out for yourself, and that means taking action right now.

TESTIMONIAL'S




I had been looking for licensing information and your info certainly provided that. I found the links very helpful for example one site gave me access to everything including prototype developers from JD to actual models

Regards,

Joseph M Corrigan - Author, 'The Patriot's Way'

Available at www.Amazon.com, [Barnes + Noble.com](http://Barnes+Noble.com), Bordersbooks.com, Wal-Mart.com, Booksamillon.com and book stores everywhere.
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This Ebook provides information on licensing all kinds of intellectual property (inventions, ideas, products, songs, art-work) even if there's no patent protection. Informative and entertaining
Mike Marks
InventionCity.com

Website: InventionCity.com



You get a step by step guide. #No manufacturing #No set-up costs #No inventory #No sales cost #No sales force #No distribution costs #No employees.
Regards, Paul

Paul A. Lopidas, IDSA
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You and your Ideas could be the next Multi Millionaires, when you know what to do with them.

You'll discover exactly what Licensing is and how very easily you can use this information to produce large profits for yourself.

You'll be introduced to the jargon-free step-by-step process of Licensing. Really it's a whole lot easier than you probably think. Within a few minutes you'll fully understand the REAL key to making a great living.

Quite Simply, If You Want To Join The Really Big Earners In The Licensing Business You Need To Know About Licensing

One simple idea made this Mr. X a lot of money.... and it was so simple

A man who was a surfer from San Diego, came up with the idea to manufacturer stronger more tougher surfing shorts, with his prototype shorts done he decided to put his logo on them.

He finally decided on ten toe's hanging over the edge of a surfboard. He called his new surf wear Hang Ten. And a new brand of surf wear was launched, for many years the company expanded and expanded branching out into other designer related surf wear, employing thousands of employees throughout southern California.

Today though you will not find any Hang Ten factories any more, all you will find is Hang Tens head office employing a small work force, you maybe thinking this is another sad case of company downsizing.

Well, nothing could be further from the truth, you see they have learned to work smart not hard. This year Hang Ten will account for \$600 million dollars in licensing revenues worldwide. And all they do from there head office is licensing, and clothing manufacturers from all over the globe pay Hang Ten millions upon millions of dollars just to print the Hang Ten logo onto shorts, shirts, stickers and many other items of surf related gear.

Hang Ten's work force no longer makes any surf related products, instead they work on designs and keep a vigilant eye out for people who are illegally printing and selling counterfeit products without licensing agreements from Hang Ten.

So as you can see all from one building they are making millions all as a result of licensing.



The licensing Phenomena

If you look around you will find hundreds of products that have been produced under licensing agreements like Harley Davidson merchandise, Ocean Pacific surfwear and surfboards, Simpson calendars, posters, watches, T-shirts etc. All of which is just a microscopic fraction of the licensing industry.

All you have to do is come up with your own idea or even an idea to improve on a product that is already out there, because we have all said that this product or that product would be so much better if it could just do this or that.

Well put it down on paper because you could be sitting on untold wealth, wealth that could be going into your bank account year after year.

So what if your not Bill Gates or Disney, it doesn't matter because they where all the same as you and me, its all about the ideas in our minds and what we do with them that determines what and who we are and what we do with these ideas.

Every day our mind processes thousands of thoughts and some are million dollar ideas. How many of these ideas do you need to have success, well Bill Gates had D.O.S. and the young surfer hand a simple logo both of which are from the opposite sides of the business market but yet no matter how simple the idea or complicated they are they are still both millionaires.

I suppose the bottom line is, if you put into practice what you read, you could really be many tens of thousands of pounds richer than you are now. That's the reality facing you. So please, don't delay. At this moment the market is wide open and ripe for the taking. Further more, I'm limiting this information, it's not available in the bookstores and this low offer is unlikely to be around for ever.

The truth is, if you dither you'll be missing out on the easiest way there is to make money in the Licensing business. And don't forget, you'll find it very difficult to find this kind of information anywhere else. Delay and you're just robbing yourself of the opportunity to join the big earners in the Licensing business

Back in 1988 two guys started putting their ideas onto paper in the form of sketches and then there idea became a reality and bringing them untold riches. Around 400 million dollars was generated from their idea and their idea was the Teenage Mutant Ninja Turtles.



Yes , I'm Ready To Discover "Insider" Million Dollar Ideas Secrets That Could Potentially Get Me Stoned By My Peers If They Discovered How I Did It!

I'd have to be crazy to miss this offer! And I understand how much of a tremendous value this "insider" information is for only \$59, considering the thousands of dollars of money-saving information I'll get that'll enable me to count the days until I can quit my job!

This gem will be sold for \$59. The introductory price of \$29 is a "Buy it NOW before it's gone" offer... so act fast!...

