

EXHIBIT 7

Today's Date: March 4, 2010

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Written by **Gene Quinn**

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Editor of the **IPWatchdog.com Blog**

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Finally, the **Invent + Patent System™** can be used by those who want to take the first step toward filing a **nonprovisional utility patent application** with the United States Patent Office or filing an international patent application with the United States Patent Office. If this is your goal the system is used to collect all the information necessary to turn over to a patent attorney who will then be in a much better position to actually being the patent application drafting stage. In this incarnation the system provides far greater efficiencies than simply working with a patent attorney. This is because in the traditional situation an inventor contacts a patent attorney with an idea, or perhaps a sketch and a few paragraphs of text. The attorney then tries to interpret this information and put it into the format required to file a patent application. The procedure could involve many sessions – back and forth – between the inventor and attorney before a satisfactory first draft could be produced. The process was, and is, slow, expensive and frustrating. Ultimately, an application would be filed not because it has covered the invention to the fullest extent possible but because the inventor could not afford to pay the patent attorney to spend any additional time working on the application. By using the **Invent + Patent System™** the inventor can provide extremely directed information to the patent attorney, thereby cutting costs and allowing for a much smoother and quicker patent application rafting process.

The Invent + Patent System™ – \$99

Includes access to system, forms necessary for filing a provisional patent application with the US Patent Office and detailed filing instructions. A filing fee, typically \$110, paid by inventor at time of filing with US Patent Office.



The **Invent + Patent System™** enables the inventor to drive the invention and patent process by staying engaged throughout the process. By answering a series of specific, legally derived questions, the inventor provides extremely detailed information. Rather than wasting time, money and energy creating an acceptable patent application the patent attorney can focus on spending time adding the most possible value and expanding the description of the invention to provide the maximum protection possible. Alternatively, inventors can use the system to create their own provisional patent applications, or can use the system to coach them through providing enough details about their ideas that a defined and documented invention begins to emerge.

The **Invent + Patent System™** uses a unique mentored application writing process developed by **Gene Quinn**, a prominent US patent attorney and law professor. Gene has taught thousands of patent attorneys how to pass the

rigorous US patent bar examination, and has taught hundreds of patent attorneys how to draft patent applications, write patent claims and prosecute patent applications at the United States Patent Office. While teaching patent drafting courses he needed to devise a method for teaching law school students how to competently draft patent applications. As a result, he came up with a system that could easily teach law students and new attorneys how to draft applications. Based on this early success, the system was adapted for use with inventors. Early versions of the system have been in use since 2004, most prominently by LegalZoom.com, and have proved to be tremendously successful in both ensuring quality and reducing cost substantially. The latest version, Version 4.0, was released on November 6, 2008, and is only available through IPWatchdog.com.

The **Invent + Patent System™** consists of 10 questions, and it is anticipated that for most inventions an inventor using the system for the first time will be able to thoughtfully and completely answer these 10 questions within about 60 minutes. You will be guided through answering these questions with detailed explanation regarding the type of information the question is intending to collect. Also provided are suggested answer templates you can choose depending upon the subject matter of your invention. Each question also provides examples of suitable answers from a variety of technologies to give you an idea about the scope and depth of an appropriate answer. All example answer are taken from issued patents, but because the quality of issued patents is not always what one would hope for, these example answers have been modified and enhanced in to better provide an illustrative response to the question presented.

The cost of using the Invent + Patent System™ is \$99. For this fee you will gain access to this tool that you will use to put together the information necessary for a provisional patent application. You will also receive the forms necessary for filing with the United States Patent Office, as well as detailed filing instructions. If you are a small entity (i.e., an independent inventor or company with fewer than 500 people) the filing fees due to the US Patent Office will be \$110. So the total cost to file a provisional patent application would be \$209.

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About Gene Quinn



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Gene is a US Patent Attorney, Law Professor and the founder of IPWatchdog.com. He teaches patent bar review courses and is a member of the Board of Directors of the United Inventors Association. Gene has been quoted in the Wall Street Journal, the New York Times, the LA Times, CNN Money and various other newspapers and magazines worldwide

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