

Invention-Con 2018 Speakers

Ascolese, Lisa

Founder of Invention A-Z

Lisa Ascolese, AKA “The Inventress,” is a mentor, entrepreneur, keynote speaker, inventor & independent TV product agent. For more than 25 years, Lisa, “The Inventress,” has invented, marketed and launched products on QVC, HSN, EVINE Live and ShopNBC. She is the CEO and founder of Inventing A to Z and launched the non-profit organization named The Association of Women Inventors & Entrepreneurs. She has appeared on Bravo TV, ABC and Sirius XM, as well as major publications such as Black Enterprise Magazine, Ebony Magazine, Essence Magazine and The New York Times. Lisa’s products include The Bosom Buddy Nursing Cape, her first product; the Bun-Tie hair accessory; The Wrap and Store Organizer; and The Perfect Pockets Organizer, which generated \$6,000 in less than six minutes on QVC. Lisa is the daughter of a veteran, wife and mother who hails from Brooklyn, New York and graduated from Brooklyn College in Brooklyn, New York. She lives by the advice of her grandmother, who said, “When you believe, you will achieve.”

Brooks, Lindsey

CEO and Founder of Boardwalk Holdings Corporation

Lindsey Brooks enjoys working on new product ideas that help make people’s lives better. She is the chairman of several thriving research and beauty companies in Seattle, Washington. Two of Lindsey’s companies are the Boardwalk Holdings Corporation and the Retail Consumer Science, a digital research and consumer product company that uses Facebook marketing and media to power direct response campaigns, just to name a few.

Lindsey is responsible for creating, contributing to and managing strategy on many of the highest grossing campaigns and roll outs in the “As Seen on TV” Infomercials such as the Shamwow, Schticky, Smoooothaway, Slap chop, and many more. In addition, she has coached spokesmen like Hulk Hogan, Gordon Ramsey, Vince Offer, and George Foreman.

Internationally, Lindsey created and operates a very successful Chinese sourcing and manufacturing company. She has lived and worked several years in China. Dedicated to research and studying why consumers make the decision to say yes to a product for more than 15 years, Lindsey’s team has become one of the most agile and knowledgeable in the industry. Her white papers and commentary on the subject have been noted on the international stage in many books, engagements and articles around the world.

Lindsey is also the Chairman of the Board of Runway to Freedom, a Seattle Domestic Violence Group; a Board member of the United Inventors Association; and has been a Judge at Inpex, the largest invention convention in the world. A favorite quote of Lindsey’s is by American motivational speaker Zig Ziglar, who said, "Don't be distracted by criticism. The only taste of success some people get is to take a bite out of you."

José Colucci,
Southeast Regional Manager at the National Institute of Standards and Technology

As the Southeast Regional Manager at **the National Institute of Standards and Technology** (NIST), which comprises seven coastal states (North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi, and Louisiana), inland Tennessee, and the island of Puerto Rico, Dr. Colucci oversees a national network of innovations in the areas of mechanical, engineering, and plumbing for the region. He is also a former University of Puerto Rico-Mayagüez campus professor, where he held several administrative positions such as Department Director, Associate Research and Development Dean, and Research and Development Center Director. The latter position included supervising the university's IP program and giving presentations on motivations that inspire getting a patent. In addition, Dr. Colucci worked in divisions specializing in solvents and coatings at Union Carbide for eight years and held diversified positions of Research Engineer to Market Manager in the polymers, specialty chemicals and more. He was also a patent examiner for 3.5 years in the Fuel Cells and Battery art unit.

Dr. Colucci's professional career involves tech transfer activities from bench scale (cm³) catalyst development to full production capacity (millions of pounds), member of Union Carbide's hydro formylation (alcohol production) licensing team for two years; working in a manufacturing environment for 4 years providing technical support in the areas of solvents and coatings; and overseeing manufacturing from the business perspective for three years, including new product development in the Specialty Chemicals Division. He has also received several awards including UPR Distinguished Researcher, Puerto Rico's Distinguished CHEME and R&D 100, 2011 UPRB Distinguished Scholar Lecture, 2009 EPA Environmental Quality Award, USPTO Productivity and Docket management, and the UPRM Distinguished Professor.

