



## An Inventors Journey From Homemade Blanket To Big Box Brand

**Karen Bonnici**

Karen Bonnici, inventor of [Super Blanky](#), will share her experiences as well as barriers along the path as both an inventor and entrepreneur in the development and marketing of Super Blanky. **She'll discuss the overall aspects of profitable inventing from concept to market including product development; intellectual property and whether or not to patent; licensing contracts and how to find a licensee; the benefits of licensing versus business venturing; and market research approaches and how they can be similar for licensing or venturing.**

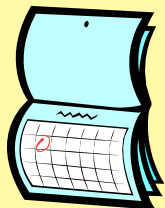
Entrepreneur and inventor Ms. Bonnici has worked as a performing artist and handmade artist for over 25 years. She sold her handcrafted goods through craft shows, home decor stores, online and more but after years of working as production artist, Karen set her mind to creating a product that could be mass produced. In 2011, she landed on a unique idea while creating gifts for her nieces and nephew on her home sewing machine. A year later Karen adapted her design to what would eventually become a utility patented invention. Super Blanky® is part blanket, part cape and features pocket sleeves that allow the wearer to wrap the blanket comfortably around their shoulders without falling off.

Karen began by venturing her invention but after learning about the world of licensing was able to license to a manufacturer that helped to launch her products at Target® stores nationwide. The Super Blanky® products have been featured with 3rd party licensed brands like Batman®, Paw Patrol®, Ryan's World® and more. Karen's latest product the Super Towel™ also retails with the Ryan's World® family of products.

Ms. Bonnici's journey has been filled with obstacles along the way but her belief in her idea continues to fuel her success. Currently in the product development phase, Karen is preparing to launch her latest Dreamighty™ brand of products that will expand the use of her patents. Join us as Karen shares her story including challenges as she continues to forge her path as a creative artist, entrepreneur, and inventor. Learn more about Karen [HERE](#) and [HERE](#) and Super Blanky [HERE](#) and [HERE](#).

**Note: This will be an off-site [Zoom](#) presentation. See [www.alamoinventors.org](http://www.alamoinventors.org) to register.**

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**Wednesday, November 11, 2020**

**6:30–8:00PM – Presentation  
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.

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