



# Inventors News

We are on the web: [www.inventors.asn.au](http://www.inventors.asn.au)

Inventors Association of Australia (SA) Inc Newsletter

August 2010 (NON-MEMBER)

## NEXT MEETING

Sully's  
The Rex Hotel  
172 Richmond Rd  
Marleston, South Australia.

Thursday 19th August

**MEAL - Bistro 6.00 pm**  
MEETING - DOORS OPEN at 7.00pm  
For a 7.30pm start.

General Meeting  
Announcements &  
Correspondence

**Guest Speaker**  
Heather Bungey  
Business Development Manager of  
Intercad [www.intercad.com.au](http://www.intercad.com.au) will  
speak on – SolidWorks

Presentations

Question and Answer time

10.00pm CLOSE

Tea and Coffee

## Presidents Report

### Inventor Characteristics

Went in search of the Internet, the vast information base of the world looking for the “characteristics of Inventors / Innovators” to try and find an answer for improving the IAA(SA)Inc.

### Wikipedia

I found on Wikipedia:

<http://en.wikipedia.org/wiki/ENTP> the Myers-Briggs Personality Type Indicator the Inventor has a type code of ENTP. ENTPs account for about 2–5% of the population and there are 16 different types. The letters equate to:

E – Extraversion preferred to introversion: ENTPs gain energy through interactions with people or objects in the outside world. They tend to enjoy having a wide circle of acquaintances.

N – iNtuition preferred to sensing: ENTPs tend to be more abstract than concrete. They focus their attention on the big picture rather than the details, and on future possibilities rather than immediate realities.

T – Thinking preferred to feeling: ENTPs tend to value objective criteria above personal preference. When making decisions, they generally give more weight to logic than to social considerations.

P – Perception preferred to judgment: ENTPs tend to withhold judgment and delay important decisions, preferring to “keep their options open” should circumstances change.

### The Keirsey Temperament Sorter (KTS)

Another system, KTS is self-assessed personality questionnaire designed to help people better understand themselves and others. The Keirsey description of Inventors is introspective, pragmatic, informative, and expressive. They can become highly skilled in functional engineering and invention. For more information see: [http://en.wikipedia.org/wiki/Keirsey\\_Temperament\\_Sorter](http://en.wikipedia.org/wiki/Keirsey_Temperament_Sorter).

## Test your characteristics

At the HumanMetrics Website I found a free Personality test or Jung Typology Test based on Jung and Myers Briggs typology at <http://www.humanmetrics.com/cgi-win/JTypes2.asp>.

If you take the test, write down the type code and percentages then read the information at <http://www.humanmetrics.com/cgi-win/JungType.htm>.

There are many websites with more information on Jung and Myers Briggs Typology. Also there is information on which types get on best with other types.

## Findings

Inventors / Innovators improve the world but having an association or a club of people possessing the same or similar personality types limits the ability to help each other, as you would find naturally occurring in a group of people with mixed personality types. For example we struggle to find people willing to be on the committee and we struggle to make a go of our inventions cause we don't have a broad-spectrum of personality types to balance our shortcomings. We have to investigate a solution to this problem to improve the service we provide.

### QUOTE OF THE MONTH

Necessity is  
the mother of invention.

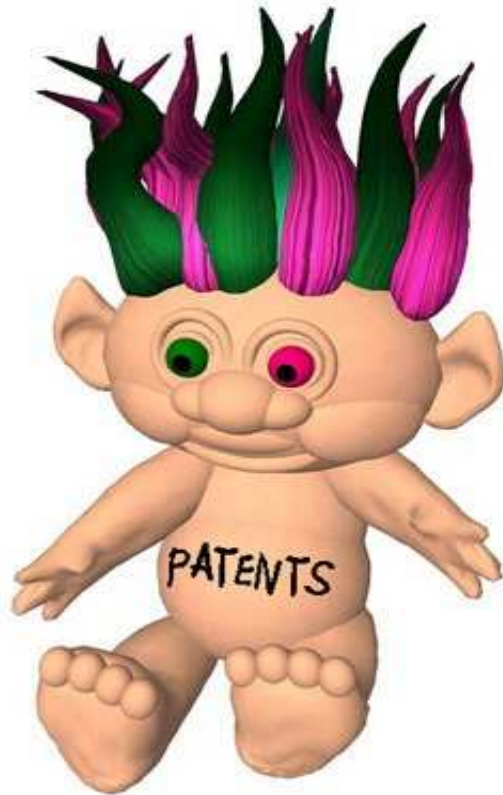
**Meaning:** If we absolutely need to do something that has never been done, we will find a way to do it. It is this need or necessity that forces people to invent things.

