

Alamo InventorsSM



INVENTOR CONFIDENTIAL: THE HONEST GUIDE TO PROFITABLE INNOVATION

Warren Tuttle

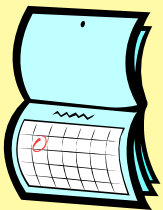
Warren Tuttle will talk about his book to be released on March 23, as titled above, which covers a wide range of topics, all dedicated to promoting grass roots innovation in America. See [Inventor Confidential](#) and [Amazon](#). The first half of the book describes what a successful corporate Open Innovation program looks like and why it is important for companies to search outside their four walls for disruptive and profitable innovation. He spends a fair amount of time describing proven mechanics, explaining why the outside contractor model works best and recapping his own extensive experience of how he got into the innovation arena, both personally and professionally. Of equal importance, he explains to independent innovators (inventors, product developers, designers and makers) how to develop new products the proper way and license them for profit. The second half of the book focuses on the myriad challenges today's inventors fall prey to, including invention industry marketers taking their money without supplying profitable results, big tech companies diluting the patent system, challenges at the US Patent and Trademark Office, as well as Washington DC lobbyists and politics. He ends the book with a section on the importance of organic innovation, why it's critical in digging out of economic recession and what everyone in our society, from the Supreme Court to board rooms, can do to improve the current state of US innovation, otherwise we may soon lose our historic place as the world's leading innovator.

Mr. Tuttle currently serves as the President of the United Inventors Association Board of Directors and is a member of both the national non-profit Pro Bono Patent Commission and USPTO National Council on Expanding American Innovation. Professionally, Warren oversees the Open Innovation product programs for several industry leading consumer goods companies including Lifetime Brands in Housewares and Table Top (Farberware, Kitchen Aid and 30 others) and Merchant Media in Direct Response Television (Smart Spin, True Touch and many others). Warren personally interacts via email or phone with thousands of independent inventors every year and has initiated over 100 new product licensing agreements which have collectively generated over a billion dollars in retail sales. He lives with his wife Lynn in southern Connecticut, has three wonderful daughters all educated and working in the New York City area. He enjoys skiing, motorcycling, golf and travel. Visit his website at [Tuttle Innovation](#).

NOTE: This will be an off-site Zoom presentation. Watch it on your computer or cell phone.

See www.alamoinventors.org to register for the Zoom presentation.

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Wednesday, March 10, 2021

6:00 – 6:30 - Q&A; 6:30-8:00 PM – Presentation

San Antonio Technology Center [See Note Above.](#)

3463 Magic Drive

(North of I-410 Between Callaghan and Fredericksburg Roads)

Public Invited

Alamo Inventors, Inc. is a 501(c)3 non-profit corporation made up of local area engineers, business people, professionals, students, faculty and people from all walks of life. Anyone interested in inventing and/or business and product development is welcome to attend and become a member.

For more information visit:

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