



UNITED STATES PATENT AND TRADEMARK OFFICE

[Home](#)[Index](#)[Search](#)[System Alerts](#)[eBusiness Center](#)[News & Notices](#)[Contact Us](#)

Invention Promoter's Name: IP&R (Inventors Publishing and Research)

Complainant's Name: Robert Enriquez

Response:

IP&R

Inventors Publishing & Research

1550 Bryant St. Ste. 770, San Francisco, CA 94103

1-800-MARKET2, Fax (415) 551-3579

December 16th, 2002

United States Patent and Trademark Office

Inventors Assistance Program

P.O. Box 2327

Arlington, VA 22202

In response to complaint by Robert Enriquez

Dear Mr. Godici,

We respect the patent and trademark office as an avenue for complaint for inventors, but the responses of Mr. Enriquez are completely false. I will address them.

We never claimed to have a 25% success rate. By law our success rate is published directly in the contract that Mr. Enriquez signed. We believe we are the most successful company that helps inventors though. We are licensing inventions at a rate of one per month currently. See our web-site: www.inventorspublishing.com, the success stories section for proof. We spend quite a bit of time marketing the projects. Not only is a product manager making calls from the office, but the CEO and the Director of Marketing go on the road continuously and have physical presentations all through the country. We also go to all the major industry tradeshows to meet the key people in the industry. In this case, the invention was a personal calendar and we went to the School, Home, Office and Organization tradeshow. But Mr. Enriquez actually refused our representation of him at the show, although it was for the benefit of the invention.

Mr. Enriquez did not pay us money which was agreed on in our contract. We cannot represent clients that don't pay us according to the contract. Mr. Enriquez approved our full color brochure and prototype that we completed. Even though Mr. Enriquez fell behind in payments in good faith, we have contacted over 50 firms in pursuit of licensing. This is what we promise to do.

Many inventors think research is something that you just pull up from a book. Our research is one of the most important phases of the project, and is actually built from many different resources. In order to compile an effective target list of companies, we use several sources. The following are mandatory. We use tradeshow books from the actual tradeshow we attend. We go to the retail stores and look behind packages of products that are similar or in same category. We have our own company database we search from years of contacts (and it's not done by SIC). We use a couple database services which cost us thousands per month to use. One of them is American Business Index. All in all, we get a very good compilation. Of course we make further directly related contacts at industry related shows.

Our marketing collateral consists of a marketing letter, a full color professionally designed brochures with professional photography of the prototype included, and a powerpoint presentation. The quality of our presentation is unprecedented for what inventors are used to getting from other inventor assistance firms. Our company licenses the trademark absolutelnew.com from a manufacturer. We are not absolutelynew, but IP&R, Inventors Publishing and Research.

I've included all back up proof and information in this packet.

Sincerely,

/s/

Steven Barbarich

President

[HOME](#) | [INDEX](#) | [SEARCH](#) | [SYSTEM ALERTS](#) | [eBUSINESS CENTER](#) | [NEWS&NOTICES](#) |
[CONTACT US](#) | [PRIVACY STATEMENT](#)

Last Modified: 11/15/2003 23:31:31