**Origin:** Based on the line "Necessity, who is the mother of invention" in The Republic written by Plato (Greek author & philosopher, 427-347BC).

## A new way of making money. Howard Says!!!

Trolls Target Patent Markings with a Trillion Dollar Lawsuit

---



View more Technicalities may seem banal, but when they could cost millions — or even billions — they take on new importance. The latest legal bugaboo facing manufacturers of all sorts is the false patent marking suit. Using what has been until recently an obscure type of legal action, individuals and enterprising law firms have targeted large manufacturers with lawsuits that can easily run million of dollars — in one case, over \$10 trillion — all for including patent numbers incorrectly on products.

The type of suit is called aquí tam action and is part of the False Claims Act, 31 U.S.C. § 3729:

The statute, first passed in 1863, includes an ancient legal device called a “qui tam” provision (from a Latin phrase meaning “he who brings a case on behalf of our lord the King, as well as for himself”). This provision allows a private person, known as a “relator,” to bring a lawsuit on behalf of the United States, where the private person has information that the named defendant has knowingly submitted or caused the submission of false or fraudulent claims to the United States. The relator need not have been personally harmed by the defendant’s conduct.

And putting a non-pertinent or expired patent claim on a product technically counts as a false or fraudulent claim:

---

Under 35 U.S.C. 292, false marking includes marking unpatented product as “patented” or marking a product as “patent pending” when no patent is pending. These false marking activities are only actionable if done “for the purpose of deceiving the public.”

The problem for companies is that they might have lost track of what patents cover a given product, or might have forgotten to update packaging to remove numbers of patents that had expired. How bad can it get? Under the law, the maximum amount a judge could award would be \$500 per incident. Every product inaccurately labeled would be an incident. In the Pequignot v. Solo Cup case, patent attorney Matthew Pequignot is suing the Solo Cup Company for selling 21 billion lids that were falsely marked. Simple multiplication tells you that the total would be over \$10 trillion. With a T. That stands for trouble.

Solo argued that because the patents were previously valid, it wasn't a case of false marking. But a U.S. district court ruled against the company. Most manufacturers don't ship billions of products, but millions? That's pretty common. Qui tam actions have already become a cottage industry, with Thomas Simonian filing at least 27 complaints through the Chicago firm Vanek, Vickers & Masini. Some of the targets:

Pfizer, Inc. (PFE)  
Kimberly-Clark Corporation (KMB)  
Global Instruments, Ltd.  
Monster Cable Products  
Merck & Co. (MRK)  
3M Company (MMM)  
Pella Corporation  
Cisco Systems, Inc. (CSCO)  
Mead Westvaco Corporation  
Hunter Fan Company

Just this partial list includes companies making high tech goods, pharmaceuticals, thermostats, windows, and envelopes. That's just in one guy's suits, and he's not the only one.

I doubt that any judge in his or her right mind would award a multi-trillion amount against a company. But what if you've sold a million widgets? At \$500 each, that would be \$500 million. Get to 10 million and you're at \$1 billion. Even at \$1 each, that would be \$10 million. The amounts scale quickly and generate enough potential reward to interest all sorts of individuals, as well as lawyers willing to

take the cases. Even if the intent wasn't to deceive the public, it still costs real money to mount a defense. And you thought normal patent trolls were bad.

---

## NEW MEMBERS

We cordially welcome all our new members and trust that the Association can help you in your 'journey'. If you have any special requests please talk to any member of the committee and we will endeavour to help you. Committee members have a red dot on their nametags.

## NEWSLETTER CLASSIFICATIONS

There are basically 3 types:

- A** The comprehensive INTERNET version on our website for *financial* members.
- Am** The MAIL copy for those *financial* members without email facilities.
- B** The B version (which is intended for FREE GENERAL RELEASE) and has been edited to remove items which are not intended for *non members*.

### To receive a FREE email-newsletter

Apply through our website: [www.inventors.asn.au](http://www.inventors.asn.au)

Should you NO LONGER wish to receive the email-newsletter CANCEL by simply replying in the SUBJECT field on your computer screen with...

'stop sending newsletter'

If you have any problems receiving this document (a copy should be received 2 or 3 days before the monthly meeting) please contact our IT consultant, on [admin@inventors.asn.au](mailto:admin@inventors.asn.au)

**Disclaimers:** Inventors Association of Australia (SA) Inc accepts no responsibility for the accuracy of the information, the editorial comment, or the advertising in the Inventors News. Members and others should seek professional advice before acting on any matter herein.

Inventors Association of Australia (SA) Inc accepts no responsibility for ideas and inventions revealed to a second party where patent protection has either not been filed or protection has lapsed.