



quarterly update

“WE TURN GOOD IDEAS INTO GREAT PRODUCTS”

Welcome

Welcome to the first ever quarterly update from Porticos. The purpose of this newsletter is two-fold: first, we intend to provide new and exciting trends and developments in the area of new product development. Second, we want to report our progress here at Porticos, as together we build a community of networked professionals.

I want to thank all of our customers for their business and all of our suppliers for their hard work this last quarter.

Sincerely,

**THE BUSINESS OF
IDEAS**

Greg Patterson, CTO

So you recently heard from you Aunt Sue in Oshkosh, that her neighbor's grandson just got rich from an idea that he licensed to the ACME Company for some new fangled invention. It seems that after quickly jotting down the idea on the back of a napkin and making a few phone calls, he was inundated with offers for the idea from around the world, and now, as a friend of mine would describe, he's a bonafide "bazzilionaire".

Being the handy person you are you figure, "That sounds pretty simple. If he can do it, so can I. I've got lots of ideas floating around. I think I'll take a Friday afternoon, do some doodling, then get down to the bank so I can open up the new account I'm going to need to handle the influx of cash".

read more...

New Faces

Troy Barber was hired in March to fulfill the role of Industrial Design and Business Development. Troy will be responsible for driving new sales revenue and managing Industrial Design projects. Troy brings over four years of related sales experience and is working on his Masters in Industrial Design at N.C. State. For more information about Troy, visit



<http://www.porticos.net/people.pl>

New in Mechanical Design

Textiles Molded Onto Plastics

By: Debbie DeLine

When I was an intern at Ford Motor Company back in the summer of '94, Mechanical Engineers were about to bring to market an oval shaped radio bezel for the Ford Taurus with this exciting new technology called In-Mold Decoration. A decade later I.M.D. is pretty common place, but it's still continuing to "grow". In the January issue of Injection Molding magazine they featured I.M.D. of textiles. In the past there have been highly capital-intensive and mostly proprietary systems of affixing fabrics to plastics. But the new generation of this decoration method utilizes I.M.D., where the textiles are simulated with nylon fibers which are printed directly onto film that can be used in a traditional I.M.D. mold. With the availability of this new film fabrics are sure to pop up in all kinds of product designs.

[Click here to read the article in I.M. Magazine](#)



RECENT HEADLINES & UPDATES

World "Sheadquarters"



Many of you have had the unique opportunity to visit us at Sheadquarters. Our "facilities" were built with our own two hands in Greg's backyard. While rustic in appearance, the building is actually very high-tech. We have wireless access to our server and internet. We're using an internet phone that runs through the DSL line, and we're all mobile with laptops that can run the latest CAD software. But all good things must come to an end. As of April first, we're officially on the market for new office space (no foolin'). Look for an update next quarter.

Press Releases

[Porticos Helps Integrian Pass Vibration Specification - a Key Milestone for Customer Acceptance](#)

[Porticos Awarded Sony Ericsson Contract for Next Generation Mobile Phone](#)

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Well, at the risk of bursting your creative bubble, transforming your great idea into another Aunt Sue story isn't as easy as it may sound. For every success story you hear, there are scores of typically untold stories in which smart inventors poured their hearts, minds and bank accounts into great ideas to no avail. Some great ideas will never make it off the drawing board due to prior art (as it is called), lack of interest, or aversion to risk. Still other good ideas will make it to market, only to fail financially due marketing, timing, or legal issues. And the ones that do make the big bucks are usually the result of long nights and relentless determination on the part of the inventor.

One well known example of a good idea being successfully navigated to market is Velcro. Mary Bellis' article "Microscopic view of Velcro" on inventors.about.com describes it nicely.

One lovely summer day in 1948, a Swiss amateur mountaineer and inventor decided to take his dog for a nature hike. The man and his faithful companion both returned home covered with burrs, the plant seed-sacs that cling to animal fur in order to travel to fertile new planting grounds. The man neglected his matted dog, and with a burning curiosity ran to his microscope and inspected one of the many burrs stuck to his pants. He saw all the small hooks that enabled the seed-bearing burr to cling so viciously to the tiny loops in the fabric of his pants. George de Mestral raised his head from the microscope and smiled thinking, "I will design a unique, two-sided fastener, one side with stiff hooks like the burrs and the other side with soft loops like the fabric of my pants. I will call my invention 'velcro' a combination of the word velour and crochet. It will rival the zipper in its ability to fasten."

Mestral's idea met with resistance and even laughter, but the inventor 'stuck' by his invention. Together with a weaver from a textile plant in France, Mestral perfected his hook and loop fastener. By trial and error, he realized that nylon when sewn under infrared light, formed tough hooks for the burr side of the fastener. This finished the design, patented in 1955. The inventor formed Velcro Industries to manufacture his invention.

Today Velcro is a household name, but as you can see from the history, it took perseverance, a little luck, and lots of intestinal fortitude to get it to where it is today. If you haven't been scared

off the invention bandwagon yet, then perhaps you have what it takes to succeed. But let's take a look at our odds. According to statistics generated by Bell Labs on the topic of intellectual property, for every 10,000 "ideas" generated with the intention of patenting, 1000 make it to the point of becoming disclosures, or patent applications. Of those, 100 actually become granted US patents. Of those, 10 generate some value. And, just in case you think you really have a revolutionary idea, of those original 10,000 ideas, 1 will result in a "change in the industry", such as Velcro. What this boils down to is that for every 1000 ideas, 1 ends up returning value to the inventor.

Looking at the US Patent and trademark office website, you get a further indication on how high the bar is to conceive of, and gain intellectual property rights for an idea. For the year 2003, there were 333,452 patent applications submitted in the US. Considering that there are roughly 293,000,000 people in the United States, this indicates that on average only 1 person in 900 has an idea that reaches the point patent application. And, because committed inventors don't typically stop with 1 patent application, even this estimation is optimistic.

With knowledge of these statistics, you might be tempted to say that obtaining a profitable patent is about as easy as winning the lottery. But we find it to be more likened to climbing a tall mountain. Many attempt it, few succeed, and the ones that do succeed do so with skill, determination, hard work, and yes, a little help from above.

Hopefully we haven't dimmed your excitement about the generation of profitable ideas, but rather sparked your curiosity. If so, come on in and read on. This series, entitled "Business of Ideas", is intended to address some of the lessons learned, best practices, and pitfalls associated with developing your intellectual property portfolio into viable business opportunities, as told by the partners of Porticos, Inc. (www.porticos.net) With a broad portfolio of 50 US utility and design patents granted (mostly in the area of mechanical engineering), and still others pending, the partners of Porticos are in a unique position to share experiences they've gathered on the roller coaster ride of developing business opportunities out of intellectual property. So sit back, buckle up and join us over the coming months as we explore this exciting topic.