Evans, Andrea

Owner: The Law Firm of Andrea Hence Evans

Andrea Hence Evans is the owner of The Law Firm of Andrea Hence Evans, LLC, an intellectual property law firm and the founder owner of KidGINEER LLC, a STEM hands-on science and enrichment program for children ages 5 to 10. Prior to launching her law firm, Andrea worked at the USPTO for five years as both a patent examiner and a trademark examining attorney. Andrea is a graduate of The George Washington Law School in Washington, DC; Spelman College in Atlanta, Georgia, where she earned a Bachelor's of Science in Mathematics; and Georgia Institute of Technology (Georgia Tech) in Atlanta, Georgia, where she earned a Bachelor's of Civil Engineering. In addition, Andrea is a member of the Texas and Maryland bars, the United States Supreme Court bar, and is a registered patent attorney. In 2011, Andrea was awarded the Nation's Best Advocate Award from the National Bar Association and IMPACT recognized her for being one of the Top 40 Lawyers Under 40. A frequent speaker at conferences, Andrea is quoted in numerous national publications. She can be found on social media platforms @evansiplaw. Andrea is also the author of "*All About Inventing, Everything You Need to Know About Patents From a Former USPTO Patent Examiner & Patent Attorney!*"

Fried, Brian
Inventor and Author

Brian Fried is an author, radio host and consultant with many successful inventions reaching mass retail markets. His inventions are currently marketed through “As Seen On TV,” home shopping channels, catalogs and online retailers through licensing and manufacturing agreements. He is the author of *Inventing Secrets Revealed, You & Your Big Ideas* and *Invention Playbook for Inventors with Big Ideas*.

Brian has been featured in respected media outlets including the *New York Times*; *Inc. Magazine*; *Newsday*; *Inventors Digest*; CBS News; the Food Network; and WPIX11. As the host of *Got Invention Radio*, he has interviewed over 150 high profile guests including Lori Greiner of ABC's *Shark Tank* and representatives from the U.S. Patent & Trademark Office. He is the Founder and President of Long Island Inventors & Entrepreneurs Club representing Nassau and Suffolk counties through the SBDC (Small Business Development Center), a division of the SBA (Small Business Administration).

In addition, Brian has served as a trusted mentor to inventors including celebrities for over 15 years. Through his InventorSmart consultancy, he offers one-on-one support at all stages of the invention process. Brian provides feedback, product development, licensing representation and turnkey solutions to make invention ideas a reality. He is considered an authority and advocate for inventors within the invention community, and he is invited as a guest speaker on innovation and invention topics at major trade shows, government agencies, schools and libraries across the nation. He recently received the Innovator of the Year Award on Long Island and several Proclamations for his contribution to the encouragement of innovation in the region from the County Executive.

Key, Stephen
Co-Founder of InventRight

Stephen Key is an award-winning product developer, renowned intellectual property strategist, and lifelong entrepreneur. The dozens of concepts he has brought to market have retailed in Walmart, 7-Eleven, and Disney stores and parks worldwide. He has been endorsed by Michael Jordan, Alex Trebek, and Taylor Swift. In 1999, he cofounded InventRight to teach others his unique process for harnessing the power of open innovation. Since then, he has helped people from 60 countries get licenses for their ideas for new products.

Stephen's bestselling book, *One Simple Idea*, has been translated into six languages. He writes about bringing products to market weekly for online magazines that include *Forbes, Inc.*, and *Entrepreneur*. Universities and governmental organizations around the world invite him to teach them about product licensing. In 2017, he cofounded Inventors Groups of America, a not-for-profit, with the goal of educating and empowering inventors and inventing group leaders. He is also the cofounder of InventYES, a free program offered worldwide for high school students who want to learn about licensing.

Lindheimer, Thom

Founder and COO of Lindheimer Associates, Inc.

As Americans became more aware of bidet use in Europe and Japan, as well as the advantages of maintaining personal hygiene, it became obvious that an add-on bidet could find a home in the U.S.A. As that market expanded, the number of 'end users' who needed a little more than a simple water spritz was brought to the company's attention by its loyal customers. The end result was the capability to administer a topical rinsing agent or pharmaceutical which would facilitate the solubilizing and removal of dried fecal matter or urine crystals. A prototype was made at the request of a customer who went through a series of degenerative nerve episodes and was no longer able to maintain his hygiene. The patent and trademark processes were prosecuted by patent attorney Ralph Dowell. The company now holds a utility patent and three registered trademarks.

Ray, Ramon

Editor & Founder of Smart Hustle Magazine

Ramon Ray is a four-time entrepreneur, best-selling author, global speaker, event producer and piano player. Ramon is Editor & Founder of Smart Hustle Magazine, his third book, "Facebook Guide to Small Business Marketing," was an Amazon.com bestseller. Ramon has been invited as an expert witness to Congress, invited by the Office of the President of the United States to speak at the White House on personal branding and produced many events including the Smart Hustle Small Business Conference, Small Business Summit, Small Business Technology Tour, Small Biz Big Things, and much more. One of Ramon's biggest professional accomplishments is interviewing "main street" small business owners and entrepreneurs for an article that ran in SmartHustle.com. Over his extensive career, Ramon has written thousands of articles, spoken to thousands of business owners and impacted hundreds of thousands of small business owners and entrepreneurs to help their businesses thrive.

