

THE ISSUE OF HARD SELLING



It's all in the way you look at things. An American shoe manufacturer read with interest about the upheavals in a developing country. They figured that along with their new freedoms and opportunities, the masses would demand luxuries previously denied them. The manufacturer dispatched two salesmen to open new accounts.

The bad salesman faxed back:

"Returning home next plane. Nobody can sell shoes here. Everybody goes barefoot."

The good salesman faxed back:

"Request permission to open branch office here. Possibilities unlimited. Not a man or woman in the territory know what shoes are."

Persistence and a positive outlook are the keys way of winning a sale. A seasoned salesman once said:

"If you tie an order book to a dog's tail and set him loose in the city...eventually someone would buy from him."

- Bennet Cerf

THE WHAT, HOW AND WHY OF PATENTS

WHAT? A U.S. patent is essentially a right which the government grants to the inventor permitting him or her "to exclude others from making, using, or selling the invention" within the U.S., its territories and possessions. You may obtain a patent on any "new, useful process, machine or composition of matter or any new and useful improvement thereof." New categories of products are capable of being patented as well. For example, computer programs and new business methods involving a machine or process are now generally patentable. The government grants patents for a term of 20 years from the filing date. Afterwards, anyone is free to exploit the product which you disclosed in the patent.

HOW? Having a practitioner prepare a "full-blown" patent application for you can be a very expensive prospect. However, one somewhat risky short term alternative is available in the United States. Your diligent development of the invention beginning at conception and continuing until filing your patent application or the "reduction of your invention to practice" (building a working prototype) preserves



your rights to a U.S. patent. It should be noted that this does not eliminate the necessity of your filing a patent application within one year of the date the invention is sold, used, offered for sale or publicly disclosed in the U.S., or the inventor publishes or patents the invention anywhere in the world. Nevertheless, unless you file a patent application within one year of the date that a rival inventor patents the invention, you will be unable to establish your patent rights or may incur costly litigation expenses in an effort to establish your patent rights. Therefore, this approach can be risky.

A second, less risky option is to file a provisional patent application. This is a relatively new option which essentially buys you one year's time before you must pay the regular filing fee and file a "full-blown" patent application. It can be somewhat expensive because the enabling and best mode requirements of a regular patent application apply.

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Another option is to keep your invention secret. This option is usually only a viable alternative to patent protection in cases where your invention is a process which cannot be reverse engineered through analysis of the resulting product. The benefits are that, if you are successful in keeping the secret, your competitive advantage will not be limited to protection for twenty years. Thirty-five or more years of protection can be attainable. A risk though is that a competitor will file and obtain a patent which they may be able to enforce against you (the patent laws favor those who "disclose" as opposed to those who "conceal and suppress" technical knowledge). You should consult your local intellectual property attorney to find out whether this is a viable option for you in your particular state.

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PRODUCT CORNER

VEN-REZ™ II: a unique, chrome-free, lignite derivative

PROS:

- provides good high temperature fluid loss control in most water base muds
- good tolerance for contamination
- thins almost all types and densities of water base drilling fluids
- can be used to stabilize salt-contaminated muds
- highly effective as a high temperature filter loss additive in water based systems
- great rheological control
- economical

CONS:

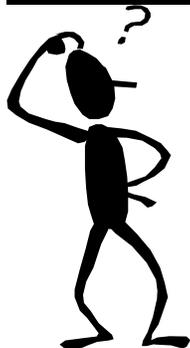
- you're not using it yet



For more information on **VEN-REZ™ II** or any other VCI product, contact us at: **TEL: (337) 232-1977**

U.S.: 1-800-523-1933 or FAX: (337) 237-5340

THOUGHT TICKLERS



"Liberty means responsibility. That's why most men dread it."

- George Bernard Shaw

"Yesterday is gone; tomorrow is a gamble; today is a sure thing - make the most out of it."

- Anonymous

"Periods of tranquility are seldom prolific of creative achievement. Mankind has to be stirred up."

- Alfred North Whitehead

"Words can sometimes, in moments of grace, attain the quality of deeds."

- Elie Weisel

"Out of clutter, find simplicity; from discord, find harmony; in the middle of difficulty, find opportunity."

- Albert Einstein

"Definition of a genius: a person who aims at something no one else can see and hits it."

- Anonymous

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THE WHAT, HOW AND WHY OF PATENTS, CONTINUED

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WHY? Identifying your goals is critical in determining the most appropriate steps to take in protecting your invention. For example, if your primary goal is NOT to profit financially from your invention, but to disclose technology to benefit society, you may want to file a Statutory Invention Registration application. In this case, your costs are significantly reduced. However, most of us are not interested in making gratuitous contributions to society. We rightly believe that we deserve financial rewards for our creative efforts. While the process can be expensive, the time and effort put forth will be protected once your patent is issued. In our competitive world where we are always trying to better our competitor, a patent can be your best investment.



Venture Innovations, Inc., a subsidiary of Venture Chemicals, Inc., provides patent services in the chemical and related arts. These services are provided through Roy House, a patent agent who is registered to practice in the United States Patent and Trademark Office. Roy has over 30 years experience in the preparation and prosecution of patent applications in such diverse fields as: drilling fluids, production operations, workover and completion fluids, catalysis, grease, mineral treatments, foundry mold and core sands, organophilic colloids and beer processing.

- www.uspatentinfo.com

Five Questions with Roy House

Has the U.S. Patent Office been able to keep up with the influx of applications?

“In my opinion, yes.”

Have there been any significant changes in the industry since you started?

“Many. The most recent is the filing of provisional applications and the publishing of patent applications 18 months after the priority date (date of first filing). Others are the patentability of computer programs, genetically engineered life forms, etc.”

