

Outline New Product Launch Programme Schedule of Activity

Period Months. (approx)	Action
1.	Join and issue receipt. Complete product description form.
2.	Data sheet and target list sent out to Inventors for review.
3.	Contact targeted organizations.
4.	Follow up responses.
5.	Meetings with potential licensees and licensing negotiations.
6.	Follow up those companies who have not responded from initial targeting.

EVEN IF THE PRODUCT IS UNDER CONSIDERATION, THE PROGRAMME CONTINUES AS FOLLOWS :-

7.	Review of targeting strategy, and revise if necessary.
8.	Review design of data sheet. Compile new target list of companies.
9.	Contact new target list.
10.	Follow-up all enquiries.
11.	Meetings with potential licensees / licensing negotiations and follow up non-respondent companies
12.	Continue to conclusion of contract.

PUBLICITY

Inventorlink is in regular contact with journalists and researchers seeking inventions and inventors that will interest their readers and audiences. Publicity helps promote the new product idea to potentially interested companies and is part of the **New Product Launch Programme**.

Examples of past media coverages include: -

Television

Tomorrow's World
BBC Breakfast News
The Big Breakfast
GMTV
Sky One
Carlton Television
CNN

Radio

BBC Radio 4 – Woman's Hour BBC Radio 4 – Afternoon Shift
BBC Radio 4 Today Radio 5 Live
BBC World Service BBC Local Radio

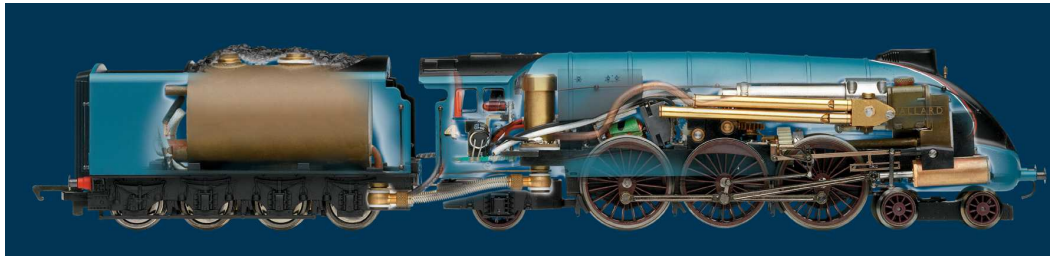
National and Regional Press

The Times The Observer
News of the World The Daily Mail
The Mirror The Express on Sunday
The Evening Standard Stuff Magazine
FHM Men's Health

Trade Press

DIY Week Electronics Times
European Cleaning Journal Dentistry Monthly
Hospital Equipment and Supplies Autocar
Health and Fitness Security Installer

INVENTORLINK SUCCESS launched by Hornby



HORNBY 'OO' GAUGE STEAM POWER - A REMARKABLE MINIATURE ENGINEERING ACHIEVEMENT

PRESS RELEASE

LONDON INVENTIONS MARKETING AGENCY HELPS HORNBY GET ON BOARD

Inventorlink, the London inventions marketing agency, has helped a retired designer realise his dream of licensing his steam powered model train to toy specialists Hornby.

The inventor, Mr Hallam, a retired designer from Ashton on Trent in Derbyshire, contacted Inventorlink three years ago and showed them his working prototype. Richard Paine, Inventorlink's managing director, was very impressed with the working model, and contacted Hornby, who began discussions immediately.

The steam locomotive, called the Mallard, has become part of Hornby's new 'OO' gauge Live Steam working models range and will be available in November from leading model shops.

The joy of the Mallard is its realism - the boiler is heated to build up pressure before the train pulls away on its journey and the process is accompanied by the nostalgic smells of steam and hot engine oil, and realistic steam sounds from the pumping pistons to the engine whistle. The locomotive is powered by a mini immersion heater located in the tender and is heated by a safe low voltage current passed along the track by the remote regulator. This low voltage boils the water, which in turn creates the steam pressure.

Mike Abbott commented: "This invention was a joy to market - beautiful to look at, an excellent prototype and a must for collectors. It is rare that inventions are taken up by companies so promptly, but the potential for this product was immediately apparent to Hornby and we are thrilled that they have become involved."