THIS WEEK ONLY YOURS FOR ONLY \$29

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I also know that the \$29 I am paying today will save me thousands of dollars in time and income over the long run. I'll be shortcutting years of trial and error by taking you up on this one-time-offer.

I know that I will receive the following information in the ebook:



PEOPLES NEEDS AND WANTS You must also address the issue of consumer "needs" versus "wants," a line that is often difficult to clearly define.



MANUFACTURERS Most manufacturing companies are constantly on the alert for new additions to their product line, especially if the proposed product does not require an extensive level of new equipment or re-tooling of existing machinery.



TARGET MARKET You must show that the product delivers a benefit to the consumer who might potentially use the product to in order to make it commercially viable.



ROYALTY FEES Each royalty percentage is negotiated between the Inventor / Designer and the manufacturer. Several factors, which can be arranged in a wide variety of combinations,

can affect the determination of a royalty fee agreement.



PRODUCT LIFE CYCLE The rate at which a product goes from the early stages of introduction to the final days of decline can vary dramatically.



PROMOTIONS There will be promotion required to sell your product to the end users. But, since we are dealing with a new product concept, we must also address the promotional activities that will be required to sell your idea to prospective manufacturers and wholesalers.



DISTRIBUTION STRATEGY There are a number of factors to consider when determining how to most effectively move a product through the distribution channels from the manufacturer to the wholesaler and then on to the retailer.



POSITION STRATEGY Having determined the most efficient and effective distribution strategy, the next element to consider in moving your product along to the intended target audience is to assess the position your product will assume in the marketplace.



AN INTRODUCTION TO PATENTING For an invention to be patentable, it must either be unique or have some new feature not previously found on another patented product. It must also be "non-obvious."



PRESENTATION It's all in the presentation, know your market.



PRODUCT TOWARDS MARKET INTRODUCTION *Make it yourself or find a contract manufacturer - Strike a cash buy out arrangement with a manufacturer - Enter into one or more Licensing agreements.*



IN HOUSE OR CONTRACT ? Read all about the different options.



A DESIGN PATENT The design patent protects only the Cosmetic appearance of an article, but not its structural or functional features.



COPYRIGHTS Because it protects the intangible product of the mind rather than physical objects, a copyright is commonly referred to as a form of "intellectual property."



TRADEMARKS A trademark is a word or words, name, symbol, label, device, or picture applied or attached to a manufacturer's or merchant's product to identify it and distinguish it from similar products sold by others.



CASH BUY-OUT Here the product concept is offered to an existing company for a one-time lump-sum payment, with all rights to manufacture and market the product passing to the company purchasing these rights.



LICENSING *Licensing has become the most popular method used by Inventors / Designers seeking to bring a new product to the marketplace.*



MANUFACTURER NEGOTIATIONS You can do this on your own. But manufacturers can have you walking out thinking you have gotten a good deal, while they have placed clauses in the contract that limit the production of your product so that only a few are sold. In this case, they don't have to market your product which will result in very little money for you.



MAILING PACKAGES FOR MANUFACTURERS Over the next few pages you will see a rough idea of what you will need in order to put your idea in front of prospective manufacturers, the following letters will need your own personal touch to suit your product.



TEMPLATE LETTER NUMBER 1 Here is what you will need for your mailing campaign. You will need to have the following Template letter number 1 printed to make your whole presentation look professional.



TEMPLATE SECRECY AGREEMENT FORM Here is what you will need for your mailing campaign. You will need to have the following Template secrecy agreement form printed to make your whole presentation look professional.



TEMPLATE LETTER NUMBER 2 Here is what you will need for your mailing campaign. You will need to have the following Template letter number 2 printed to make your whole presentation look professional.



YOUR PRODUCT PORTFOLIO Change letters 1 & 2 from Invention to Design to suit your product and fill in the missing spaces with your product name, but if it is an invention, try not to use a name that will give away your invention. Always use

caution.



FIRST MAILING Here is what you will need for your mailing campaign. You will need to have the following printed to make your whole presentation look professional.



SECOND MAILING The second mailing is for when the manufacturer has signed and returned the "CONFIDENTIAL DISCLOSURE & SECRECY AGREEMENT FORM"

ALSO TOP QUALITY RESOURCES FOR ALL TYPES OF INTELLECTUAL PROPERTY FOR THE FOLLOWING THAT HAS TAKEN ME A LONG TIME TO RESEARCH



A MAGAZINE THAT IS A TREASURE TROVE FOR INVENTORS Sample articles online and wet the appetite for purchasing reprints or back issues, or to sign up for a subscription for the print version, and the website is liberally laced with links to many other useful inventor resources. Even without subscribing, there's a lot of solid advice here, enough to start a budding inventor on the right course.



