Tuesday May 7, 2019

9:00 – 9:10 Welcoming Remarks
Brian Fried | United Inventors Association, Executive Director

Welcome and an overview of the United Inventors Association and the upcoming show days

9:15 – 9:45 Tips from a previous Spotlight inventor
Trent Farrer | CEO, Ukiah Company

You’ve heard the expression “if at first you don’t succeed…” Trent was an exhibitor in our 2009 show, he walked away with a licensing deal, but his story took a wild twist. He’ll share tips that will be useful throughout the show

9:50 – 10:30 Think you have the next best thing? Pitch Panel
Dara Trujillo CMO | CMO for SLC Group Holdings
Sandy Cleary | Founder & CEO of SLC Group Holdings

Dara and Sandy will discuss SLC Group Holdings and how they assist entrepreneurs in need of capital and product development. As angel investors, they look to assist entrepreneurs and have won multiple business achievement awards.

10:35 - 12:25 SLC Group Holdings Pitch Panel
Moderator | Lindsey Brooks, CEO | Boardwalk Brand
United Inventors Association Board Member

Do you have a prototype or retail ready product, that you think solves a problem? Or have you taken an everyday product and made it better? Then we’d love to see your invention. SLC Group Holdings, an angel investment firm, is looking for new and inventive people/products to add to its portfolio. And it might just be YOU!!!

Panelists:
Sandy Cleary | Founder & CEO of SLC Group Holdings
Dara Trujillo | CMO for SLC Group Holdings
Debbie Adams | VP, Investment Management, SLC
Karen O’Brien | Project Manager, SLC
Andrew Rowell | Project Development Manager, SLC

12:30 – 1:15 Lunch Break

2:00 – 4:30 Make-48 Pitch Panel
Moderator | Brian Fried
United Inventors Association, Executive Director

Make48 has been hosting a competition where everyday people create brand new products in 48 hours. Make48 is also a series showcasing the competition and what it takes to get the winning products to market. This year they return to host a pitch panel with industry experts, QVC, ACE and DANCO to see what products you have developed.

Panelists:
Tom Gray | CEO Make48
Michael Miller | DANCO
Maya Schultz | Ace Hardware
Jenne Frackelton | QVC

Wednesday May 8, 2019

8:30 – 9:00 USPTO Open Forum
The USPTO will be on hand to answer your questions about Intellectual Property

9:15 – 9:25 Presentation of United Inventors Association Awards
Most Innovative Concept
Best Marketing Effort
The Pinnacle Award (Best in Show)

9:30 – 10:15 How To Effectively Pitch Your Product
Scott Hynd | Partner, Brand Innovations
United Inventors Association Board Member

You’ve spent countless hours developing, revising, and perfecting your product. Now you’re ready to take it to market, but don’t know what to do next. One of the first steps is figuring out how to pitch your product to potential investors, buyers, and consumers. Not sure how to do that? Let television pitchman Scott Hynd show you how. This informative and entertaining session not only guides you through the process but gives you the opportunity to pitch your product to an industry pro!!

10:20 – 10:50 Pro-Bono Services
Morris J. Newman | Executive Director of Patent Pro-Bono Advisory Committee

Did you know that you may qualify for pro-bono services to pursue your intellectual property protection? Inventors and small businesses that meet certain financial thresholds and other criteria may be eligible for free legal assistance in preparing and filing a patent application. The Patent Pro Bono Program is nationwide and matches volunteer patent professionals with financially under-resourced inventors and small businesses.
11:00 – 3:00 **Home Depot Pitch Panel**  
Moderator – Warren Tuttle | Tuttle Innovations  
United Inventors Association Board Member, President

The worlds’ largest home improvement retailer is coming to the Inventors Spotlight again. Almost 40 years ago 2 avid DIYers envisioned a superstore. That vision has not changed, and those original 2 stores have grown to over 2200 stores in three countries. They are eager to see and hear from you about what new products you’ve brought to the show.

Panelists:

- **Monica Schwartz** | Online Merchandising Vice President  
- **Jose Acosta** | Division Merchandise Mgr., Private Brands  
- **Jen Bressler** | Vice President, Merchandising  
- **David Passafiume** | Vice President, Merchandising  
- **Dave Fedewa** | Vice President, Product and Development

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3:10 – 3:55 **Licensing Your Product to a Company**  
Michael Miller | DANCO  
United Inventors Association Board Member

Product Licensing Expert Michael Miller shares insider secrets used to evaluate your new product submissions. Learn what companies are and are not looking for when you send them your product information, and how to make the right first impression.

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4:00 – 4:45 **Ask The Experts**  
Moderator | Andrea Evans | Evans IP Law  
United Inventors Association Board Member

- **John Cabeca** | Regional Director Silicon Valley Office, U.S. Patent & Trademark  
- **Jim Patterson** | Patterson Thuente IP Law Firm  
- **Warren Tuttle** | Open Innovation Director for Lifetime Brands and TTI Group  
- **Lindsey Brooks** | CEO | Boardwalk Brand

You’re now into the second day of the show, what questions do you have today about IP, marketing, licensing or resources. Our dynamic panel of experts invite you to participate in this informed interactive Q&A session.

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**Thursday May 9, 2019**

8:30 – 9:00 **USPTO Open Forum**

The USPTO will be on hand to answer your questions about Intellectual Property

9:00 – 9:30 **A Strong Mark makes a Strong Brand**  
Andrea Evans | Intellectual Property Attorney | Evans IP Law  
United Inventors Association Board Member

Protecting your trademark is critical. Often business owners do not register trademarks federally at the United States Patent and Trademark Office (USPTO) because they are unsure of how to do so or because they do not understand the benefits of registering. It is more costly to not register- you may be required to change the name and destroy all goods, pay damages and pay your profits if it is determined that you are infringing on someone else’s trademark. Let’s discuss what makes a memorable mark that withstands the test of time and how to protect it!

9:35 – 10:15 **Lean Distribution Principles**  
Lindsey Brooks | CEO | Boardwalk Brand  
United Inventors Association Board Member

Lindsey will walk you through what it takes to make an actual consumer product successful, by yourself, using lean distribution principles, testing and optimization, and retail test placement opportunities for inventors and product marketers.

10:20 – 10:50 **Product Launch Secrets That Have Raised Millions Using Crowdfunding**  
Reid Phillips | Enventys, Director of Business Development

Enventys Partners, experts in launching hardware products, have helped over 600 products launch on sites like Kickstarter and Indiegogo over the past 7 years. Reid will share some of their secrets to success in raising over $150 million for their clients.

11:00 – 1:00 **United Inventors Association Pitch Panel**  
Moderator | Michael Miller | DANCO

Watch live as exhibitors from the show’s Inventor’s Spotlight pitch their products on stage to a panel of industry experts. They’ll receive real-time feedback and advice from decision makers known for launching some of the world’s most successful products. Share your new products and receive valuable feedback.

Panelists:

- **Warren Tuttle** | Open Innovation Director for Lifetime Brands and TTI Group  
- **Vincent Nesi** | Quirky  
- **Lindsey Brooks** | CEO | Boardwalk Brand  
- **Andrea Evans** | Intellectual Property Attorney | Evans IP Law