Marlowe, Sandra W.

Founder and CEO of Baqua, INC.

Sandra Marlowe is the founder and CEO of Baqua, Inc., which began as a family business in Lexington, Kentucky. Noting the rising demand for beverages that support digestive health and inspired by the historical strength drinks of Ancient Greece, Sandra and her adult children created the world's first organic ancient grain infused drink that is a source of prebiotics, antioxidants, vitamins and electrolytes. Baqua came to market in 2017 and the company now holds three registered trademarks. Notably, the Baqua team has been advised by the University of Kentucky's Food Systems Innovation Center, the Small Business Development Center, the Kentucky Innovation Network, and individual business owners. Sandra enjoys sharing lessons learned about the development challenges of a product from concept to market. She is inspired by the passion and dedication of fellow innovators who are pursuing their entrepreneurial journeys.

Maher, Anthony

Chief Growth Officer & Head of Incubation

Anthony Maher is known throughout the 1776 community of entrepreneurs and network as the Chief Growth Officer and Head of Incubation. He is a cofounder of Benjamin's Desk and serves as a champion and growth strategist for entrepreneurs. During college days, Anthony was an All-American athlete. As a professional soccer player for 10 years, Anthony brings the same focus and discipline that he showcased as a soccer player to the table when he assists early stage entrepreneurs. He ensures that members get the full membership benefit treatment from enhanced incubation services offered to spark long-term success.

Myers, Amanda F.

Acting Deputy Chief Economist

Amanda F. Myers is the Acting Deputy Chief Economist with the Office of the Chief Economist at the United States Patent and Trademark Office. Her current projects focus on the empirical study of the U.S. trademark system, gender and diversity in patenting and data-driven intellectual property policy and program administration. She has published journal articles and working papers on patent and trademark data and trademark use by firms and contributed to 2013 World Intellectual Property Report Brands – Reputation and Image in the Global Marketplace. Before joining USPTO, Amanda worked as an Economist in the United States Treasury Department, holding positions at the United States Mint and the Treasury Inspector General for Tax Administration. She holds a M.A. in International Economic Relations from American University and a B.S in International Economics from Texas Christian University.

Tuttle, Warren

President, United Inventors Association

Warren Tuttle is known to many throughout the inventive industry as the long-time President of the United Inventors Association. In addition, Warren is the Open Innovation Director for both Lifetime Brands and Techtronic Industries NA. As the Open Innovation Director, Warren focuses on external product development, which means he is constantly working with independent inventors to find new inventions to bring to market. Prior to developing and marketing products for the housewares industry, Warren owned five of his gourmet specialty kitchenware store. In addition, Warren speaks regularly around the country on licensing and open innovation topics at inventor clubs, industry trade shows, and at U.S. Patent and Trademark Office functions. A graduate of St. Lawrence University, Warren currently resides in Connecticut with his wife and three daughters.

Trujillo, Dara

Home Shopping Network

Dara Trujillo is an executive with more than 25 years of industry experience. In her current role with HSN, as Head of Trend and Innovation Launch Pad, Dara oversees company initiatives, new business opportunities and manages the American Dream's Program which highlights Entrepreneurs, their stories and products and gives Entrepreneurs live TV experience selling

their products. Dara is always on the lookout for an amazing product and a passionate Entrepreneur behind the product. She travels the country in search of the next million dollar product opportunity to introduce to HSN's 91 million Households. In addition, Dara is currently a regular judge on the TV series Hatched. Having a successful business at HSN means understanding it all starts with People, their Purpose and their Product. We are looking for great stories and storytellers and when combined with great products- that's the winning combination. Additionally, her experience includes 10 years of traditional brick and mortar buildings oversight; overseeing 28 department stores, where she was directed fashion, private label development, public relations and personal shopping. Fifteen of her 25 work experience years was with the Walt Disney Company's theme park division overseeing new merchandise, synergy and concepts, brand strategy development, and signature events. Concepts included team member master planning Disney Springs, development of the Bibbidi Bobbidi Boutique, Goofy's Candy Company, Once Upon a Toy, and The Pirates League. She also led the charge with the company's Pin Trading and Vinylmation initiatives.