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Apparel Wholesaler / Designer Advanced search capabilities make it easy for you to identify and contact new customers and suppliers, compare prices globally, and find sourcing locations that meet your exact needs. This enables you to conduct business on a worldwide scale from your desk with convenience



AN AWARD WINNING ONE STOP GLOBAL FORUM that allows companies and individuals to license, buy or sell ideas, new inventions as well as patents and trademarks. Currently, intellectual properties worth over \$1.2 billion are for sale here



LEARN HOW TO TAKE YOUR INVENTION FROM IDEA TO A PLASTIC PROTOTYPE how take your invention idea all the way from concept to the final product on the store shelf. You may already have made a rough prototype of your product. If you are going to take it to the next level, you will need a good prototype. Ideally, you want a prototype that looks like what a person would buy. If it will be plastic, this could cost thousands of dollars. And if you decide to make changes, it could cost thousands more. The solution is to do it yourself using the training from the video How to Make Plastic Prototypes






IF THE GREATEST PRODUCT IN THE WORLD was Being Shown in the Middle of the Woods Would Anyone Buy it?" But Bring in the Cameras, Pipe in 87 Million Viewers and Even the Smallest Business with an Innovative Product Can Find Success



IS YOUR PRODUCT THE NEXT MILLION DOLLAR SELLER Top Ten Direct Response TV Categories! 1. Automotive 2. Beauty and Personal Care 3. Educational including Self Improvement 4. Entertainment and Travel 5. Health and Fitness 6. Housewares and Electronics 7. Sports/

Hobbies/ Collectibles 8. Weight Loss/ Diet 9. Psychic Hotlines
10. Business Opportunities

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-  **PLUS ONE COMPANY WHO WILL HELP YOU** Learn about inventing from Successful Inventors & share your experiences. They will act as a catalyst for innovation by providing users with collaborative tools that help them learn, grow, share, and bring new products to market.

I also know that I have nothing to lose, considering that you are generous enough to give me a FULL REFUND if I am not satisfied in 8 weeks.

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If you're wondering how good such a product could be for such a low price, let me answer

you. Often low price means low quality, we both know that, but very occasionally you do get incredible value... this just happens to be one of those times.

Make the decision by sending off for this ebook now and open yourself up to a wonderfully relaxed and enjoyable way of making a lucrative living from home.

Not long ago I did a survey of my customers.

I found out that my average household has a \$75,000 income minimum. Not bad. Most are college graduates. More males than females.

But I also found out that some of my customers told me they don't want to pay more than \$50 for any new product I come out with. I have to tell you, I'm shocked! Totally shocked.

I'll tell you right upfront: I'm NOT going to lay out my best information that has cost me a fortune in time and dollars to uncover for virtually nothing. Truth is, you get what you pay for.

I figure I have at least **\$10,000** of my money and 4 years of my time in this. My price isn't cheap but it's extremely fair.

If this isn't fair, I don't know what is.

Well if I told you that information like this would sell for around **\$100 / \$148**, but I' am going to make you a very special offer. You will get this ebook **for just \$59**

This gem will be sold for \$59. The introductory price of **\$29** is a "**Buy it NOW before it's gone**" offer... so **act fast!**...

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Your satisfaction is assured through our no risk, you-can't-lose, 100%, no-questions-asked, iron-clad money-back guarantee.

If for any reason, you aren't thrilled and satisfied with your purchase, just contact us within 8 weeks and we'll refund 100% of your purchase price.

Try it out - risk free.

Because I know believe me I've been taken for a ride that was one of the reasons why I wrote this ebook to make a change in the hope that I can reach everyone out there who has a great Idea / Invention before the Unscrupulous promoters who often require the consumer to pay a fee of several thousand dollars -- in some instances, more than \$20,000. Many fraudulent companies offer to provide invention assistance or marketing services in exchange for advance fees that can range from \$5,000 to \$10,000.

You have nothing to lose.

To your success

Mark Lyford

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This book is digitally stored which is why I can keep the cost right down. Remember you

will get example letters and secrecy agreement forms to tailor to your own product. Believe me, this is real. The information is worth a lot more than this, but I want every one to read it and not just a select few, because this book could be your easiest way of becoming a Millionaire. It's not a get rich quick scheme, this is from the real world of money making, so if you are fed up with get rich quick schemes and want the chance to become a real Millionaire, then act now.

This information is priceless

(MANY RECEIVE ADVICE, BUT ONLY THE WISE PROFIT FROM IT.)

In summary, here's what you get:

You get immediate access to the breakthrough ebook "How to turn your Ideas into millions with Licensing" For Only \$59

P.S. -- This gem *will* be sold for \$59. The introductory price of \$29 is a "Buy it NOW before it's gone" offer... so act fast!...

THIS WEEK ONLY YOURS FOR ONLY \$29 IF YOU RESPOND RIGHT AWAY. IT WILL BE GOING BACK UP TO \$59 VERY SOON AND AS A SPECIAL BONUS AUDIO VERSION OF EBOOK WORTH \$77 FREE

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