



HOW TO FIND LICENSING CONTACTS 2

Whether you want your product in a certain store, or just a list of want a list of eligible manufacturers, you'll have to sit down and do some research.

The easiest approach - get into your jammies - is navigating their websites. Go to the "contact", "about us" and "FAQ" pages first.

When you're there, along with the phone number, look for these titles:

- vice president of merchandising
- marketing manager
- new product director
- inventor liaison
- design director
- inventor relations manager
- new business development analyst

Another step is checking Bloomberg, LinkedIn, and Hoovers. Use the list of titles above at those sites too.

Most of the time the person you reach will be friendly, at worst distracted, busy, a bit chilly, or uninterested.

You can handle that easy.

Some days it's even faster to just call the corporate number and ask who works with inventors.

Take a trip to the stores. Look for corporate numbers on the backs of products similar to yours.

If you're looking for a specific contact, it'll take 20 minutes to an hour to find altogether.

Sometimes you'll never find info on the specific person or company you want, no matter where you look or how much time you put in.

Let it go if that happens and try different companies.

Plenty of manufacturers can get you into whatever stores you like.

Don't get stuck on the idea that you must license your invention with a certain company.

So few of them accept idea submissions that your favorite one probably doesn't even work with outside inventors.

Don't despair; look for someone else.

There are so many out there...be flexible and you'll get there!

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