For photography or further information please contact:

Mike Abbott
Managing Director
Inventorlink Ltd
Crawley Business Centre, Stephenson Way, Three Bridges, Crawley, RH10 1TN

t: 01293 934 443, f: 0845 270 3647, e: mike@inventorlinks.co.uk

Agreement

THIS AGREEMENT is made the _____ day of _____ 20____ between Inventorlink Ltd, whose office is at Crawley Business Centre, Stephenson Way, Three Bridges, Crawley, RH10 1TN, hereinafter referred to as "Inventorlink" and

Name of Inventor

Of

Address of Inventor

hereinafter referred to as the Devisor.

For the purpose of this agreement Inventorlink carries on business as consultants and agents in the promotion of inventions and new products.

WHEREAS:

The Devisor wishes to promote the manufacture and sale of an invention/product described as

Name of Invention

hereinafter referred to as the invention.

Patent Application Number _____ Filing Date _____
(if applicable) (if applicable)

Publication Date _____
(if applicable)

IT IS HEREBY AGREED AS FOLLOWS:

1. In consideration of the contribution fee hereinafter mentioned Inventorlink will research and identify manufacturing and marketing companies or other organisations that might be interested in the invention. During the course of the agreement Inventorlink will normally present two lists of such companies to the Devisor. Such lists will total in the region of 75 companies, subject to the size and structure of the target industry.
2. Inventorlink will contact such manufacturing and marketing companies or other organisations as it may see fit and will use its best endeavours to promote the commercial exploitation of the invention.
3. Inventorlink will contact such publishing houses, radio, television or other media as it may see fit for the purpose of exposing the invention and the Devisor hereby gives Inventorlink the authority to disclose the Devisor's name.
4. The contribution fee referred to in Clause 1 hereof shall be ONE of the amounts listed overleaf. The Devisor shall confirm the choice of fee by initialling the box alongside the option selected and by drawing a line through the options NOT selected.

Either $\pounds 5,000 + \text{VAT } (\pounds 750) = \pounds 5,750 + 5\% \text{ of income} *$

$\pounds 3,500 + \text{VAT } (\pounds 525) = \pounds 4,025 + 10\% \text{ of income} *$

$\pounds 2,500 + \text{VAT } (\pounds 375) = \pounds 2875 + 20\% \text{ of income} *$

* Income refers to all gross income generated from license fees, royalties, up-front payments, buy-outs and other receipts received by the client as a result of agreements negotiated through contacts generated by Inventorlink.

5. Sale proceeds, royalty payments, license fees or other benefits received by the Devisor or any servants, agents or nominees of the Devisor from such manufacturing or marketing or other organisations introduced to the Devisor by Inventorlink relating to the invention or any developments thereof shall be payable to the Devisor and Inventorlink in previously agreed proportions immediately on the receipt of the payments from such manufacturing and marketing or other organisations.
6. Unless and only to the extent otherwise agreed in writing between the parties, responsibility for the protection of such rights as the Devisor may have in the invention shall remain exclusively with Devisor.
7. By virtue of signing this agreement the Devisor warrants that the signatory is the true proprietor of the aforementioned invention and any patent application or intellectual property rights appertaining thereto, and/or has the right to sell the said invention.
8. The Devisor understands that Inventorlink cannot guarantee a successful product launch.
9. Clauses 1 to 4 of this agreement shall expire at the end of twelve months from the date of this agreement. If at the end of this agreement Inventorlink should be in the process of meaningful negotiations with a company or organisation, it will continue and conclude these negotiations, without additional payment, and will receive the percentage of success agreed in section 5 above for the life of any license agreement.
10. Whilst Inventorlink will make every reasonable effort to look after and safeguard any property including prototypes, models, drawings and photographs supplied by the Devisor used in the promotion of the invention, it is not possible for Inventorlink to accept responsibility for such property.
11. Please make cheques payable to Inventorlink Ltd.

Signed on behalf of INVENTORLINK _____

Signed on behalf of the devisor _____ Date _____