Researching for Uniqueness

Make your road to licensing your invention or prototype smoother and cheaper by really understanding your product idea first.

You MUST find out if it's already out there.

Spend no less than 2 hours looking online under Google for similar ideas.

Check under products, images, shopping, patents, etc.

Look *everywhere*.

At the last minute, you may think it's all good, and then boom, there's your exact idea on the market already.

Maybe it's just online, maybe it's in stores too. You've check all of them too, right?

So maybe you found it; don't fret.

The neat part is, you might still be able to run with your invention.

Can you make it better-looking, cheaper, easier to use, or give it more features?

The biggest point here is, if you think there are no other versions of your invention out there, keep doing the research until you're 100% certain.

Save your money on things like expensive prototypes, submitting to contests, and product gurus until you've hashed this angle out completely.

Lower the chance of duplicating someone else's idea and look, look, look.

Also don't waste money on a patent search…the companies you submit sell sheets to can often tell you if your idea already exists!

And whether an updated version would sell.

Seriously, use them as a free sounding board this way.

Ask if there's room on the market for a better _____.

Maybe they know it's flopped and will tell you not to waste your time… conversely they may think improvements will make it a success.

Everybody learns something when you contact potential licensees with all the right questions, and *you* save $$$$.

Keep thinking of ways to save your hard earned cash. Throwing money at it before you have all the facts is not sustainable.

Luck!

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