

Business News *Development, News Mail*

Invention gurus prepare seminar on marketing new products

LITHONIA — Got a great invention? You can learn how to get your product to the marketplace at a seminar hosted this month by two experts, Antonio and Raquel Anderson, who have earned recognition across the country. The Andersons are hosting a seminar and book signing on July 21, 8:30 a.m., at the Stonecrest Hilton Garden Inn, 7890 Mall Ring Road, Lithonia. The cost is \$89.

The Conyer's residents have appeared twice on the Oprah Winfrey Show for their innovative product, the Gabriel Feeding Pad Break-Away. They made national headlines in 2003 on Oprah's "Million Dollar Idea Challenge," and in 2004 on Oprah's "Quirky Ways How People Have Gotten Rich," which was viewed by 25 million people worldwide. The Andersons appeared in the March 28, 2005 issue of People magazine and were consultants regarding the invention process to Black Enterprise magazine (May and October 2006). Dubbed the "Parents of Invention," the Andersons were featured on the cover of Investors' Digest (April/May/June 2006 issue).

"People are always asking for our advice because they trust us to know what to do. It's the reason that we decided to do the seminar," said Antonio Anderson.

At the seminar, the Andersons will sign copies of the book they have co-authored, "Take It To The Market! The Invention Process Made Easy!" The book offers insight for first-time independent inventors to help them protect their products from marketing scams, as well as useful tips for seasoned inventors.

The Andersons say that too many inventors who are not knowledgeable about the invention process have fallen prey to



Inventors and authors Antonio and Raquel Anderson

scams while trying to get their products on the market.

"In the early stages of learning about the patent process, I was very fortunate in that I lost only \$500 to an invention marketing company when I first started developing products 20 years ago," said Antonio Anderson.

Raquel Anderson said she and her husband count themselves among the lucky. Many invention marketing companies provide promises of product evaluations, development, patents and lucrative licensing deals, but fail to get the products on the market. She pointed out that according to the Federal Trade Commission web site (www.ftc.gov/opa/2007/03ipd.shtml), Patent and Trademark Institute of America has received approximately \$60 million from more than 17,000 consumers since 2000 but has not identified a single successful consumer. The Andersons say they want to help inventors and those who have a desire and the imagination to create unique products to avoid costly pitfalls. They plan to discuss strategies and provide a format for networking at their seminar.

"We want to inspire the next Georgia inventor," Anderson said.

To register for the seminar or for more information about the Andersons, call 404-288-4813 or visit www.takeittothemarket.com or www.gabrielfeedingpad.com.