

Meeting Handout October 2017

Betcha Didn't Know This About The My Pillow Guy

What does a pig farmer, carpet cleaner, professional card counter and crack addict have in common? They are all former lives of Mike Lindell, the inventor of My Pillow. Here is a video on his incredible journey from a 16 year old bag boy who spent \$70.00 of his hard earned money on a pillow in 1977 through a number of failed enterprises to building a \$300,000,000.00 that's Three Hundred Million Dollar a year business. <http://bit.ly/2xubNeS>

By the way, he got the idea for My Pillow in a dream. He borrowed the money to start the business from his bookey. He lost his wife, family and home to his Crack addiction when he first started My Pillow. He got so bad his dealer put the word out on the street so nobody would sell him any crack. Now he hires his former crack addict buddies to work in his factory.

His patent (7,461,424) is pretty interesting as well. A Mr. Wayne Belisle (maybe the bookie) is the assignee and the claims begin with, "I claim: 1. An apparatus, comprising: a case; and a plurality of polyurethane foam pieces disposed in the case, ..." Yep, that sounds like a My Pillow to me.

Ever Wonder Why Almost All Of Your Zippers Have YKK Stamped On Them?

Probably not and you're probably thinking, "Who cares anyway". So did I until I saw this fascinating short video. <http://bit.ly/2hZt5OK> Whitcomb L. Judson (they just don't make names like that anymore) patented the first zipper which he called a Clasp Locker in 1893. The company he established is still in business today under the name Talon.

Now just think about all the things that use zippers and you just might believe that the industry is projected to be worth 13.7 BILLION Dollars by 2020. Maybe you can think of an improvement or new use for the humble zipper that can get you in on the action.

So, You're Meeting With A Patent Attorney

Full Disclosure; Gene Quinn of IP WatchDog is a friend of mine. His blog has been voted the number one IP Blog by the American Bar Association several years in a row because it is a treasure trove of information. One of the biggest problems we face as inventors is the preconceived notion that we are all crazy incompetent dreamers who should not be taken seriously or that we are an easy "mark". Invention Promotion Companies prey on the latter and good attorneys run from the former.

In this article he explains how NOT to be either. <http://bit.ly/2yAfW5K> Here is another one with links to dozens of his former articles laid out like a course for beginner through highly advanced inventors. <http://bit.ly/2xunK42> Very informative and it's FREE !

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