What’s the main problem you encounter in the patent business?

“Insufficient disclosure by the inventor.”

What’s the most unusual patent you’ve filed for?

“Unusual? Probably for the AphronICS™”.*

What bit of advice would you give to someone filing a patent?

“Get a patent agent or attorney.”

*AphronICS™ is an invasion control system developed by ASI, a subsidiary of The Venture Group

A Comparison of Various Types of Intellectual Property

	Utility Patent	Design Patent	Trade Secret	Copyright	Trademark
What is protected?	products, processes, compositions, functions	cosmetic appearance	know-how	original expression of an idea	customer’s idea as to source of product
What is forbidden to others?	using the claimed invention	making something that looks the same	unauthorized use or dissemination	copying the expression	confusing the customer
How is the right established?	examination	examination	use in trade	origination	use in trade
What is needed to get protection?	invention must be disclosed in detail and must be new, useful and not obvious	cosmetic appearance must be new and not obvious	know-how must be well-defined, not generally known and must be safeguarded	concrete realization of the expression	mark must be distinctive
How long does protection last?	less than 20 years	14 years (US)	until someone spills the beans	50-100 years	as long as it is used

www.patent-faq.com

"Invictus"

by: William Earnest Henley

Out of the night that covers me,
Black as the Pit from pole to pole,
I thank whatever gods may be
For my unconquerable soul.

In the fell clutch of circumstance
I have not winced nor cried aloud.
Under the bludgeonings of chance
My head is bloody, but unbowed.

Beyond this place of wrath and tears
Looms but the Horror of the shade,
And yet the menace of the years
Finds, and shall find, me unafraid.

It matters not how strait the gate,
How charged with punishment the scroll,
I am the master of my fate;
I am the captain of my soul.

VEN-BRIEFS

RINSE AWAY TOOTH DECAY

A genetically modified mouthwash has been developed which could effectively eliminate tooth decay, scientists claim.

The mouth rinse contains a friendlier version of the bug that rots the teeth which does not produce enamel eroding acid. When the solution is squirted into the mouth, the good bugs take over from the *Streptococcus mutans* bacteria and prevent them from returning.

According to the researchers, a single five-minute treatment costing less than £100 would last a lifetime.

But don't throw away those toothbrushes just yet. Good dental hygiene will always be necessary because of plaque build-up, researchers say.

- ananova.com

NOW THAT'S GETTING INTO YOUR WORK!

Canadian scientists at the University of Calgary say that research into diseases can be sped up by allowing scientists studying them to view three dimensional models of cells.

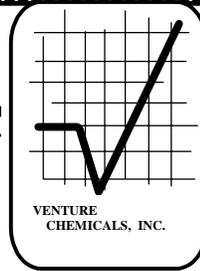
Researchers wearing 3-D glasses in the 10 by 10 foot room get a 270 degree, larger than life, projection of the smallest parts of our biological makeup, to the point of being able to stand inside a strand of DNA.

You'll be able to immerse yourself in whatever surroundings you want to simulate.

The \$3.7 million dollar facility will be available for pharmaceutical firms, meteorologists and even oil companies which have already used the technology to get 3-D pictures of geological formations before drilling expensive wells.

- MSNBC.com

CHARTS-N-TABLES



WHAT'S YOUR TIME WORTH?

We've all been there—there's a deadline fast approaching and that's the time the office gossip will decide to come and monopolize your very valuable time with idle chit-chat. Now you can post this on your bulletin board as a subtle reminder that time is, indeed, money.

IF YOU EARN	EVERY MINUTE IS WORTH	EVERY HOUR IS WORTH	IN A YEAR, ONE HOUR A DAY IS WORTH
\$ 2,000	\$.0170	\$1.02	\$250
2,500	.0213	1.28	312
3,000	.0256	1.54	375
3,500	.0300	1.79	437
4,000	.0341	2.05	500
5,000	.0426	2.56	625
6,000	.0513	3.07	750
7,000	.0598	3.59	875
8,000	.0683	4.10	1,000
10,000	.0852	5.12	1,250
12,000	.1025	6.15	1,500
14,000	.1195	7.17	1,750
16,000	.1366	8.20	2,000
20,000	.1708	10.25	2,500
25,000	.2135	12.81	3,125
30,000	.2561	15.37	3,750
35,000	.2988	17.93	4,375
40,000	.3415	20.49	5,000
50,000	.4269	25.61	6,250
75,000	.6403	38.42	9,375

- Michael Lebouef, Working Smart

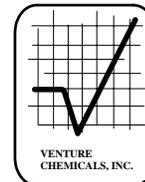
KEEP YOUR HEAD UP...



**APRIL SHOWERS
BRING
MAY FLOWERS!**

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 Please add my name to the VENEWS mailing list



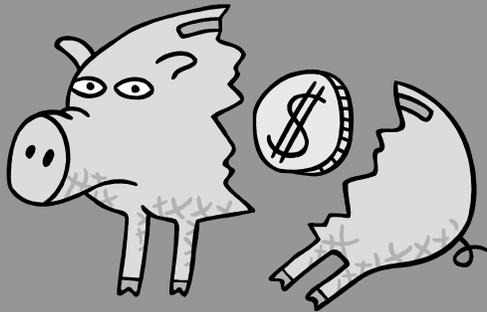
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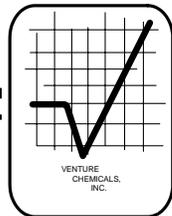
- viscosifiers
- seepage loss additives
- fluid loss additives
- shale control additives
- lost circulation products
- emulsifiers
- oil based products
- wetting agents
- flocculants
- dispersants
- lubricants
- spotting fluids/additives

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